

NextDaySite 2.0 - Complete Product Requirements Document (PRD)



Project Overview

Product Name: NextDaySite 2.0 Customer Management & Admin Platform

Version: 2.0

Document Version: 1.0

Last Updated: October 2025

Target Launch: Q4 2025

Executive Summary

NextDaySite 2.0 is a comprehensive AI-powered website and branding service platform that delivers professional websites and brand identities within 24-48 hours. The platform includes a public marketing website, customer management portal, admin dashboard, and integrated subscription checkout system.



Product Goals & Objectives

Primary Goals

Customer Acquisition

Convert visitors through AI-powered chat interface and clear pricing

Customer Management

Comprehensive project tracking, communication, and resource management

Admin Operations

Complete business oversight with analytics, customer management, and project monitoring

Revenue Generation

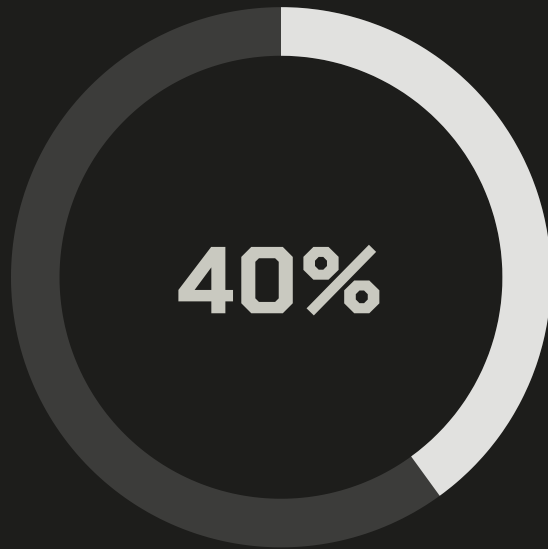
Streamlined subscription checkout with hosting upsells and billing management

User Experience

Seamless dark/light mode experience with professional design system

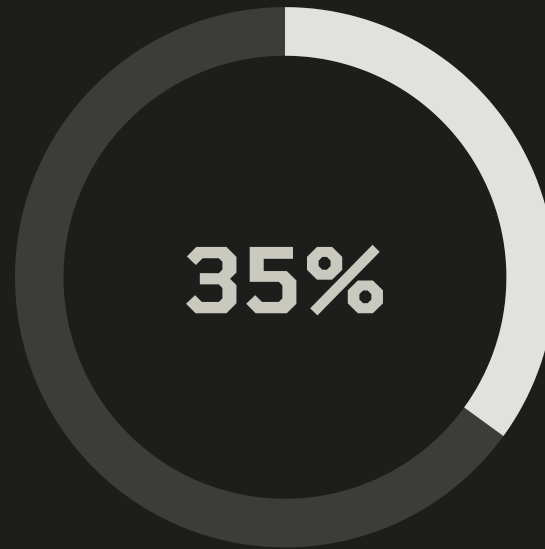
Target Users

Primary Users



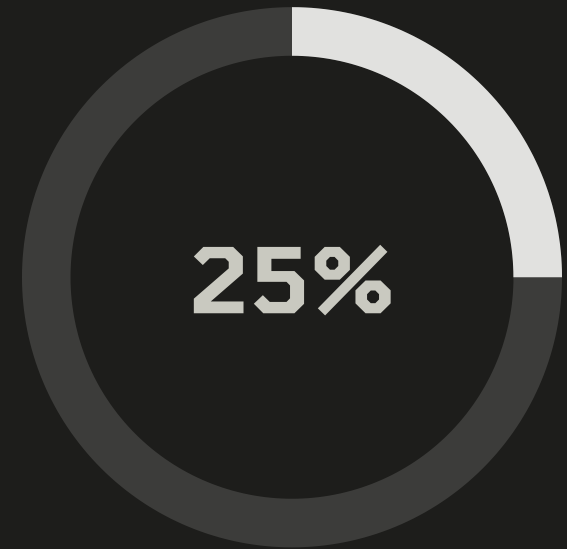
Small Business Owners

- Need professional web presence quickly
- Limited technical knowledge
- Budget-conscious but value quality



