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
Expand customer reach beyond Logan	E-commerce sales volume	Significant increase in online transactions
Increase utilization of rental programs	Online rental inquiries/bookings	Boost in rental conversion rates
Strengthen brand identity & community connection	User engagement (e.g., repeat visits)	Enhanced online presence and loyalty
Improve customer self-service for common queries	FAQ section views, reduced direct calls	Shift basic inquiries to online channels

2 · Target Audience & Personas

Persona	Needs	Key Tasks on Site
"Outdoor Enthusiast" (25-65)	Specialized gear, rental options, product reviews	1) Browse products 2) Check rental availability 3) Read expert content
"Local Logan Resident" (All Ages)	Convenient local shopping, specific brands, repair services	1) Find store hours & location 2) Explore services offered 3) Look for promotions
"Family/Vacationer" (30-50)	Easy access to rental equipment (ski, bike, paddleboard)	1) Discover rental types 2) Check pricing & inquire 3) Submit booking request

3 · Core User Flows

1. **Explore Rental Options & Inquire/Book** → Home → Rentals → Specific Rental Type (e.g., Ski Equipment) → View Availability & Pricing → Submit Online Inquiry/Booking.

2. **Find Specific Product & Purchase Online** → Google Search "The North Face Logan" → Product Page → Add to Cart → Proceed to Checkout.

3. **Learn About Store & Services** → Home → About Us / Services → Read company history/service details → Find Contact Information / FAQ.

4 · Information Architecture (Sitemap)

/
■■ home
■■ about
■■ products
■ ■■ men-clothing
■ ■■ women-clothing
■ ■■ footwear
■ ■■ outdoor-equipment
■ ■■ bikes
■ ■■ brand/the-north-face
■ ■■ brand/birkenstock
■ ■■ product-detail
■■ rentals
■ ■■ bike-rentals
■ ■■ ski-snowboard-rentals
■ ■■ paddleboard-rentals
■■ services
■ ■■ ski-snowboard-repair
■■ reviews
■■ blog
■■ contact
■■ faq

5 · Content Requirements

Page	Content Owner	Assets Needed
Home	Marketing	Hero images, USP statements, featured products/rentals, brief history
Product detail	Marketing	High-quality images (multiple angles), detailed descriptions, specifications
Rental pages	Operations	Clear pricing, availability guidelines, rental terms & conditions
About	Marketing	Company history (text & archival photos), team bios (optional)
Blog	Marketing	Regular articles (e.g., seasonal guides, product reviews, local events)
Reviews	Marketing	Curated customer testimonials with names/photos (where applicable)
FAQ	Operations	Comprehensive list of frequently asked questions and answers

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6 · Visual & Brand Guidelines

• **Color Palette:** To be developed, reflecting a modern yet classic aesthetic aligned with The Sportsman's established brand identity and outdoor theme.

• **Typography:** Selected for legibility and contemporary appeal, complementing the brand's long history.

• **Logo Usage:** Prominent and consistent display across all pages, respecting existing brand guidelines.

• **Imagery:** High-resolution, authentic photos showcasing products, rentals, and the spirit of outdoor activities in Logan.

• **Accessibility:** WCAG 2.2 AA standards for contrast, navigation, and readability.

7 · Functional Specifications

Feature	Behaviour	Acceptance Criteria
Product Catalog	Users can browse by categories, filter by brands, and view detailed product information.	All products are easily discoverable; product pages display high-res images and comprehensive descriptions.
Rental Information & Inquiry	Dedicated sections for bike, ski/snowboard, and paddleboard rentals with clear details.	Users can view rental types, pricing, and submit inquiries for availability or booking.
E-commerce Platform	Users can add products to a cart and complete secure online purchases.	Seamless shopping cart experience; secure checkout process with multiple payment options.
Customer Reviews Display	Showcase positive customer testimonials and potentially integrate with external review platforms.	Reviews are prominently displayed, building trust and credibility.
FAQ Section	Provides answers to common customer questions in an easily navigable format.	Users can quickly find answers without needing to contact the store directly.
Blog Management System	Allows administrators to easily create, edit, and publish new articles or news posts.	Content updates are intuitive and do not require developer intervention.
Location & Contact	Displays store hours, address, phone number, email, and embedded Google Map.	All essential contact information is readily accessible on a dedicated page and footer.

Site Search	Users can search the entire website for specific products, brands, or information.	Search results are relevant and quickly displayed.
Mobile Responsiveness	The website adapts gracefully to different screen sizes and devices.	Optimal user experience on desktops, tablets, and smartphones.

8 · Technical Stack & Integrations

Layer	Tech	Notes
Front-end	Modern Framework (e.g., React, Next.js)	For dynamic, fast-loading user interfaces.
CMS	Headless CMS (e.g., Sanity, Contentful)	User-friendly for content and product management by staff.
Hosting	Scalable Cloud Hosting (e.g., Vercel, Netlify)	For reliability and performance.
Forms	Secure Form Submission	For contact and rental inquiry forms.
Analytics	Google Analytics 4 (GA4)	For tracking website traffic and user behavior.
Security	SSL Certificate	For secure data transmission.

9 · SEO & Analytics Plan

- **Primary Keywords:** "sporting goods Logan UT", "ski rentals Logan", "bike repair Logan", "The North Face Logan", "outdoor gear Logan".

- **Metadata:** Unique and optimized titles and meta descriptions for all pages.

- **Local SEO:** Integration with Google My Business and schema markup for local search visibility.

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

- **Robots.txt:** Configured to guide search engine crawlers.

- **GA4 Goals:** Configured to track key conversions (e.g., online purchases, rental inquiries, contact form submissions, blog engagement).

10 · Accessibility & Compliance

1. All interactive elements are reachable and operable via keyboard navigation.

2. Descriptive alt text is provided for all images.

3. Semantic HTML and ARIA landmarks are used to improve navigation for assistive technologies.

4. Compliance with WCAG 2.2 AA standards for contrast ratios and overall usability.

11 · Project Timeline

To be determined upon detailed project scoping.

12 · Investment Summary

To be determined upon detailed project scoping.

13 · Assumptions & Exclusions

• Client will provide all necessary product data (images, descriptions, pricing), rental program specifics, and content for "About Us," blog, and FAQ sections.

• Client will provide existing brand assets (logo, any current style guides or preferred aesthetics).

• Two rounds of revisions are included for design phases.

• Integration with existing inventory management systems, Point-of-Sale (POS) systems, or specialized rental management software is excluded unless explicitly defined in a separate scope of work.

• Ongoing content creation (e.g., regular blog posts) after launch is not included.

14 · Acceptance

Name	Title	Signature	Date

BrightWeb Studio — Who We Are

Specializing in high-converting websites for small and medium businesses.
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