Got it — you’d like a **phase-by-phase plan** that breaks down your PRD into a development roadmap. I’ll map the work into **phases with deliverables**, so you can track progress logically and ensure Oud Éire is launched smoothly.

Here’s a suggested **phase plan**:

**Phase 1: Foundation & Planning**

* Finalize branding (logo, typography, palette)
* Define sitemap & navigation structure
* Prepare product data structure (fragrance categories, notes, etc.)
* Set up development environment (React + Vite + Tailwind + Supabase project setup)
* Set up version control & CI/CD pipeline (GitHub/GitLab + hosting platform)

**Phase 2: Core Architecture & Authentication**

* Implement routing for main pages (Home, Shop, Product, Cart, Checkout, Account, About, Contact, Legal)
* Build Supabase database schema (Users, Products, Orders, Reviews, Inventory)
* Implement **Supabase Auth** for registration/login/password reset
* User account dashboard skeleton (basic navigation, profile details)

**Phase 3: Product Catalog & Shop**

* Build product listing page with grid layout
* Add **filtering & sorting system** (price, scent family, gender, occasion, etc.)
* Implement product detail page (gallery, notes, description, reviews placeholder)
* Enable **wishlist functionality** (save to account)
* Build search with autocomplete (Supabase full-text search)

**Phase 4: Cart & Checkout**

* Implement **shopping cart page** with item management
* Add **promo code logic** (placeholder at first)
* Integrate **Stripe API** for secure payments
* Build **multi-step checkout process** (shipping → billing → payment → confirmation)
* Implement order confirmation page & email notifications

**Phase 5: Order & Inventory Management**

* Real-time inventory updates via **Supabase Realtime**
* Order tracking in user dashboard
* Admin panel for managing products, inventory, and orders
* Email integration (SendGrid or similar) for order updates & newsletters
* Shipping cost estimator with **Irish postal API**

**Phase 6: Fragrance Education & Content Hub**

* Add **blog/education hub** for oud-related content
* Implement rich-text editor in admin dashboard
* Link articles to related products
* SEO enhancements (structured data, meta tags)

**Phase 7: Customer Engagement**

* Customer reviews & rating system with moderation
* Contact page with form + FAQ
* Support ticket system (basic version via Supabase or email integration)
* Newsletter subscription (connect with SendGrid/Mailchimp)
* Social media share integration (Facebook, Instagram, Twitter)

**Phase 8: Design Refinement & Responsiveness**

* Apply luxury branding (burgundy, beige, antique gold palette)
* Refine typography (Playfair + Inter combo)
* Optimize for mobile-first design
* Implement PWA features (offline cache, installable app)
* Optimize images with CDN delivery

**Phase 9: Testing & QA**

* Unit testing for core features
* User flow testing (guest checkout, account checkout, order tracking)
* Cross-device and browser testing
* Load testing for catalog & checkout
* Security checks (SSL, payment compliance, data privacy)

**Phase 10: Launch & Post-Launch**

* Soft launch (invite-only or beta customers)
* Gather customer feedback
* Fix bugs & optimize performance
* Launch marketing campaigns (SEO, email, social ads)
* Expand shipping options for international rollout