MUIAA Ltd Website Development Specification

Project Overview

Client: MUIAA Ltd
Project: Official Company Website Development
Timeline: 7 Days
Technology Stack: Next.js 14, TypeScript, Tailwind CSS **Payment:** KES 10,000 upfront + balance on completion

1. Project Scope & Requirements

1.1 Website Sections

Based on the content analysis, the website will include:

1. **Hero Section**

   - Company tagline: "Empowering Africa Through Blockchain, AI, and Ethical Innovation"
   - Video placeholder integration
   - Call-to-action buttons
   - Location display (Nairobi, Kenya & Phoenix, Arizona)

2. **Solutions Showcase** (6 Main Products)

   - ChamaConnect (SACCO/Chama digitization)
   - SkillChain (Blockchain learning platform)
   - MUIAA Feeds (Livestock marketplace)
   - BebaPay (Recycling rewards)
   - PupSwap (Decentralized exchange)
   - HEP (Shariah-compliant housing)

3. **Technology Stack Display**

   - Cypherium, Cardano, Kadena blockchain integrations

4. **Partners & Collaborators**

   - Partner logos carousel
   - Testimonials slider

5. **Impact Metrics Dashboard**

   - Real-time statistics display
   - Achievement counters

6. **About Us**

   - Company mission and values
   - Team profiles section
   - UN SDG alignment

7. **Certifications & Compliance**

   - Regulatory compliance information
   - Downloadable documents

8. **Get Involved**

   - Careers section
   - Partnership opportunities
   - Investment/donation portal
   - Volunteer sign-up

9. **Contact & Footer**

   - Multi-location contact information
   - Social media links
   - Newsletter signup

10. **FAQ Section**

    - Common questions and answers

1.2 Technical Requirements

Frontend

- **Framework:** Next.js 14 with App Router
- **Language:** TypeScript
- **Styling:** Tailwind CSS
- **UI Components:** Custom components with shadcn/ui base
- **Animations:** Framer Motion for smooth transitions
- **Icons:** Lucide React
- **Forms:** React Hook Form with Zod validation

Performance & SEO

- Server-side rendering (SSR)
- Image optimization with Next.js Image component
- Meta tags and Open Graph optimization
- Sitemap generation
- Google Analytics integration ready

Responsive Design

- Mobile-first approach
- Tablet and desktop optimization
- Cross-browser compatibility

Accessibility

- WCAG 2.1 AA compliance
- Keyboard navigation
- Screen reader optimization
- Alt text for all images

2. Design Specifications

2.1 Visual Identity

- **Color Scheme:** Professional blue/green palette reflecting blockchain/fintech
- **Typography:** Modern, readable fonts (Inter/Poppins)
- **Layout:** Clean, modern design with African cultural elements
- **Imagery:** High-quality photos representing African innovation

2.2 User Experience

- Intuitive navigation
- Clear call-to-action buttons
- Fast loading times (<3 seconds)
- Smooth scrolling and transitions
- Interactive elements for engagement

3. Development Plan - 7 Days

Day 1 (Today) - Project Setup & Foundation

Deliverables:

- Next.js project initialization
- TypeScript and Tailwind CSS configuration
- Basic project structure setup
- Git repository setup
- Design system and color palette definition

Tasks:

- Install and configure development environment
- Set up ESLint, Prettier, and development tools
- Create basic layout components (Header, Footer, Navigation)
- Implement responsive navigation menu

Day 2 - Hero Section & Core Layout

Deliverables:

- Complete hero section with animations
- Main navigation implementation
- Footer with contact information

- Basic responsive layout structure

Tasks:

- Hero section with video placeholder
- Implement smooth scrolling navigation
- Create reusable UI components
- Set up Framer Motion animations

Day 3 - Solutions Showcase

Deliverables:

- All 6 product sections (ChamaConnect, SkillChain, etc.)
- Interactive product cards
- Technology stack display
- Responsive grid layouts

Tasks:

