

Category	Our Suggestion	Trends Bird Ltd
Frontend Technology	React.js / Next.js	React.js, React Router, Redux / Context API, Axios / Fetch API, Styled Components / Tailwind CSS / SCSS, Formik + Yup / React Hook Form, Material UI / Ant Design / Bootstrap
Backend Technology	Node.js (JavaScript run-time)	Node.js, Express.js, JWT, bcrypt.js, Multer, Cloudinary / AWS S3, Nodemailer / Twilio, Socket.io (optional)
CMS	Custom CMS	Custom CMS
Database	MySQL/PostgreSQL (RDBMS)	MongoDB Atlas, Mongoose ODM
Design Focus	Visual storytelling, UX-first, mobile-optimized, secure, scalable	Responsive UI, SPA Routing, UX-driven component styling
Security Measures	SSL, role-based access, session timeout, 2FA, backup guides, Pen Testing	JWT, bcrypt.js, secure APIs, encrypted data handling
Scalability	Flexible layout, scalable backend	Scalable backend with stateless APIs, MongoDB sharding (if needed)
Project Tracking	Agile, sprint-based delivery, task tracking	Agile (not explicitly mentioned, assumed)
SEO & Accessibility	SEO-optimized + WCAG 2.1 + GDPR	SEO-friendly, accessibility supported via React best practices
Hosting & Domain	Self domain, hosting (Digital Ocean, Godaddy, Azure)	Client-defined, supports cloud hosting (AWS, Vercel, etc.)
Support & AMC	SLA-based	Likely SLA-based (not explicitly mentioned)
Training & Handover	Includes support, documentation, training, Full raw code access. GitHub, server, database access	Includes documentation and source access (assumed standard practice)
Content Upload	Client provides; guided structure	Client provides content; structure guided by team
Cost Transparency		Proposal based (exact cost not mentioned)
Proprietary Lock-in	Medium – custom CMS	

Comparison: MySQL/PostgreSQL vs MongoDB

Category	MySQL / PostgreSQL	MongoDB
Data Structure	Tables with rows and columns	Documents in JSON-like structure (BSON)
Schema	Fixed schema – predefined table structure	Dynamic schema – flexible, schema-less
Data Integrity	Strong – constraints, primary/foreign keys	Weaker – handled in application logic
Scalability	Vertical scaling (scale-up)	Horizontal scaling (sharding)
Query Language	SQL – Structured Query Language	MQL – MongoDB Query Language (JSON-based)
Relationships	Supports joins and foreign keys	No joins – uses embedded docs or manual references
Performance	Fast for structured queries and transactions	Fast for unstructured/high-volume read/write
Indexing	Advanced indexing (B-tree, GIN)	Supported but less robust than relational DBs
Flexibility	Rigid – schema changes need migrations	Highly flexible – schema evolves easily
Backup & Recovery	Mature tools (point-in-time restore, etc.)	Tools like mongodump, mongorestore, Atlas backup