

# Vireo Naturals

Informational Web App

## Part 1: Internal Project Brief

### 1.1 Project Overview

**Client:** Vireo Naturals

**Platform:** Bubble (no-code)

**Project Duration:** 4 - 7 weeks

#### Objective:

The client, *Vireo Naturals*, is a wellness brand seeking to create an informational, mobile-responsive web app that communicates the brand's mission, values, and product range in an engaging and accessible way.

This is **not a full e-commerce platform**, but a branded experience allowing users to browse products, read and write reviews, and engage with content that reflects the brand identity.

Our team is responsible for the layout, structure, functionality, and responsive design of the application using Bubble, a no-code platform ideal for fast iteration, flexibility and is budget friendly.

#### Key Deliverables:

- **User Dashboard**

- Authentication (Sign up/Login)
- Product Listing: view, search, add to watchlist, share via social media (FB, Pinterest, X)
- Product Reviews: view ratings, read/write comments, add to watchlist from review page
- Informational Pages: About Us, Terms & Conditions, Privacy Policy

- **Admin Panel**

- Product Management: add, edit, delete, view catalog
- Customer Management: view/edit/remove/contact customers

- Review Management: view and reply/comment on reviews

## 1.2 Proposed Project Timeline (6 Weeks)

Phase	Duration	Milestones	Deliverables
<b>Phase 1: Project Planning</b>	Week 1	- Client onboarding - Review scope & assets - Confirm Bubble setup & roles - Define sitemap & app flow	Finalized project plan, sitemap, user flow
<b>Phase 2: Design &amp; Wireframes</b>	Week 2	- Create low-fidelity wireframes in Figma - Define responsive layouts - Review with client	Approved mobile & desktop wireframes
<b>Phase 3: Build (No-Code Development)</b>	Weeks 3 to 4	- Implement UI in Bubble - Set up database - Build user dashboard & admin panel - Integrate review & sharing features	Working beta version
<b>Phase 4: QA &amp; User Testing</b>	Week 5	- Internal QA & debugging - Mobile responsiveness check - Client testing & feedback	QA report, revised version
<b>Phase 5: Launch &amp; Handover</b>	Week 6	- Final adjustments - Deploy live version - Provide admin training & documentation	Live web app & handover package

(Adjustable to 4 to 7 weeks depending on asset delivery and progress pace. This also leaves us with 1 week extra in case of last-minute adjustments.)

## 1.3 Client Dependencies

Client Deliverable	Description	Impact on Timeline
Branding Assets	Logo, color palette, fonts	Needed before wireframe phase - delays affect design start
Product Content	Product descriptions, mission statement, about us text	Required by end of Week 2 for build phase
Legal Pages	Terms & Conditions, Privacy Policy	Required before final deployment
Product Images	For catalog display	Delays affect product population and testing

## 1.4 Risks & Open Questions

1. **Asset Delivery Timing:** When will final branding assets and product content be delivered?
2. **Legal Compliance:** Are the Terms & Conditions and Privacy Policy legally reviewed and approved by the client?
3. **Review Moderation Policy:** Will product reviews be automatically published or require admin approval?  
This could be an ethical question, and can affect the brand's image in terms of freedom of speech.
4. **Client interventions:** Will the client intervene during the project development to request last minute changes?  
This can affect the delivery timeline.

## **1.5 Project Methodology: Agile (Iterative Development)**

Our team will follow an Agile project methodology, using short, focused work cycles and regular feedback loops to deliver value continuously and respond to client input quickly.

### **Approach Summary:**

- The project is divided into **weekly sprints**, each producing a testable deliverable (e.g., design mockups, working dashboard, or admin feature).
- At the end of each sprint, we will conduct a **review meeting** with the client consultant to gather feedback and make small adjustments early rather than late in the process.
- We'll maintain a **shared project board (in Notion)** to track tasks, progress, and responsibilities.

For **Part 2** of the project, which is the Task board, [click here.](#)