🏠 Homepage — Master Design & Build Spec

The homepage is the **entry point** for BJJNearMe.org. It must immediately communicate **what the platform is**, inspire trust, and guide users toward **gym discovery** through **filter-driven exploration** and **short-form video**. It also lays the groundwork for **native monetization**.

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1. 🎯 Product Intent & UX Strategy

✅ Purpose of the Homepage

- Welcome users with a **clear, benefit-oriented message**
- Immediately offer **discovery options** based on personas (e.g., Parents, Beginners, Travelers)
- Showcase **featured gyms and content** (e.g., Reels, Sponsored Gyms)
- Introduce **filters** that personalize the experience
- Enable **conversion** via WhatsApp and Instagram CTAs
- Begin laying the foundation for monetization — subtly, not aggressively

✅ User Stories Supported

- "I'm looking for a beginner-friendly gym near me."
- "I want to see what BJJ gyms in Lima look like."
- "I'm visiting soon and want to see who offers open mats."
- "I want to see what the community looks like before committing."

2. 🧱 Section-by-Section Breakdown

🟦 A. Hero Section

Design Intent:

- Instant orientation: what the site is, who it's for, and why it's valuable.
- Build credibility, especially for first-time visitors.

Components:

- Title (e.g., "Discover the Right Jiu-Jitsu Gym for You")
- Subtitle with benefit (e.g., "Explore trusted gyms, see real reels, and train where you belong.")
- Primary CTA button: "Find a Gym Near Me" (anchor to discovery grid)
- Optional: secondary CTA — "Watch Reels" or "See Beginner Tips"
- Background: simple illustration, community photo, or ambient movement (low-priority)

Technical Recommendation:

- Static content editable via Elementor or Gutenberg
- CTA links to `#discovery` anchor or `/search`
- Responsive font sizes + tap-friendly buttons

Placeholder Strategy:

- Add dummy title/subtitle
- Link CTA to a scroll anchor even before dynamic data loads
- Add temporary stock image or background

🟩 B. Discovery Grid (Gym Cards)

Design Intent:

- Display a grid of gym cards, showcasing dynamic entries that draw from the structured gym dataset.
- Create an immediate sense of depth and availability.

Components:

- 6–12 gym cards in scrollable view (carousel or grid depending on device)
- Each card includes:
    - Gym name + district
    - Rating (stars)
    - Tags (e.g., "Kids", "Gi", "Open Mat")
    - WhatsApp + Instagram buttons
    - Thumbnail or logo image (fallback image if none)

Technical Recommendation:

- Pull dynamic data from CPT: `gyms`
- Use Elementor loop grid or custom shortcode to render gym cards
- Responsive layout: 1 column (mobile), 2–3 columns (tablet/desktop)
- "View All Gyms" button anchors to `/search`

Placeholder Strategy:

- Load 3–6 sample gyms from dummy CSV entries
- Include fallback image, hardcoded stars, and sample tags

🟨 C. Filter Pills Section

Design Intent:

- Help users explore by interest or need — especially useful for parents and first-timers.
- Feels like a product-filter experience, not just a tag cloud.

Components:

- Horizontal scroll of pill-shaped filters:
  - Beginner Friendly
  - Women's Classes
  - Kids Classes
  - Has Open Mat
  - English Spoken

Technical Recommendation:

- Predefined values (no user-generated tags)
- Each pill links to a filtered version of `/search?tag=kids` or triggers an AJAX filter
- Mobile-first design with swipable row

Placeholder Strategy:

- Pills can be clickable even if they lead to empty result sets at launch
- Use visual cues (e.g., hover, active state) to show interactivity

🟧 D. Sponsored Block (Ad Zone)

Design Intent:

- Begin passive monetization through native placements.
- Example: "Top Beginner Gyms – Powered by XYZ" or "Recommended by Bushido Life"

Components:

- 1 horizontal banner ad or sponsored carousel
- Title, image, CTA link
- Optional tag filter or featured tag (e.g., beginner, family-friendly)

Technical Recommendation:

- Editable via ACF field or Elementor widget
- Load dynamic ad content in future phases via CPT: `sponsors`
- Add rel="sponsored" and `nofollow` for SEO compliance

Placeholder Strategy:

- Use a static sponsored block with dummy image and CTA
- Example copy: "Your Brand Here – Sponsor This Section"

🟥 E. Reels Block (Embedded Content)

Design Intent:

- Visual proof of gym culture, environment, and authenticity.
- Builds trust through video.

Components:

- 3–6 reels in a horizontal scroll or grid
- Each includes:
  - Video embed or thumbnail
  - Optional tag (e.g., Open Mat, Kids, Gi)
  - CTA: "Visit Gym" or "Watch on Instagram"

Technical Recommendation:

- Pull from ACF repeater or CPT: `reels`
- YouTube, Instagram, or TikTok embed support
- Optimize for mobile (avoid full autoplay; use muted loop or tap-to-play)

Placeholder Strategy:

- Load 2–3 dummy embedded videos
- Add "No Reels Yet" empty state if backend has no content

⚫ F. Footer (Sticky or Static)

Design Intent:

- Compact footer with helpful links, language toggle, and trust cues.
- May be combined with **sticky mobile nav** for simplicity.

Components:

- Links: About, Contact, Instagram, Legal
- Language toggle: EN/ES

- Optional trust badge (e.g., "Data from Google Maps" or "Community Verified")

Technical Recommendation:

- Use Polylang or WPML toggle
- Static links + simple design (no complex animations)
- Combine with bottom nav on mobile if appropriate

Placeholder Strategy:

- Hardcode links to anchor sections or empty `/about`
- EN/ES toggle can switch placeholder strings until full translation is ready

3. ✅ Summary for Developers & Designers

Section	Type	Data Source	Placeholder Included?	Future-Safe?
Hero	Static	Text (Elementor)	✅ Yes	✅ Yes
Discovery Grid	Dynamic	CPT: gyms (CSV)	✅ Yes (dummy gyms)	✅ Yes
Filter Pills	Semi-Dynamic	Hardcoded tag filters	✅ Yes	✅ Yes
Sponsored Block	Dynamic Ready	ACF / CPT: sponsors	✅ Yes (dummy banner)	✅ Yes
Reels Block	Dynamic	ACF or CPT: reels	✅ Yes (embed dummies)	✅ Yes
Footer	Static	Hardcoded links	✅ Yes	✅ Yes