# Software Requirements Specification (SRS)

## Ezmaar Intelligence LLP – Corporate Website

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## 1. Introduction

### 1.1 Purpose

This document defines the complete functional, non-functional, UI/UX, SEO, compliance, and scalability requirements for designing and developing the official corporate website of **Ezmaar Intelligence LLP**.

The website will visually and interactively replicate the reference Framer website: - Reference: https://nivora.framer.website/

All animations, effects, transitions, and motion behavior must closely match the reference, while **content, branding, and business identity are fully customized for Ezmaar**.

This SRS is structured to be directly usable with: - Gemini AI (Website / UI generation) - Framer AI - Designers, Developers, and SEO teams

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## 2. Business Overview

### 2.1 Company Information

- Legal Name: Ezmaar Intelligence LLP
- Brand Name: Ezmaar
- Domain: **https://ezmaar.com**
- Industry:
- IT Services & Software Development
- Data, Automation & AI

- Digital Marketing

- Headquarters: Kerala, India

### 2.2 Service Coverage

- India
- Middle East (UAE, Oman, Qatar, Saudi Arabia)
- Asia (All Asian Countries)
- USA
- Canada
- UK

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# 3. Project Objectives

- Premium dark-themed corporate website
- iOS 26 Liquid Glass UI aesthetic
- Framer-level animations and micro-interactions
- SEO-optimized for global and local markets
- Mobile-first & responsive design
- CMS-enabled for non-technical updates
- Scalable architecture for future expansion

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# 4. Target Audience

- Businesses seeking IT & Software Development
- Brands needing Digital Marketing services
- Startups, SMEs, and Enterprises
- Decision Makers:
- Founders
- CEOs
- CMOs
- CTOs

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# 5. Services Content Scope

## 5.1 IT – Development

- ERP Development
- CRM Development
- API Integrations (WhatsApp Business API)
- Custom Software Development
- Web Development
- Mobile App Development (Android & iOS)
- Game Testing

## 5.2 IT – Data & AI

- Automation Solutions
- Data Analysis
- Machine Learning Solutions
- AI-powered Business Intelligence

## 5.3 Digital Marketing

- Branding
- Graphic Design
- Social Media Marketing (SMM)
- Search Engine Optimization (SEO)
- Paid Advertising (Google, Meta, LinkedIn)
- Public Relations (PR)

- Content Marketing
- Influencer Marketing
- Conversion Rate Optimization (CRO)
- Marketing Automation

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# 6. Website Structure & Pages

## 6.1 Core Pages

1. Home
2. About Ezmaar
3. Services (with sub-sections)
4. Blog (Live at Launch)
5. Careers (Scalable Placeholder)
6. Contact Us
7. Privacy Policy
8. Terms & Conditions
9. Cookie Policy

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# 7. UI / UX Requirements

## 7.1 Design Style

- Theme: Dark (Primary)
- UI Style: iOS 26 Liquid Glass
- Visual Feel:
- Futuristic
- Glassmorphism
- Smooth gradients
- High contrast typography

## 7.2 Motion & Effects

- Scroll-based animations
- Section reveal effects
- Smooth page transitions
- Hover and micro-interactions
- Parallax background motion

All effects must closely replicate the reference website behavior.

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# 8. Branding & Logo Usage

## 8.1 Logo Rules

- Dark Backgrounds → White Logo
  https://github.com/general-zah/ezmaar-assets/blob/main/logos/White.svg

• Light / White Backgrounds → Burgundy Logo
  https://github.com/general-zah/ezmaar-assets/blob/main/logos/Burgundy.svg

## 8.2 Brand Consistency

• Dark UI base
• Subtle accent colors
• Consistent CTA styling

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# 9. Media & Visual Assets

• Background videos and animated visuals
• AI-generated imagery for:
• IT
• AI & Data
• Digital Marketing
• Optimized formats (WebP, compressed MP4)
• No copyrighted third-party assets

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# 10. SEO Requirements

## 10.1 Target Keywords

• Best Digital Marketer Near Me
• Best Digital Marketing Agency in Kerala
• Best Digital Marketing Agency in India
• Best Digital Marketing Agency in Middle East
• Best Digital Marketing Agency in UAE
• Best Digital Marketing Agency in Asia
• Best Digital Marketing Agency in US
• Best Digital Marketing Agency in UK
• Best Software Company in Kerala

## 10.2 SEO Implementation

• Meta titles & descriptions
• Proper H1–H3 structure
• Image ALT tags
• Schema Markup (Organization, Local Business)
• XML Sitemap
• Robots.txt
• Open Graph & Twitter Cards
• Core Web Vitals optimization

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# 11. Blog Requirements

• Blog live at launch

• CMS editable
• SEO-friendly URLs
• Category & tag support
• Future-ready for multilingual content

## 12. Mobile Optimization

• Mobile-first design
• Fully responsive layouts
• Optimized animations
• Sticky WhatsApp & Call CTA buttons

## 13. Contact & CTA Integration

### 13.1 Contact Details

**Call & WhatsApp (India):** - +91 9400730007 - +91 83048 13007

**WhatsApp Only:** - India: +91 82813 51007 - Oman: +968 7753 3117

**Email:** - Connect@ezmaar.com - Support@ezmaar.com

### 13.2 CTA Strategy

• Hero section CTAs
• Floating WhatsApp button
• Footer CTAs
• Contact form integration

## 14. CMS & Admin Requirements

• CMS access for non-technical users
• Editable:
• Pages
• Blog posts
• SEO metadata
• Media assets
• Role-based access (Admin / Editor)

## 15. Compliance & Legal

### 15.1 GDPR & Cookie Consent

• GDPR-compliant cookie consent banner
• Options:

- Accept all
- Reject non-essential
- Customize preferences
- Cookie Policy page mandatory
- Tracking only after consent (UK & EU users)

## 16. Performance & Security

- Page load under 2.5 seconds
- HTTPS enforced
- CDN support
- Spam-protected forms
- Basic security headers

## 17. Scalability & Future Enhancements

- Multi-language support (Arabic planned)
- Country-specific landing pages
- AI chatbot
- CRM integration
- Client dashboards
- Payment gateway integration

## 18. Acceptance Criteria

- Visual & motion parity with reference site
- SEO checklist completed
- Mobile & desktop testing passed
- CTA functionality verified
- CMS usability confirmed

# Gemini AI – Website Generation Prompt

**Prompt:**

Design and generate a premium corporate website for **Ezmaar Intelligence LLP (ezmaar.com)** using a **dark theme inspired by https://nivora.framer.website**.

Requirements: - Replicate all animations, scroll effects, transitions, and motion behavior from the reference site - UI style must follow **iOS 26 Liquid Glass** aesthetics - Mobile-first, fully responsive - CMS-enabled for non-technical editing - Blog must be live at launch

Branding: - Use White logo on dark backgrounds - Use Burgundy logo on light backgrounds - Maintain futuristic, glassmorphism design

Pages: Home, About, Services (IT Development, Data & AI, Digital Marketing), Blog, Careers, Contact, Privacy Policy, Terms, Cookie Policy

SEO: Optimize for keywords related to Best Digital Marketing Agency in Kerala, India, Middle East, UAE, Asia, US, UK and Best Software Company in Kerala.

Compliance: Implement GDPR-compliant cookie consent for UK & EU traffic.

CTAs: Integrate WhatsApp and Call buttons using provided contact details.

Ensure the website is scalable, modular, high-performance, and ready for future enhancements.