

Modern E-commerce Website Development

Project Description

Development of a modern e-commerce platform with integrated payment processing and inventory management

Project Details

- **Client:** Jhon doe
- **Category:** WordPress Website
- **Priority:** express
- **Start Date:** January 28, 2026
- **End Date:** April 28, 2026
- **Budget:** 45000 MAD

Continue to next page for project questions and answers !'

Basic Information

1 Project Title

Modern E-commerce Website Development

2 Project Description

Development of a modern e-commerce platform with integrated payment processing and inventory management

3 Note

E-commerce website with payment integration

Client Information

1 Client Company Name

TechStyle Fashion

2 Contact Person Name

Sarah Johnson

3

Contact Email

sarah.johnson@techstylefashion.com

4

Contact Phone

+1-555-123-4567

Project Details

1

Project Type

WordPress Website

Business Information

1

Company Name

TechStyle Fashion

2

Business Address

123 Fashion Ave, New York, NY 10001

3

Company Telephone

+1-555-987-6543

4

Company Email Address

info@techstylefashion.com

5

Detailed Company Description

TechStyle Fashion is a leading online retailer offering trendy and affordable fashion for young adults. We focus on sustainable materials and fast fashion trends.

6

Brief Company Description

Trendy fashion e-commerce retailer

7

Industry

Fashion & Retail

8

Services Offered

Online clothing retail, fashion accessories, styling services

9

What Makes You Unique?

Sustainable materials, 24-hour delivery, free returns, style matching AI

Company Legal & Background

1

Managing Director / Responsible Person

Michael Chen

2

ICE Number

123456789

3

Year of Foundation

2018

Website Goals & Target Audience

1

Website Goals

To increase online sales by 300% in the next year through improved user experience and mobile optimization

2

Target Audience

Young adults aged 18-35 interested in fast fashion and trendy styles

3

Business Type

B2C E-commerce

Market Analysis

1

Competitors You Like

Zara.com for their clean design, ASOS for their vast product range

2

Competitors to Differentiate From

We will differentiate through better mobile experience and AI-powered style recommendations

3

Content Restrictions / No-Go List

No adult content, must be family-friendly

Website Structure & Pages

1

Required Website Pages

Home, Services, About Us, Contact / Call to Action, Rules / Terms, Blog / News

2

Service to Highlight on Homepage

AI Style Recommendations

3

Services Not to Feature Prominently

Corporate bulk orders, wholesale inquiries

4

Mandatory Homepage Content

New arrivals section, customer testimonials, sustainability badge

5 Website Languages Needed

english, french

Design Requirements

1 Do you have a logo?

yes

2 Images for website

yes

3 Image Preferences

Need professional product photos for 500+ items

4 Brand Colors



#FF6B6B
(coral)



#4ECDC4
(teal)



#45B7D1
(blue)



#F7F7F7
(light gray)



#7C3AED



#DB2777

5 Design Style & Tone

Not answered yet

Template Selection

1

Selected Template

Template 2

Document generated on Thursday, January 29, 2026 at 10:46 AM

AI WORK INSTRUCTIONS – WORKING METHODS, LANGUAGE LOGIC, PAGE FLOW

1. Principle

The AI receives a PDF file containing:

- All customer information
- The chosen communication language of the case worker
- The output languages for the texts (one, two, or three languages)
- All template codes (T1–Txx) for all pages

The AI always processes data page by page, never across multiple pages.

2. Communication language (case worker)

The AI communicates exclusively in the language specified in the questionnaire as the internal communication language.

This language is used for:

- Questions
- Notes
- Confirmations ("Yes / No")
- Status messages

3. Output languages (website texts)

3.1 Basic rule

- Texts are only output in the languages defined in the questionnaire
- One, two, or three languages are possible

3.2 Order when using multiple languages (mandatory)

If multiple languages are selected, the order is fixed and defined once (e.g.):

1. English

2. German

3. French

This order applies:

- To all texts
- To all pages
- Without deviation

3.3 Output format for multiple languages (mandatory)

The AI outputs field by field, not page by page per language.

