

Le Croissant 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 Le Croissant in Logan, and **how** we'll implement it.

1 · Business & Website Goals

Business Goal	Website KPI	Target
Enhance customer convenience & satisfaction	Online pre-orders placed	≥ 50 per week by Day 90
Increase local visibility & reach	Unique visitors from Logan area	≥ 500 per month by Day 90
Streamline operations (reduce phone inquiries)	Percentage of customers finding info via website	≥ 70% for hours/menu inquiries
Strengthen brand image & trust	Average time on site	≥ 2 minutes

2 · Target Audience & Personas

Persona	Needs	Key Tasks on Site
"Local Regular" (25-65)	Quick access to full menu, daily specials, easy re-ordering.	1) View today's specials 2) Place pre-order for pickup 3) Check hours
"New Customer/Visitor" (20-60)	Discover offerings, confirm location/hours, see social proof.	1) Browse full menu 2) Find address/directions 3) Read customer testimonials
"Dietary Conscious" (20-50)	Easily identify vegan/special diet options, detailed descriptions.	1) Filter menu for vegan items 2) Read ingredient details

3 · Core User Flows

1. **Place an Online Pre-Order** → Home → Menu → Select items (with options like vegan filter) → Add to Cart → Choose Pickup Time → Checkout (Payment) → Order Confirmation.
2. **Find Business Information** → Home (prominently displayed hours/address) → Contact Page (detailed contact, map) → Directions.
3. **Discover Daily Specials** → Home (featured specials section) → Dedicated Specials Page (if applicable).

4 · Information Architecture (Sitemap)

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■ ■ home

■ ■ menu

■ ■ ■ pastries

■ ■ ■ breakfast

■ ■ ■ lunch

■ ■ ■ vegan-options

■ ■ online-ordering

■ ■ specials

■ ■ testimonials

■ ■ about-us

■ ■ ■ our-story (mention local ingredients)

■ ■ contact

5 - Content Requirements

Page	Content Owner	Assets Needed
Home	Le Croissant Team	High-quality hero image (bakery facade/signature pastry), intro text, 3-4 key offerings highlights.
Menu (all sections)	Le Croissant Team	Detailed descriptions, pricing, high-resolution images for each item, dietary tags (vegan).
Specials	Le Croissant Team	Daily/seasonal updates (text and images).
Testimonials	Le Croissant Team	Curated positive customer reviews.
About Us	Le Croissant Team	Text highlighting history, local ingredient focus, mission.
Contact	Le Croissant Team	Business hours, phone number, address, map location text.

Tone & Voice: Warm, inviting, fresh, artisanal, friendly; reflects the quality and personal touch of a local bakery.

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6 - Visual & Brand Guidelines

- **Color Palette:** Warm, inviting tones (e.g., earthy browns, creamy whites, soft pastels) that evoke baked goods and natural ingredients.

- **Typography:** Readable and appealing fonts; a primary font for headings that feels artisanal, and a clear, clean font for body text.

- **Logo Usage:** Consistent display of Le Croissant logo with appropriate spacing and sizing.

- **Imagery:** High-resolution, appealing photography of food items, interior, and potentially the Logan community.

- **Accessibility:** WCAG 2.2 AA standards for contrast, font sizing, and navigation to ensure usability for all visitors.

7 · Functional Specifications

Feature	Behaviour	Acceptance Criteria
Interactive Menu	Filterable by category (e.g., pastries, breakfast, vegan); clicking an item displays detailed description, image, and price.	All menu items are displayed accurately with options to filter; details load without full page refresh.
Online Ordering System	Customers can add items to cart, select a pickup time/date, proceed to secure checkout, and receive confirmation.	Orders are successfully placed and payment processed; customers receive email confirmation; staff can view and manage new orders.
Business Information Display	Prominent display of current hours, address, and contact number.	Information is easily found on homepage and contact page; map integration provides directions.
Testimonials Section	Displays rotating or grid of positive customer reviews.	Reviews are clearly visible and legible; section enhances credibility.
Promotional Platform	Dedicated section/banner for daily specials and seasonal items.	Content can be easily updated by staff; promotions are visually prominent.
Mobile-First Design	Website layout and functionality adapt seamlessly to all screen sizes (mobile, tablet, desktop).	All features are fully functional and visually appealing across various devices.

