



Sprint Planning Document (Sprint 2)
Sprint Goal Backlog (Sprint 2)

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Gabrielle Karabas, Cooper Olson, Michael Moen, Josh Balch

High-level Project Overview

Project Mission:

- Bowfin Tech is dedicated to empowering businesses with practical, efficient, and affordable digital solutions. We partner with small and medium-sized businesses to solve technical challenges, enhance online presence, and optimize digital performance. While others strategize, we execute—delivering results with speed, precision, and reliability.

Problems We Are Solving:

- Businesses struggle with digital roadblocks that slow down operations, from website issues to technical misconfigurations.
- Outdated websites and poor mobile experiences drive away potential customers, impacting growth and engagement.
- Marketing efforts fall flat without proper tracking, leaving businesses guessing about what works.
- Small and medium-sized businesses lack affordable, on-demand technical support, often getting stuck between overpriced consulting firms and DIY frustration.
- Local businesses miss out on visibility due to poor search rankings and incomplete map listings, making it harder for customers to find them.

Project Overview (High-Level Features):

- **Website Development & Integration**
 - Responsive Website Build: Transform client-provided designs into functional web pages using Elementor.
 - Staging Site & Approval: Develop on a temporary domain, ensuring approval before launch.
 - Mobile Optimization: Ensure seamless performance on tablets and smartphones.
 - Third-Party Integrations: Implement booking tools (e.g., Gingr) and Google Calendar API.
- **Domain & Email Migration**
 - Domain Transfer: Migrate websites to a live environment, ensuring minimal downtime.
 - DNS & MX Record Configuration: Maintain email functionality during transitions.
 - SSL Encryption: Enable security features for safe browsing.
 - Testing & Deployment: Verify global DNS updates and functionality.
- **Profitability Tracking & Analytics**
 - Google Tag Manager Setup: Implement event tracking for Google Analytics, Ads, and Meta.

- Conversion Tracking: Set up triggers for user actions like sign-ups and purchases.
- Enhanced Conversions: Integrate server-side tracking for better attribution.
- Third-Party Data Tracking: Configure JavaScript-based event tracking for external platforms.
- **Admin Dashboard & Reporting**
 - User Behavior Insights: Track visitor actions, traffic sources, and engagement.
 - Campaign Performance Metrics: Measure ad effectiveness and ROI.
 - Custom Reporting: Provide businesses with actionable insights for digital strategy improvements.
- **Advanced Tracking & Optimization**
 - Advanced Tracking & Optimization
 - Meta Pixel & Conversions API: Ensure accurate data flow for Facebook & Instagram ads.
 - Google Ads ROI Analysis: Help clients evaluate ad spend vs. revenue generated.
 - A/B Testing Support: Optimize website and ad performance through data-driven adjustments.

Sprint 2 Planning

Sprint 2 Goals:

1. **Connect third-party booking software (most likely Gingr)**
2. **Use Google Calendar API to integrate the client's GCal with the website**
3. **Domain Transfer: Migrate websites to a live environment, ensuring minimal downtime.**
4. **DNS & MX Record Configuration: Maintain email functionality during transitions.**
5. **SSL Encryption: Enable security features for safe browsing.**
6. **Testing & Deployment: Verify global DNS updates and functionality.**

Sprint 2 Deliverables:

Respond to Client Feedback and Redesign Website

- Assigned: Michael, Gabrielle, Josh, Cooper
- During Sprint 2, the client provided extensive feedback on the initial designs from Sprint 1, expressing a new vision for both the aesthetic and functional aspects of the site.
- We paused our original Sprint 2 roadmap to prioritize reworking the website's structure and layout in accordance with these new requirements.
- This included creating revised wireframes, adjusting branding and styling, and rethinking the content structure across key pages.

Rebuild Core Website Components in Elementor

- Assigned: Gabrielle, Cooper, Josh, Michael
- Recreated major page sections in Elementor based on the updated client vision, including the homepage, service descriptions, and other various elements.
- Implemented improved layout structure, revised wording, and updated imagery per the client's new direction.

Maintain Communication with Client and Incorporate Iterative Changes

- Assigned: Gabrielle, Josh
- Conducted regular check-ins with the client to validate changes, gather feedback, and implement rapid iterations throughout the sprint.
- Adjusted designs in real time to meet client expectations and clarify project direction moving forward.

Database Integration and Hosting

- Assigned: Gabrielle
- Designed and implemented a relational database to store client-specific data, including dog profiles, owner contact details, and vaccination records.

- The database schema includes fields for dog name, breed, age, birthday, vaccination status, and owner name, email, and phone number.
- The database is securely hosted using Amazon RDS, enabling reliable, scalable access from the live website.
- Integrated the database with the site's backend to enable dynamic data interaction and future analytics functionality.

Planning Ahead for Tracking and Analytics Implementation

- Assigned: Michael Moen, Cooper
- Although we postponed the full setup of analytics tools due to the ongoing redesign, we began preparing the Google Tag Manager structure and reviewed event requirements for the upcoming sprint.

Sprint 2 Note:

Although our originally planned Sprint 2 tasks were postponed, the team remained actively engaged. Our client provided substantial feedback on the Sprint 1 deliverables, requesting a new design direction. As a result, we shifted focus to revising and rebuilding key website components to match the client's updated vision. This pivot required quick iteration, ongoing communication, and significant rework, which will ultimately ensure better project alignment and client satisfaction.