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AI-generated content may be incorrect.

**Sprint Planning Document (Sprint 1)**

**Sprint Goal Backlog (Sprint 1)**

Jan 15th - February 18th 2025

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**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* Outdated websites and poor mobile experiences drive away potential customers, impacting growth and engagement.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.