Product Requirements Document (PRD)

**Project:** Image/Groom/Wardrobe Consulting Website. Prod url: the-gents-edit.com

**Author:** Robbie Lannon

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**Version:** 0.1

# 1. Overview

**Goal**:  
Create a sleek, professional web presence for an image consulting business that provides wardrobe, grooming, and personal branding services, targeted at style-curious clients seeking modern, practical advice.  
  
**Value Proposition**:  
Help users gain confidence and clarity in their personal appearance through a polished digital platform that clearly communicates services, showcases credibility, and enables client engagement.

# 2. Problem Statement

Style-conscious individuals often feel overwhelmed by options and lack access to straightforward, non-dogmatic advice. There is no central, approachable service that guides them through appearance-related decision-making in a modern, relatable way.

# 3. Objectives / Success Criteria

- ✅ Launch a visually cohesive and functional marketing site  
- ✅ Enable users to book consultations or submit inquiries  
- ✅ Establish brand credibility via design, testimonials, and copy  
- ✅ Position site to scale later (e.g., blog, digital products, client logins)

# 4. Target Users

|  |  |
| --- | --- |
| Persona | Description |
| The Rebrand-er | Professionals entering a new life stage or career who want a style reset |
| The Confused Creative | Style-aware folks with unique tastes, overwhelmed by options |
| The Skeptical Beginner | Style-curious but unsure of how much help they want or need |
| The Groom-To-Be | Whether style-conscious or -curious, a groom who wants help on his wedding day |

# 5. User Stories

## Core User Stories (MVP)

- As a potential client, I want to see what services are offered so I can understand if this is for me.  
- As a user, I want to submit a contact form so I can ask questions or book a consultation.  
- As a business owner, I want to showcase testimonials so new visitors feel confident in hiring me.  
- As a user, I want to view the site on my phone or laptop so I can browse anytime.

## Future User Stories

- As a returning client, I want to log in and view past style boards or notes.  
- As a visitor, I want to browse blog content to understand the brand voice.  
- As a client, I want to upload photos or outfit ideas ahead of my consultation.

# 6. Scope (MVP)

|  |  |  |
| --- | --- | --- |
| Feature | Included in MVP? | Notes |
| Landing page with brand messaging | ✅ | Catchy tagline, hero image, strong CTA |
| About + Services page | ✅ | Photos, service breakdown, pricing (optional) |
| Booking/Contact form | ✅ | Simple form to schedule or inquire |
| Responsive design | ✅ | Mobile-friendly layout |
| Testimonial section | ✅ | Static or easily editable |
| Blog or articles | ❌ | Phase 2 |
| Client login | ❌ | Phase 3 |

# 7. Wireframes & UI Plan

📍 To be designed in Figma  
  
- Landing page layout (hero, value prop, CTA)  
- Services layout (cards or grid)  
- Contact form  
- Mobile responsiveness

# 8. Tech Stack

|  |  |
| --- | --- |
| Layer | Tools |
| Front-End | HTML/CSS (Bootstrap), Jinja2 or React (later) |
| Back-End | Flask (Python) |
| Database | SQLite (dev), PostgreSQL (prod-ready) |
| Deployment | Heroku / Render / Netlify |
| Design | Figma |
| Version Control | Git + GitHub |
| Optional CMS | Markdown or hardcoded for now |

# 9. Milestones & Timeline

|  |  |  |
| --- | --- | --- |
| Phase | Goal | ETA |
| 1. Planning | PRD, wireframes, stack chosen | [Date] |
| 2. MVP Build | Static pages + form + deploy | [Date] |
| 3. Content Fill | Final copy, photos, polish | [Date] |
| 4. Launch | Go live + LinkedIn/Portfolio update | [Date] |

# 10. Risks / Mitigations

|  |  |
| --- | --- |
| Risk | Mitigation |
| Scope creep | Stick to MVP feature list; document Phase 2 separately |
| Styling delays | Use utility-first CSS (Tailwind) or simple design system |
| Deployment hurdles | Start deployment early in dev process to troubleshoot gradually |

# 11. Appendix

- Figma link: https://www.figma.com/design/ctrxsDdB0v7qt3PniamtmM/The-Gent-s-Edit?node-id=0-1&p=f&t=ks9fkYNms79UDeDb-0  
- GitHub repo: https://github.com/edendir/gents-edit  
- User flow diagram: [Optional, helpful]  
- Inspiration / competitor sites: Primer Magazine, The Modest Man, He Spoke Style, Put This On