

The Sportsman in Logan — Website Development Proposal

Prepared by BrightWeb Studio · 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
Increase online visibility for local searches	Organic search traffic	≥ 50% increase in 6 months
Streamline rental and service bookings	% of bookings made online	≥ 25% within 6 months
Enhance brand credibility & showcase unique offerings	Avg. session time, positive review display	≥ 2.5 min, 5-star rating visible

2 · Target Audience & Personas

Persona	Needs	Key Tasks on Site
"Local Outdoor Enthusiast" (25-55)	Quick info on rentals/services, unique product availability	1) Check rental options/pricing 2) Book service appointment
"Gear Researcher" (18-40)	Detailed product info, comparisons, expert advice	1) Browse product categories (e.g., European clothing) 2) Read blog articles
"Service Seeker" (30-60)	Reliable repair/tuning service, easy scheduling	1) Find details on ski/bike repair 2) Schedule an appointment

3 - Core User Flows

1. **Book a Rental/Service** → Home → Rentals/Services page → Select item/service → Booking Form → Confirmation.
2. **Find Product Information** → Home → Products/Catalog → Specific Product Page → Learn details / Call to Action (Visit Store).
3. **Check Business Credibility** → Google Search "The Sportsman Logan reviews" → Reviews page → Read testimonials.

4 - Information Architecture (Sitemap)

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- ■ home
- ■ about (Our Legacy, Our Team)
- ■ products
 - ■ ■ ski-equipment
 - ■ ■ bike-equipment

- ■■ camping-supplies
 - ■■ european-clothing (highlight unique offering)
 - ■ rentals
 - ■■ ski-snowboard-rentals
 - ■■ bike-paddleboard-rentals
 - ■ services
 - ■■ ski-snowboard-tuning
 - ■■ bike-repair
 - ■ reviews
 - ■ blog
 - ■ faq
 - ■ contact
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5 - Content Requirements

Page	Content Owner	Assets Needed
Home	Client / Marketing	Hero images (seasonal), 3-4 unique selling propositions, introductory text
Product Categories	Client / Marketing	Overview text for each category, placeholder for product listings
Service/Rental Detail	Client / Marketing	Detailed descriptions of each service/rental, pricing structure, required forms/info
About	Client / Marketing	Company history (77+ years), staff bios/photos, mission statement
Blog	Client / Marketing	5-10 initial articles (e.g., "Best Ski Trails in Logan," "Bike Maintenance Tips")

Tone & Voice: Knowledgeable, friendly, community-focused, reflecting 77 years of service.

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6 · Visual & Brand Guidelines

- **Color Palette:** To be defined with client, reflecting outdoor/sports theme (e.g., forest greens, mountain blues, earthy tones).

- **Typography:** To be defined with client, legible and modern for headings and body text.

- **Logo Usage:** Client to provide high-resolution logo files. Consistent usage across the site.

- **Imagery:** High-quality, authentic photos of products, services, store interior, and local outdoor activities.

7 · Functional Specifications

Feature	Behaviour	Acceptance Criteria
Online Booking System	Allows users to select a rental item/service, choose date/time, provide contact info.	Booking form submits data securely; sends confirmation email to user & notification to business.
Product/Service Catalog	Displays categories, item descriptions, and images.	Easy navigation between categories; clear display of offerings (even without direct e-commerce).
Customer Reviews Display	Integrates or shows recent customer testimonials.	Displays average rating and individual reviews; reviews are prominent on relevant pages.
FAQ Section	Provides answers to common customer questions in an organized manner.	Expandable/collapsible sections; searchable (if many FAQs).
Blog	Enables publishing and categorization of articles.	Easy for non-technical user to add/edit posts; includes social sharing options.
Contact Form	Allows users to send inquiries directly from the website.	Form is validated client-side; sends email notification to specified business email.

8 · Technical Stack & Integrations

Layer	Tech	Notes
Front-end	Modern JavaScript Framework (e.g., React, Vue, Next.js)	For dynamic, responsive user experience
CMS	Headless CMS (e.g., Sanity, Contentful)	For easy content management by business staff
Hosting	Cloud-based hosting (e.g., Vercel, Netlify)	For reliable performance and scalability
Booking Integration	Third-party booking tool (e.g., Calendly, dedicated booking platform)	Seamless integration for rentals and services
Analytics	Google Analytics 4 (GA4)	For tracking website traffic and user behavior
Reviews	Integration with Google Business Profile Reviews or similar platform	To display authentic customer feedback

9 · SEO & Analytics Plan

- **Primary Keywords:** "sporting goods Logan UT", "ski rentals Logan", "bike repair Logan Utah", "outdoor gear Logan", "European clothing Logan".
- **Metadata:** Unique, keyword-rich titles and meta descriptions for all key pages.
- **XML Sitemap:** Automatically generated and submitted to search engines.
- **Google My Business:** Optimization to ensure correct business information and local search visibility.
- **Analytics Goals:** Configure GA4 goals for online booking submissions, contact form submissions, and key page views.

10 - Accessibility & Compliance

1. **WCAG 2.1 AA:** Adherence to Web Content Accessibility Guidelines for inclusive design.
 2. **Semantic HTML:** Proper use of HTML elements for screen reader compatibility.
 3. **Keyboard Navigation:** All interactive elements accessible via keyboard.
 4. **Alt Text:** Descriptive alt text for all meaningful images.
 5. **Privacy Policy:** Clear and accessible privacy policy page.
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11 - Project Timeline

Week	Milestone	Output
1	Discovery & Strategy	Project kick-off, detailed requirements, site map
2-3	Design & Wireframing	Low-fidelity wireframes, high-fidelity mockups for key pages
4-7	Development Phase 1	Core site structure, content integration, CMS setup
8-10	Development Phase 2	Booking system integration, advanced features, mobile responsiveness
11	Quality Assurance & Testing	Cross-browser testing, user acceptance testing
12	Launch & Training	Website go-live, client training on CMS

12 - Investment Summary

- **Project Cost:** [Insert Project Cost Here] - This cost covers all aspects of the project, including discovery, design, development, testing, and launch.
- **Payment Terms:** 30% upon signing the agreement. 30% upon completion of the design and wireframing phase. 40% upon website launch and client training.
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- **Payment Methods:** We accept payments via [List Payment Methods, e.g., Bank Transfer, Credit Card].

- **Detailed Breakdown:** A more detailed breakdown of the costs will be provided upon request.

- 30% upon signing the agreement.
- 30% upon completion of the design and wireframing phase.
- 40% upon website launch and client training.

13 · Assumptions & Exclusions

- **Content Delivery:** Client will provide all necessary text content, images, and brand assets in a timely manner.
- **Third-Party Accounts:** Client is responsible for any third-party software subscriptions (e.g., booking platform, email marketing).
- **E-commerce:** This proposal focuses on displaying products and services; a full online store for direct sales is a separate scope.
- **Complex Integrations:** Any integration with existing POS systems or inventory management beyond displaying data will be considered a separate project.

14 · Acceptance

Name	Title	Signature	Date

BrightWeb Studio — Who We Are

120+ high-converting small-business websites since 2016.

Contact: [Your Name/Company Name] · [Your Contact Information]

Value Proposition

We build websites that convert. For over 77 years, The Sportsman in Logan has been a cornerstone of the community. Let's expand your reach and create a digital experience that captivates your audience and drives growth.