

The Sportsman in Logan — Website Development Proposal

Prepared by BrightWeb Studio · June 18 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 product sales | E-commerce conversion rate | ≥ 1.5% |
| Maximize seasonal rental bookings | Online rental inquiries/bookings | ≥ 20 / month (in-season) |
| Expand market reach beyond Logan | % website traffic from outside Logan | ≥ 25% |
| Enhance brand reputation & trust | Average session duration | ≥ 2 min |

2 · Target Audience & Personas

| Persona | Needs | Key Tasks on Site |
|------------------------------------|---|---|
| "Local Outdoor Enthusiast" (25-60) | Comprehensive product info, rental options, store details | 1) Browse products 2) Check rental availability 3) Find store hours & location |
| "E-commerce Shopper" (20-50) | Easy online purchasing, detailed product specifications | 1) Search for specific gear 2) Compare products 3) Complete online purchase |
| "Seasonal Rental Seeker" (18-40) | Clear rental pricing, availability, and booking process | 1) Explore rental gear (bikes, skis) 2) View availability calendar 3) Submit rental inquiry/booking |

3 · Core User Flows

- Purchase Product Online:** Home → Shop → Category (e.g., "Bikes") → Product Detail Page → Add to Cart → Checkout Process.
- Book a Rental:** Home → Rentals → Specific Rental Type (e.g., "Ski Rentals") → View Details & Availability → Fill Out Rental Inquiry/Booking Form → Confirmation.
- Learn About The Sportsman:** Home → About Us → Read History/Mission → View Testimonials → Contact Us for questions.

4 · Information Architecture (Sitemap)

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■■ home

■ ■ shop

■ ■ ■ apparel

■ ■ ■ footwear

■ ■ ■ bikes

■ ■ ■ skis

■ ■ ■ camping-gear

■ ■ ■ (additional product categories as needed)

■ ■ rentals

■ ■ ■ bike-rentals

■ ■ ■ ski-snowboard-rentals

■ ■ ■ paddleboard-rentals

■ ■ ■ (additional rental types)

■ ■ services (e.g., ski tuning, bike repair)

■ ■ about-us

■ ■ testimonials

■ ■ contact

■ ■ blog (optional, for outdoor tips, new arrivals)

5 - Content Requirements

| Page | Content Owner | Assets Needed |
|----------------|-------------------|--|
| Home | Client Marketing | High-resolution hero images (seasonal), 3-5 USP statements, featured product/rental highlights, intro copy |
| Product Detail | Client Inventory | High-quality product images (multiple angles), detailed descriptions (features, specs, materials), size guides, pricing |
| Rental Detail | Client Rentals | Images of rental equipment, clear pricing (daily/weekly/seasonal), detailed terms & conditions, availability information |
| Services | Client Staff | Descriptions of repair/tuning services, pricing, typical turnaround times |
| About Us | Client Management | Company history (since 1947), mission statement, team photos (optional) |
| Testimonials | Client Marketing | Curated collection of positive customer reviews/quotes |
| Contact | Client Operations | Store address, phone number, email, business hours, embedded map |

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6 · Visual & Brand Guidelines

- **Overall Aesthetic:** Clean, modern, and inviting, reflecting the quality of products and services, with an outdoor-centric feel.
 - **Color Palette:** To be derived from existing brand elements (logo, physical store ambiance) or defined in collaboration with The Sportsman.
 - **Typography:** To be selected for readability and brand consistency, balancing modern appeal with a nod to legacy.
 - **Logo Usage:** Prominent and consistent placement; ensures minimum size and clear space guidelines are met.
 - **Imagery:** Emphasize high-quality, aspirational photos of people enjoying outdoor activities with The Sportsman's gear, alongside clear product shots.
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7 · Functional Specifications

| Feature | Behaviour | Acceptance Criteria |
|-------------------------------|--|---|
| E-commerce Product Catalog | Users can browse and filter products by category, brand, and type. Product pages display detailed info and multiple images. | All core product categories are navigable; filtering options work as expected; product details load quickly. |
| Shopping Cart & Checkout | Users can add products to a cart, view contents, adjust quantities, and proceed to a secure checkout. | Cart updates instantly; checkout process is intuitive (e.g., 3-4 steps); major payment methods are supported. |
| Online Rental Inquiry/Booking | Dedicated pages for each rental type (bikes, skis) with clear details, pricing, and an inquiry/booking form with date selection. | Rental details are accurate; inquiry form captures necessary customer and rental period information; submission confirmation is provided. |
| Customer Testimonials Display | A dedicated section or rotating display of positive customer reviews. | Testimonials are visually appealing and easily readable; new testimonials can be added via CMS. |
| Contact Form | Allows users to submit general inquiries directly from the website. | Form fields include Name, Email, Phone, Message; successful submission confirmation is displayed. |
| Mobile Responsiveness | Website layout and functionality adapt seamlessly across various screen sizes (desktop, tablet, mobile). | All content and features are accessible and usable on mobile devices without horizontal scrolling. |

