



Sprint Planning Document (Sprint 1)
Sprint Goal Backlog (Sprint 1)

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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- Outdated websites and poor mobile experiences drive away potential customers, impacting growth and engagement.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 1 Planning

Sprint 1 Goals:

1. **Research the tools to be used in this project.**
2. **Setup staging site.**
3. **Build initial site elements in Elementor**
4. **Create responsive tablet and mobile versions of each page**
5. **Connect buttons, links, and other interactive elements**
6. **Connect third-party booking software (most likely Gingr)**
7. **Use Google Calendar API to integrate the client's GCal with the website**

Sprint 1 Deliverables:

Research the tools to be used in this project

- Assigned: Michael, Gabrielle, Josh, Cooper
- Research and read through all necessary documentation for the tools to be used throughout the project, including Elementor, Firebase, Google Tag Manager, Google Analytics, and third-party integrations.

Setup staging site

- Assigned: Gabrielle Karabas
- Set up the staging environment on a temporary domain.
- Deploy the website to the staging server for testing and approval.

Build initial site elements in Elementor

- Assigned: Gabrielle, Cooper, Josh
- Design and develop core website components in Elementor.
- Implement page structure, sections, and basic UI elements based on client designs.

Create responsive tablet and mobile versions of each page

- Assigned: Michael Moen
- Ensure that all pages are fully responsive and optimized for tablets and mobile devices.
- Adjust layouts, font sizes, and images to enhance usability on different screen sizes.

Connect buttons, links, and other interactive elements

- Assigned: Gabrielle, Cooper, Josh
- Ensure all navigation links, call-to-action buttons, and forms function correctly.
- Implement smooth user interactions, such as hover effects and button clicks.

Connect third-party booking software (most likely Gingr)

- Assigned: Cooper, Michael
- Integrate Gingr or another booking software with the website.
- Ensure seamless booking functionality and data flow between the site and the booking platform.

Use Google Calendar API to integrate the client's GCal with the website

- Assigned: Gabrielle, Josh
- Set up and configure Google Calendar API for displaying and managing calendar events on the website.
- Ensure proper synchronization between the website and the client's Google Calendar.