
Website Proposal: **MatthewArdenFoss.com**

Prepared for: Matt Foss

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Executive Summary

This proposal outlines the complete design, development, and launch plan for **MatthewArdenFoss.com** — a personal composer portfolio and digital storefront for selling original scores (PDFs and hardcopy). The solution includes a custom admin dashboard, digital file management, email collection, and secure purchase flow using modern web technologies.

You'll be able to independently manage your content, update offerings, and engage with your audience — all under a beautifully crafted website tailored to your brand and needs.

PREVIEW

Project Goals

- Sell downloadable **PDF scores**
- Provide **preview functionality** (timestamp references, MIDI optional)
- Optional **hardcopy logic**
- Create a simple, **modern homepage**
- Enable **email collection** for future updates
- Admin Dashboard for:
 - Uploading and managing products
 - Tracking engagement and sales
 - Managing blog content (optional)

PREVIEW

Tech Stack Comparison

Feature	Option A: WordPress (market default)	Option B: Shopify/Wix	✓ Recommended: Custom Stack (React + Next.js + Supabase + S3)
Page Speed	Moderate	Fast	⚡ Very Fast (Static + CDN)
Design Flexibility	Limited by theme	Limited	✓ Fully custom, pixel-perfect
Admin Control	Plugin-based, may lag	Limited	✓ Clean, minimal dashboard
Code Ownership	✗ No (hosted by provider)	✗ No	✓ Yes (you own all code)
Storage Control	Shared WordPress media	Proprietary	✓ S3 or Supabase (portable, scalable)
Transaction Fees	Yes (WooCommerce, Shopify fees)	Yes	✓ No fees except Bank Transfer
Long-term cost	\$100–200/year	\$300+/year	✓ \$20–50/year + free hosting tiers
Custom Preview Integration	Difficult	Difficult	✓ Easy via timestamp & audio player

PREVIEW