

## RustiqueMud – Handmade Soaps Website Project

### 1. Project Overview

- **Website Name:** RustiqueMud
  - **Type:** E-commerce (temporary homepage first, full online store later)
  - **Goal:** Introduce the brand, showcase products, and prepare for full e-commerce functionality in the future.
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### 2. Target Audience

- **Primary:** Eco-conscious individuals and skincare enthusiasts who prefer handmade products.
  - **Secondary:** Gift buyers, boutique shop owners, small online retailers.
  - **User Needs:** Attractive, easy-to-navigate website to showcase products and contact the brand; eventually, the ability to purchase online.
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### 3. Homepage Features (MVP)

- **Hero Section:** Eye-catching banner with soaps and tagline.
  - **About Us:** Brief story about RustiqueMud, natural ingredients, and philosophy.
  - **Featured Products:** Display 3–5 key soaps with images and short descriptions.
  - **Call-to-Action:** “Shop Coming Soon” or “Contact Us” button.
  - **Contact & Social Links:** Instagram, WhatsApp, Email.
  - **Footer:** Navigation links, copyright info, small brand note.
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### 4. Design & UI

- **Style:** Natural, clean, minimal, eco-friendly vibe.
- **Colors:** Soft pastels (greens, beige, cream), earthy tones.
- **Fonts:** Elegant serif for headings, readable sans-serif for text.
- **Layout:** Single-page scroll for temporary homepage; later multi-page e-commerce.
- **Effects & Animations:**

- Smooth hero section fade-in.
  - Parallax scroll for background or product visuals.
  - Product hover zoom/tilt effects.
  - Section transitions using CSS/Framer Motion.
  - Subtle micro-interactions on buttons and icons.
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## 5. Tech Stack (Homepage MVP)

- **Frontend:** HTML, CSS, JavaScript, or React (if needed for effects).
  - **Assets:** Compressed images of soaps, SVG icons, optional Lottie animations.
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## 6. Workflow (Homepage Phase)

1. Design wireframe, select color palette, gather images.
  2. Build hero section, About Us, Featured Products.
  3. Add Call-to-Action, Contact info, Footer.
  4. Test responsiveness on desktop and mobile, deploy temporary site.
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## 7. Future Full E-commerce Phase

- Product pages with images, descriptions, prices, and “Add to Cart” buttons.
- Shopping cart, checkout flow, and payment integration.
- User accounts and order history.
- Admin panel for managing products.
- SEO optimization, blog section, and reviews/testimonials.