The Sportsman in Logan — Website Development Proposal

Prepared by BrightWeb Studio · June 19 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 and reach	Organic search traffic	Increase organic search traffic by 40% within 12 months.
Expand sales and revenue streams	Number of online orders	Process ≥ 50 online orders per month by month 6 post-launch.
Enhance customer engagement and trust	Customer review submissions	Generate ≥ 15 new 4-5 star reviews per quarter.
Improve operational efficiency	Online service/rental bookings	Achieve 75% of service/rental bookings via the website within 9 months.

2 · Target Audience & Personas

Persona	Needs	Key Tasks on Site
"Local Sports Enthusiast" (25-55)	Find specific products, check store hours, book ski tuning/repair.	1) Browse product catalog 2) Check service availability 3) Find store location & contact
"Outdoor Adventurer" (20-45)	Rent specific equipment (bikes, paddleboards, snow gear), find product details.	1) Explore rental options 2) Book rentals online 3) Research technical gear specifics
"Community Loyalist" (40-70+)	Learn about store history, read testimonials, find unique quality brands.	1) Read 'About Us' section 2) View customer testimonials 3) Discover new high-quality arrivals

3 · Core User Flows

1. **Purchase a Product Online** → Home → Shop by Category/Search → Product Page → Add to Cart → Secure Checkout → Order Confirmation.

2. **Book a Service or Rental** → Home → Services/Rentals Page → Select Specific Service/Item → View Availability & Select Slot → Fill Booking Form → Confirmation.

3. **Find Store Information and Directions** → Google Search "The Sportsman Logan" → Home/Contact Page → View Map & Hours → Call or Plan Visit.

4. **Engage with Customer Reviews** → Home → Reviews Section → Browse Testimonials → Submit Own Review (if applicable).

4 · Information Architecture (Sitemap)

/
■■ home

■■ shop (Online Store)

■ ■■ clothing

■ ■■ footwear

■ ■■ ski-snowboard

■ ■■ bikes

■ ■■ camping-hiking

■ ■■ accessories

■■ services

■ ■■ ski-tuning-repair

■ ■■ snowboard-tuning-repair

■ ■■ bike-repair-maintenance

■■ rentals

■ ■■ bike-rentals

■ ■■ paddleboard-rentals

■ ■■ snow-equipment-rentals

■■ about (Our History, Team, Values)

■■ reviews (Customer Testimonials)

■■ contact

5 · Content Requirements

Page	Content Owner	Assets Needed
Home	The Sportsman Team	High-resolution hero images, compelling introductory text, featured product/service blocks, calls-to-action.
Shop (Categories)	The Sportsman Team	Engaging category descriptions, visually appealing grid layouts for products.
Product Detail	The Sportsman Team	Multiple high-quality product images, comprehensive descriptions, technical specifications, brand highlights, pricing, inventory status.
Service/Rental Detail	The Sportsman Team	Clear explanations of services/rentals, pricing tiers, benefits, FAQs, required information for booking.
About	The Sportsman Team	Detailed company history (emphasizing 76+ years), mission statement, information on unique products/brands, possibly team member profiles.
Reviews	The Sportsman Team	Collection of existing customer testimonials, strong call to action for new reviews.

