TranscendBody Website PRD (HTML + Bootstrap) + Cursor Prompt

# TranscendBody Marketing Website — Product Requirements (HTML + Bootstrap)

Version: 1.0

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## 1) Objective

Build a fast, responsive \*\*marketing website\*\* for \*\*TranscendBody – Your 90‑Day Tracker for Fat Loss & Muscle Gain\*\* that clearly explains benefits, showcases features/screenshots, and converts visitors into \*\*sign‑ups\*\* or \*\*demo users\*\*.

\*\*Scope:\*\* Static site (no backend), built with \*\*HTML + Bootstrap 5\*\* and light vanilla JS for interactivity.

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## 2) Success Criteria

- First contentful paint < 1.5s on 4G

- Mobile Lighthouse score ≥ 90

- CTA click‑through rate ≥ 8%

- Bounce rate ≤ 45%

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## 3) Target Audience

- \*\*Primary:\*\* Fitness beginners & busy professionals

- \*\*Secondary:\*\* Fitness coaches & mentors

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## 4) Information Architecture & Pages

### 4.1 Homepage (`/`)

\*\*Sections (order & IDs):\*\*

1. \*\*Hero\*\* (`#hero`)

- H1: \*Transform Your Body & Mind in 90 Days\*

- Subheadline: \*Track workouts, nutrition, recovery, and mindset with a gamified system that keeps you accountable.\*

- CTAs: \*\*Start Your Journey\*\*, \*\*See How It Works\*\*

- Background: full‑bleed image or gradient; overlay app screenshot card

2. \*\*As Featured In\*\* (`#press`) — simple logo row (optional placeholder)

3. \*\*Four Pillars\*\* (`#pillars`) — \*\*Workout / Nutrition / Recovery / Mindset\*\* cards with icons

4. \*\*How It Works\*\* (`#how`) — 3‑step row: \*\*Plan → Track → Progress\*\* (with small illustrations)

5. \*\*Gamification\*\* (`#gamification`) — Explain \*\*Bronze → Silver → Gold\*\* tiers & streaks; include chart screenshot

6. \*\*Screenshots\*\* (`#screenshots`) — 3–4 images with captions (Login, Admin, Beginner dashboard)

7. \*\*Testimonials\*\* (`#testimonials`) — 3 quotes with avatars

8. \*\*CTA Band\*\* (`#cta`) — prominent signup/demo CTA

9. \*\*Footer\*\* (`#footer`) — links, copyright, socials

### 4.2 Features (`/features.html`)

- Detail \*\*Activity Tracking\*\*, \*\*Custom Activities\*\*, \*\*Progress Analytics\*\*, \*\*Responsive UI\*\*, \*\*Security basics\*\*

- Accordion or tabs for sections; include GIFs/screenshots

### 4.3 About (`/about.html`)

- Founder story (Nantha), mission/vision, why 90‑day system

### 4.4 Support (`/support.html`)

- Contact form (static action placeholder), FAQ accordion, email link

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## 5) Functional Requirements

- \*\*Responsive\*\*: Bootstrap grid; mobile‑first

- \*\*Navigation\*\*: Sticky top navbar, hash‑link smooth scroll on homepage

- \*\*Animations\*\*: Subtle CSS transitions for hover & scroll‑reveal (Bootstrap utilities + small custom CSS)

- \*\*Accessibility\*\*: WCAG 2.1 AA (semantic landmarks, alt text, focus states, sufficient contrast)

- \*\*SEO\*\*: Title/description per page, open graph tags, `robots.txt`, `sitemap.xml`

- \*\*Analytics\*\*: Placeholder for GA/PL script include

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## 6) Non‑Functional Requirements

- \*\*Performance\*\*: Minified CSS/JS; images in \*\*WebP\*\*, lazy‑loaded; preconnect fonts

- \*\*Security\*\*: No inline event handlers; CSP meta (basic) recommended

- \*\*Maintainability\*\*: Consistent components (cards, sections) and utility classes

