

# Le Croissant in Logan — Website Development Proposal

*Prepared by Our Studio · June 20 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
Increase online orders	Online order conversions	15% increase in 6 months
Enhance customer experience	Average session duration	≥ 2 min
Expand customer reach	% of new visitors from organic search	10% within 3 months
Showcase unique offerings	Views on Vegan Menu section	20% increase within 2 months

## 2 · Target Audience & Personas

Persona	Needs	Key Tasks on Site
"Local Resident" (25-55)	Quick menu access, hours, location	1) Browse menu 2) Place online order for pickup
"Vegan Seeker" (20-40)	Clear identification of vegan options	1) Filter menu for vegan items 2) Read about ingredients
"Convenience Shopper"	Easy online ordering for busy schedule	1) Quickly add items to cart 2) Complete order efficiently

### 3 - Core User Flows

1. **Place an Online Order** → Home → Menu → Select items (including vegan options) → Add to Cart → Checkout (pickup/delivery) → Order Confirmation.
2. **Find Business Information** → Google Search "Le Croissant Logan" → Home → View Hours & Location → Get Directions.
3. **Explore Menu & Offerings** → Home → Menu → Browse categories (Pastries, Breakfast, Lunch) → View item details and photos.

### 4 - Information Architecture (Sitemap)

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■ ■ home

■ ■ menu

■ ■ ■ pastries

■ ■ ■ breakfast

■ ■ ■ lunch

■ ■ ■ vegan-options

■ ■ online-ordering

- ■ about
- ■ contact
- ■ gallery
- ■ faq

## 5 - Content Requirements

Page	Content Owner	Assets Needed
Home	Le Croissant	Hero image, intro copy, highlights (vegan, local)
Menu	Le Croissant	Detailed item descriptions, high-quality photos for all items, pricing
Online Ordering	Le Croissant	Order instructions, pickup/delivery details
About	Le Croissant	Brand story, information on local ingredients
Gallery	Le Croissant	Professional food and interior photography
FAQ	Le Croissant	Answers to common questions

Tone & Voice: Welcoming, artisanal, fresh, emphasizing quality and unique offerings.

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## 6 • Visual & Brand Guidelines

- **Color Palette:** To be determined in discovery phase, likely warm, inviting tones reflecting fresh baked goods.
  - **Typography:** To be determined, focusing on legibility and complementing the brand's aesthetic.
  - **Logo Usage:** Prominent display of Le Croissant logo, consistent sizing and placement across the site.
  - **Accessibility:** WCAG 2.1 AA standards for contrast, readability, and navigation.
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## 7 • Functional Specifications

Feature	Behaviour	Acceptance Criteria
Interactive Menu	Displays all menu items with photos, descriptions, and prices. Supports filtering by categories (e.g., "Vegan").	Menu items load quickly; filters apply in real-time; images are high-resolution.
Online Ordering System	Allows customers to select items, add to cart, and place orders for pickup or delivery. Integrates with a payment gateway.	Secure checkout process; order confirmation via email; admin interface for managing incoming orders.
Business Information Display	Clearly presents Le Croissant's hours, address, phone number, and a map.	Information is accurate and easily findable; map is interactive.
Contact Form	Enables customers to send messages directly to the business.	Form submission is secure; sends notification to Le Croissant's email; includes reCAPTCHA for spam prevention.
Photo Gallery	Showcases high-quality images of pastries, dishes, and the interior of the bakery.	Images load quickly and are responsive across devices; easy navigation between photos.

## 8 · Technical Stack & Integrations

Layer	Tech	Notes
Front-end	Modern JavaScript framework (e.g., React, Vue, Next.js)	For a dynamic and responsive user experience.
CMS	Headless CMS (e.g., Sanity, Strapi, or similar)	For easy content updates by Le Croissant staff (menu, hours, photos).
Online Ordering	Third-party integration or custom solution	Securely handles orders and payments (e.g., integrated with Square, Toast POS, or similar).
Hosting	Scalable cloud hosting solution	Ensures website reliability and fast loading times.
Analytics	Google Analytics 4	For tracking website performance and user behavior.
Email Service	Standard email service integration	For contact form submissions and order confirmations.

## 9 · SEO & Analytics Plan

- **Primary Keywords:** "Le Croissant Logan", "bakery Logan Utah", "vegan pastries Logan", "breakfast Logan", "lunch Logan".
- **Metadata:** Unique and descriptive titles and meta descriptions for all pages.
- XML sitemap generation for search engine crawling.
- Robots.txt configuration.
- Google Analytics 4 goals configured for online order completions and contact form submissions.

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## 10 - Accessibility & Compliance

1. Adherence to WCAG 2.1 AA guidelines for web accessibility.
  2. All content and interactive elements are navigable via keyboard.
  3. Appropriate alt text for all images.
  4. Clear and consistent navigation structure.
  5. Implementation of a privacy policy and terms of service pages.
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## 11 - Project Timeline

The project timeline is estimated to be 8 weeks from the start date, with the following phases:

- **Phase 1: Discovery and Planning (1 week):** Includes requirements gathering, content strategy, and sitemap creation.
- **Phase 2: Design and UX (2 weeks):** This phase includes wireframes, mockups, and UI design.
- **Phase 3: Development (4 weeks):** This phase includes front-end and back-end development, and content integration.
- **Phase 4: Testing and Launch (1 week):** This phase includes testing, revisions, and website launch.

## 12 - Investment Summary

The total investment for this project is estimated to be between \$5,000 and \$10,000, depending on the complexity of the online ordering system. This includes all the phases mentioned in the project timeline. Payment terms will be as follows: 50% upfront, 25% upon design approval, and 25% upon launch.

## 13 · Assumptions & Exclusions

- Client will provide all necessary text content (menu descriptions, about us, etc.) and high-resolution images prior to development milestones.
  - Two rounds of revisions for design elements are included.
  - Integration with existing specific POS systems beyond standard online ordering platform APIs may require additional scope.
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## 14 · Acceptance

Name	Title	Signature	Date

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### Our Studio — Who We Are

We offer comprehensive website development services, specializing in creating user-friendly and visually appealing websites for businesses like Le Croissant. Our team is dedicated to delivering high-quality websites that meet your specific needs. We have a proven track record of creating effective websites that improve online presence and drive business growth.