Project Proposal – Next.js 15 + MongoDB + Vercel
Winder & Stilhaus Website Rebuild

This document includes full project scope, features, technology stack, timeline, deliverables, cost estimate,

and a list of all requirements needed from the client.

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1. PROJECT OVERVIEW

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A high-performance, SEO-focused, AI-assisted, fully responsive web platform for Winder & Stilhaus built using:

• Next.js 15 (App Router)

• MongoDB Atlas

• Vercel hosting

• TailwindCSS + ShadCN

• Admin CMS for content management

• AI Pricing Guide with logic engine

• GA4 tracking + CRM integration

• Accessibility (WCAG 2.1 AA) + Core Web Vitals targets

The goal is to deliver a modern, fast, scalable, conversion-focused platform that helps customers:

• Understand services

• Calculate accurate pricing

• Submit enquiries with clear requirements

• Book consultations

• Navigate via postcode availability

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2. KEY FEATURES

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2.1 Frontend (Customer-Facing)

• Home page with hero, services grid, FAQs & CTA

• Service pages for each service category

• Location pages for targeted SEO (towns & postcodes)

• AI Pricing Guide (multi-step calculator)

• Interactive gallery / portfolio

• About page & team info

• Contact page with GA4 tracking + CRM integration

• Blog for SEO growth

• Postcode gate (service availability checker)

• Testimonials slider

• Sticky CTA + click-to-call buttons

• Performance score target: 95+ Lighthouse

2.2 Admin CMS (Custom)

• Manage all pages (home, services, about, etc.)

• Manage pricing model variables

• Manage towns, postcodes & service radius

• Manage blog posts

• Manage testimonials

• Manage gallery

• Settings: SEO meta, OG tags, hero content

• Admin login with JWT auth

• Content versioning + preview mode

2.3 AI Pricing Guide

• Multi-step questionnaire

• Dynamic logic engine

• Material costs + labour factors

• Location multipliers

• Add-ons & extras

• Output cost ranges + downloadable decision pack PDF

• Lead time calculation

• Optional upsell suggestions

2.4 Integrations

• CRM (HubSpot / Zoho / Pipedrive)

• Google Analytics 4

• Google Tag Manager event tracking

• Vercel serverless functions

• MongoDB Atlas + backups

• Optional email automation via Resend

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3. TECHNOLOGY STACK

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• Next.js 15 (React Server Components)

- TypeScript

- TailwindCSS + ShadCN UI Kit

- MongoDB Atlas

- Vercel (Prod) + Vercel Preview Environments

- Resend (emails)

- Zod + React Hook Form

- Framer Motion (micro-animations)

- SWR / React Query for data fetching

- Node.js API routes

- PDFKit or serverless HTML-to-PDF generator

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4. PROJECT TIMELINE (9 WEEKS)
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Week 1 — UI/UX Design + Site Architecture

Week 2 — Home + Service pages + Layout + Navigation

Week 3 — Locations system + town pages + SEO structure

Week 4 — Admin CMS (core content management)

Week 5 — AI Pricing Guide (logic engine + UI flow)

Week 6 — CRM + GA4 + GTM + Contact forms

Week 7 — Gallery + Blog + Testimonials + Postcode Gate

Week 8 — Performance optimization + QA + Accessibility

Week 9 — Client review, training, migration & launch

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5. DELIVERABLES

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- Fully designed website (Figma)

- Fully functional Next.js 15 application

- Custom CMS dashboard

- AI Pricing Guide calculator

- Postcode availability engine

- Blog + SEO structure + sitemaps

- Admin training session (recorded)

- Launch & deployment to Vercel

- Documentation for future updates

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7. REQUIREMENTS FROM CLIENT

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To complete the project smoothly, the following items are needed:

7.1 Branding & Visuals

- Logo + brand guidelines

- Colour palette + design inspiration

- Project photos (before/after work)

- Company story + team photos

7.2 Content

- Copy for Home, Services, About, Contact

- FAQs

- Town descriptions (or generate via AI with approval)

- Testimonials text + names

• Regulations or compliance notes

7.3 AI Pricing Guide Inputs

• Price matrices

• Labour rate baseline

• Material cost factors

• Extra add-ons list

• Example real quotes (optional)

7.4 Technical Access

• CRM login (for integration)

• Domain provider (GoDaddy / Google / 123 Reg)

• Google Analytics + GTM access

7.5 Legal & Business

• Privacy policy

• Cookie policy

• Company number, VAT, address

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8. ACCEPTANCE CRITERIA
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• Lighthouse score 95+ (Performance, SEO, Best Practices)

• Fully responsive on desktop, tablet, mobile

• CMS allows complete content control

• AI pricing guide generates accurate cost ranges

• Postcode gate correctly restricts outside service areas

• All forms deliver leads to CRM

• GA4 events tracking set up for key actions

• Site deployed on Vercel with SSL & CDN

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9. WARRANTY & SUPPORT

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• 30-day post-launch bug fix warranty