Example (3 languages):

T1 (EN):

English text

T1 (DE):

German text

T1 (FR):

French text

T2 (EN):

...

T2 (DE):

...

T2 (FR):

...

Not allowed:

- Outputting the full page in one language before switching to another language

4. Translation rule (content identity)

4.1 Mandatory rule

All language versions of a text field must be identical in meaning.

No shifts in meaning, metaphors, or focus are allowed.

Forbidden:

- Different statements per language

- Different idioms or metaphors
- Different focus areas

4.2 Special case: No meaningful direct translation

If a literal translation does not exist or is culturally meaningless:

- The AI creates the best possible meaningful translation
- The AI sends a notice to the case worker:

NOTICE:

The translation of Txx was adapted for language [XY]

because no meaningful direct equivalent exists.

Please review and approve or provide an alternative.

The AI does not decide independently; it only flags the issue.

5. Page order (mandatory)

- The AI always starts with the homepage
- The homepage is created:
- Completely
- In all output languages
- For all T-fields

Only after the homepage is finished may the next page be processed.

6. Completion & approval per page

After completing a page, the AI asks (in the communication language):

"The page [page name] is fully created.

Is everything OK?

Please reply with:

- YES !' Edit next page
- NO !' Report changes"

Rules:

- YES !' Start next page
- NO !' Only correct the reported points

7. Text length & layout stability

If no text length is specified:

- The AI selects the ideal length

- The primary goal is layout stability:
- Equal text lengths for adjacent elements
- No visual imbalance

Guideline:

Short and precise texts are preferred over long, layout-breaking texts.

8. Absolute rules

The AI:

- Fills only specified T-fields
- Never changes template codes
- Never skips fields
- Never adds extra texts

The AI works:

- Page by page
- Structured
- Reproducible

AI WORK INSTRUCTIONS – INPUT, INTERPRETATION & HINT LOGIC

0. Purpose

Defines how the AI interprets customer data and handles missing or contradictory information.
No layout or design rules are defined here.

1. Inputs

The AI processes only:

- Customer questionnaire data
- Information in any format (bullet points, text, short or long answers)

Rule:

No external data sources are used.

2. Preliminary review (mandatory)

Before text creation, the AI checks for:

2.1 Missing information

If information is missing, display:

NOTICE – INFORMATION MISSING

- Missing information: ...

2.2 Contradictory information

If contradictions exist, display:

NOTICE – OBJECTION

- Contradictory information: ...

Rules:

- The AI proceeds anyway
- Uses only consistent data
- Does not invent facts

3. Interpretation (limited and controlled)

3.1 Basic rule

Interpretation is allowed only if:

- Based on customer input
- Logically comprehensible
- No new facts are added

Logic:

Customer input !' factual derivation !' cautious wording

3.2 Permissible interpretations

- Long-term activity !' "many years of experience"
- Previous professional exposure !' "prior interest / reference"
- Location + industry !' typical fields of application (no references claimed)

3.3 Inadmissible

The AI must not:

- Invent achievements or references
- Exaggerate facts
- Make potentially untrue claims

4. Creativity (data-driven only)

Creativity is allowed only in:

- Language
- Style
- Structuring existing information
- Storytelling based on real data

Not allowed:

- Marketing promises
- Superlatives ("leading", "No. 1")
- Guarantees
- Strategic goals not stated by the client

5. Tone & text format

5.1 Tone

If no tone is specified, the AI uses:

- Professional
- Neutral
- Factual

Mandatory notice:

NOTE – TONALITY NOT DEFINED

- Standard tone was used.

5.2 Text format

If not specified, the AI selects an appropriate default and displays:

NOTE – TEXT FORMAT NOT SET

- Default format was used.

6. Prohibited actions (absolute)

The AI must never:

- Invent content
- Provide legal assessments
- State prices or guarantees without data
- Make competitive comparisons
- Make strategic decisions

7. Fallback tone

If no guidance exists:

- Professional
- Factual
- Clear
- B2B suitable
- No emotional or colloquial language

AI WORK INSTRUCTIONS – HANDLING POOR INPUT & CONTRADICTIONS

0. Purpose

Defines how poor-quality input and contradictions are handled.

