

# Tilden Hotel — Website Development Proposal

*Prepared by BrightWeb Studio · June 24 2025*

## 0 · Purpose of This Document

This specification is a **single source of truth** for both client stakeholders *and* the development team.

It explains **what** we're building, **why** it matters to Tilden Hotel, and **how** we'll implement it.

## 1 · Business & Website Goals

Business Goal	Website KPI	Target
Increase direct bookings	Direct booking conversion rate	≥ 20% of online bookings
Enhance brand perception & showcase unique identity	Average session duration	≥ 2.5 minutes
Improve guest information accessibility	Number of unique visitors to amenity pages	≥ 500 / month

## 2 · Target Audience & Personas

Persona	Needs	Key Tasks on Site
"Leisure Traveler" (25-45)	Unique experience, convenient location, easy booking	1) View room options 2) Explore art installations 3) Book a stay
"Business Traveler" (30-55)	Reliable amenities, meeting facilities, efficient service	1) Check Wi-Fi/business amenities 2) Find meeting space info 3) Book a room
"Art & Culture Enthusiast"	Information on hotel's art, local cultural events	1) Browse art gallery 2) Read about local events 3) Discover hotel's unique offerings

### 3 - Core User Flows

1. **Book a Room** → Home → Rooms → Select room type → Booking engine → Confirmation.
2. **Explore Hotel Amenities** → Home → Amenities → The Douglas Room / Cafe at The Tilden / Fitness Center → View details and gallery.
3. **Discover Hotel's Art Focus** → Home → Art & Culture → Specific installation details / Artist information → Gallery view.

### 4 - Information Architecture (Sitemap)

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- ■ home
- ■ rooms
  - ■ ■ standard-king
  - ■ ■ deluxe-queen
  - ■ ■ junior-suite

■ ■ amenities

■ ■ ■ the-douglas-room

■ ■ ■ cafe-at-tilden

■ ■ ■ fitness-center

■ ■ ■ meeting-events

■ ■ art-culture

■ ■ location

■ ■ contact

■ ■ blog

■ ■ ■ category/local-events

■ ■ ■ category/art-features

■ ■ privacy-policy

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## 5 - Content Requirements

Page	Content Owner	Assets Needed
Home	Marketing	High-resolution hero imagery, compelling headline, unique selling points, clear call to action
Room detail	Marketing	Multiple high-quality photos per room type, detailed descriptions, list of amenities, floor plans (if applicable)
Amenities	Marketing	Professional photos of The Douglas Room, Cafe at The Tilden, Fitness Center, Meeting/Event spaces; descriptive text for each
Art & Culture	Marketing	High-resolution images of art installations, artist biographies, descriptive text for each piece
Location	Marketing	Engaging description of neighborhood, nearby attractions, transportation details
Blog	Marketing	5-10 seed articles focused on local San Francisco events, art scene, and hotel news (≥ 600 words each)

Tone & Voice: Sophisticated, inviting, modern, with a clear appreciation for art and design; professional yet approachable.

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## 6 • Visual & Brand Guidelines

- **Color Palette:** To be provided by Tilden Hotel. (Will integrate existing brand colors or propose options if none exist)
  - **Typography:** To be provided by Tilden Hotel. (Will recommend modern, legible fonts)
  - **Logo Usage:** To be provided by Tilden Hotel. (Ensuring proper sizing, spacing, and usage across all devices)
  - **Accessibility:** WCAG 2.2 AA compliance for all visual elements and interactions.
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## 7 • Functional Specifications

Feature	Behaviour	Acceptance Criteria
Online Booking Engine Integration	Seamless integration with hotel's preferred booking system	Users can check availability, select rooms, enter guest details, and receive booking confirmation directly via the website.
High-Resolution Image Galleries	Galleries for rooms, amenities, and art installations with zoom/lightbox functionality	Images load quickly; responsive across devices; allows for easy navigation between photos.
Interactive Location Map	Embedded map displaying hotel location and nearby points of interest	Customizable markers; allows users to get directions; displays public transportation options.
Contact & Inquiry Forms	Dedicated forms for general inquiries, event bookings, and specific requests	Forms are easy to complete; provide clear submission confirmation; data is securely transmitted to designated hotel staff email.
Content Management System (CMS)	User-friendly interface for hotel staff to manage website content	Hotel staff can easily add/edit room details, amenity descriptions, blog posts, art features, and special offers without technical assistance.
Social Media Feed Integration	Display recent posts from the hotel's Instagram or other selected social media channels	Dynamically updates; visually appealing; links directly to social profiles.