	A user-friendly interface for Le Croissant staff to update menu items, prices, descriptions, hours, and specials.	Staff can add, edit, and delete content without technical assistance; changes reflect instantly or after review.
Content Management System (CMS)		

8 · Technical Stack & Integrations

Layer	Tech	Notes
Front-end	Next.js, React	Modern, performant framework for dynamic content.
Styling	Tailwind CSS	Utility-first CSS framework for efficient and responsive design.
CMS	Headless CMS (e.g., Sanity.io or Strapi)	For managing menu, specials, pages; user-friendly for content updates.
Hosting	Vercel or Netlify	Optimized for Next.js, provides fast global delivery.
Payment Gateway	Stripe or Square API	Securely processes online payments for pre-orders.
Analytics	Google Analytics 4 (GA4)	Tracks user behavior and website performance.
Map Integration	Google Maps API	Provides interactive map for location and directions.

9 - SEO & Analytics Plan

- **Primary Keywords:** "bakery Logan UT", "croissants Logan", "breakfast Logan", "vegan pastries Logan", "Logan breakfast burritos".
 - Metadata: Unique, keyword-rich titles (≤ 60 chars) and meta descriptions (≤ 155 chars) for all key pages.
 - XML sitemap automatically generated and submitted to search engines.
 - Robots.txt configured to guide search engine crawlers.
 - GA4 goals configured to track online orders, menu views, and contact information lookups.
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10 - Accessibility & Compliance

1. All interactive elements navigable via keyboard (Tab, Enter).
 2. Descriptive alt text provided for all informative images.
 3. Semantic HTML elements and ARIA landmarks used for screen reader compatibility.
 4. Clear focus states for interactive elements.
 5. Implementation of a cookie consent banner if required by local regulations.
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11 - Project Timeline

Estimated Duration: 12 Weeks

Week	Milestone	Output
1	Discovery & Planning	Refined requirements, basic sitemap, content plan
2-3	Design & Wireframing	Low-fidelity wireframes, high-fidelity mockups, brand application
4-7	Development Phase 1	Core website structure, menu functionality, CMS integration
8-9	Development Phase 2	Online ordering system, testimonials, promotions, mobile responsiveness
10	Content Integration & QA	Populate content, rigorous testing, bug fixing
11	Launch & Training	Website launch, CMS training for Le Croissant staff
12	Post-Launch Support	Initial monitoring, minor adjustments

12 • Investment Summary

This section will be provided in a separate, detailed financial proposal after our initial consultation, tailored to your specific requirements and agreed-upon scope.

13 • Assumptions & Exclusions

- Le Croissant will provide all necessary content (text, high-resolution images, video if desired) in a timely manner.
- Two rounds of revisions per design phase are included.
- Payment gateway account setup (e.g., Stripe, Square) and associated merchant fees are client's responsibility.
- Advanced third-party integrations (e.g., existing POS systems, complex loyalty programs beyond basic setup) are excluded unless explicitly added to the scope after further discussion.
- Ongoing content creation (e.g., regular blog posts, social media management) is outside the scope of initial website development.

14 - Acceptance

Name	Title	Signature	Date

BrightWeb Studio — Who We Are

We specialize in creating bespoke, high-converting websites for local businesses, helping them thrive online and connect more effectively with their communities.

Contact: [Your Name/Company Name Placeholder] · [Your Email Address Placeholder] · [Your Phone Number Placeholder]

Legal & Compliance

15 - Legal & Compliance

- **Privacy Policy:** A comprehensive privacy policy outlining how Le Croissant collects, uses, and protects user data, in compliance with relevant regulations (e.g., GDPR, CCPA).

- **Terms of Service:** Clear terms of service governing website use, online ordering, and other interactions.

- **Cookie Consent:** Implementation of a cookie consent banner to obtain user consent for data collection.