Startups & Entrepreneurs

- Fast-moving, need rapid deployment
- Tech-savvy but time-constrained
- Growth-focused



Freelancers & Consultants

- Personal branding needs
- Portfolio requirements
- Professional credibility

Internal Users

Admin Users

Business Oversight

Business oversight and analytics

Customer Management

Customer relationship management

Project Monitoring

Project monitoring and quality control

Financial Tracking

Financial tracking and reporting

System Architecture

Technology Stack

Frontend Technologies

- **Framework:** NextJS/NestJS
- **Build Tool:** ???
- **Styling:** Tailwind CSS
- **UI Components:** shadcn/ui

Additional Tools

- **Charts:** Recharts for analytics visualization
- **Payments:** Stripe (prototype integration)
- **Hosting:** Static deployment ready
- **Design System:** Dark/light mode with consistent theming

Complete File Structure

```
src/
├── components/
│   ├── ui/ # shadcn/ui components (40+ components)
│   ├── Navigation.jsx # Main navigation with theme toggle
│   ├── Footer.jsx # Site footer
│   ├── DashboardSidebar.jsx # Customer dashboard sidebar
│   └── CheckoutModal.jsx # Payment checkout modal
├── pages/
│   ├── HomePage.jsx # Landing page with AI chat
│   ├── PricingPage.jsx # Subscription plans & checkout
│   ├── AboutPage.jsx # Company information
│   ├── ContactPage.jsx # Contact form
│   ├── PortfolioPage.jsx # Work showcase
│   ├── LogosPage.jsx # Logo gallery
│   ├── ServicesPage.jsx # Service descriptions
│   ├── LoginPage.jsx # User authentication
│   ├── RegisterPage.jsx # User registration
│   ├── UIKit.jsx # Design system showcase
│   └── customer/
│       ├── Dashboard.jsx # Customer portal overview
│       ├── ProjectBoard.jsx # Kanban project management
│       ├── ProjectDetail.jsx # Individual project view
│       ├── IdeaVault.jsx # Design resources & files
│       ├── Billing.jsx # Invoice management
│       └── Account.jsx # User settings
│   └── admin/
│       ├── AdminOverview.jsx # Business analytics dashboard
│       ├── AdminProjects.jsx # All projects management
│       ├── AdminProjectDetail.jsx # Project details & editing
│       ├── AdminCustomers.jsx # Customer management
│       ├── AdminCustomerProfile.jsx # Individual customer view
│       ├── AdminBilling.jsx # Financial management
│       └── AdminSettings.jsx # System configuration
├── data/
│   └── mockData.js # Comprehensive sample data
├── lib/
└── utils.js # Utility functions
```

Design System

Color Palette

Primary Colors

- **Primary:** Orange (#FF8C00) - NextDaySite brand color
- **Background:** Dynamic (light/dark mode)
- **Foreground:** Dynamic text colors
- **Accent:** Complementary colors for highlights
- **Muted:** Secondary text and borders

Status Colors

- **Success:** Green
- **Info:** Blue
- **Warning:** Yellow
- **Error:** Red

Typography

Headlines

Custom font family for headings

Body

System font stack for readability

Sizes

Responsive scale (text-sm to text-7xl)

Components

- **Cards:** Glass morphism effect with subtle borders
- **Buttons:** Primary, secondary, outline, ghost variants
- **Forms:** Consistent input styling with validation states
- **Navigation:** Responsive with mobile hamburger menu
- **Charts:** Professional data visualization with Recharts



Core Features

The NextDaySite 2.0 platform is organized into four major feature areas, each designed to serve specific user needs and business objectives. The following sections provide detailed specifications for each feature area.

