Yes — we can start with a **Product Requirements Document (PRD)**, then move to the **master sitemap**.  
I’ll tailor the PRD so it works for your logistics website pitch and also lays the groundwork for integrating Swiftcargo later.

**Product Requirements Document (PRD)**

**Project Name:** Logistics Company Solution Website (Pitch Version)  
**Prepared by:** Daniel (UI/UX & Software Engineer)  
**Date:** 12 Aug 2025  
**Version:** 1.0

**1. Overview**

This project is a **free, solution-oriented logistics website** built to address key industry pain points while serving as a live demo for pitching an integrated Swiftcargo solution.  
The goal is to give logistics companies a functional, visually appealing website that **solves real customer-facing problems** immediately and demonstrates the potential of full-scale integration.

**2. Objectives**

1. Provide an online tool that **enhances customer transparency** and reduces service inquiries.
2. Improve **operational efficiency** by enabling self-service shipment requests and tracking.
3. Demonstrate a **scalable digital platform** that can integrate with backend systems like Swiftcargo.
4. Position Daniel as a **solution provider** who understands logistics challenges.

**3. Target Audience**

* **Primary:** Logistics companies (small to medium size) without a robust digital customer portal.
* **Secondary:** Customers of logistics companies (shippers, e-commerce sellers, individuals).

**4. Problems to Solve**

* Lack of real-time shipment visibility for customers.
* Manual processes for booking shipments and pickups.
* Limited customer engagement on current websites.
* Poor first impression from outdated or static websites.

**5. Key Features & Requirements**

**Phase 1 – Free Pitch Version (MVP)**

**Must Have:**

* **Shipment Tracking Tool** (with mock data)
* **Pickup Request Form** (with email notification)
* **Service Coverage Map** (interactive, clickable)
* **Company Profile & Services Overview**
* **Contact & Live Chat Integration**
* **Mobile-Responsive Design**

**Should Have:**

* **Delivery Cost Estimator** (simple)
* **Customer Testimonials**
* **Call-to-Action Buttons** (“Track & Book”)

**Could Have:**

* **Blog/News Section** (SEO potential)
* **Success Metrics Counters** (Deliveries, Clients, Areas Covered)

**Phase 2 – Scalable Version (Post-Pitch Upgrade)**

**Must Have:**

* **Real API Integration** with Swiftcargo
* **Customer Portal Login**
* **Driver & Admin Dashboards**
* **Automated Notifications (SMS/Email)**

**Should Have:**

* **Document Upload Feature**
* **Live Route Optimization Map**
* **Performance Analytics Dashboard**

**Could Have:**

* **Inventory/Warehouse Management Integration**
* **Multilingual Support**
* **Dark/Light Mode Toggle**

**6. Design & User Experience Requirements**

* Clean, modern, and professional UI.
* Fast loading times (<3 seconds).
* Optimized for desktop, tablet, and mobile.
* Accessibility compliance (WCAG AA).
* Consistent branding and color palette.

**7. Success Metrics**

* **Engagement:** Number of tracking lookups & pickup requests.
* **Lead Conversion:** Number of companies requesting a demo after using the site.
* **Customer Retention Potential:** Positive feedback on ease of use.
* **Pitch Success Rate:** % of companies adopting full integration after presentation.

**8. Technical Stack**

* **Frontend:** Next.js + TailwindCSS + Framer Motion
* **Backend (MVP):** Node.js (mock API for tracking)
* **Mapping:** Leaflet.js or Mapbox for service coverage maps
* **Forms:** EmailJS or Nodemailer for pickup requests
* **Hosting:** Vercel or Netlify

**9. Risks & Constraints**

* MVP will use mock data — must communicate clearly during pitch.
* Some advanced features require Swiftcargo API integration (Phase 2).
* Limited backend processing in free version.

**10. Timeline**

**Phase 1 (MVP):** 2–3 weeks (Design + Development)  
**Phase 2 (Integration):** 4–6 weeks (Post-pitch, if client agrees)

**11. Deliverables**

* Fully functional MVP website hosted online.
* Design files (Figma).
* Documentation for Phase 2 integration plan.
* Pitch-ready demo flow.

If you want, I can now take this PRD and turn it into the **master sitemap** so it’s crystal clear how every feature fits into the site flow.  
That way, you’ll have both the business logic (PRD) and the visual map to work from.

Do you want me to go ahead with the **master sitemap** next?