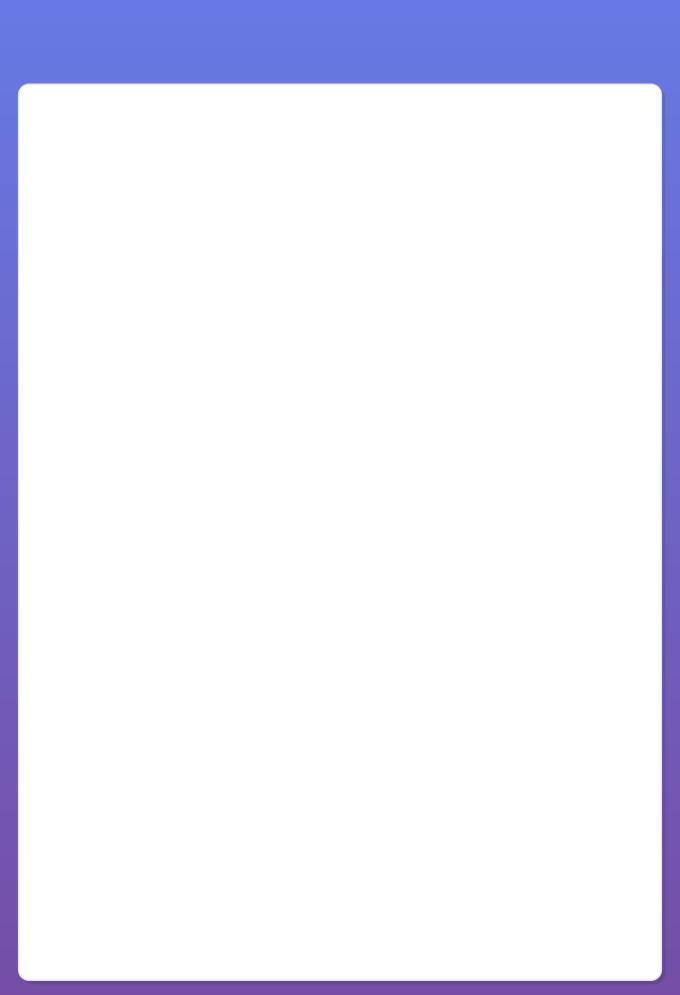|		
Contact	The Sportsman Team	Store address, phone numbers, dedicated email, up-to-date business hours, embedded interactive map.

Tone & Voice: Knowledgeable, authentic, customer-centric, and reflecting the long-standing, community-focused heritage of The Sportsman. Avoid overly technical jargon; focus on clear and helpful communication.

Tone & Voice: Knowledgeable, authentic, customer-centric, and reflecting the long-standing, community-focused heritage of The Sportsman. Avoid overly technical jargon; focus on clear and helpful communication.

6 · Visual & Brand Guidelines

• **Color Palette:** To be defined, drawing inspiration from The Sportsman's established physical store branding and the outdoor sporting theme.

• **Typography:** To be defined, selecting fonts that are highly readable and convey a sense of reliability and expertise, consistent with The Sportsman's brand.

• **Logo Usage:** Prominent and consistent display of The Sportsman's existing logo across the site, maintaining its established integrity.

• **Imagery:** Authentic, high-quality photographs showcasing products in use, the store environment, customer interactions, and local outdoor landscapes.

• **Consistency:** Overall visual design will reflect and enhance The Sportsman's long-standing reputation and unique identity. We will work with The Sportsman to develop a visual identity that aligns with the brand's values, appeals to the target audience, and communicates the company's unique selling points.

7 · Functional Specifications

Feature	Behaviour	Acceptance Criteria
E-commerce System	Users can browse product categories, view detailed product pages, add items to a shopping cart, and complete a secure online purchase.	Successful addition/removal of items from cart; secure payment gateway integration; clear order confirmation and email notifications.
Product Filtering & Search	Allows users to find products quickly using keywords and filter results by category, brand, price range, and availability.	Search results are highly relevant; filters apply dynamically and accurately; responsive to user input.
Service/Rental Booking System	Enables customers to view available dates/times for ski tuning, bike repairs, and equipment rentals, and book appointments directly online.	Real-time availability display; user-friendly date/time selection; automated booking confirmation and reminders.
Customer Review Integration	Displays customer ratings and written testimonials on relevant product/service pages and a dedicated reviews section.	Reviews are prominently visible; system to collect and moderate new customer reviews.
Mobile Responsiveness	The website adjusts layout and functionality seamlessly across all screen sizes and devices (desktops, tablets, smartphones).	All content and interactive elements are fully accessible and usable on mobile devices; fast loading times on cellular networks.