01

Public Marketing Website

Convert visitors to customers

02

Customer Portal

Manage projects and resources

03

Admin Dashboard

Business oversight and operations

04

Checkout System

Streamlined subscription purchase

1. Public Marketing Website

The public marketing website serves as the primary customer acquisition channel, featuring an AI-powered chat interface, clear pricing structure, and comprehensive information about services and capabilities.

1.1 Homepage

Purpose: Convert visitors to customers through AI-powered interaction

Features

Hero Section

- Hero section with AI chat interface
- Real-time chat simulation with typing indicators
- Suggestion chips for common requests (e-commerce, portfolio, SaaS, restaurant)

Social Proof

- Social proof (4.9/5 rating, 500+ clients, delivery guarantees)
- Service highlights (AI-powered design, enterprise security, lightning fast)
- Customer testimonials with ratings and company names

Call-to-Action

- Call-to-action buttons linking to dashboard and pricing

Technical Requirements

- Responsive design (mobile-first)
- Dark/light mode toggle with theme persistence
- Smooth animations and transitions
- Chat message state management with typing simulation
- Form validation for chat input
- Consistent color scheme (no purple gradients)

1.2 Navigation System

Purpose: Seamless site navigation with clear CTAs

Features

Navigation Elements

- Logo with brand gradient colors
- Main navigation menu (Home, Portfolio, Logos, Services, About, Contact)
- Active page indicators with colored backgrounds per page
- Dark/light mode toggle with sun/moon icons

Action Buttons

- "Get Started" button → Customer Dashboard
- "Pricing" button → Pricing page
- Mobile hamburger menu with full navigation

Technical Requirements

- React Router integration with active state management
- Responsive breakpoints for mobile/tablet/desktop
- Accessibility compliance (ARIA labels, keyboard navigation)
- Theme state persistence across sessions

1.3 Pricing Page

Purpose: Clear subscription plans with integrated checkout

Features

Three Subscription Tiers

<div><div>Web Plan</div><div>\$150/month, \$1,500/year</div><div><ul style="list-style-type: none">3-5 pagesResponsive design2 revisions</div></div>	<div><div>Identity Plan</div><div>\$250/month, \$2,500/year</div><div><ul style="list-style-type: none">Logo suiteBrand kitTemplates</div></div>	<div><div>Complete Plan</div><div>\$500/month, \$5,000/year</div><div><ul style="list-style-type: none">Everything included6-10 pagesAI copy</div></div>

Additional Features

- Monthly/yearly billing toggle with 17% savings badge
- Managed hosting checkbox (\$10/month, \$100/year) for Web and Complete plans
- Info icon linking to FAQ section with smooth scroll
- Feature comparison table with all plan details
- Add-ons section (extra revisions, priority delivery, blog setup, analytics)
- FAQ section with hosting details and common questions
- Contact modal for custom requests

Technical Requirements

- Dynamic pricing calculations including hosting and tax
- State management for plan selection and hosting options
- Form validation and error handling
- Responsive grid layout for pricing cards
- Smooth scrolling navigation to FAQ

1.4 Additional Marketing Pages

Portfolio

Work showcase with project galleries

Logos

Logo design examples and case studies

Services

Detailed service descriptions and processes

About

Company story and team information

Contact

Contact form and company information

2. Customer Portal

The customer portal provides a comprehensive project management interface where customers can track their projects, communicate with the team, manage files, and handle billing. The portal features a collapsible sidebar navigation and responsive design for all devices.

