

# PROJECT BRIEF: "NFCwear by severmore" – The Wearable SaaS Platform

## 1. Executive Summary

**NFCwear by severmore** is not just a clothing brand; it is a "Wearable Operating System" for B2B clients. We sell high-quality corporate fashion (Hoodies, Crewnecks) with integrated NTAG424 DNA chips. These chips connect to a cloud platform ("Severmore Cloud"), allowing companies to manage the digital function of their employees' clothing dynamically.

**Core Value:** "One Hoodie. Infinite Modes. Managed in the Cloud."

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## 2. The User Experience (Frontend Modes)

The system must support different "Modes" that the client can activate via their dashboard.

### A. The Corporate Mode (Startup/B2B)

*Target: Sales Teams, Founders, HR*

- **Feature 1: Digital Business Card (vCard):**
  - User scans hoodie -> Mobile Landing Page opens.
  - "Save Contact" button (adds to phone contacts).
  - Social Links (LinkedIn, Website).
- **Feature 2: Two-Way Lead Capture (Critical!):**
  - "Let's Connect" Button on the profile.
  - A form opens where the scanner enters their email/name.
  - Data is synced to the hoodie owner (e.g., via Email or CRM Webhook).
- **Feature 3: Recruiting:**
  - Link to "Jobs" page.

### B. The Hospitality Mode (Gastronomy/Hotels)

*Target: Restaurants, Bars, Hotels*

- **Feature 1: Review Booster:**
  - Direct redirect to the Google Maps/TripAdvisor "Write a Review" form.
- **Feature 2: Digital Menu:**
  - Opens the current menu (PDF or Image Gallery).

### C. The Campaign Mode (Marketing)

- Central override: Admin redirects *all* hoodies to a specific URL (e.g., "Black Friday Landing Page") for a limited time.

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### 3. Technical Architecture (Backend Requirements)

#### 1. The Chip Integration (Hardware)

- **Chip Type:** NTAG424 DNA (Round, Ø35mm).
- **Security:** Must use **SUN (Secure Unique NFC)** authentication to prevent URL cloning.
- **Encoding:** The chip stores a dynamic URL pointing to our server (e.g., [nfc.severmore.com/t/{UID}?sun={CMAC}](http://nfc.severmore.com/t/{UID}?sun={CMAC})).

#### 2. Dynamic Routing Engine

- The system must not store hardcoded links on the chip.
- The backend resolves the Chip UID -> Looks up the active "Mode" in the database -> Redirects to the target URL.

#### 3. Client Dashboard (Self-Service)

- **Login:** Company Admin & Individual User Login.
- **Device Management:** List of all active hoodies (e.g., "Max's Hoodie").
- **Profile Editor:** Users can update their photo, job title, links, and Review-URLs instantly.
- **Analytics:** Dashboard showing:
  - Total Scans.
  - Unique Scans.
  - Lead Conversions (how many people filled out the contact form).

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### 4. Design & Vibe (UI/UX)

- **Aesthetics:** "Friendly and blue Mode SaaS". Think Linear, Vercel, Raycast.
- **Colors:** white, Stark White, Electric Blue/Yellow accents.
- **Typography:** Modern Sans-Serif (Inter, Geist, Clash Display).
- **Feel:** Premium, Fast, Futuristic. NOT playful/cartoonish.

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### 5. Developer Task List (MVP Scope)

1. **Landing Page:** Build the marketing front page (based on the provided Lovable/Design prompt).
  - **Key Sections:** Hero (Mockup), Use Cases (Icons), Trust/Social Proof, Contact Form.
2. **Redirect System:** Build the basic logic that takes an NFC scan and redirects it based on database rules.
3. **Mobile Profile Page:** Create a responsive, beautiful mobile template for the "Digital Business Card" that looks good on iOS and Android.
  - **Must include:** Profile Pic, Name, CTA Button ("Save Contact"), and the Lead Capture Form.
4. **Admin Panel:** A simple interface for us to assign Chip IDs to Client Accounts.

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## Anhang: Prompt für AI-Design (Lovable/V0)

*Use this prompt to generate the initial Landing Page Design:*

Create a high-end, futuristic B2B landing page for "NFCwear by severmore".aesthetic (Linear/Vercel style).

**Hero:** "Don't just wear your brand. Connect it." with a premium hoodie mockup showing a glowing wrist tag.

**Features:** Show 3 distinct modes:

1. "Corporate": Digital Business Card & Lead Gen.
2. "Hospitality": Google Reviews & Tipping.
3. "Marketing": Campaign Redirects.

**Tech:** Highlight "NTAG424 DNA Security" and "Cloud Dashboard".

**Vibe:** Expensive, Minimalist, Tech-Focused.