	Provides clear access to store hours, address, phone numbers, email, and an embedded interactive map for directions.	All contact details are up-to-date; map is fully functional and easy to navigate.
Contact & Location Information		

8 · Technical Stack & Integrations

Layer	Tech	Notes
Front-end	Next.js (latest stable version) with React	Modern framework for performance, SEO, and developer experience.
Styling	Tailwind CSS	Utility-first CSS framework for rapid and consistent styling.
CMS	Sanity.io (or similar headless CMS)	Flexible content management for products, services, pages, and blog content.
E-commerce Platform	Shopify Platform (for robust e-commerce and POS integration)	For comprehensive product catalog management, inventory, orders, and payment processing.
Payment Gateway	Stripe/PayPal (or client preference)	Secure and widely accepted online payment solutions.
Booking System	Specialized API Integration (e.g., Acuity Scheduling, custom)	Seamless management of service appointments and rental reservations.
Hosting	Vercel / Netlify	Optimized for Next.js, providing fast, reliable, and scalable hosting.
Analytics	Google Analytics 4 (GA4)	Comprehensive data tracking for user behavior, e-commerce performance, and goals.

9 · SEO & Analytics Plan

• **Primary Keywords:** Focus on hyper-local terms (e.g., "sporting goods Logan UT," "ski rentals Logan," "bike repair Logan"), alongside broader terms for product categories.

• **Metadata Optimization:** Craft unique, descriptive title tags ($\leq$ 60 chars) and meta descriptions ($\leq$ 155 chars) for all major pages and products to improve click-through rates in search results.

• **Local SEO Strategy:** Optimize Google Business Profile (if not already fully optimized), ensure consistent NAP (Name, Address, Phone) information across online directories, and implement local schema markup.

• **Analytics Implementation:** Configure GA4 with custom events to track key user actions such as product views, add-to-carts, completed purchases, service/rental bookings, and contact form submissions.

10 · Accessibility & Compliance

1. **WCAG 2.1 AA Standards:** Adherence to Web Content Accessibility Guidelines to ensure the website is usable by individuals with diverse abilities.

2. **Keyboard Navigation:** All interactive elements will be fully navigable and operable using only a keyboard.

3. **Semantic HTML:** Use of appropriate HTML5 tags for structure and meaning to aid assistive technologies.

4. **Alt Text:** Comprehensive alternative text provided for all informative images to describe their content for screen readers.

5. **Privacy Policy:** A clear and easily accessible privacy policy outlining data collection, usage, and user rights.

6. **Cookie Consent Banner:** Implementation of a user-friendly cookie consent mechanism, if applicable based on data processing requirements.

11 · Project Timeline

Week	Milestone	Output
1-2	Discovery & Planning	Refined project scope, detailed sitemap, initial user flows.
3-4	UX/UI Design	Wireframes, high-fidelity mockups, interactive prototypes for key pages.
5-9	Development Phase I	Core site structure, CMS integration, front-end development.
10-14	Development Phase II	E-commerce integration, booking system setup, custom feature development.
15-16	Content & QA	Content population, comprehensive testing, bug fixing.
17	Launch & Training	Website deployment, client training on content management.

12 · Investment Summary

• **Discovery & Strategy:** [Details will be provided in a customized proposal based on scope.]

• **UX/UI Design:** [Details will be provided in a customized proposal based on scope.]

- **Development & Integrations:** [Details will be provided in a customized proposal based on scope.]

- **Quality Assurance & Launch:** [Details will be provided in a customized proposal based on scope.]

- **Total Project Investment:** The final investment will vary depending on the detailed scope and complexity of the project; a comprehensive breakdown will be provided during our consultation.

- **Optional Ongoing Support & Maintenance:** [Flexible plans will be outlined in the detailed proposal.]

13 · Assumptions & Exclusions

- The Sportsman team will provide all necessary product data (SKUs, descriptions, images), service details, rental information, and historical content in a timely manner.

- Access to existing brand assets (logos, high-res photos) will be provided at project commencement.

- Integration with highly specialized or legacy POS/inventory systems is excluded unless specified and quoted separately.

- Costs for third-party subscriptions (e.g., specific booking platform, premium plugins) are not included in this proposal.

- Two rounds of revisions are included for each design phase. Additional revisions may incur extra costs.

14 · Acceptance

Name	Title	Signature	Date

BrightWeb Studio — Who We Are

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

Contact: Marcus Lee · marcus@brightweb.studio · (385) 555-0135