2.1 Customer Dashboard

Purpose: Central hub for customer project management and overview

Features

Collapsible Sidebar Navigation

Navigation Items

- Dashboard (overview)
- Projects (with badge showing active count: 3)
- Idea Vault (design resources)
- Billing (with badge showing pending items: 1)
- Account (user settings)

User Actions

- User profile section with settings and sign out
- New Project quick action button

KPI Cards

3	2	1	2.4GB
Active Projects	Ready to Review	Invoices Due	Storage Used
Currently in progress	Awaiting feedback	Pending payment	File storage

Project Management Section

- Project cards with status badges and progress bars
- Recent activity timeline
- Quick action buttons (view, download, message)
- Filter and search functionality
- Grid/list view toggle

Quick Actions Sidebar

Start New Project	Browse Idea Vault	View Billing
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Technical Requirements

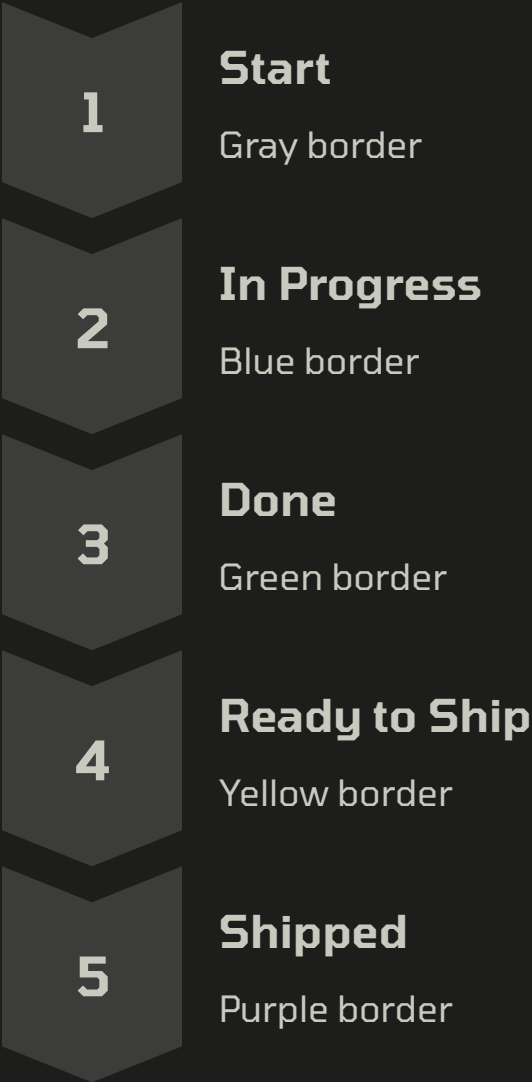
- Sidebar state persistence (collapsed/expanded)
- Real-time progress calculation
- Badge notifications for pending items
- Responsive layout adjustment based on sidebar state
- Mock data integration for development

2.2 Project Board (Kanban)

Purpose: Visual project management with drag-and-drop workflow

Features

Kanban Columns



Project Cards

- Project title and description
- Progress bar with percentage
- Status badges with color coding
- Tag system for categorization
- Assignee avatar and name
- Action buttons (message, attach, view)
- Last updated timestamp

Board Features

- Project count per column
- Add project buttons in each column
- Drag and drop zones
- Search and filter functionality
- Board statistics summary

Technical Requirements

- Drag and drop functionality (future enhancement)
- Status color coding system
- Progress calculation logic
- Tag management system
- Responsive column layout

2.3 Project Detail View

Purpose: Detailed project information and communication

Features

Project Overview Project overview with status and progress	File Management File attachments and downloads
Communication Communication thread with AI designer	Timeline Project timeline and milestones
Revisions Revision requests and feedback	Preview Preview links and staging URLs

2.4 Idea Vault

Purpose: Design resource library and file management

Features

- File upload and organization
- Design templates and inspiration
- Brand asset library
- Search and filtering by tags
- File preview and download
- Storage usage tracking

2.5 Billing Management

Purpose: Invoice tracking and payment management

Features

- Invoice list with status indicators
- Payment history
- Subscription management
- Billing address updates
- Download invoices and receipts

2.6 Account Settings

Purpose: User profile and preference management

Features

- Profile information editing
- Password and security settings
- Notification preferences
- Theme and display options
- Account deletion and data export

3. Admin Dashboard

The admin dashboard provides comprehensive business oversight with analytics, customer management, project monitoring, and financial tracking. It features advanced data visualization and management tools for efficient operations.

