1. What are the core design goals for our platform?

TL Might Say:

The goal is to make the design clean, intuitive, and user-focused. The product pages and cart should be easily navigable, and the checkout process should be as smooth as possible.

1. Do we have any existing brand guidelines, colors, or fonts we must follow?

TL Might Say:

Yes, we are using our standard brand kit. Primary color is #1E3A8A (blue), secondary is #10B981 (green), and font is Poppins. Stick to light themes with good contrast.

1. Which screen sizes or breakpoints should I prioritize during responsive design?

TL Might Say:

Prioritize mobile-first design. Support for 360px (mobile), 768px (tablet), and 1280px (desktop) is essential.

1. Should we create both low-fidelity wireframes and high-fidelity mockups?

TL Might Say:

Yes. Start with low-fidelity for initial feedback, and once approved, move to high-fidelity mockups using Figma.

1. What are the must-have components for the homepage and product pages?

TL Might Say:

Homepage must include a search bar, categories, featured products, and promotions. Product pages must show images, price, description, ratings, and ‘Add to Cart’ button.

1. Are there any accessibility guidelines I should strictly follow?

TL Might Say:

Yes, maintain WCAG 2.1 standards — proper contrast, keyboard navigation, and alt tags for images.

1. Do you want animations or transitions (like hover effects, slide-ins)?

TL Might Say:

Keep animations subtle. Use hover effects on buttons and image zoom on product thumbnails. No heavy or slow-loading animations.

1. Should I prepare a clickable prototype before handing off to the dev team?

TL Might Say:

Definitely. Create an interactive prototype in Figma so the dev team understands navigation and transitions.

1. Is there any deadline for completing the UI design phase?

TL Might Say:

Try to complete all wireframes and UI screens within the next 7–10 days so we can move into development smoothly.

1. What tools should we use for collaboration and design handoff?

TL Might Say:

Use Figma for design and prototyping. Use Zeplin or Figma’s dev mode for handoff, and track progress in Trello/Jira.

Sample Meeting Script:

Keerthana (TL): Hi team! Before we dive into actual development, I thought we’d sit down and go over our responsibilities, understand the client’s expectations clearly, and decide on our initial approach. We want to make sure everyone is aligned and has what they need before we begin.

Let’s start with the design side. Kamalesh?

Kamalesh (UI/UX Developer): Thanks Keerthana. I’ve reviewed the client’s basic requirements – they want a clean, modern look with a user-friendly experience. I’m planning to start with low-fidelity wireframes for key pages: homepage, product listing, product details, cart, login/registration, and checkout. I’ll use Figma to build a component library – reusable buttons, input fields, cards, etc. This will ensure design consistency and easier handoff to development.

Keerthana: That’s great, Kamalesh. Please keep in mind we want the interface to feel intuitive and efficient, especially for first-time users. Also make sure it’s easy to navigate on mobile. Harshini, how are you planning to handle responsiveness and performance?

Harshini (Responsive Design & Performance Optimization): I’ll adopt a mobile-first approach and ensure the layout adapts seamlessly to different screen sizes using media queries and flexbox/grid. I’ll also focus on performance – optimizing images, using lazy loading, compressing assets, and avoiding unnecessary DOM rendering. I’ll run audits using tools like Lighthouse to monitor core web vitals throughout development.

Keerthana: That’s perfect. Also work closely with Kamalesh on layout breakpoints so design and implementation go hand-in-hand. Now, backend – Abe Varshini, what’s your plan for API integration?

Abe Varshini (Backend Developer): Once Kamalesh shares the final wireframes and form fields, I’ll start defining REST APIs for modules like authentication (login/register), product retrieval, cart actions (add/update/remove), and order booking with payment status. I’ll use Spring Boot and expose JSON responses. I’ll also write clear API documentation so the frontend team can consume them easily.

Keerthana: Great! Please make sure the APIs follow a consistent naming convention and proper status codes. For authentication, we’ll go with token-based authorization. Also ensure proper input validations and error handling.