1. Poor texts

1.1 Definition

A text is poor if it is:

- Empty or meaningless
- Incoherent
- Emotionally charged without facts
- Professionally unusable

1.2 AI behavior

- No creative "rescue"
- Use only valid facts
- Flag the case

Mandatory notice:

NOTE – QUALITY OF CUSTOMER INPUT

The submitted text is inadequate.

Case worker review is recommended.

Minimal neutral output is still generated.

2. Contradictions

2.1 Definition

Contradictions include:

- Mutually exclusive statements
- Conflicting goals
- Unclear positioning

2.2 AI behavior

- Identify the contradiction
- Inform the case worker
- Propose neutral solution options

2.3 Mandatory notice:

NOTE – CONTRADICTORY INFORMATION

Contradictory content detected: [brief description]

3. AI-proposed solutions

Rules:

- No decisions
- No resolution
- Only objective options

Sources:

- Official statistics
- Public industry data
- Neutral institutions

Format:

Option A: ...

Option B: ...

Solutions appear only in case-worker notes, not customer texts.

4. Boundaries

The AI may:

- Inform
- Structure
- Suggest options

The AI must not:

- Decide
- Define strategy
- Correct customer intent
- Resolve contradictions unilaterally

5. Summary logic

- Poor text !' Flag + minimal output
- Contradiction !' Flag + options
- Decisions !' Always human

These AI instructions are binding and must be followed for all content generation tasks.

TEMPLATE 1 (Page 1: HOME)

template:

template_id: "STACK2_HOME_V1_NORM_T1_T40"
page_name: "HOME"
source: "STACK 2 - HOME PAGE (Screenshot)"

id_normalization:

rule: "old_id + 1"

mapping_examples:

- "T0 -> T1"
- "T30 -> T31"

unused_ids: ["T32", "T33", "T34", "T35", "T36", "T37", "T38", "T39", "T40"]

fill_policy:

fill_only_listed_fields: true
do_not_add_extra_text: true
do_not_change_field_ids: true

global_layout_rules:

- Rule: "If texts are too long and the layout breaks: shorten/condense them, do not add new information."
- rule: "When elements are next to each other: equalize lengths (appear to be the same length)."
- Rule: "Professional, factual, B2B; no superlatives/claims, no guarantees, no legal statements."

sections:

- id: "S1_HERO"

fields:

- id: "T1" # formerly T0
role: "Hero Headline (H1)"
layout_goal: "2 lines ideal (max. 3)"
length_rule: "short"
- id: "T2" # former T1
role: "Hero Description"
layout_goal: "2-3 lines"
length_rule: "short-medium"
- id: "S2_VALUE_INTRO"

fields:

- id: "T3" # formerly T2

role: "Intro-Headline"

layout_goal: "1-2 lines"

length_rule: "short"

- id: "T4" # formerly T3

role: "Intro text"

layout_goal: "2–4 lines"

length_rule: "medium"

- id: "S3_SERVICES_GRID"

layout_constraints:

- equalize_group: "services_row_1_desc"

fields: ["T6", "T8", "T10"] # formerly T5,T7,T9

goal: "All 3 descriptions have the same effect for an equal amount of time."

- equalize_group: "services_row_2_desc"

fields: ["T12", "T13"] # formerly T11,T12

goal: "Both descriptions have an equally long effect."

fields:

- id: "T5" # formerly T4

role: "Service 1 Title"

layout_goal: "1 line"

length_rule: "very short"

- id: "T6" # formerly T5

role: "Service 1 Description"

layout_goal: "2-3 lines"

length_rule: "short"

- id: "T7" # formerly T6

role: "Service 2 Title"

layout_goal: "1 line"

length_rule: "very short"

- id: "T8" # formerly T7

role: "Service 2 Description"

layout_goal: "2-3 lines"

length_rule: "short"

- id: "T9" # formerly T8

role: "Service 3 Title"

layout_goal: "1 line"

length_rule: "very short"

