

2. PRD (Product Requirements Document)

1. Vision & Goal

- Vision: To create the most trusted and highest-ranking online presence for a care home in the Gillingham, Kent, and broader London commuter belt area.
- Problem: Families find it emotionally difficult and confusing to choose a care home. They need clear, compassionate information and immediate trust signals.
- Solution: A website that is emotionally resonant, easy to navigate, and technically optimized to appear first in local search results for families in need.

2. Target Audience

- Primary: "Sarah," the 45-60 year old daughter or son of a potential resident. She is tech-savvy, uses Google for research, and makes decisions based on trust, reviews, and the perceived quality of care.
- Secondary: Social workers and healthcare professionals looking for placement options.

3. Success Metrics (How we measure success)

- Business Goal: Increase qualified tour bookings via the website by 30% within 6 months of launch.
- SEO Goal: Achieve page 1 ranking on Google for at least three core "Money Page" keywords (e.g., "care home gillingham," "dementia care kent") within 90 days.
- User Engagement Goal: Reduce bounce rate by 20% compared to the old site (or industry average if new).

4. Functional Requirements (As User Stories)

- Homepage:
 - As Sarah, I want to see a welcoming video/photo and clear CTAs like "See Our Care Options" and "Book a Private Tour" on the homepage, so I can immediately understand my next steps.
- Care Services ("Money Pages"):
 - As Sarah, researching for my mother with Alzheimer's, I want to land on a dedicated page for "Dementia Care" that details your specific approach, staff training, and facilities, so I feel confident you can meet her complex needs.
- Trust & Credibility:
 - As a potential client, I want to see photos and short bios of the management and care team, so I can put a face to the name and feel more comfortable making contact.
 - As a potential client, I want to read testimonials from other families, so I can be reassured by their positive experiences.
- Contact & Conversion:

- As a *mobile user*, I want to see a clickable phone number in the header, so I can call the home with a single tap.
- As *Sarah*, I want a simple form to book a tour that doesn't ask for too much information, so I can quickly and easily schedule a visit.

5. Non-Functional Requirements

- Performance: The site must achieve a "Good" score on Google's Core Web Vitals. Load time must be under 3 seconds.
- Accessibility: Must be WCAG 2.1 AA compliant so it's usable by people with disabilities.
- Security: Must use HTTPS across the entire site.
- SEO: The site must be 100% crawlable and indexable by Google, with a clean information architecture and no technical errors at launch.
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