

Butcher & Sauce: Technical Implementation & Feature Walkthrough

Prepared For: Willy Kimani & Team

Project: Premium E-Commerce Re-Platforming

Developer: Robert Williams (Software Developer & 3D Artist)

Status: Ready for Review / Deployment

1. Executive Summary & Design Vision

The objective of this implementation was to create a premium, minimal, and clean front-end that elevates "Butcher & Sauce" from a standard store to an artisanal Kenyan meat provider.

The design philosophy focuses on high-end aesthetics, zero clutter, and a luxury shopping experience. Every interaction, from product discovery to checkout, is designed to reflect the quality of the meat being sold.

2. Visual Identity & Design System

To ensure a sophisticated look, I established a strict design system:

Color Palette (The "Noir & Gold" Theme)

- Primary: #FFFFFF (Pure White) – Used for clean, breathable backgrounds.
- Secondary: #121212 (Noir) – Used for high-contrast text and footers.
- Accent: #D4AF37 (Gold) – Used sparingly for premium highlights and Calls to Action (CTAs).
- Neutral: #F5F5F3 (Stone White) – Used for subtle section breaks.

Typography

- Headings: *Playfair Display* (Serif) – Adds elegance and a classic "Butchery" feel.
- Body: *Inter* (Sans-serif) – Ensures high readability and modern cleanliness.

3. Core User Experience Features

A. Navigation & First Impressions

- Glass morphism Header: A minimalist, "sticky" navigation bar that floats over content, ensuring the menu is always accessible without blocking the visuals.
- Immersive Hero Section: Large, high-resolution typography and background imagery that immediately establishes the brand story.

B. The "Prime Cuts" Catalog

- Sophisticated Grid Layout: Products are displayed in a clean, uncluttered grid.
- Smart Filtering: Users can instantly filter by Beef, Lamb, Poultry, or Reserve to find exactly what they need.
- High-Quality Cards: Product cards feature hover effects and high-definition thumbnails to encourage clicking.

C. The "Artisanal Selection" & Tools

A dedicated section for accompaniments and professional gear, categorized into:

- Accompaniments: Herbal, Compound Butters, Creamy, and Smoky sauces.
- Master Tools: A new category for serious cooks featuring Cleavers, Aprons, and Skewers.

4. Enhanced Product Detail Pages (PDP)

This is where the conversion happens. We have added custom logic specific to the Kenyan meat market:

- Custom Preparation Logic: A unique feature allowing customers to select their preference:
 - Raw: For home cooking.
 - Nyama Choma: For ready-to-eat orders.
 - Doneness Selector: If "Nyama Choma" is selected, users can choose their preferred doneness level.
- Detailed Specs: Displaying Origin, Aging process, and Preparation notes.

- Dynamic Routing: Fast loading pages based on the product slug.

5. Storytelling: "The Butchery"

To differentiate Butcher & Sauce from competitors, we implemented an immersive storytelling page featuring:

- "The Salt Maturity Room": A spotlight feature explaining the aging process.
- "Ethical Ranching" Map: Visualizing the source of the meats.
- Master Butcher Profile: Highlighting the craftsmanship behind the cuts.

6. Functional Systems (Cart & Checkout)

A. Advanced Cart System

- Slide-Over Drawer: Instead of reloading the page, the cart slides in smoothly from the side (using Framer Motion), allowing users to edit quantities or view subtotals without losing their place in the shop.
- Persistence: The cart "remembers" items even if the user accidentally closes the browser (localStorage persistence).

B. Seamless Checkout Flow

A multi-step, friction-free form designed to reduce cart abandonment:

1. Delivery Details: Address and contact info.
2. Payment Method:
 - M-Pesa: Integrated prompt for phone number (STK Push simulation).
 - Card: Input fields for Number, Expiry, and CVV.
 - Cash on Delivery: Confirmation message.
3. Real-Time Summary: Calculates subtotal + delivery fees instantly.

7. Technical Architecture

The platform is built on modern, enterprise-grade technology to ensure speed and SEO ranking:

- Framework: Next.js with App Router (The latest industry standard).
- Language: TypeScript (Ensures code stability and fewer bugs).
- Animations: Framer Motion (Provides the "luxury" feel with smooth transitions).
- Icons: Lucide React (Clean, modern iconography).

8. Next Steps for Review

1. Access the Live Link: Please use the Vercel link provided in the chat.
2. Test the "Nyama Choma" Selector: Try adding a steak to the cart and selecting the preparation method.
3. View "The Butchery": Review the brand storytelling elements.
4. Admin Walkthrough: We can schedule a call to review the backend management.