🪪 About / Contact Page — Master Design & Build Spec

This page is the **official face of the platform**, meant to:

- Legitimize the project with a clear mission and ethical positioning
- Provide users (or partners) with a way to get in touch
- Reinforce the community-first, non-pay-to-play model

It does **not require dynamic content** — and should load quickly, even offline cached.

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1. 🎯 Product Intent & UX Strategy

✅ Purpose of the About / Contact Page

- Explain **what BJJNearMe.org is**, who it's for, and what it stands for
- Provide a simple **channel for gyms, users, or sponsors** to contact you
- Build **transparency and trust** with clear intent and non-commercial tone
- Offer lightweight legal or policy links if needed

✅ User Stories Supported

- "What is this site and who runs it?"
- "I want to list my gym — how do I reach out?"
- "Can I partner or advertise with this directory?"
- "Is this site biased or sponsored by someone?"
- "I found incorrect info — how can I report it?"

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2. 🧱 Section-by-Section Breakdown

🟦 A. Intro / Mission Block

Design Intent:

- Clear, confident explanation of the project
- Centered on community and discovery — not monetization or promotion

Components:

- Page title (e.g., "About BJJNearMe.org")
- 2–3 paragraph explanation:
  - Who built this
  - Why it exists
  - What users can expect
  - Emphasis on: *"We never charge gyms. This platform exists to grow the sport."*

Technical Recommendation:

- Static content block (Elementor or Gutenberg)
- Editable for future brand updates

Placeholder Strategy:

- Use dummy mission:

  "BJJNearMe.org is a free, community-powered platform that helps students, parents, and travelers discover the right gym for their journey."

🟩 B. Contact CTA Block

Design Intent:

- Offer quick contact methods — primarily WhatsApp, optionally email or form

Components:

- WhatsApp link button (e.g., "Chat with us on WhatsApp")
- "🔁 Request Info Update" or "Suggest a Correction"
- Optional: contact form (Name, Email, Message)
- Optional: email link (e.g., hello@bjjnearme.org)

Technical Recommendation:

- Use WhatsApp deep link (`https://wa.me/<number>`)
- Optional Elementor contact form (stored in WP or emailed)
- Protect email from scraping (obfuscate)

Placeholder Strategy:

- Link to dummy number or display "Contact form coming soon"

🟨 C. Visual Trust Cue (Optional)

Design Intent:

- Humanize the platform — even a photo, quote, or founder note
- Optional logo or martial arts–themed visual

Components:

- Founder note (e.g., "Built by BJJ practitioners for BJJ families.")
- Optional image of mats, community, Peruvian BJJ moment

Technical Recommendation:

- Static image or blockquote
- Low visual weight; keep fast and clean

Placeholder Strategy:

- Add sample quote: *"We believe everyone deserves to train in the right environment."*

🟥 D. Legal / Footer Section (Optional MVP)

Design Intent:

- Handle basic disclaimers (e.g., affiliate links, info accuracy)
- Help users understand the limits of responsibility

Components:

- Simple text links: Terms of Use, Privacy, Affiliate Disclosure
- Footer row with link back to Home

Technical Recommendation:

- Add static pages if needed, or display inline text blocks
- Linked in footer across all templates

Placeholder Strategy:

- Use lorem text or single-page placeholder for now

3. ⚙️ Technical Data Flow

Field	Source	Data Type

mission_text	Static	rich text
whatsapp_link	Manual	deep URL
contact_form	Optional	form plugin
founder_note	Static	text
legal_links	Optional	nav or text

4. 🧩 Summary Table (Developer View)

Section	Type	Source	Placeholder Included?	Dynamic?
Intro / Mission	Static	Text	✅ Yes	❌ No
Contact Block	Static	Link/form	✅ Yes (dummy link)	✅ Yes
Founder Quote	Static	Text/img	✅ Yes	❌ No
Legal Section	Optional	Static	✅ Yes (text)	❌ No

5. ✨ Future Enhancements (Post-MVP)

- Embedded contact forms with admin reply functionality
- FAQ section (for parents, gym owners, sponsors)
- "Meet the Team" or "Our Advisors"
- Newsletter signup
- Social proof ("As seen on…" or press mentions)