



Zephortech — Design Blueprint & Frontend Direction Document

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1. Project Vision

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

- Web and mobile app development

- 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 Zephortech logo colors as the base:

| Color Role | HEX | Usage |
|----------------|-------------------|-------------------------|
| Primary | #0076D1 | Buttons, links, accents |
| Gradient Deep | #004E8F → #0076D1 | Hero background, CTAs |
| Secondary Text | #6B7280 | Paragraphs, meta info |
| Headings/Text | #111827 | Main titles, dark UI |
| Background | #F9FAFB / #FFFFFF | 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 Zephortech → 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.”
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7. Tech Stack

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

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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