3.1 Admin Overview

Purpose: Business analytics and performance monitoring

Features

KPI Cards

\$450K	1200	4800	\$3.2K
Total Revenue	Active Projects	Total Customers	Average Project Value
With growth percentage	Count with change indicator	With growth tracking	With trend analysis

Analytics Charts

Project Pipeline Bar Chart	Customer Plan Distribution Pie Chart	Revenue Trend Line Chart
Projects by status across workflow	Subscription tier breakdown	Monthly revenue growth over time

Recent Activity

- Latest project updates
- New customer registrations
- Revenue milestones
- System notifications

Top Customers

- Highest value customers
- Project count per customer
- Subscription tier indicators
- Customer avatars and company info

Technical Requirements

- Recharts integration for data visualization
- Real-time data updates
- Responsive chart layouts
- Interactive tooltips and legends
- Data filtering by date ranges

3.2 Admin Project Management

Purpose: Comprehensive project oversight and management

Features

Project List

All projects list with advanced filtering

Status Management

Project status management

Assignee Management

Assignee management

Bulk Operations

Bulk operations (status updates, assignments)

Analytics

Project analytics and reporting

Quality Control

Quality control and review processes

3.3 Admin Customer Management

Purpose: Customer relationship and account management

Features

- Customer list with search and filtering
- Customer profile management
- Subscription tier management
- Communication history
- Support ticket management
- Customer analytics and insights

3.4 Admin Customer Profile

Purpose: Detailed customer account management

Features

Customer Information

- Complete customer information
- Project history and status
- Billing and payment history

Management Tools

- Communication logs
- Account actions (suspend, upgrade, etc.)
- Customer support tools

3.5 Admin Billing

Purpose: Financial management and reporting

Features

Revenue Tracking

Revenue tracking and reporting

Invoice Management

Invoice management

Payment Processing

Payment processing oversight

Analytics

Subscription analytics

Forecasting

Financial forecasting

Compliance

Tax and compliance reporting

3.6 Admin Settings

Purpose: System configuration and management

Features

- User role management
- System preferences
- Integration settings
- Security configurations
- Backup and maintenance tools

4. Checkout System

The checkout system provides a streamlined subscription purchase flow with integrated payment processing, order summary, and customer information collection. The design follows Stripe standards for security and user experience.

4.1 Checkout Modal

Purpose: Streamlined subscription purchase flow

Features

Order Summary

- Selected plan details with pricing
- Billing frequency (monthly/yearly)
- Managed hosting option with pricing
- Add-ons selection
- Subtotal, tax (8%), and total calculation

Customer Information Form

Email Address Required field	Full Name Required field	Company Name Optional field
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Payment Form (Stripe-like design)

- Credit card number with formatting (1234 5678 9012 3456)
- Expiry date (MM/YY format)
- CVV (3-4 digits)
- Billing address (street, city, state, zip, country)

Processing States

01	02	03
Loading Loading animation during payment	Success Success confirmation with order number	Error Error handling with retry options

Security Features

- SSL encryption indicators
- Lock icons throughout
- PCI compliance messaging

Technical Requirements

- Form validation with real-time feedback
- Credit card number formatting
- Real-time price calculation
- Payment simulation for prototype
- Success/error state management
- Auto-redirect to dashboard on completion



Data Models

User

```
{
  id: number,
  name: string,
  email: string,
  avatar: string, // initials
  role: 'customer' | 'admin',
  company: string,
  plan: 'Starter' | 'Pro' | 'Enterprise',
  joinedAt: date,
  subscription: {
    plan: 'web' | 'identity' | 'complete',
    billing: 'monthly' | 'yearly',
    hasHosting: boolean,
    status: 'active' | 'cancelled' | 'past_due'
  }
}
```