Certainly! Below is a professional introduction script for your Team Lead (Keerthana) to invite team members and the Program Manager to the meeting, along with a well-organized meeting agenda for the 20-minute sync.

🎤 Team Lead Meeting Introduction (Spoken Script)

Keerthana (Team Lead):

“Good morning, everyone. I’d like to welcome you all to today’s design and development sync-up for our e-commerce platform project.

I especially welcome our Program Manager for joining us to observe the progress and alignments so far.

We have a focused team with us:

Kamalesh, our UI/UX Designer, who has been working on wireframes and visual components,

Harshini, handling responsive design and performance tuning, and

Abe Varshini, who will be integrating backend APIs.

The goal of today’s meeting is to align on our UI/UX progress, finalize expectations for responsiveness and performance, and prepare for backend integration. I appreciate everyone’s time and effort as we move toward delivering a scalable and user-friendly e-commerce platform.”

| \*\*Time\*\* | \*\*Topic\*\* | \*\*Presenter\*\* |

|  |  |  |
| --- | --- | --- |
|  |  |  |

| 0:00–2:00 | Welcome & Meeting Objective | Keerthana (Team Lead) |

| 2:00–6:00 | UI/UX Design Progress & Clarifications | Kamalesh (UI/UX Developer) |

| 6:00–10:00 | Responsive Design Plan & Optimization Techniques | Harshini (Performance) |

| 10:00–14:00 | API Requirements & Backend Integration Strategy | Abe Varshini (Backend) |

| 14:00–18:00 | Design Guidelines, Best Practices & Performance Tips | Keerthana (Team Lead) |

| 18:00–20:00 | Action Items, Deadlines & Final Wrap-up | Keerthana (Team Lead) |

Abe Varshini (Frontend Developer):

Once Kamalesh finalizes the component designs in Figma, I’ll start integrating them into React. I’ll set up routing for each module — homepage, product pages, cart, login/register, and checkout. I’ll ensure components are reusable and use hooks for managing state. I’ll also work closely with Harshini to make sure everything is responsive and optimized on the frontend side.

Keerthana:

Good plan. Keep your code modular and follow the project folder structure. Also, coordinate with Harshini to implement performance practices. Once APIs are ready, we’ll focus on connecting real data.

Final thoughts from me – let’s use Git to manage our codebase with proper branching and pull request flow. We’ll hold short stand-ups to keep communication smooth. Everyone’s role is critical, and collaboration is key to completing this project on time and with quality.

Kamalesh – UI/UX Designer

Q1: Do we have any brand guidelines or reference websites that the client wants us to follow for UI design?

A1: Yes, the client prefers a clean and minimalistic design similar to Flipkart or Myntra. We’ll use a white background with a blue-green accent as their preferred color theme.

Q2: Should I design the admin panel layout as well, or focus only on the customer-facing pages initially?

A2: Start with the customer-facing pages first — homepage, login/register, product, cart, checkout. We’ll handle the admin panel once the core user flow is finalized.

📱 Harshini – Responsive Design & Performance Optimization

Q1: Are there any specific breakpoints or device resolutions we should prioritize for responsiveness?

A1: Yes, prioritize 360px (mobile), 768px (tablet), and 1280px (desktop). The design must be mobile-first since most traffic is expected from mobile users.

Q2: Do you want performance metrics like page speed and core web vitals to be tracked from the early stages?

A2: Absolutely. Use Lighthouse or PageSpeed Insights during development to track metrics like FCP, LCP, and CLS. We want to maintain scores above 85 throughout.

💻 Abe Varshini – Frontend Integration

Q1: Which framework should we use for this project – React or Angular – and are we following any folder structure conventions?

A1: Use React for the frontend. We’ll follow a modular folder structure — separate components, pages, services, and assets folders. I’ll share a sample base project today.

Q2: Should I set up the routing and state management from the beginning, or wait until the UI is finalized?

A2: You can set up basic routing now for major pages. State management (like Redux or Context) can be initialized once the data flow is clear post-design finalization.