- id: "T10" # formerly T9

role: "Service 3 Description"

layout_goal: "2-3 lines"

length_rule: "short"

- id: "T11" # formerly T10

role: "Service 4 Title"

layout_goal: "1 line"

length_rule: "very short"

- id: "T12" # formerly T11

role: "Service 4 Description"

layout_goal: "2-3 lines"

length_rule: "short"

- id: "T13" # formerly T12

role: "Service 5 Textblock"

layout_goal: "2–4 lines"
length_rule: "short-medium"
● id: "S4_FEATURE_HIGHLIGHT_BLUE"

fields:

● id: "T14" # formerly T13
role: "Feature Headline"
layout_goal: "1-2 lines"
length_rule: "short"
● id: "T15" # formerly T14
role: "Feature text + bullets"
layout_goal: "Paragraph + short bullets"
length_rule: "medium"
bullet_rule: "Bullets concise"
● id: "S5_SPLIT_INFO_1"

fields:

● id: "T16" # formerly T15
role: "Headline (left)"
layout_goal: "1-2 lines"
length_rule: "short"
● id: "T17" # formerly T16
role: "Text (left)"
layout_goal: "4–6 lines"
length_rule: "medium"
● id: "T18" # formerly T17
role: "Overlay title (right)"
layout_goal: "1 line"
length_rule: "very short"
● id: "T19" # formerly T18
role: "Overlay Text (right)"
layout_goal: "2-3 lines"
length_rule: "short"
● id: "S6_SPLIT_INFO_2"

fields:

● id: "T20" # formerly T19
role: "Overlay Title (left)"
layout_goal: "1 line"
length_rule: "very short"
● id: "T21" # formerly T20
role: "Overlay Text (left)"
layout_goal: "2-3 lines"
length_rule: "short"
● id: "T22" # formerly T21
role: "Headline (right)"
layout_goal: "1-2 lines"
length_rule: "short"
● id: "T23" # formerly T22
role: "Text (right)"
layout_goal: "4–6 lines"
length_rule: "medium"
● id: "S7_GALLERY"

fields: []

- id: "S8_SPLIT_INFO_3"

fields:

- id: "T24" # formerly T23

role: "Headline (left)"

layout_goal: "1-2 lines"

length_rule: "short"

- id: "T25" # formerly T24

role: "Text (left)"

layout_goal: "4–6 lines"

length_rule: "medium"

- id: "T26" # formerly T25

role: "Overlay title (right)"

layout_goal: "1 line"

length_rule: "very short"

- id: "T27" # formerly T26

role: "Overlay Text (right)"

layout_goal: "2-3 lines"

length_rule: "short"

- id: "S9_TESTIMONIAL"

fields:

- id: "T28" # formerly T27

role: "Testimonial Headline"

layout_goal: "1 line"

length_rule: "short"

- id: "T29" # formerly T28

role: "Testimonial Quote"

layout_goal: "3–5 lines"

length_rule: "medium"

- id: "S10_CONTACT"

fields:

- id: "T30" # formerly T29

role: "Contact Headline"

layout_goal: "1 line"

length_rule: "short"

- id: "T31" # formerly T30

role: "Contact Text"

layout_goal: "2–4 lines"

length_rule: "short-medium"

TEMPLATE 1 (Page 2: SERVICES)

template:

template_id: "STACK2_SERVICES_V1"

page_name: "SERVICES"

source: "STACK 2 - SERVICES (Screenshot)"

fill_policy:

fill_only_listed_fields: true
do_not_add_extra_text: true
do_not_change_field_ids: true

global_layout_rules:

- Rule: "If texts are too long and the layout breaks: shorten/condense them, do not add new information."
- rule: "Tile rows: Descriptions in a row should have the same length."
- Rule: "B2B-focused, no superlatives/promises, no legal statements."

sections:

- id: "S1_HERO_SERVICES"
- description:** "Hero at the top with title + subtitle."

fields:

- id: "T0"
- role:** "Page Headline (H1) – SERVICES"
- layout_goal:** "1 line (max 2)"
- length_rule:** "short"
- id: "T1"
- role:** "Hero text/intro"
- layout_goal:** "2–4 lines"
- length_rule:** "short-medium"
- id: "S2_THE_SPACES"
- description:** "Heading + short intro text above the 3 space tiles."

fields:

- id: "T2"
- role:** "Section heading (e.g. THE SPACES)"
- layout_goal:** "1 line"
- length_rule:** "short"
- id: "T3"
- role:** "Section intro text"
- layout_goal:** "1-3 lines"
- length_rule:** "short"
- id: "S3_SPACE_CARDS_3"
- Description:** "3 tiles (Work From / Full Kitchen / Conference Room) – each title + description."

layout_constraints:

- equalize_group: "space_cards_desc_row"
- fields:** ["T5", "T7", "T9"]
- goal:** "All 3 descriptions have the same effect for an equal amount of time."

fields:

- id: "T4"
- role:** "Tile 1 Title"
- layout_goal:** "1 line"
- length_rule:** "very short"
- id: "T5"

role: "Tile 1 Description"
layout_goal: "2-3 lines"
length_rule: "short"

- id: "T6"

role: "Tile 2 Title"
layout_goal: "1 line"
length_rule: "very short"

- id: "T7"

role: "Tile 2 Description"
layout_goal: "2-3 lines"
length_rule: "short"

- id: "T8"

role: "Tile 3 Title"
layout_goal: "1 line"
length_rule: "very short"

- id: "T9"

role: "Tile 3 Description"
layout_goal: "2-3 lines"
length_rule: "short"

- id: "S4_HIGHLIGHTS"

description: "Highlights area (large heading, subline, left text block 'Provides' etc.)."

fields:

- id: "T10"

role: "Section Headline (Highlights)"
layout_goal: "1 line"
length_rule: "short"

- id: "T11"

role: "Section subline"
layout_goal: "1-2 lines"
length_rule: "short"

- id: "T12"

role: "Small label/heading on the left (e.g. PROVIDES)"
layout_goal: "1-2 words"
length_rule: "very short"

- id: "T13"

role: "Textblock links (Provides description)"
layout_goal: "4–7 lines"
length_rule: "medium"

- id: "S5_FEATURE_BLOCK_RIGHT"

description: "Right feature block with title + text (Flexible Private Office)."

fields:

- id: "T14"

role: "Feature Title (right)"
layout_goal: "1 line"
length_rule: "short"

- id: "T15"

role: "Feature Text (right)"
layout_goal: "4–7 lines"
length_rule: "medium"

- id: "S6_FEATURE_BLOCK_LEFT"

description: "Left feature block with title + text (Flexible Private Office)."

fields:

- id: "T16"

role: "Feature Title (left)"

layout_goal: "1 line"

length_rule: "short"

- id: "T17"

role: "Feature Text (left)"

layout_goal: "4–7 lines"

length_rule: "medium"

- id: "S7_WHAT_WE_HAVE"

description: "Section 'What we have here for you' + card series (4 cards)."

fields:

- id: "T18"

role: "Section Headline"

layout_goal: "1 line"

length_rule: "short"

- id: "T19"

role: "Section intro text"

layout_goal: "1-3 lines"

length_rule: "short"

- id: "S8_CARDS_ROW_4"

Description: "4 cards (Staff Assistance / Conference Room / ... / Printing/Fax) – each title + description."

layout_constraints:

- equalize_group: "cards4_desc_row"

fields: ["T21", "T23", "T25", "T27"]

goal: "All 4 descriptions have the same effect for a considerable time."

fields:

- id: "T20"

role: "Card 1 Title"

layout_goal: "1 line"

length_rule: "very short"

- id: "T21"

role: "Card 1 Description"

layout_goal: "2-3 lines"

length_rule: "short"

- id: "T22"

role: "Card 2 Titles"

layout_goal: "1 line"

length_rule: "very short"

- id: "T23"

role: "Card 2 Description"

layout_goal: "2-3 lines"

length_rule: "short"

