

# Zephortechnology — Design Blueprint & Frontend Direction Document

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## 1. Project Vision

Zephortechnology aims to position itself as a **modern, credible, and innovative IT services company**, offering cutting-edge technology solutions like:

- AI agents & SaaS products
- E-commerce solutions (Shopify, WooCommerce)
- Business digital transformation

The website must **build instant trust**, **show technical capability**, and **convert visitors into leads**.

## 2. Design Philosophy

We'll adopt a **Modern Tech Minimalism** approach — a mix of futuristic blue gradients, geometric 3D motion, and clean white layout spacing.

The look should immediately communicate:

"This is a top-tier tech company that understands innovation."

## 3. Brand Identity Integration

Using the Zephortechnology logo colors as the base:

| Color Role     | HEX                          | Usage                   |
|----------------|------------------------------|-------------------------|
| Primary        | <div>#0076D1</div>           | Buttons, links, accents |
| Gradient Deep  | <div>#004E8F → #0076D1</div> | Hero background, CTAs   |
| Secondary Text | <div>#6B7280</div>           | Paragraphs, meta info   |
| Headings/Text  | <div>#111827</div>           | Main titles, dark UI    |
| Background     | <div>#F9FADF / #FFFFFF</div> | Page background         |

Gradient examples for hero sections:

```
background: linear-gradient(135deg, #004E8F 0%, #0076D1 100%);
```

## 4. Typography

| Type                | Font               | Weight  | Purpose                     |
|---------------------|--------------------|---------|-----------------------------|
| Headings            | Poppins / Inter    | 600–700 | Clean, futuristic headlines |
| Body                | Roboto / Open Sans | 400–500 | Legible and balanced        |
| Navigation / Labels | Inter              | 500     | Uppercase or semi-bold      |

Use wide spacing, larger headings (50–60px for hero), and consistent font scaling for responsiveness.

## 5. Site Structure (Wireframe-Level Overview)

### Home Page

- Hero Section → Tagline, CTA, 3D geometric animation (Three.js)
- About Zephortechnology → company intro, mission, and values
- Services Overview → card grid (Web, Mobile, AI, SaaS, Shopify, etc.)
- Portfolio → carousel or masonry-style grid
- Blog/Insights → dynamic from CMS
- Contact → clean form + map embed
- Footer → quick links, email, socials

### Other Pages

- **About** (Vision, mission, timeline, team)
- **Services** (Detailed individual pages for each category)
- **Portfolio** (Project case studies)
- **Blog** (SEO-rich articles)
- **Contact** (Form, email, phone, HQ info)

## 6. UX / UI Style

- **UI Elements:** Rounded corners (2xl radius), glassmorphism cards, soft drop shadows.
- **Navigation:** Sticky navbar with scroll transitions (light → dark on scroll).
- **Animations:** Smooth fade-up & parallax reveals using Framer Motion.
- **Hero Section Animation:**
- Three.js **geometric animation**, similar to reference sites.

- Example ideas:
  - Floating polygons rotating subtly.
  - A “network of connecting lines” that react to cursor movement.
  - Orbs of light moving through geometric shapes symbolizing “data flow.”

## 7. Tech Stack

| Component  | Technology                            | Notes                             |
|------------|---------------------------------------|-----------------------------------|
| Framework  | <b>Next.js 15 + TypeScript</b>        | SEO-ready, server-side rendering  |
| Styling    | <b>Tailwind CSS</b>                   | Modern utility-first CSS          |
| Animations | <b>Framer Motion + Three.js</b>       | Smooth transitions + 3D hero      |
| CMS        | <b>Strapi (self-hosted)</b>           | Manage blogs, services, portfolio |
| Database   | <b>PostgreSQL</b>                     | Stable, scalable                  |
| Hosting    | <b>Hostinger VPS / Vercel</b>         | Domain already connected          |
| Email      | <b>Resend / Hostinger SMTP</b>        | For contact form automation       |
| Analytics  | <b>Plausible / Google Analytics 4</b> | Traffic monitoring                |
| SEO Tools  | <b>Next SEO + Sitemap plugin</b>      | On-page optimization              |

## 8. Three.js Animation Plan

- Library: `three` + `react-three-fiber` + `@react-three/drei`
- Type: Dynamic geometric network animation
- Scene: Transparent background (white/gray base)
- Effect: Subtle polygon mesh rotating slowly, with blue gradient light reflections
- Performance: Lightweight (60fps target) + graceful degradation on mobile

Example (conceptual):

```
<Canvas>
  <ambientLight intensity={0.5} />
  <directionalLight color="#0076D1" position={[2, 2, 5]} />
  <Icosahedron args={[2, 1]}>
    <meshStandardMaterial
      color="#0076D1"
      wireframe
      opacity={0.3}
      transparent
    />
  />
```

```
</Icosahedron>  
</Canvas>
```

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## 9. SEO & Blog Strategy

- Dynamic blog via Strapi CMS
  - On-page optimization (title, meta, Open Graph)
  - Sitemap, robots.txt, and schema markup
  - Blog categories: *AI, Web, Mobile, SaaS, Business Growth, E-commerce*
  - Content should target long-tail keywords like:
    - "AI agents for business"
    - "Best IT solutions in Pakistan"
    - "How to bring your business online"
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## 10. Next Steps

**Phase 1 – Design Finalization** - Approve this blueprint 

- Create Figma wireframes & UI kit using these colors, fonts, and animations

**Phase 2 – Development Setup** - Initialize Next.js project in Cursor

- Setup Tailwind, Framer Motion, and Three.js
- Connect Strapi CMS
- Begin frontend integration

**Phase 3 – Deployment & Optimization** - Connect domain on Hostinger

- Add SSL, SEO, analytics, and production optimization

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