- Create product showcase components
- Implement hover effects and animations
- Add blockchain technology badges
- Optimize for mobile viewing

Day 4 - About Us & Team Sections

Deliverables:

- Complete About Us page
- Team profiles section
- Company values and mission display
- UN SDG alignment showcase

Tasks:

- Design and implement team member cards
- Create company story timeline
- Add interactive elements for engagement
- Implement lazy loading for images

Day 5 - Partners, Testimonials & Impact

Deliverables:

- Partners carousel with logos
- Testimonials slider
- Impact metrics dashboard
- Interactive counters and statistics

Tasks:

- Create carousel components
- Implement testimonial rotation
- Add animated counters for metrics
- Optimize carousel performance

Day 6 - Contact, FAQ & Additional Pages

Deliverables:

- Contact forms with validation
- FAQ section with accordion
- Certifications page
- Get Involved sections

Tasks:

- Implement contact forms with React Hook Form
- Create expandable FAQ components
- Add form validation and error handling
- Set up email integration (EmailJS or similar)

Day 7 - Final Polish & Deployment

Deliverables:

- Complete website testing
- Performance optimization
- SEO implementation
- Production deployment

Tasks:

- Cross-browser testing
- Mobile responsiveness verification
- Performance optimization (images, code splitting)
- Meta tags and SEO setup
- Deploy to Vercel/Netlify

4. Payment Structure

Total Project Cost: To be agreed upon
Payment Schedule:

- **Upfront Payment:** KES 10,000 (upon project agreement)
- **Final Payment:** Balance amount (upon project completion and client approval)

Payment Methods:

- M-Pesa
- Bank Transfer

- PayPal (for international payments)

5. Deliverables

Technical Deliverables

1. Complete Next.js website source code
2. Responsive design for all devices
3. SEO-optimized pages
4. Performance-optimized assets
5. Documentation for content updates

Design Deliverables

1. Modern, professional website design
2. Interactive UI components
3. Smooth animations and transitions
4. Brand-consistent visual identity

Deployment Deliverables

1. Live website URL
2. Admin access credentials
3. Analytics setup (Google Analytics)
4. Basic maintenance documentation

6. Post-Launch Support

Included (First 30 days):

- Bug fixes and minor adjustments
- Content updates assistance
- Performance monitoring

Additional Services (Optional):

- Monthly maintenance retainer
- Content management training
- Additional feature development
- SEO optimization services

7. Client Responsibilities

1. **Content Provision:**
   - High-quality images and logos
   - Final copy and text content
   - Team member photos and bios
   - Partner logos and testimonials

2. **Feedback & Approval:**

- Timely review of daily progress
- Clear feedback on design iterations
- Final approval for deployment

3. **Domain & Hosting:**

- Domain name registration (if needed)
- Hosting platform access (if self-hosted)

8. Success Metrics

- **Performance:** Page load speed <3 seconds
- **Accessibility:** WCAG 2.1 AA compliance
- **SEO:** Proper meta tags and structure
- **Responsiveness:** Perfect display on all devices
- **Functionality:** All forms and interactions working

9. Risk Management

Potential Risks:

- Content delivery delays
- Scope creep requests
- Technical integration challenges

Mitigation Strategies:

- Clear daily milestones
- Regular client communication
- Agile development approach
- Buffer time for unexpected issues

10. Next Steps

1. **Client Agreement:** Review and approve this specification
2. **Contract Signing:** Formalize the agreement
3. **Upfront Payment:** Process initial payment
4. **Project Kickoff:** Begin Day 1 development
5. **Daily Check-ins:** Scheduled progress reviews

Project Manager: Antonio Omambia **Development:** Dauglous Omambia
Contact: omambiadauglous@gmail.com/+254748885672
Start Date: 01/08/2025
Expected Completion: 08/15/2025

This document serves as the official specification for the MUIAA Ltd website development project. Any changes to scope or requirements should be documented and agreed upon by both parties.