- id: "T24"
- role:** "Card 3 Titles"
- layout_goal:** "1 line"
- length_rule:** "very short"
- id: "T25"
- role:** "Card 3 Description"
- layout_goal:** "2-3 lines"
- length_rule:** "short"
- id: "T26"
- role:** "Card 4 Titles"
- layout_goal:** "1 line"
- length_rule:** "very short"
- id: "T27"
- role:** "Card 4 Description"
- layout_goal:** "2-3 lines"
- length_rule:** "short"
- id: "S9_BLUE_CTA_BANNER"
- description:** "Blue CTA banner on the right (headline + text)."

fields:

- id: "T28"
- role:** "CTA Headline"
- layout_goal:** "1-2 lines"
- length_rule:** "short"
- id: "T29"
- role:** "CTA Text"
- layout_goal:** "2-4 lines"
- length_rule:** "short-medium"
- id: "S10_FAQ"
- description:** "FAQ section (heading + intro + 1 FAQ block visible)."

fields:

- id: "T30"
- role:** "FAQ Intro (short text below FAQ headline)"
- layout_goal:** "1-3 lines"
- length_rule:** "short"
- id: "T31"
- role:** "FAQ Question and Answer Block (visible entry)"
- layout_goal:** "Question short, answer 3-6 lines"
- length_rule:** "medium"

TEMPLATE 1 (3rd page: Pricing)

template:

template_id: "STACK2_PRICING_PLANS_V1"
page_name: "PRICING_PLANS"
source: "STACK 2 - PRICING PLANS (Screenshot)"

fill_policy:

fill_only_listed_fields: true
do_not_add_extra_text: true
do_not_change_field_ids: true

global_layout_rules:

- Rule: "Do not invent prices, figures or durations – only content from the information sheet."
- rule: "Pricing cards side by side: Make the texts appear the same length."
- Rule: "B2B - factual, explanatory, no sales pitches."

sections:

- id: "S1_HERO_PRICING"

description: "Hero area at the top with background image."

fields:

- id: "T1"

role: "Hero Headline (Pricing Plans)"

layout_goal: "1-2 lines"

length_rule: "short"

- id: "T2"

role: "Hero Subline"

layout_goal: "2-3 lines"

length_rule: "short-medium"

- id: "S2_VALUE_INTRO"

description: "Centered intro area under Hero."

fields:

- id: "T2"

role: "Section Headline"

layout_goal: "1 line"

length_rule: "short"

- id: "T3"

role: "Intro Description"

layout_goal: "2–4 lines"

length_rule: "medium"

- id: "S3_MEMBERSHIP_CARD"

description: "Right-hand membership box with bullet points."

fields:

- id: "T4"

role: "Membership Title"

layout_goal: "1 line"

length_rule: "short"

- id: "T5"

role: "Membership description + bullet points"

layout_goal: "Paragraph + short bullets"

length_rule: "medium"

bullet_rule: "concise, equal length"

- id: "S4_DEDICATED_DESK"

description: "Left pricing block (dedicated desk)."

fields:

- id: "T6"

role: "Pricing Title"

layout_goal: "1 line"

length_rule: "short"

- id: "T7"

role: "Pricing Description"
layout_goal: "2-4 lines"
length_rule: "medium"
• id: "S5_BLUE_CTA_BANNER"
description: "Blue banner with headline + text."

fields:

• id: "T8"
role: "CTA Headline"
layout_goal: "1-2 lines"
length_rule: "short"
• id: "T9"
role: "CTA description"
layout_goal: "2-3 lines"
length_rule: "short-medium"
• id: "S6_SOCIAL_PROOF"
description: "Social proof area with logos."

fields:

• id: "T10"
role: "Section Headline (People who love our place)"
layout_goal: "1 line"
length_rule: "short"
• id: "T11"
role: "Section Description"
layout_goal: "1-3 lines"
length_rule: "short"

TEMPLATE 1 (Page 4: About us)

template:

template_id: "STACK2_ABOUT_US_V1"
page_name: "ABOUT_US"
source: "STACK 2 - ABOUT US (Screenshot)"

fill_policy:

fill_only_listed_fields: true
do_not_add_extra_text: true
do_not_change_field_ids: true

global_layout_rules:

