

MICROBLOOM – INITIAL START REQUIREMENTS DOCUMENT (DETAILED VERSION)

1. PROJECT OVERVIEW

Microbloom requires two interconnected digital platforms:

1. Microbloom Ventures Pvt Ltd – A corporate, consultancy, training, and dietician service platform.
2. MicrobloomAgro.com – An e-commerce portal for microgreens, wheatgrass, vegetables, dehydrated fruits, wellness blends, and subscriptions.

Phase 1 focuses on building a functional prototype for both websites with essential features and core infrastructure.

2. PHASE 1 OBJECTIVES

- Establish the foundational UI and UX for both websites.
- Create core backend architecture, APIs, and database structure.
- Deploy both websites in prototype mode for review and iteration.
- Deliver minimal but functional modules to validate workflows.
- Prepare technical groundwork for Phase 2 expansion.

3. PHASE 1 SCOPE OF WORK

A. MICROBLOOM VENTURES PLATFORM

Features included:

- Homepage (Hero, services, industries served, about, CTA blocks)
- Services pages (Grow Lab, Consultancy, Training, Dietician Consulting, HR/Legal)
- About Us page
- Contact page with form + WhatsApp link
- Basic lead management API
- Internships & careers listing (no application form yet)
- CMS for adding services and updating content

Features not included in Phase 1:

- Course pages with enrollment
- Dietician file upload system
- Full internship & career application workflows
- Blog system
- HR/legal document automation

B. MICROBLOOM AGRO E-COMMERCE PLATFORM

Features included:

- Homepage (categories, hero banner, featured products)
- Shop page with categories (Microgreens, Wheatgrass, Vegetables, Dehydrated Fruits, etc.)
- Product listing pages
- Product detail page
- Basic cart system (Add/Remove items)
- Contact page
- Admin CMS for adding/editing products

Features not included in Phase 1:

- Checkout & Razorpay integration
- Subscription system (weekly packs)
- Customer accounts and order tracking
- Auto invoice generation
- Reviews & ratings

4. PHASE 1 TECH STACK REQUIREMENTS

FRONTEND:

- Next.js 14 (App Router)
- TailwindCSS v4

- ShadCN UI (for forms, admin UI)
- Framer Motion (optional animations)
- Typescript recommended
- Deployed on Vercel

BACKEND:

- Node.js with Express or NestJS
- PostgreSQL database
- Prisma ORM
- REST API endpoints
- Authentication (Admin-only for Phase 1)
- Deployed on Render/Railway

STORAGE & MEDIA:

- Cloudinary (product images, media optimization)
- Local storage fallback for development

5. PHASE 1 DELIVERABLES

A. FRONTEND DELIVERABLES

- Completed UI for both homepages
- Responsive components using Tailwind
- Reusable layout components (Header, Footer, Navbar, Cards)
- Category pages for Agro website
- Product detail templates
- Services templates for Ventures platform

B. BACKEND DELIVERABLES

- Base project setup with Express/NestJS
- Database schema (tables for Products, Categories, Leads, Services)

- CRUD APIs:
 - Products API
 - Categories API
 - Services API
 - Leads API
- Admin authentication (JWT or NextAuth)
- Connection with PostgreSQL

C. CMS / ADMIN DELIVERABLES

- Admin dashboard with:
 - Product create/update/delete
 - Service create/update
 - Lead view
- Admin login page

D. DEPLOYMENT DELIVERABLES

- Ventures prototype live on Vercel
- Agro prototype live on Vercel
- Backend API deployed on Render
- Connected frontend → backend API

6. OUT OF SCOPE FOR PHASE 1

- Razorpay / Payment Gateway
- Full checkout & order workflow
- Weekly subscription automation
- Email automation (Resend/Mailchimp)
- Marketing website enhancements
- SEO implementation
- Complex Dietician consulting module

- Multi-role admin system
- Blog module
- Notification system (SMS/email triggers)

7. TIMELINE (ESTIMATED)

Week 1:

- Wireframes, UI planning, frontend skeleton
- Backend setup + database schema

Week 2:

- Implement Ventures homepage + services
- Implement Agro homepage + shop structure
- Build product/service APIs

Week 3:

- Connect frontends with backend APIs
- Create admin dashboard
- Deploy prototypes

Week 4:

- Testing, fix bugs, refine UI
- Prepare for Phase 2 planning

8. PHASE 1 SUCCESS CRITERIA

- Both websites accessible online with functional core pages
- Admin can add/edit products and services
- Basic leads captured successfully
- Product browsing functional

- Cart system functional (no checkout)
- Responsive layouts for mobile/tablet/desktop
- Backend stable with no critical API failures

END OF PHASE 1 REQUIREMENTS DOCUMENT.