Tilden Hotel — Website Development Proposal

Prepared by BrightWeb Studio · June 16 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 Tilden Hotel, and **how** we'll implement it.

1 · Business & Website Goals

Business Goal	Website KPI	Target
Increase direct bookings	% of total bookings via website	≥ 25% by Day 180
Enhance brand image & appeal	Avg. session time	≥ 3 min
Reduce reliance on third-party channels	Direct booking conversion rate	≥ 2%

2 · Target Audience & Personas

Persona	Needs	Key Tasks on Site
"Leisure Traveler" (25-55)	Unique experience, convenient location, clear pricing	1) Browse rooms & amenities 2) Check availability & book 3) Explore local attractions
"Business Traveler" (30-60)	Efficient booking, reliable WiFi, on-site dining/fitness	1) Find corporate rates 2) Book a room quickly 3) Locate conference facilities
"Art & Culture Enthusiast" (30-65)	Hotel's unique art, local artistic scene	1) View art installations gallery 2) Read about local events 3) Share on social media

3 · Core User Flows

1. **Book a Room Directly** → Home → Rooms & Suites → Select Dates/Guests → Choose Room Type → Booking Form → Confirmation.

2. **Explore Hotel Amenities** → Home → Amenities → Select specific amenity (e.g., The Douglas Room) → View details & photos.

3. **Learn About Hotel's Culture** → Home → Art & Culture → View gallery/read artist bios → Find local events.

4 · Information Architecture (Sitemap)

/
■■ home
■■ rooms-suites
■ ■■ standard-king

■ ■■ deluxe-queen

■ ■■ executive-suite

■■ amenities

■ ■■ the-douglas-room

■ ■■ tilden-cafe

■ ■■ rooftop-terrace

■ ■■ fitness-center

■■ art-culture

■■ gallery

■■ location

■■ contact

■■ book-now

■■ about

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5 · Content Requirements

Page	Content Owner	Assets Needed
Home	Marketing	Hero video/photos, 3-5 USP icons, introductory text
Rooms & Suites	Marketing	High-resolution photos (min 5 per room type), detailed descriptions, amenities list, virtual tours (optional)
Amenities Detail	Marketing	Photos, descriptive text for each amenity (Douglas Room, Tilden Cafe, etc.)
Art & Culture	Marketing	Photos of installations, artist bios, curated stories
Gallery	Marketing	30+ high-quality images (hotel, rooms, art, dining, exterior)
Location	Marketing	Interactive map, nearby attractions, transportation info

> Tone & Voice: Sophisticated, inviting, artful, reflecting a boutique experience; professional yet warm.

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6 · Visual & Brand Guidelines

- **Color Palette:** To be defined, reflecting a modern boutique aesthetic.

• **Typography:** To be defined, ensuring elegance and readability.

• **Logo Usage:** Clear guidelines for size, placement, and variations to ensure consistent brand identity.

• **Photography Style:** High-quality, professional photography showcasing the hotel's unique character, art, and cleanliness.

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

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7 · Functional Specifications

Feature	Behaviour	Acceptance Criteria
Direct Booking Engine Integration	Seamless connection to hotel's Property Management System (PMS) or a dedicated booking platform.	Users can select dates, room types, and complete reservations directly on the site without redirection. Confirmed bookings update PMS in real-time.
High-Resolution Image Gallery	Interactive galleries for rooms, amenities, and art installations.	Supports multiple image views, full-screen mode, and mobile gestures (swipe, pinch-zoom).
Mobile Responsiveness	Website adapts perfectly to all screen sizes (desktop, tablet, mobile).	All content and features are accessible and usable on devices from 320px width upwards.
Content Management System (CMS)	Non-technical staff can easily update all static content, room details, amenity descriptions, and image galleries.	Intuitive interface for adding/editing pages, images, and text without developer intervention.
Contact & Inquiry Forms	Secure forms for general inquiries, group bookings, or event requests.	Forms capture required user information and send submissions to designated hotel email addresses. Includes CAPTCHA for spam prevention.

8 · Technical Stack & Integrations

Layer	Tech	Notes
Front-end	Next.js / React	For modern, fast, and scalable user interface.
Styling	Tailwind CSS / Styled Components	For efficient and consistent styling.
CMS	Headless CMS (e.g., Sanity, Contentful)	For flexible content management and easy updates.
Hosting	Vercel / Netlify	For high-performance and reliable hosting with CI/CD.
Booking Integration	API/Widget Integration (specific to Tilden Hotel's existing PMS)	Seamless connection for real-time availability and direct bookings.
Analytics	GA4 + Google Tag Manager	For comprehensive website performance and user behavior tracking.

9 · SEO & Analytics Plan

• **Primary Keywords:** "Tilden Hotel San Francisco", "Boutique hotel Union Square", "San Francisco art hotel", "Direct hotel booking SF".

• **Metadata:** Unique, keyword-rich titles (≤ 60 chars) and meta descriptions (≤ 155 chars) for all key pages.

• **Technical SEO:** Auto-generated XML sitemap, well-structured URLs, robot.txt to manage crawling.

• **Analytics Goals:** Configure GA4 goals for direct bookings, contact form submissions, and key page views.

10 · Accessibility & Compliance

1. All interactive elements (buttons, links, forms) are navigable and operable via keyboard.

2. Meaningful `alt` text for all informative images.

3. Proper use of ARIA landmarks and semantic HTML5 elements for screen reader compatibility.

4. Consideration for California Consumer Privacy Act (CCPA) compliant cookie consent banner.

11 · Project Timeline

Week	Milestone	Output
1	Discovery & Strategy	Personas, IA, initial wireframes
2-3	UX Design & Wireframing	Low-fidelity Figma wireframes, user flows
4-5	UI Design & Prototyping	High-fidelity mockups, design system, interactive prototype
6-9	Development & CMS Integration	Front-end build, CMS setup, booking engine integration
10	Content Population & QA	Content loading, thorough testing, bug fixing
11	Pre-Launch & Training	Final checks, analytics setup, client CMS training
12	Launch & Post-Launch Support	Website go-live, initial monitoring

12 · Investment Summary

Pricing details and cost estimates will be provided in a separate commercial offer, following a detailed consultation to fully scope the project requirements.

13 · Assumptions & Exclusions

- Client will provide high-resolution images, video assets, and all final textual content for the website prior to the content population phase.

- Access to Tilden Hotel's existing PMS/booking API will be provided for integration purposes.

- Two rounds of revisions are included for each design phase (wireframes, UI mockups).

- Any custom functionality beyond direct booking integration (e.g., loyalty program integration, complex event management systems) is considered out of scope unless explicitly agreed upon.

14 · Acceptance

Name	Title	Signature	Date

BrightWeb Studio — Who We Are

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