Project

```
{
  id: number,
  title: string,
  status: 'Start' | 'In Progress' | 'Done' | 'Ready to Ship' | 'Shipped',
  lastUpdated: string,
  assignee: string,
  tags: string[],
  briefSummary: string,
  customerId: number,
  links: {
    designPreview: string | null,
    stagingURL: string | null
  },
  progress: number // 0-100
}
```

Invoice

```
{
  id: number,
  amount: number, // in cents
  status: 'Paid' | 'Due' | 'Overdue',
  issuedAt: date,
  dueAt: date,
  projectId: number,
  customerId: number
}
```

Additional Data Models

File

```
{
  id: number,
  name: string,
  size: string,
  type: 'image' | 'document' | 'archive' | 'design',
  tags: string[],
  uploadedAt: date,
  previewURL: string,
  projectId: number
}
```

ChatMessage

```
{
  id: number,
  role: 'user' | 'ai' | 'system',
  content: string,
  timestamp: date,
  hasAttachments: boolean,
  projectId: number
}
```

Activity

```
{
  id: number,
  type: 'project_created' | 'design_generated' | 'customer_feedback' | 'status_changed',
  description: string,
  timestamp: date,
  projectId: number,
  userId: number
}
```

Security Requirements

Data Protection

Input Validation

Form validation on all user inputs

XSS Prevention

XSS prevention through React's built-in protections

Payment Security

Secure payment form design (Stripe standards)

Data Storage

No sensitive data stored in localStorage

HTTPS

HTTPS enforcement for all communications

Authentication & Authorization

- Session-based authentication (to be implemented)
- Role-based access control (customer vs admin)
- Secure logout functionality
- Protected routes for customer and admin dashboards
- Password strength requirements

Payment Security

- Stripe-compliant payment forms
- SSL encryption indicators
- PCI DSS compliance messaging
- Secure billing address collection
- No credit card data storage



Responsive Design

Breakpoints

Mobile

320px - 768px

Tablet

768px - 1024px

Desktop

1024px+

Mobile Optimizations

Navigation & Layout

- Hamburger navigation menu
- Stacked pricing cards
- Collapsible sidebar with overlay

Interaction

- Touch-friendly buttons (min 44px)
- Optimized chat interface
- Swipeable Kanban columns

