

Website Requirements – Alf’s Cycles

1. About Alf’s Cycles

Alf’s Cycles description:

- A long-established, **family-run bicycle shop** with over 40 years of local history
- Founded by **Alf**, starting as a small repair workshop and growing into a trusted neighbourhood business
- Serves a wide range of customers — **children, commuters, hobby cyclists, and long-time riders**
- Known for **friendly, personal service** where customers are treated like part of the family
- Focuses on story telling & product suggestions but not pushy sales
- Provides **professional bike repairs and servicing** trusted by the local community
- Many customers return year after year, often with bikes bought decades ago
- Strong reputation for **reliability, care, and community connection**
- The website acts as a **digital front door** to the physical shop
- Designed to feel **warm, welcoming, and local**, just like the in-store experience
- Main goal of the website is to **encourage people to visit the shop in person**

The site will not sell products online.

2. Target Users

- Local cyclists
- Families
- Commuters
- Tourists

3. Pages Required

The website must include:

- Home
- About Alf
- Products
- Services

- Find Us / Contact

4. Information Required

The website must clearly display:

- Business name and description
- Shop address
- Telephone number
- Email address
- Opening times
- Google map
- Photos of shop and products
- Descriptions of bikes and accessories
- Description of repair and servicing options

5. Functional Requirements

The website must:

- Work on mobile, tablet, and desktop
- Have clear navigation
- Include call-to-action buttons (e.g., “Visit us”)
- Load quickly
- Be easy to read and use

6. Brand & Design Requirements

The website must:

- Look friendly and local
- Use warm, welcoming colours
- Use clear, readable typography
- Use real-looking images of bikes, people and shops
- Not look corporate or like an online store

7. Technical Requirements

The website must:

- Be responsive

- Be accessible (good contrast, readable text)
- Work in modern browsers
- Not require user login or online payments

8. Success Criteria

The website is successful if users:

- Can find the shop easily
- Understand what Alf's Cycles offers
- Feel confident to visit the shop in person