

Le Croissant in Logan — Website Development Proposal

Prepared by BrightWeb Studio · June 21 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 Le Croissant in Logan, and **how** we'll implement it.

1 · Business & Website Goals

Business Goal	Website KPI	How Measured / Target Determination
Increase customer convenience & order volume	Number of successful online pickup orders	Tracked via online ordering system and Google Analytics 4 conversions. Specific quantifiable targets will be collaboratively defined during a dedicated discovery workshop, taking into account current business volume and growth aspirations.
Enhance brand visibility & attract new customers	Organic search impressions & clicks for local keywords	Monitored via Google Search Console and Google Analytics 4. Specific quantifiable targets will be collaboratively defined during a dedicated discovery workshop, taking into account current business volume and growth aspirations.
Streamline special order process	Number of online special order form submissions	Tracked via form submissions and Google Analytics 4 events. Specific quantifiable targets will be collaboratively defined during a dedicated discovery workshop, taking into account current business volume and growth aspirations.

2 · Target Audience & Personas

Persona	Needs	Key Tasks on Site
"Local Foodie" (25-45)	Discover new offerings, easy browsing, quick online ordering	1) Browse full menu (incl. vegan) 2) Place online order for pickup
"Event Planner/Host" (30-60)	Clear special order process, catering info, reliability	1) Find special order details/form 2) Submit custom order inquiry
"Daily Regular" (all ages)	Check daily specials, quick access to hours/location, loyalty info	1) Check daily specials 2) Confirm operating hours & address

3 · Core User Flows

1. **Place an Online Order** → Home → Menu → Select items → Add to Cart → Choose pickup time → Checkout.
2. **Submit Special Order Request** → Home → Special Orders → Fill out form → Submit inquiry.
3. **Discover Products** → Home → Gallery → View photos of breads & pastries → Read menu descriptions.

4 · Information Architecture (Sitemap)

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■ ■ home

■ ■ menu

■ ■ ■ breads

■ ■ ■ pastries

■ ■ ■ sandwiches-soups-salads

■ ■ ■ breakfast-burritos

■ ■ ■ vegan-options

■ ■ online-ordering

■ ■ special-orders

■ ■ gallery

■ ■ about-us

■ ■ contact

■ ■ reviews (optional, if integrated)

■ ■ daily-specials (dynamic)

5 - Content Requirements

Page	Content Owner	Assets Needed
Home	Client Marketing	Hero photo, compelling intro copy, highlights (artisan, vegan)
Menu details	Client Marketing	High-resolution photos per item, detailed descriptions, pricing, vegan labels
Special Orders	Client Marketing	Clear instructions, lead times, custom order form fields
Gallery	Client Marketing	30-50 high-quality images of products (pastries, breads)
About Us	Client Marketing	Bakery story, emphasis on local sourcing, team photos

Tone & Voice: inviting, warm, authentic, emphasizing freshness and artisan quality.

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6 · Visual & Brand Guidelines

- **Color Palette:** Warm, earthy tones with accent colors reflecting freshness and baked goods (e.g., creams, browns, subtle greens, and berry tones).
- **Typography:** Combination of elegant serif for headings and clean sans-serif for body text, reflecting artisan quality and readability.
- **Logo Usage:** Prominently displayed, consistent across all pages.

- **Accessibility:** WCAG 2.2 AA contrast (> 4.5 : 1 for text), ensuring readability for all users.

7 · Functional Specifications

Feature	Behaviour	Acceptance Criteria
Online Ordering System	Users can browse, add to cart, select pickup time, and securely pay.	Seamless navigation; secure payment gateway integration; order details sent to bakery; customer receives confirmation email.
Special Order Form	Users can submit requests for custom bread/pastry orders with specific details.	Form validation for required fields; submission triggers email notification to bakery; data securely stored.
Dynamic Menu Display	Menu items with descriptions, pricing, and high-res photos are easily updated.	Bakery staff can add/edit/remove items via CMS; clear distinction for vegan options; responsive layout on all devices.
Product Gallery	Displays high-quality images of Le Croissant's products.	Fast loading of images; intuitive navigation; responsive and visually appealing.
Mobile Responsiveness	Website content and functionality adapt perfectly to any screen size.	All elements are legible and interactive on smartphones, tablets, and desktops; no horizontal scrolling required.