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## 7) Tech Stack & Conventions

- \*\*HTML5\*\*, \*\*Bootstrap 5.3\*\* via CDN, \*\*Vanilla JS\*\* (ES6), small \*\*custom.css\*\*

- \*\*Icons\*\*: Bootstrap Icons via CDN

- \*\*No Tailwind\*\* (Bootstrap only)

- \*\*Fonts\*\*: System fonts or Google Fonts (Inter / Poppins) — loaded with `display=swap`

\*\*Color Palette (Bootstrap variables or utility classes):\*\*

- Primary (brand): \*\*#0D6EFD\*\* (Bootstrap primary)

- Accent (gamification): \*\*#FFC107\*\* (warning/gold)

- Dark: \*\*#0B0B0B\*\*

- Light: \*\*#F8F9FA\*\*

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## 8) Components & UI Spec

- \*\*Navbar\*\*: Brand logo (left), links (Home, Features, About, Support), mobile offcanvas

- \*\*Hero\*\*: H1, subhead, CTAs, background image with gradient overlay, screenshot mock

- \*\*Cards\*\*: Equal height pillar cards with icon, title, 2–3 lines body

- \*\*Steps\*\*: 3 column stepper with icons and short copy

- \*\*Tier Strip\*\*: Bronze/Silver/Gold badges with brief descriptions

- \*\*Testimonial\*\*: Card with quote, name, role, avatar

- \*\*Footer\*\*: 4‑column layout on desktop; single column on mobile

\*\*CTAs (consistent text):\*\* `Start Your Journey`, `See How It Works`, `Explore Features`, `Get the Demo`

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## 9) Content Placeholders (provide real copy later)

- Headlines as above; body text: 60–90 chars per card; testimonial 20–30 words

- Image placeholders in `/assets/img/` with descriptive filenames

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## 10) File & Folder Structure

transcendbody-website/

├─ index.html

├─ features.html

├─ about.html

├─ support.html

├─ /assets/

│ ├─ /css/custom.css

│ ├─ /img/

│ │ ├─ hero.jpg (or hero.webp)

│ │ ├─ screenshot-login.png

│ │ ├─ screenshot-admin.png

│ │ └─ screenshot-beginner.png

│ └─ /js/main.js

└─ /meta/

├─ sitemap.xml

└─ robots.txt

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## 11) Acceptance Criteria (per page)

\*\*Global\*\*

- Passes WAVE basic audit; keyboard navigable; visible focus rings

- Navbar collapses to hamburger ≤ 992px; offcanvas menu works

- Images have `alt` text; decorative images carry empty alt

- CLS < 0.1; LCP < 2.5s with optimized hero asset

\*\*Homepage\*\*

- Hero CTAs anchor‑link to `#how` and `#cta`

- Four pillar cards stack 1‑col on XS, 2‑col on SM, 4‑col ≥ LG

- Gamification section shows three tier badges with labels

- Testimonials render from a small JSON array in `main.js`

\*\*Features\*\*

- Accordion/tabs are keyboard accessible

- Each feature shows at least one screenshot or GIF placeholder

\*\*About\*\*

- Founder image is lazy‑loaded and `loading="eager"` only for above‑the‑fold

\*\*Support\*\*

- Contact form validates required fields (front‑end only) and shows success toast

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## 12) Deployment

- \*\*Hosting\*\*: Vercel / Netlify / GitHub Pages

- \*\*Build\*\*: No build step required; optional minify via HTML minifier

- \*\*Env\*\*: Static — no secrets required

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## 13) Assets Needed

- Logo (SVG/PNG), brand favicon

- 3–4 app screenshots (from README)

- 3 testimonial avatars

- Hero background image (license‑cleared)

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## 14) Roadmap (post‑MVP)

- Blog (/blog/) for SEO

- Multi‑locale

- A/B tested landing variants

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# Cursor‑Ready Front‑End Build Prompt (HTML + Bootstrap)

Paste the following into Cursor and run “Create project”:

<The prompt from the PRD above>