

Project Recommendations: Christos Medicine

1. WordPress or React+Vite?

Recommendation: WordPress

For this project, WordPress is the superior choice. Here's the breakdown:

- **Client-Friendliness:** The most critical factor is the client's "no digital knowledge." WordPress offers a world-class, intuitive admin dashboard (the Block Editor) that makes content updates feel like using a word processor. This empowers the client to manage their own site after a brief training.
- **Development Speed:** The requirements are straightforward. A skilled WordPress developer can use a modern block theme as a base and build the custom design very quickly—significantly faster than building a React front-end and integrating a separate CMS.
- **Expandability:** The brief mentions "room for future growth." WordPress excels here. Adding a blog, new offerings, or other features is easily achievable through its extensive plugin ecosystem.

A React+Vite stack, while performant, introduces unnecessary development overhead and client-side complexity for a project of this scale. The goal is a beautiful, functional site the client can actually use.

2. Best Strategy for a Quick & Effective Build

This strategy leverages WordPress's modern features for a fast turnaround and a happy client.

1. **Use a Modern Block Theme:** Start with a high-quality, minimal block theme (e.g., Kadence, Astra, or the default Twenty Twenty-Four). These are built for performance, are highly customizable, and provide a massive head start.
2. **Focus on the Site Editor (FSE):** Build the entire site structure—header, footer, and page templates—using the native WordPress Site Editor. This is fast, modern, and allows the client to make site-wide changes from one visual interface.
3. **Create Custom Block Patterns:** For repeating layouts (like an "Offering" card or a testimonial), create custom Block Patterns. The developer defines them in code, and the client can insert these pre-styled sections with a single click, ensuring design consistency.
4. **Keep Plugins Minimal:** A minimal plugin set is key for performance and security.
 - **Caching:** For speed (e.g., WP Rocket, FlyingPress).
 - **Forms:** A simple contact form if needed (e.g., WPForms, Fluent Forms).
 - **Images:** An image optimization plugin (e.g., ShortPixel, Imagify).
5. **(Add On) Provide Client Training:** Schedule a 1-hour recorded video call to walk the client through the dashboard. Show them how to edit text, change an image, and use the Block Patterns. This small time investment will save countless support hours later.

3. Recommended CMS

Recommendation: Self-hosted WordPress (.org)

This provides complete control over design, functionality, and data. It directly addresses the need for a system that is both powerful for developers and simple for a non-technical client. A headless CMS would add unnecessary complexity to both development and the client's workflow.

4. Recommended Page Structure

Based on the client brief, the following minimal page structure is recommended to meet the initial goals while allowing for future expansion.

- **1. Homepage:**

- **Purpose:** A gentle and inviting welcome. Should set the tone and essence of Christos Medicine immediately.
- **Content:** Introduction, high-level summary of the work, and clear navigation to other sections.

- **2. About:**

- **Purpose:** To build trust and connection by sharing the story and philosophy behind the work.
- **Content:** Johannes' bio, the mission of Christos Medicine, and a soft Call to Action (e.g., "Explore My Offerings").

- **3. Offerings:**

- **Purpose:** To clearly explain the services provided.
- **Content:**
 - *How I Work:* Philosophy and approach.
 - *What I Offer:* Details on one-to-one sessions.
 - *Trust Assets:* Links to YouTube and Instagram to provide social proof and further connection.
 - *Call to Action:* A clear next step for interested visitors.

- **4. Contact / Support:**

- **Purpose:** To provide a clear and simple way to get in touch or support the work.
- **Content:** Simple contact methods (Email/WhatsApp) and a clear link for the donation-based exchange.

5. Visual Reference Sites

Healing/Coaching based:

Dark Theme: <https://naclinicbali.com/>

Light Theme: <https://www.ellenrikhye.com/en/>

6. Estimated Development Time

Estimate: 60-80 hours (approx. 8-10 business days for a single developer).

Assumptions:

- The final design/style guide is approved.
- All assets (final text, logo, high-res images) are provided upfront.
- The scope is fixed to the pages and functionality outlined in the brief.

Breakdown:

- **Setup & Theme Customization (8-12 hours):** WordPress install, theme configuration, header/footer/templates via Site Editor, and core brand styles (colors, typography).
- **Page Building & Content (10-15 hours):** Build the 4 main pages using the block editor, populate content, and create any necessary Block Patterns.
- **QA & Polish (2-8 hours):** Cross-browser/device testing, performance optimization, and final polish of spacing and details.

7. Is Figma Required?

Recommendation: No, but a "design-lite" mockup is highly recommended.

A full, high-fidelity Figma prototype is overkill. However, going straight to code without a visual guide is risky and can lead to extensive revisions.

A Better, Faster Alternative: Create a **low-fidelity wireframe or a simple style guide** (e.g., in Canva or a document). This should define:

- **Color Palette:** Primary, secondary, and accent colors.
- **Typography:** Fonts, sizes, and weights for headings and body text.
- **Layout Sketches:** Simple box diagrams for each page showing the placement of key elements (logo, navigation, images, CTAs).

This approach provides enough visual direction to build with confidence, honors the client's aesthetic, and saves the time and cost of a full design process.