| | | |
|---------------------------------------|--|--|
| | An intuitive backend system for The Sportsman staff to manage product inventory, rental information, customer testimonials, and general website content. | |
| Admin Content Management System (CMS) | | Non-technical staff can update product details, rental pricing, and text content without developer intervention. |

8 - Technical Stack & Integrations

| Layer | Tech | Notes |
|---------------------|--|--|
| Front-end | Modern JavaScript Framework (e.g., React/Next.js) | For dynamic and responsive user interfaces. |
| E-commerce Platform | Shopify Integration / Headless E-commerce Solution | To manage product catalog, inventory, and order processing. Will integrate with or build upon existing Shopify if feasible and beneficial. |
| CMS | Headless CMS (e.g., Sanity, Contentful) | For managing static content, testimonials, and rental details independently of product data. |
| Payment Gateway | Stripe / PayPal | Secure processing of online credit card transactions. |
| Hosting | Scalable Cloud Hosting | Ensures reliable performance and uptime. |
| Analytics | Google Analytics 4 (GA4) | For tracking user behavior, conversions, and website performance. |
| Map Integration | Google Maps API | For displaying store location and providing directions. |

9 · SEO & Analytics Plan

- **Primary Keywords:** "sporting goods Logan UT", "ski rentals Logan", "bike shop Logan Utah", "outdoor gear Utah", "The Sportsman Logan".

- **Metadata Strategy:** Unique, descriptive titles (≤ 60 characters) and meta descriptions (≤ 160 characters) for all key pages.

- **Technical SEO:** XML sitemap generation, clean URL structures, proper robots.txt configuration.

- **Local SEO:** Optimization for Google My Business integration, ensuring NAP (Name, Address, Phone) consistency across the web.

- **Analytics Tracking:** Implementation of GA4 with custom events for key conversions (e.g., online purchases, rental inquiries, contact form submissions).

10 - Accessibility & Compliance

1. **WCAG 2.1 AA Compliance:** Adherence to Web Content Accessibility Guidelines for perceivable, operable, understandable, and robust content.

2. **Keyboard Navigation:** All interactive elements (links, buttons, forms) must be navigable and operable via keyboard.

3. **Alt Text for Images:** Descriptive `alt` text for all meaningful images to assist screen readers.

4. **Semantic HTML:** Use of appropriate HTML5 elements for proper document structure and assistive technology interpretation.

11 - Project Timeline

| Week | Milestone | Output |
|------|-------------------------------|---|
| 1 | Discovery & Strategy | Detailed requirements, sitemap, user flows |
| 2-3 | Wireframing & UX Design | Low-fidelity wireframes, user experience flows |
| 4-5 | UI Design & Prototyping | High-fidelity mockups, interactive prototypes |
| 6-10 | Development & CMS Integration | Front-end & backend development, e-commerce & CMS setup |
| 11 | Content Migration & Entry | Populating the website with client-provided content |
| 12 | Quality Assurance & Testing | Cross-browser, mobile, and functional testing |
| 13 | Launch & Post-Launch Support | Website deployment, basic training, monitoring |

12 · Investment Summary

This section is intentionally excluded as per instructions.

13 · Assumptions & Exclusions

- **Content Provision:** Client is responsible for providing all necessary text content, high-resolution images, product data (SKUs, descriptions, pricing), and rental information in a timely manner.
- **Existing Shopify Data:** Migration or integration of existing Shopify product data will be discussed and scoped; any significant data cleansing or restructuring required will be a separate effort.
- **Third-Party Accounts:** Client will provide access to existing third-party accounts (e.g., Shopify admin, payment gateway, Google Analytics) as needed.
- **Inventory Management System (Beyond Shopify):** Integration with any complex, external in-store inventory or POS systems is out of scope unless explicitly defined and quoted.
- **Ongoing Maintenance & Updates:** Post-launch website maintenance, security updates, and content updates are not included in the initial development fee unless a separate support agreement is established.

14 · Acceptance

| Name | Title | Signature | Date |
|------|-------|-----------|------|
| | | | |

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