

## **1. Build Approach:**

### **1.1. Tech Stack:**

- 1.1.1. Front-End: React or Angular
- 1.1.2. Back-End: Python with Django or Flask OR Node.js
- 1.1.3. Database: PostgreSQL or MongoDB
  - 1.1.3.1. Efficient Database Schemas
- 1.1.4. CMS: Mezzanine or Wagtail (Django), Drupal or WordPress, KeystoneJS, Strapi, or Ghost (Node.js)

### **1.2. Responsive Design**

- 1.2.1. Flexible Grid Foundation (Bootstrap or Foundation if needed, else CSS-in-JS, CSS Grid or Flexbox, Grid Libraries or Angular Flex-Layout
  - 1.2.1.1. Dynamic Styles
  - 1.2.1.2. Media Queries
  - 1.2.1.3. Custom CSS
- 1.2.2. Flexible Media
- 1.2.3. Touch Gestures
- 1.2.4. Performance Optimization
  - 1.2.4.1. caching for performance.
  - 1.2.4.2. Minimize load times
    - 1.2.4.2.1. Optimized images
    - 1.2.4.2.2. Prioritized content loading
    - 1.2.4.2.3. minimized CSS/JavaScript

## **2. Appearance**

- 2.1. Minimalistic design with high-tech elements
- 2.2. Easy-to-read fonts
- 2.3. Xcelliti Color Scheme
  - 2.3.1. RBG - Red: 226 | Green: 107 | Blue: 10
  - 2.3.2. Dark 242 107 35
  - 2.3.3. Light 248 159 82
  - 2.3.4. Grey 57 54 54
  - 2.3.5. Logo RGB
- 2.4. Interactive elements should be user-friendly and functional

### 3. Features

#### 3.1. Home Page

##### 3.1.1. Services on Slides (Top)

- 3.1.1.1. With Bright Image OR Video ( <https://www.systemsltd.com/PK> )  
Backgrounds and Just Headers
- 3.1.1.2. Image should Zoom In or Out and Gets Blurred
- 3.1.1.3. Text Appears due to Cursor or Touch Events
- 3.1.1.4. Every Image should be a Hyperlink leading to the Respective  
Section of "Service Spectrum" page
- 3.1.1.5. Check (<https://www.tcs.com>)

##### 3.1.2. Services as 3D Cards (Middle)

- 3.1.2.1. 3D carousel cards with Images
- 3.1.2.2. Image should Exit when Small description of Service Appears  
on the Card
- 3.1.2.3. Card should be Responsive and Interactive on Cursor and  
Touch Events
- 3.1.2.4. Every Card should be a Hyperlink leading to the Respective  
Section of "Service Spectrum" page
- 3.1.2.5. Check (<https://www.accenture.com/sk-en>)

##### 3.1.3. Latest from Xcelliti (On right of Services)

- 3.1.3.1. Latest Social Media Post
- 3.1.3.2. Latest Events
- 3.1.3.3. Check ( <https://netsoltech.com/> )

##### 3.1.4. Clients (Beneath Services)

###### 3.1.4.1. A Continuous Stream of Clients Logos

- 3.1.4.1.1. Every Logo must be a Hyperlink leading to the  
respective section of "WOW Tales" page

###### 3.1.4.2. High Resolution Logos... Logos may needed to be re-created

##### 3.1.5. Partners (Beneath Clients)

###### 3.1.5.1.

##### 3.1.6. Chatbot Icon (Bottom Right Corner)

- 3.1.6.1. Chatbot Integration (Intercom, Drift, Freshchat, Zendesk  
Chat, Tidio, Rasa, Botpress, or ChatterBot)
- 3.1.6.2. Should be Optimized for both Desktop and Mobile.

3.1.6.3. Check ( <https://www.kualitatem.com> )

3.1.7. Connect Us (Contact Form)

3.1.8. Footer with Links to all pages and even sections within the pages

### **3.2. Discover Xcelliti (About Us)**

3.2.1. Mission and Vision + Innovation and Technology

3.2.1.1. Text with Slight Animations

3.2.2. Corporate Values + Corporate Responsibility

3.2.2.1. Text with Slight Animations

3.2.3. Company History

3.2.3.1. Timeline

3.2.3.2. Statistics

3.2.3.2.1. Increasing Number Animation

3.2.4.

3.2.5. Leadership Team

3.2.5.1. Profiles with LinkedIn Links (3D Interactive carousel cards)

3.2.5.1.1. Muhammad Kashif Jamil (CEO)

3.2.5.1.2. Ali Ataullah Khan (Head of Operations)

3.2.6. Contact In

### **3.3. WOW Tales (Case Studies...History of Projects... Customer Stories)**

3.3.1. For Every Project, there Should be a Success Story

3.3.1.1. Stories

3.3.1.2. Products Used

3.3.1.3. Customer Testimonials

3.3.2. Story can be with Client Logo or any relatable image background

### **3.4. Service Spectrum (Services)**

3.4.1. 06 Services (Can be increased later)

3.4.2. Services with their Small Descriptions

### **3.5. Join Xcelliti(Careers)**

- 3.5.1. Job Posts
- 3.5.2. Admin Panel Required to Manage Them
- 3.5.3. Database connection required at backend

### **3.6. Knowledge Vault (Blogs and Insights)**

- 3.6.1. A Page where some Blogs and Articles can be Posted
- 3.6.2. An Admin Panel required to manage the content

### **3.7. Talk 2 Us (Contact Form and Details)**

- 3.7.1. Company Details
  - 3.7.1.1. Phone Number
  - 3.7.1.2. Location
- 3.7.2. Contact Form
  - 3.7.2.1. Name
  - 3.7.2.2. Email Address
  - 3.7.2.3. Contact / Whatsapp No.
  - 3.7.2.4. Questions / Comments
- 3.7.3. Responses from these Forms should land in a Database
- 3.7.4. Request a Call Button
- 3.7.5. Give us a Call Button
  - 3.7.5.1. Buttons can be on home screen too

## **4. Maintenance and Expansion**

- 4.1. Need a CMS System for Addition and Changing of Content
- 4.2. Website's Framework should be Expandable
  - 4.2.1. Services (06 to 10)
  - 4.2.2. Customers (15 to 50)
  - 4.2.3. Should be Supporting these Changes

### **4.3. One Year Support Required**

## **5. SEO**

- 5.1. Basic SEO should be done
  - 5.1.1. Addition of relevant keywords
  - 5.1.2. Use of Descriptive URLs

## **6. Accessibility**

6.1. Should be accessible from and be optimized for all devices

## **7. Analytics**

7.1. Website Analytics should be shown on the Admin Panel