- Rule: "About us = explanatory, fact-based, no marketing promises."
- Rule: "Keep text accompanying the image; no long, continuous texts."
- rule: "Only use team names from the information sheet."

sections:

• id: "S1_HERO_ABOUT"
description: "Hero section with title and subtitle."

fields:

- id: "T0"

role: "Hero Headline (About Us)"

layout_goal: "1-2 lines"

length_rule: "short"

- id: "T1"

role: "Hero Description"

layout_goal: "2-4 lines"

length_rule: "short-medium"

- id: "S2_ABOUT_BLOCK_1"

description: "Text block on the left + image on the right."

fields:

- id: "T2"

role: "Section headline (About our co-working place)"

layout_goal: "1 line"

length_rule: "short"

- id: "T3"

role: "Section description"

layout_goal: "4-6 lines"

length_rule: "medium"

- id: "S3_ABOUT_BLOCK_2"

description: "Image on the left + text block on the right
(second About block)."

fields:

- id: "T4"

role: "Section Headline"

layout_goal: "1 line"

length_rule: "short"

- id: "T5"

role: "Section description"

layout_goal: "4-6 lines"

length_rule: "medium"

- id: "S4_TEAM"

description: "Team area with heading, intro and 3 team members."

fields:

- id: "T6"

role: "Team Section Headline (Our Team)"

layout_goal: "1 line"

length_rule: "short"

- id: "T7"

role: "Team Introtext"

layout_goal: "1-3 lines"

length_rule: "short"

- id: "T8"

role: "Team member 1 - Name"

layout_goal: "Name"

length_rule: "very short"

- id: "T9"

role: "Team member 2 - Name"

layout_goal: "Name"
length_rule: "very short"
● id: "T10"
role: "Team member 3 – Name"
layout_goal: "Name"
length_rule: "very short"
● id: "S5_BLUE_CTA"
description: "Blue CTA banner."

fields:

● id: "T11"
role: "CTA Headline"
layout_goal: "1-2 lines"
length_rule: "short"
● id: "T12"
role: "CTA description"
layout_goal: "2-3 lines"
length_rule: "short-medium"
● id: "S6_SOCIAL_PROOF"
description: "Logo area with heading."

fields:

● id: "T13"
role: "Social Proof Headline (People who love our place)"
layout_goal: "1 line"
length_rule: "short"
● id: "T14"
role: "Social Proof Description"
layout_goal: "1-2 lines"
length_rule: "short"
● id: "S7_FAQ"
description: "FAQ section."

fields:

● id: "T15"
role: "FAQ Headline"
layout_goal: "1 line"
length_rule: "short"
● id: "T16"
role: "FAQ Intro Text"
layout_goal: "1-3 lines"
length_rule: "short"
● id: "T17"
role: "FAQ question"
layout_goal: "1 line"
length_rule: "short"
● id: "T18"
role: "FAQ Answer"
layout_goal: "3–6 lines"
length_rule: "medium"
● id: "S8_LEAD_CTA"
description: "Lead CTA with title + text."

fields:

- id: "T19"
- role:** "Lead-CTA Headline"
- layout_goal:** "1-2 lines"
- length_rule:** "short"
- id: "T20"
- role:** "Lead-CTA description"
- layout_goal:** "2-3 lines"
- length_rule:** "short-medium"
- TEMPLATE 1 (5th page:** Contact us)

template:

template_id: "STACK2_CONTACT_US_V1"

page_name: "CONTACT_US"

source: "STACK 2 - CONTACT US (Screenshot)"

fill_policy:

fill_only_listed_fields: true

do_not_add_extra_text: true

do_not_change_field_ids: true

global_layout_rules:

- Rule: "Contact page: only include facts (address, telephone, email) from the information sheet."
- rule: "Don't invent additional ways to contact people."
- rule: "Keep texts short; form fields remain unchanged (do not change labels/placeholders unless marked as a T-field)."

sections:

- id: "S1_HERO_CONTACT"
- description:** "Hero area at the top with background image."