## 8 · Technical Stack & Integrations

Layer	Tech	Notes
Front-end	Next.js, React	Modern, performant framework for dynamic content
Styling	Tailwind CSS	Utility-first CSS framework for efficient and consistent styling
CMS	Sanity v3 or similar Headless CMS	Flexible content modeling, real-time collaboration, easy content updates
Hosting	Vercel or similar edge-network hosting	Fast global content delivery, automated deployments
Forms	Custom form handling with secure backend	Secure submission and routing of inquiry data
Analytics	Google Analytics 4 (GA4)	Comprehensive tracking of user behavior and website performance
Booking Engine	API Integration with existing PMS (e.g., SynXis, SiteMinder, Opera)	Direct and secure connection to hotel's room reservation system
Media Optimization	Cloudinary or similar CDN	Automated image/video optimization and delivery

Performance budget: ≤ **150 KB JS**, LCP < 2.5 s on 4G.

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## 9 - SEO & Analytics Plan

- **Primary Keywords:** “Tilden Hotel San Francisco”, “boutique hotel Union Square”, “San Francisco art hotel”, “hotel near Curran Theatre”, “Douglas Room San Francisco”.
- **Metadata:** Unique, keyword-rich titles ( $\leq 60$  chars) & meta descriptions ( $\leq 155$  chars) for all key pages.
- **Technical SEO:** Auto-generated XML sitemap, optimized robots.txt, clean URL structures.
- **Analytics Goals:** GA4 goals configured to track direct booking completions, contact form submissions, and key page views (e.g., Rooms, Amenities, Art & Culture).

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## 10 - Accessibility & Compliance

1. **WCAG 2.2 AA Conformance:** All interactive elements, content, and media will meet accessibility standards.
2. **Keyboard Navigation:** Entire site navigable using only a keyboard.
3. **Alt Text:** Descriptive alt text for all meaningful images.
4. **ARIA Landmarks:** Proper use of ARIA roles and landmarks for screen reader navigation.
5. **Privacy Policy & Terms of Service:** Clear and accessible pages detailing data handling and website terms.
6. **Cookie Consent Banner:** Compliant cookie consent mechanism.

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## 11 - Project Timeline



Week	Milestone	Output
1	Discovery & Strategy	Personas, IA, technical requirements
2-3	UX Wireframes & Prototyping	Interactive low-fidelity prototypes
4-5	UI Design & Branding Integration	High-fidelity mockups, design system
6-8	Development & CMS Implementation	Front-end build, CMS schemas, booking integration
9	Quality Assurance & Testing	Cross-browser/device testing, accessibility checks
10	Launch & Training	Website go-live, CMS training for hotel staff

## 12 · Investment Summary

*Discovery & Strategy: \$3 500*

*UX/UI Design: \$6 000*

*Development & Integrations: \$12 000*

*QA & Launch: \$2 000*

**Total Fixed Price: \$23 500** (50 % up-front, 50 % at go-live)

*Optional Care Plan:* hosting, backups, content updates, performance monitoring — **\$350 / mo**

## 13 · Assumptions & Exclusions

- Client will provide all necessary high-resolution photography and video assets for rooms, amenities, art installations, and general hotel ambiance.
- Client will provide all textual content (copy) for all website pages.
- Client will provide access and necessary API credentials for their existing Property Management System (PMS) and/or booking engine for integration.
- Client will provide specific brand guidelines including logo files, color palettes, and preferred typography.
- Development of custom reservation system or PMS is excluded. This proposal assumes integration with an existing system.
- Ongoing content creation (e.g., regular blog posts) beyond initial seed articles is excluded.

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## 14 · Acceptance

Name	Title	Signature	Date

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### BrightWeb Studio — Who We Are

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**Contact:** Marcus Lee · marcus@brightweb.studio · (385) 555-0135