The Sportsman in Logan — Website Development Proposal

Prepared by BrightWeb Studio · June 18 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
Expand market reach	Unique website visitors	≥ 500 / month by Day 90
Improve customer convenience	% online rental inquiries	≥ 25 % within 3 months
Enhance brand credibility	Pages per session	≥ 3 pages

2 · Target Audience & Personas

Persona	Needs	Key Tasks on Site
"Local Explorer" (25-45)	Rental info, gear for local activities	1) Browse rental options 2) Find store hours
"Dedicated Outdoorsman" (30-60)	Specific technical gear, expert advice	1) View detailed product specs 2) Read gear reviews/blog
"Family Planner" (30-50)	Easy access to all services, family-friendly options	1) Check service pricing 2) Contact for group rentals

3 · Core User Flows

1. **Book a Rental** → Home → Rentals → Specific Rental Type → Booking widget → Confirmation.

2. **Find a Product** → Home → Products → Category → Product details.

3. **Get Service Info** → Google search "ski tuning Logan" → Services page → Service details.

4 · Information Architecture (Sitemap)

/
■■ home
■■ about-us
■■ products
■ ■■ skiing-snowboarding
■ ■■ biking
■ ■■ camping
■ ■■ apparel
■■ rentals

- ■ ■■ bike-rentals
- ■ ■■ paddle-board-rentals
- ■ ■■ winter-rentals
- ■■ services
- ■ ■■ ski-snowboard-maintenance
- ■ ■■ bike-repair
- ■■ blog
- ■■ contact
- ■■ faq

---

5 · Content Requirements

Page	Content Owner	Assets Needed
Home	Marketing	Hero photo, 3 USP icons, intro copy, featured products/rentals
Product category	Marketing	Intro copy, placeholder for product images/data
Rental detail	Operations	300 words copy, pricing tables, 3 images per rental type
Service detail	Operations	400 words copy, detailed process, pricing structure
Blog	Marketing	5 seed articles (≥ 600 words each)

Tone & Voice: knowledgeable, community-focused, friendly, authoritative; emphasize family legacy.

Tone & Voice: knowledgeable, community-focused, friendly, authoritative; emphasize family legacy.

6 · Visual & Brand Guidelines

- **Color Palette:** To be defined, reflecting outdoor/sporting goods theme (e.g., earthy tones, blues, greens).

- **Typography:** To be defined, ensuring readability and modern appeal.

- **Logo Usage:** Integration of existing The Sportsman logo, ensuring clear visibility.

- **Imagery:** Focus on high-quality, authentic photos of products, activities, and the store environment.

7 · Functional Specifications

Feature	Behaviour	Acceptance Criteria
Online Rental/Service Booking	Calendar-based selection, form fields for customer details	User receives booking confirmation; store receives notification; integrates with store calendar/system if available.
Product/Inventory Display	Categorized listings with filters (e.g., by brand, type)	Each product has dedicated page with images, description, key specs; "inquire" or "add to cart" (if e-commerce) button.
FAQ Section	Accordion style, searchable if many items	Answers common questions, reducing phone calls; easily updated via CMS.
Contact Form	Secure submission, anti-spam (e.g., reCAPTCHA)	Messages sent to specified email; confirmation message displayed to user.
CMS	User-friendly interface for updates	Non-technical staff can add/edit products, rental details, services, blog posts, and FAQs without developer assistance.

8 · Technical Stack & Integrations

Layer	Tech	Notes
Front-end	Modern JavaScript Framework (e.g., React, Vue, Next.js)	For dynamic, responsive user experience
Styling	CSS Framework (e.g., Tailwind CSS, Bootstrap)	Efficient and consistent design
CMS	Headless CMS (e.g., Sanity, Contentful, Strapi)	For content flexibility and easy updates by client
Hosting	Reliable Cloud Hosting (e.g., Vercel, Netlify, AWS Amplify)	Scalable, performant, secure
Booking System	Third-party integration (e.g., Calendly, dedicated booking API) or custom module	User-friendly interface for rentals and services
Analytics	Google Analytics 4	For tracking website usage and user behavior
Security	SSL Certificate, basic DDoS protection	Essential for data security and trust

9 · SEO & Analytics Plan

• **Primary Keywords:** "sporting goods Logan UT", "ski rentals Logan", "bike repair Logan", "European outdoor gear Logan".

• **On-Page SEO:** Optimized titles, meta descriptions, header tags, image alt text for all key pages.

• **Local SEO:** Google My Business optimization, consistent NAP (Name, Address, Phone) across the site.

- **XML Sitemap:** Automatically generated and submitted to search engines.

- **Analytics Goals:** Tracking form submissions (e.g., rental inquiries, contact form submissions).

---

10 · Accessibility & Compliance

1. Adherence to WCAG 2.1 AA guidelines (contrast, keyboard navigation, clear labeling).

2. Responsive design ensuring usability across all device sizes (desktop, tablet, mobile).

3. Clear privacy policy and terms of service (if e-commerce or data collection involved).

---

11 · Project Timeline

Timeline details and milestones will be provided in a separate project plan after initial consultation.

---

12 · Investment Summary

- Investment for this project can range depending on the specific features and scope, we offer both hourly rates and package deals to fit your needs. Detailed pricing will be provided after a consultation.*

13 · Assumptions & Exclusions

- Client to provide all product descriptions, images, rental rates, and service details.

- Client to provide brand assets (logo, any existing brand guidelines).

• Content population (e.g., initial blog posts, comprehensive product data entry) may be a separate service or client responsibility.

• Advanced inventory management system integration beyond simple display and inquiry forms is considered out of scope for initial proposal unless specified.

---

14 · Acceptance

We are confident in our ability to deliver a website that meets and exceeds your expectations. We would be delighted to schedule a follow up call to further discuss this proposal and answer any questions. We look forward to working with you on this project.

BrightWeb Studio — Who We Are

120 + high-converting small-business websites since 2016.
Contact: [Your Name] · [Your Email] · [Your Phone Number] · [Portfolio Link] · [Website Link]