fields:

- id: "T0"
- role:** "Hero Headline (Contact Us)"
- layout_goal:** "1-2 lines"
- length_rule:** "short"
- id: "T1"
- role:** "Hero Description"
- layout_goal:** "2-4 lines"
- length_rule:** "short-medium"
- id: "S2_GET_IN_TOUCH"
- description:** "Centered intro area (Get in touch) with short text."

fields:

- id: "T2"
- role:** "Section Headline (Get in touch)"
- layout_goal:** "1 line"
- length_rule:** "short"
- id: "T3"
- role:** "Section Description"
- layout_goal:** "1-3 lines"
- length_rule:** "short"

- id: "S3_CONTACT_CARDS"

description: "3 contact tiles (Location / Call / Email) – each with title + content."

fields:

- id: "T4"

role: "Tile 1 Title (Location)"

layout_goal: "1-2 words"

length_rule: "very short"

- id: "T5"

role: "Tile 1 Content (Address)"

layout_goal: "Address in 2-3 lines"

length_rule: "short"

format_rule: "Address as a text block, no fabrications"

- id: "T6"

role: "Tile 2 title (Call us on)"

layout_goal: "1-3 words"

length_rule: "very short"

- id: "T7"

role: "Tile 2 Content (Telephone number)"

layout_goal: "one line"

length_rule: "very short"

format_rule: "Phone number exactly from information sheet"

- id: "T8"

role: "Tile 3 title (Email us)"

layout_goal: "1-3 words"

length_rule: "very short"

- id: "T9"

role: "Tile 3 Content (Email address)"

layout_goal: "one line"

length_rule: "very short"

format_rule: "Email exactly from information sheet"

- id: "S4_CONTACT_FORM"

description: "Form area (Send us a message) – heading + short explanatory text."

fields:

- id: "T10"

role: "Form Headline (Send us a message)"

layout_goal: "1 line"

length_rule: "short"

- id: "T11"

role: "Form Note Text"

layout_goal: "1-2 lines"

length_rule: "short"

TEMPLATE 1 (Page 6: Project)

template:

template_id: "STACK2_PROJECTS_V1"
page_name: "PROJECTS"
source: "STACK 2 - PROJECTS (Screenshot)"

fill_policy:

fill_only_listed_fields: true
do_not_add_extra_text: true
do_not_change_field_ids: true

global_layout_rules:

- Rule: "Project page: descriptive, fact-based, no performance promises."
- rule: "Gallery is image-driven; texts are short and contextualizing."
- rule: "Only use testimonials from the information sheet."

sections:

- id: "S1_HERO_PROJECTS"

description: "Hero area at the top with title and short description."

fields:

- id: "T0"

role: "Hero Headline (Projects)"

layout_goal: "1-2 lines"

length_rule: "short"

- id: "T1"

role: "Hero Description"

layout_goal: "2-3 lines"

length_rule: "short-medium"

- id: "S2_INTRO_PROJECTS"

description: "Centered intro area under Hero."

fields:

- id: "T2"

role: "Intro Headline"

layout_goal: "1-2 lines"

length_rule: "short"

- id: "T3"

role: "Intro Description"

layout_goal: "3–5 lines"

length_rule: "medium"

- id: "S3_PROJECT_GALLERY"

description: "Project gallery (image grid, no text fields)."

fields: []

- id: "S4_TESTIMONIALS"

description: "Testimonial area to the right of image."

fields:

- id: "T4"

role: "Testimonials Headline"

layout_goal: "1 line"

length_rule: "short"

- id: "T5"

role: "Testimonial Text"

layout_goal: "3–5 lines"

length_rule: "medium"

- id: "S5_LEAD_CTA"

description: "Lead CTA at the bottom of the page."

fields:

- id: "T6"

role: "Lead-CTA Headline"

layout_goal: "1-2 lines"

length_rule: "short"

- id: "T7"

role: "Lead-CTA description"

layout_goal: "2-3 lines"

length_rule: "short-medium"

This template structure defines the layout and content fields for the website.