The Sportsman in Logan — Website Development Proposal

Prepared by [Your Company Name] · June 17 2025

0 · Purpose of This Document

This specification is a **single source of truth** for both client stakeholders *and* the development team.
It explains **what** we're building, **why** it matters to The Sportsman in Logan, and **how** we'll implement it.

1 · Business & Website Goals

Business Goal	Website KPI	Target
Re-establish accessible online presence	Website uptime / Accessibility Score	99.9% / WCAG 2.2 AA
Enhance brand image & build trust	Positive reviews displayed / User engagement	≥ 10 new reviews / Avg. session duration ≥ 2 min
Streamline service & rental inquiries	Online booking submissions	≥ 15 bookings / month
Showcase diverse product inventory	Product page views	Increase by 25% within 90 days

2 · Target Audience & Personas

Persona	Needs	Key Tasks on Site
"Local Outdoor Enthusiast" (25-55)	Current inventory, rental options, service details	1) Browse specific product types (e.g., "skiing equipment") 2) Check rental availability 3) Book a ski tune-up
"New to Logan" (18-35)	Find local sporting goods store, understand offerings	1) Discover store history & values 2) View product categories 3) Find contact information
"Value-Conscious Customer" (30-60)	Quality products, good service, deals	1) Read customer testimonials 2) Look for promotions/sales 3) Compare services

3 · Core User Flows

1. **Book Equipment Rental** → Home → Services → Rentals → Select Equipment & Date → Booking Form → Confirmation.

2. **Find Specific Product** → Home → Product Categories (e.g., "Biking Gear") → Browse Products → Product Detail Page.

3. **Learn About Ski/Snowboard Service** → Home → Services → Ski & Snowboard Services → Read Service Details & Pricing.

4 · Information Architecture (Sitemap)

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■■ home
■■ about (History, Our Story)
■■ products
■ ■■ skiing
■ ■■ biking
■ ■■ camping
■ ■■ apparel
■ ■■ footwear
■ ■■ brands (European, North Face, etc.)
■■ services
■ ■■ rentals (Bikes, Paddleboards, Skis, Snowboards, etc.)
■ ■■ ski-snowboard-shop (Tuning, Waxing, Repair)
■■ reviews
■■ blog (News, Events, Gear Guides)
■■ contact (Location, Hours, Phone)

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5 · Content Requirements

6 · Visual & Brand Guidelines

Page	Content Owner	Assets Needed
Home	Marketing	Hero image, intro text, highlights of products/services
About	Management	Historical photos, company story (approx. 500 words)
Product Categories	Merchandising	Overview text, key product attributes per category
Individual Product/Service	Merchandising	High-quality images (multiple angles), detailed descriptions, specifications
Reviews	Marketing	Customer testimonials (text, potential photos/videos)
Blog	Marketing	5-10 initial articles (e.g., "Winter Gear Essentials," "Local Trail Guides")
Contact	Operations	Store photos, map embed, hours, phone, email

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6 · Visual & Brand Guidelines

• **Color Palette:** To be defined, reflecting established brand elements and the store's outdoor/sporting goods theme.

• **Typography:** To be defined, ensuring readability and modern appeal while honoring the brand's history.

• **Logo Usage:** Existing logo to be prominently featured, clear usage guidelines will be established.

• **Imagery:** High-quality, authentic images of products, services, and the store environment.

• **Accessibility:** WCAG 2.2 AA standards for color contrast, navigation, and content structure.

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7 · Functional Specifications

Feature	Behaviour	Acceptance Criteria
Product Catalog	Display products with images, descriptions, categories	Products easily searchable/filterable; links to detailed views; includes curated European brands.
Online Booking System	Allow customers to reserve rentals and services	User can select service/equipment, date/time; system sends confirmation email; integrates with internal calendar/management system if available.
Customer Review Submission	Enable customers to submit testimonials directly on the site	Simple form for star rating and text review; admin moderation required before publishing; published reviews displayed on Reviews page.
Blog/News Section	Publish and manage articles and updates	Admin can create, edit, publish posts; posts categorized/tagged; includes social sharing options.
Contact Form	Allow users to send inquiries via email	Form includes name, email, subject, message; sends email to designated recipient; displays success message.
Mobile Responsiveness	Website adapts to various screen sizes	Layouts are optimized for desktop, tablet, and mobile; all features remain functional.

Content Management System (CMS)	Non-technical users can update site content	Intuitive interface for adding/editing product details, service descriptions, blog posts, and reviews.

8 · Technical Stack & Integrations

Layer	Tech	Notes
Front-end	Modern JavaScript Framework (e.g., React, Next.js)	For dynamic content and user experience
Back-end / CMS	Headless CMS (e.g., Strapi, Sanity, WordPress with REST API)	For flexible content management by the client
Database	Appropriate for chosen CMS (e.g., PostgreSQL, MongoDB)	
Hosting	Reliable Cloud Hosting (e.g., Vercel, Netlify, AWS Amplify)	Scalable, secure, and fast content delivery
Booking Integration	Third-party booking API (e.g., Calendly, custom solution)	Seamless scheduling for rentals and services
Analytics	Google Analytics 4 (GA4)	For tracking website performance and user behavior

9 · SEO & Analytics Plan

• **Keyword Strategy:** Focus on local terms (e.g., "sporting goods Logan UT," "ski rentals Logan," "bike shop Logan").

• **Metadata:** Unique titles ($\leq$ 60 chars) & meta descriptions ($\leq$ 155 chars) will be implemented for all pages.

• XML sitemap will be auto-generated; robots.txt will block non-public areas.

• GA4 goals will be configured for estimate bookings & phone-clicks to track user engagement.

10 · Accessibility & Compliance

1. All interactive elements reachable by `Tab`.

2. Alt text for every image.

3. ARIA landmarks (, ,).

4. Cookie banner complying with relevant privacy regulations.

11 · Project Timeline

Week	Milestone	Output
1	Discovery & Strategy	Detailed sitemap, user flows, content plan
2-3	Design & Wireframing	Low-fidelity wireframes, high-fidelity mockups
4-6	Development - Core Pages	Home, About, Services, Contact, Blog initial build
7-9	Development - Product & Booking	Product catalog implementation, booking system integration
10	Content Integration & QA	Final content population, rigorous testing across devices
11	Launch & Training	Website go-live, client training on CMS usage

12 · Investment Summary

To be provided in a separate, detailed quote after initial consultation.

13 · Assumptions & Exclusions

- Client supplies copy & images before Week 4.
- Two revision rounds per design phase included.
- Any custom ERP integration requires separate SOW.

14 · Acceptance

Name	Title	Signature	Date

[Your Company Name] — Who We Are

Creating impactful digital presences for businesses in Logan and beyond. We have X years of experience delivering tailored web solutions that drive results, and our proven track record with clients speaks for itself.

Contact: [Your Name] · [Your Email] · [Your Phone Number]