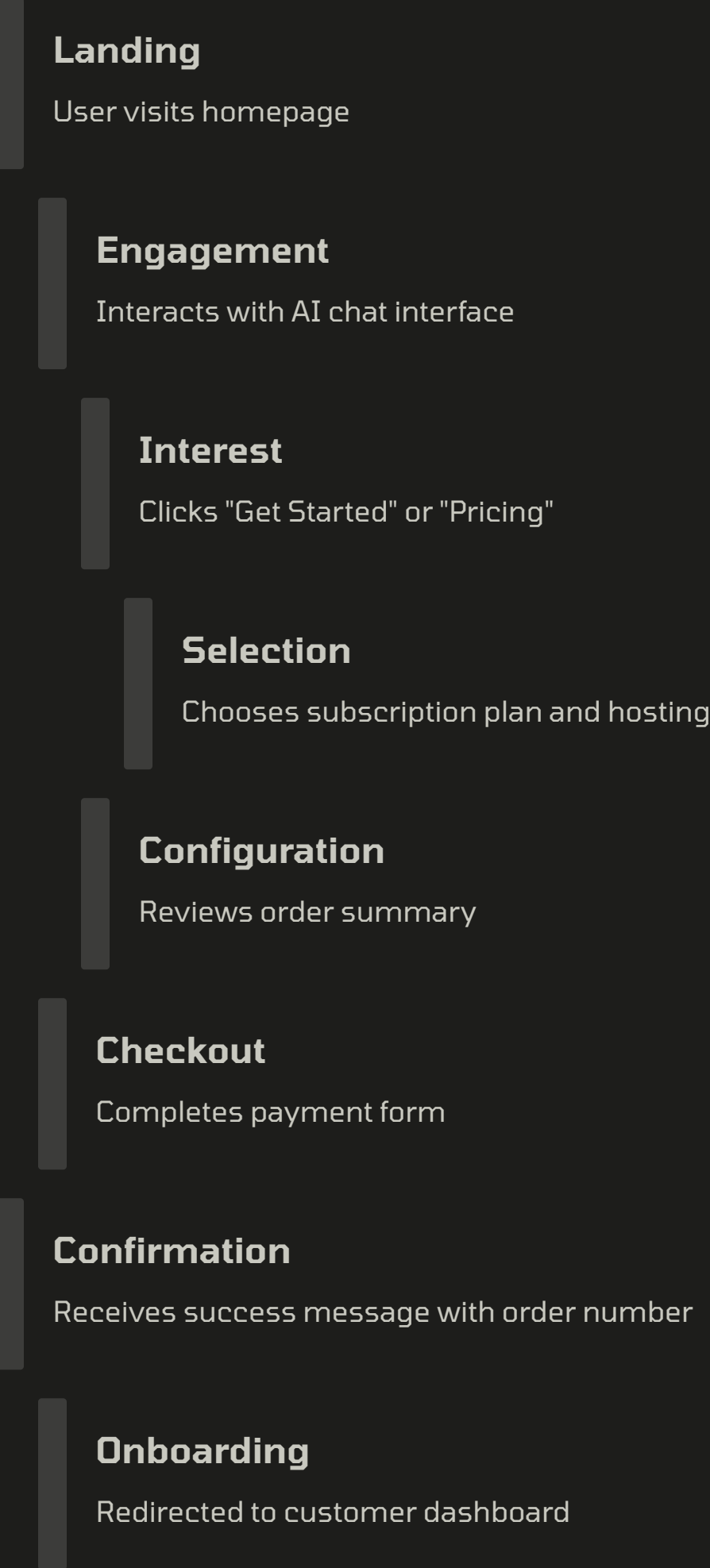
Tablet Optimizations

- 2-column pricing layout
- Sidebar remains visible
- Optimized form layouts
- Chart responsiveness

Desktop Optimizations

- Full sidebar navigation
- Multi-column layouts
- Advanced data tables
- Hover states and interactions

Primary Flow: Visitor to Customer



Customer Management Flow

01	02	03
Login	Overview	Projects
Access customer dashboard	View project status and KPIs	Navigate to Kanban board
04	05	06
Management	Resources	Billing
Track progress and communicate	Access idea vault and files	Manage invoices and payments
07		
Account		
Update profile and settings		

Admin Operations Flow

01	02
Login	Overview
Access admin dashboard	Review business analytics
03	04
Projects	Customers
Monitor all project progress	Manage customer accounts
05	06
Billing	Settings
Track revenue and payments	Configure system preferences

Testing Requirements

Unit Testing

Component Rendering

Component rendering tests

Form Validation

Form validation logic

Price Calculations

Price calculation functions

State Management

State management

Chart Data

Chart data processing

Integration Testing

- Navigation flow between pages
- Checkout process end-to-end
- Dashboard data loading
- Admin operations workflow
- Customer portal functionality

User Acceptance Testing

- Complete user journey testing
- Cross-browser compatibility
- Mobile device testing
- Accessibility compliance (WCAG 2.1)
- Performance testing

Deployment Requirements

Environment Setup

Development Environment

- Node.js 18+ environment
- React development server
- Build process for production

Production Environment

- Static file hosting capability
- Environment variable management

Performance Requirements

<3s

Page Load Time

<1.5s

First Contentful Paint

>90

Lighthouse Score

- Mobile performance optimization
- Chart rendering performance

Browser Support

Desktop Browsers

- Chrome 90+
- Firefox 88+
- Safari 14+
- Edge 90+

Mobile Browsers

- Mobile Safari (iOS 14+)
- Chrome Mobile (Android 10+)



Analytics & Monitoring

Key Metrics to Track

Page Views

Page views and bounce rates

Conversion Funnel

Conversion funnel (homepage
→ pricing → checkout)

