**XOAI SAY WEBSITE LANDING PAGE**

**### 1. \*\*Purpose and Audience\*\***

**- \*\*Primary Goal\*\*: The goal of the website is likely to promote mango products, provide detailed information about them, and offer an online platform for purchasing or learning about their benefits.**

**- \*\*Target Audience\*\*: People interested in mangoes, such as health-conscious consumers, potential customers, or even businesses looking for mango suppliers.**

**- \*\*Why They Visit\*\*: Users visit to explore your mango product offerings, understand their benefits (e.g., health or taste), and maybe even make purchases or inquiries.**

**- \*\*Measure of Success\*\*: Traffic to product pages, user engagement (e.g., time spent on site), inquiries or purchases, and repeat visits will be key success metrics.**

**### 2. \*\*Content and Features\*\***

**- \*\*Essential Features\*\*: A clean, user-friendly product showcase, detailed descriptions of each mango product, nutritional information, and perhaps a blog or resource section for mango-related content (recipes, health benefits).**

**- \*\*Expected Content\*\*: Users will likely expect visually appealing images, clear descriptions, prices (if applicable), and information on how to purchase or contact you.**

**- \*\*Evolution\*\*: Over time, you could expand with customer reviews, a FAQ section, seasonal promotions, or even a community space for sharing recipes and mango experiences.**

**- \*\*Support Main Goals\*\*: These features and content will not only educate but also engage users, leading to better product awareness and potential sales.**

**### 3. \*\*User Experience (UX)\*\***

**- \*\*Navigation\*\*: Keep it simple, with a clean layout, easy-to-find product categories, and a search function for quick access to products.**

**- \*\*Emotions\*\*: The site should evoke feelings of calm and positivity. The peaceful nature of the site should make users feel comfortable while exploring.**

**- \*\*Visual Design\*\*: Given your color scheme (yellow or green), the visual design should be light, clean, and organic, reflecting the natural aspect of mangoes.**

**- \*\*Accessibility\*\*: Ensure easy readability (large enough fonts, good color contrast), include alt-text for images, and make the site keyboard navigable.**

**### 4. \*\*Technology Stack and Development\*\***

**- \*\*Appropriate Tech Stack\*\*: React + TypeScript (frontend) will give you flexibility in creating reusable components, while .NET (backend) and SQL Server (database) ensure a robust back-end architecture for handling requests and storing product data.**

**- \*\*Challenges\*\*: Handling potential performance issues on the front-end with large images or animations, and optimizing database queries for scalability as product catalog grows.**

**- \*\*Scalability\*\*: Start with a solid, modular architecture for both frontend and backend, ensuring APIs are efficient, and consider implementing lazy loading for large resources (e.g., images).**

**- \*\*Roadmap\*\*: Break down the project into sprints—start with core features like product pages, then add secondary features like blogs or user reviews.**

**### 5. \*\*Security and Performance\*\***

**- \*\*Data Security\*\*: Use HTTPS for all communications, store passwords securely with hashing, and follow best practices for protecting customer data (especially if you offer purchases).**

**- \*\*Performance\*\*: Optimize your React components for minimal re-renders, use image compression to reduce load times, and consider caching commonly accessed data.**

**- \*\*Data Privacy\*\*: Ensure GDPR compliance or equivalent, including cookie consent and clear privacy policies.**

**- \*\*Testing & Updates\*\*: Regularly test the site for vulnerabilities, including SQL injection and cross-site scripting (XSS), and keep all libraries and packages up to date.**

**### 6. \*\*Marketing and Growth\*\***

**- \*\*Attracting Users\*\*: You could use SEO strategies around mango products, recipes, and health benefits, as well as social media marketing focused on appealing visuals and engaging content.**

**- \*\*Marketing Channels\*\*: Focus on Instagram or Pinterest for their visual appeal, as well as a blog for content marketing (using mango-related articles to attract traffic).**

**- \*\*User Retention\*\*: Regularly update the site with fresh content, seasonal recipes, or mango-related offers. Maybe even send newsletters or start a loyalty program.**

**- \*\*Community\*\*: Consider building a community around mango lovers, offering a place for people to share recipes or experiences, or running a blog with comments enabled.**

**### 7. \*\*Sustainability and Maintenance\*\***

**- \*\*Maintenance\*\*: Establish a regular maintenance routine for checking and updating the front-end dependencies (React, TypeScript) and backend (server patches, .NET).**

**- \*\*Resources\*\*: You’ll need a designer for updates to visuals, a developer for bug fixes and feature updates, and possibly a content creator for the blog and marketing.**

**- \*\*Technical Debt\*\*: Start small, and prioritize the core features. Keep track of any workarounds or quick fixes and plan time for code refactoring down the line.**

**- \*\*User Feedback\*\*: Integrate feedback forms or use a survey tool to understand how users are interacting with the site and what improvements they would like to see.**

**### 8. \*\*Testing and Feedback\*\***

**- \*\*Testing\*\*: Conduct both manual and automated tests. Use tools like Jest (for React) and unit tests in .NET for the backend to ensure code reliability.**

**- \*\*User Feedback Loops\*\*: After launch, gather feedback from users via surveys, site analytics, and direct feedback on usability and performance.**

**- \*\*Prioritizing Feedback\*\*: Start with the most impactful fixes and enhancements that affect user experience or performance. Regularly revisit the roadmap for future changes.**

**- \*\*Cross-Device Compatibility\*\*: Test the site on a range of devices and browsers, ensuring it's responsive and functional for mobile users as well.**

**### 9. \*\*Final Reflection\*\***

**- \*\*Alignment\*\*: Your choices for a calm/peaceful website about a mango product, with a yellow or green color scheme, should appeal to the target audience by creating a natural, welcoming vibe.**

**- \*\*Potential Risks\*\*: Site performance could be affected by large images, and scaling could be a challenge without efficient database handling.**

**- \*\*Resources\*\*: You’ll need designers, content creators, and full-stack developers at different stages. Hosting, marketing, and security tools will also require budget allocation.**

**- \*\*Next Step\*\*: Begin by building out a product catalog, design wireframes for the core pages, and set up your backend architecture for handling product data.**

**This should give you a solid foundation for your project planning. Do you want to dive deeper into any particular aspect?**