

Website Product Requirements Document

1. Purpose & Goals

What's the main reason for this website upgrade?

- Get full control of the website so that users can download the app from it.

What actions do you want visitors to take? (sign up for waitlist, contact you, download the app when ready etc.)

- Download the app
- Sign up for waitlist
- Contact me

2. Website Structure

How many pages do you envision? (e.g., Home, About, Features, Pricing, Contact, FAQ, Blog)

- Home
 - Includes description of Martial Apps features
 - Includes short demo video of the app
- Benefits
 - Why choose our app
- Download
 - Simple page with some text about Apple / Android / device types
 - Button "Start using the app" that offers the ability to download the app and use it for X weeks for free
- About
- Pricing
- FAQ
- Button "Two week free trial" always visible.

Do you have any reference websites we can take inspiration from for design and layout?

- Re-use the same colour palette and overall design of the app (crimson red)

- <https://gymdesk.com/> (for navigation and professional look) (our colour scheme will be different)
- Must look much better than [Martalytics](#) (too many colours on this site)

3. Content & Assets

Do you have existing brand guidelines (logo files, color palette, fonts)? If not, we can create these as part of the project.

- See Teams folder “[Martials Apps branding](#)”

Do you want us to write the website copy or will you provide it? (Copy means the text content like headlines, descriptions, and page content.)

- Initially, I will provide copy

Do you have photos or videos you'd like to use or should we source stock images or create custom visuals?

- I will create some sales videos (demo, testimonials, interviews, ...)
- Pictures: good question. I will provide them but use stock images if not available.

4. Features & Integrations

Do you need email integration for newsletter signups or contact form submissions? If so, where should these go (your email, a mailing tool like Mailchimp/Azure Comms etc)?

- Yes – newsletter sign-up, contact form submission
- Initially, send mail to “info@martialapps.com”

Would you like us to handle SEO so the site ranks well on Google?

- In principle yes, but what does that imply? More cost, ..?
- What about optimization for AI searches (ChatGPT, Perplexity, ...)

Do you want analytics set up to track visitor behavior? We can implement Google Analytics (GA4) or Microsoft Clarity or both.

- Yes – Google Analytics is probably the standard but if Microsoft Clarity is “almost as good”, then integration with rest of our Microsoft ecosystem may be a benefit. TBD.

5. Timeline

Do you have a target launch date or any urgency around this?

- Available on April 1, 2026 and definitely before April 17 (Kingston Kicks event)