User Engagement

User engagement with chat
interface

Dashboard Usage

Dashboard usage patterns

Payment Completion

Payment completion rates

Customer Retention

Customer retention rates

Admin Efficiency

Admin efficiency metrics

Error Monitoring

- JavaScript error tracking
- Form submission failures
- Payment processing errors
- Performance bottlenecks
- API response times



Future Enhancements

Phase 2 Features

Real AI Chat Real AI chat integration with OpenAI	Live Collaboration Live project collaboration tools
File Upload File upload and sharing system	Project Templates Advanced project templates
Team Collaboration Team collaboration features	Notifications Real-time notifications

Phase 3 Features

Mobile App Mobile app development	Advanced Analytics Advanced analytics dashboard
White-Label White-label solutions	API API for third-party integrations
Customization Advanced customization options	Multi-Language Multi-language support



Implementation Checklist

Development Setup

- ⚡ Initialize React project with Vite
- ⚡ Install and configure Tailwind CSS
- ⚡ Set up shadcn/ui components
- ⚡ Configure React Router with all routes
- ⚡ Set up development environment

Public Website

- ⚡ Implement HomePage with AI chat simulation
- ⚡ Create Navigation component with theme toggle
- ⚡ Build PricingPage with checkout integration
- ⚡ Develop additional marketing pages
- ⚡ Implement responsive design

Customer Portal

- ⚡ Create customer Dashboard with sidebar
- ⚡ Implement ProjectBoard with Kanban layout
- ⚡ Build ProjectDetail view
- ⚡ Develop IdeaVault file management
- ⚡ Create Billing management interface
- ⚡ Implement Account settings

Admin Dashboard

- ⚡ Build AdminOverview with analytics charts
- ⚡ Create AdminProjects management
- ⚡ Implement AdminCustomers interface
- ⚡ Develop AdminBilling system
- ⚡ Create AdminSettings configuration

Checkout System

- ⚡ Implement CheckoutModal with Stripe design
- ⚡ Create order summary calculations
- ⚡ Build payment form with validation
- ⚡ Implement success/error states
- ⚡ Add security indicators

Features & Integration

- ⚡ Dark/light mode toggle implementation
- ⚡ Responsive design across all breakpoints
- ⚡ Form validation throughout application
- ⚡ Price calculations and tax handling
- ⚡ Mock data integration
- ⚡ Success/error state management

Testing & Deployment

- ⚡ Cross-browser testing
- ⚡ Mobile responsiveness testing
- ⚡ Performance optimization
- ⚡ Accessibility compliance testing
- ⚡ Production build and deployment



Support & Documentation

Developer Resources

- Component documentation with examples
- API integration guides
- Deployment instructions
- Troubleshooting guides
- Code style guidelines

User Support

- FAQ section implementation
- Contact form functionality
- Help documentation
- Video tutorials (future)
- Live chat support (future)

Document Prepared By: Development Team

Approved By: Product Manager

Next Review Date: November 2025



Appendix: Complete Feature Matrix

Feature Category	Customer Portal	Admin Dashboard	Public Website
Authentication	✓ Login/Logout	✓ Admin Access	✗ Public Access
Project Management	✓ View/Track	✓ Full Management	✗ N/A
Analytics	✓ Personal KPIs	✓ Business Analytics	✗ N/A
Billing	✓ View Invoices	✓ Revenue Management	✓ Checkout
Communication	✓ Project Chat	✓ Customer Support	✓ Contact Forms
File Management	✓ Idea Vault	✓ All Files	✗ N/A
User Management	✓ Own Profile	✓ All Users	✓ Registration
Responsive Design	✓ Full Support	✓ Full Support	✓ Full Support
Dark/Light Mode	✓ Theme Toggle	✓ Theme Toggle	✓ Theme Toggle

This comprehensive PRD covers every feature, page, and component in the NextDaySite 2.0 application, providing developers with complete specifications for implementation.