8 · Technical Stack & Integrations

Layer	Tech	Notes
Front-end	Next.js, React	Modern, performant, SEO-friendly framework
Styling	Tailwind CSS	Utility-first framework for rapid and consistent styling
CMS	Headless CMS (e.g., Sanity, Strapi)	Chosen for flexible and easy content management of menu, specials, gallery, etc.
Hosting	Vercel / Netlify	Selected for fast global CDN and continuous deployment capabilities
Online Payments	Stripe / Square API	Integration for secure and widely accepted payment processing
Analytics	Google Analytics 4	Implementation for tracking user behavior, conversions, and traffic sources
Contact Forms	Formspree / Custom API	Reliable backend for special order and general inquiry form submissions

Note on Performance: The website will be developed with best practices for speed and efficient image loading to ensure a quick and smooth user experience.

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9 - SEO & Analytics Plan

- **Primary Keywords:** “Le Croissant Logan,” “artisan bread Logan,” “pastries Logan UT,” “vegan bakery Logan,” “online bakery Logan.”
 - **Metadata:** Unique, keyword-rich titles (≤ 60 chars) & meta descriptions (≤ 155 chars) for each page.
 - XML sitemap will be automatically generated and submitted; robots.txt will be configured to manage crawling.
 - Google Analytics 4 goals will be configured to track key user actions, including online orders, special order form submissions, and critical page views, to measure the success of the website goals.
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10 - Accessibility & Compliance

1. All interactive elements (buttons, links, forms) will be navigable via keyboard (Tab key).
 2. Descriptive alt text will be provided for all meaningful images, especially product photos, for screen reader users.
 3. Semantic HTML5 structure and ARIA landmarks will be implemented to enhance navigation for assistive technologies.
 4. A cookie consent banner will be implemented, adhering to relevant privacy regulations.
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11 · Project Timeline

Note on Timeframes: A detailed project timeline with specific milestones and delivery dates will be provided upon finalization of the project scope and agreement. The phases generally include:

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Phase	Output
Discovery & Planning	Refined personas, Information Architecture, detailed core features
UX Wireframes & Prototyping	Low-fidelity wireframes and user flow diagrams
UI Design & Content Structuring	High-fidelity mockups, brand guidelines integration, CMS schema setup
Development & Integration	Front-end build, CMS integration, online ordering system setup
Quality Assurance & Testing	Cross-browser/device testing, performance checks, bug fixing
Launch & Training	Website deployment, client training on CMS and order management

12 · Investment Summary

Note on Investment: A comprehensive commercial proposal detailing the investment required for each phase and the total fixed price will be provided separately after the discovery phase and finalization of the project scope. Optional ongoing support and maintenance plans will also be presented for

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13 - Assumptions & Exclusions

- Client will provide all high-resolution product photography and brand assets (logo, specific color codes if any) according to a mutually agreed-upon content delivery schedule.
 - Client will provide all necessary text content including menu item descriptions, pricing, special order policies, and 'About Us' copy.
 - A maximum of two revision rounds will be included per design phase (wireframes, UI mockups) and two per development sprint, unless otherwise specified in the final agreement.
 - Exclusions: Complex third-party API integrations not explicitly listed in Section 8 (e.g., custom ERP integrations), extensive inventory management beyond basic product availability, or custom Customer Relationship Management (CRM) system development are not included in this proposal and would require a separate Statement of Work.
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14 - Acceptance

Name	Title	Signature	Date

BrightWeb Studio — Who We Are

Helping local businesses thrive online since 2016.

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