

Product Requirements Document (PRD)

Project: Yummi Go – Catering & Factory Meals Platform

Version: v1.0

Date: August 2025

1. Overview

Yummi Go is a bilingual (Arabic/English) platform that connects catering kitchens with factories, enabling **fresh daily meal delivery** through flexible subscriptions.

The platform consists of:

- **Marketing Website (public-facing):** Professional, mobile-first, smooth UX/UI.
 - **Content Management System (Admin Panel):** Update bilingual content easily.
 - **Back-End Service:** Content storage and delivery (Supabase + API).
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2. Objectives

- Provide a professional, mobile-first web presence for Yummi Go.
 - Showcase services, benefits, and credibility to factories.
 - Support bilingual content (Arabic RTL, English LTR).
 - Allow non-technical admins to update content via JSON-based CMS.
 - Ensure scalability, fast performance, and secure content management.
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3. Target Users

- **Factories / HR / Operations managers** seeking reliable daily meal services.
 - **Kitchen partners** evaluating Yummi Go as a distribution channel.
 - **Yummi Go staff/admins** who manage content updates.
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4. Layout Structure

Header (Sticky)

- Logo: bilingual “Yummi Go”.
- Nav: [الرئيسية | من نحن | خدماتنا | لماذا تختارنا | تواصل معنا].
- Language toggle (AR/EN).

Hero Section

- Full-width background image (catering/factory).
- H1: “حلقة الوصل بين المطابخ والمصانع”.
- CTA: [اطلب عرض أسعار].

About Us – من نحن

- Text: “...، متخصصون في ربط شركات الإعاشة بالمصانع [Yummi Go] نحن منصة”.
- Image: chef or workers dining.

Services – خدماتنا

Grid layout (icons + text):

- وجبات يومية طازجة ومتنوعة.
- اشتراكات مرنة (يومي، أسبوعي، شهري).
- توصيل دقيق يراعي مواعيد العمل.
- خيارات غذائية متنوعة.
- تغليف آمن يحافظ على الجودة.

Why Choose Us – لماذا تختارنا؟

- شبكة واسعة من المطابخ الموثوقين.
- أسعار تنافسية.
- التزام بمعايير الجودة والنظافة.
- توفير الوقت والجهد.
- تجربة سلسلة وخدمة مستمرة.

Subscription Packages (Optional Upsell)

- Daily / Weekly / Monthly.
- CTA: “اشترك الآن”.

Counters / Achievements

- Animated KPIs: meals served, factories onboarded, kitchens approved.

Testimonials (Future Phase)

- Rotating client feedback.

Contact Us – تواصل معنا

- Text: “هل ترغب في توفير وجبات يومية...؟”.
- Channels: phone, WhatsApp, email.
- Form: name, phone, email, message.
- CTA: [تواصل معنا].

Footer

- Contact info, social links, copyright.
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5. Visual & UX Design

Typography

- Headings: Bold sans-serif Arabic/English (32–40px desktop, 24–28px mobile).
- Body: Regular 16px.
- CTAs: Bold, white on orange.

Color Palette

- Primary: Orange #F57C00.
- Secondary: Green #43A047.
- Neutral: White #FFFFFF, Light Gray #F9F9F9.
- Text: Dark Gray #333333.
- Hover: Amber #FFC107.

Images

- Realistic catering/factory photos.
- Minimal line-icons in orange.

Interactions & Animations

- Smooth scroll + fade/slide animations.
- Sticky header.
- Counters animate on scroll.
- Hover: buttons shift shade.

Mobile Responsiveness

- Hamburger menu.
- Services grid → stacked list.

- Subscription cards stacked.
 - Full-width CTAs.
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6. Technical Architecture

Content System

- Canonical bilingual JSON (`content.json`).
- **Structure:** `{ sectionName: { ar: T, en: T } }`.

Example service item:

```
{
  "title": { "ar": "وجبات يومية", "en": "Daily Meals" },
  "features": ["Fresh", "Flexible", "Safe"]
}
```

Client-Side

- Next.js with App Router.
- LanguageProvider: AR/EN toggle + rtl/ltr.
- `useContent` hook: fetches `/api/content`, fallback to `localStorage`.
- `useAdminContent` hook: editing + syncing.
- Tailwind CSS for styling.

Admin Panel

- Login (local auth; later OAuth).
- Section-based or raw JSON editor.
- Save → `localStorage` + `POST /api/content`.

API – `/api/content`

- **GET:** Return Supabase `content.json` or fallback local file.
- **POST:** Requires `x-admin-key`, validates JSON, pushes to Supabase.
- **Response:** `{ ok: boolean, pushedToSupabase: boolean }`.

Storage

- Supabase bucket (default: `content/content.json`).
- Versioning optional for rollback.

Security

- Server-only `ADMIN_API_KEY`.
- Supabase service key stored server-side.
- JSON schema validation.
- HTTPS + CORS restrictions.
- Versioning/timestamp for concurrency control.

Environment Variables

- `ADMIN_API_KEY`
 - `SUPABASE_URL`
 - `SUPABASE_SERVICE_KEY`
 - `SUPABASE_STORAGE_BUCKET` (default: `content`)
 - `SUPABASE_STORAGE_OBJECT_PATH` (default: `content.json`)
 - `ALLOW_LOCAL_CONTENT_WRITE` (optional)
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7. Security & Compliance

- Use `ADMIN_API_KEY` (server-only).
 - Never embed secrets in client.
 - Validate JSON with AJV before saving.
 - HTTPS-only deployment.
 - Restrict admin routes with CORS.
 - Optional optimistic concurrency control.
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8. Deployment & Hosting

- **Frontend:** Next.js on Vercel.
 - **Storage:** Supabase.
 - **Local Persistence:** LocalStorage for offline cache.
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9. Technology Stack

- **Frontend:** Next.js (App Router), React, TypeScript, Tailwind CSS.
 - **Backend:** Node.js, Next.js API routes.
 - **Database/Storage:** Supabase Storage.
 - **Deployment:** Vercel.
 - **Persistence:** LocalStorage.
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10. Success Metrics

- Website loads under **2 seconds** on 4G.
 - Content updates propagate to all clients in under **1 minute**.
 - Mobile responsiveness verified on iOS & Android.
 - $\geq 80\%$ visitor interaction with CTAs (hero, contact form).
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11. Roadmap

- **v1.0:** Website, bilingual content, admin panel, Supabase sync.
- **v1.1:** Testimonials, subscription pricing cards.
- **v1.2:** Auth improvements (server login).
- **v2.0:** Partner portal for catering providers.