PHASE 1: Planning & Vision (Very Important)

1. Define the Goal

This site is mainly:

- 🛍️ **Product showcasing**
- 📣 **Online advertising & selling**
- 💳 Possibly **direct checkout** (optional at first)

Decide early:

- Full e-commerce (cart + payment)?
- Or marketing site + WhatsApp / Telegram order?

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2. Target Audience

Ask yourself:

- Age group? (18–35, luxury, casual, etc.)
- Local or international?
- Budget or premium products?

This affects:

- Colors
- Fonts
- Product photography style
- UI/UX

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3. Competitor Research

Check 5–10 similar sites:

- Watch stores
- Fashion brands
- Instagram product shops

Observe:

- Layout

- Animations
- Call-to-Action buttons
- Product presentation

✍️ Write down what looks **good and effective**.

◆ PHASE 2: UI/UX & Design (Marketing First)

4. Design Style (Very Important for Marketing)

Choose one:

- **Minimal & luxury** (black, white, gold)
- **Modern & colorful**
- **Clean & professional**

Design tools:

- **Figma** (recommended)
- Adobe XD (optional)

Design pages:

- Home page
- Product listing
- Product detail
- About
- Contact

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5. Essential UI Features

Your site MUST have:

- Smooth scrolling
- Hover effects
- Micro-animations
- Clean typography
- High-quality images

Use:

- Consistent spacing
- Big product photos
- Clear price display

◆ PHASE 3: Tech Stack (Modern & Smooth)

6. Frontend (Recommended)

Use modern tools for smoothness:

Option A (Best):

- React + Vite
- Tailwind CSS
- Framer Motion (animations)

Option B (SEO friendly):

- Next.js
- Tailwind CSS
- Framer Motion / GSAP

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7. UI Libraries (Optional but Helpful)

- Shadcn/UI
- Headless UI
- Radix UI

These give:

- Smooth modals
- Dropdowns
- Buttons
- Forms

◆ PHASE 4: Pages Breakdown

8. Home Page (Marketing Power)

Must include:

- Hero section (big image + slogan)
- Featured products
- Why choose us?
- Testimonials
- Call-to-Action (Buy Now / Contact)

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9. Product Listing Page

Features:

- Grid layout
- Filter by category
- Sort by price
- Hover image effect

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10. Product Detail Page

Must have:

- Image gallery
- Zoom effect
- Price
- Short description
- Add to cart / WhatsApp order
- Trust badges

◆ PHASE 5: Backend & Data

11. Backend Options

Choose based on scale:

Beginner friendly:

- Firebase (Auth + Firestore)

Professional:

- Node.js + Express
- MongoDB
- Cloudinary (images)

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12. Admin Panel

You'll need:

- Add products
- Update prices
- Upload images
- Manage orders

Admin tech:

- React + Tailwind
- Protected routes

◆ PHASE 6: Payments & Orders

13. Order Options

Start simple:

- WhatsApp order
- Telegram order
- Phone call

Later upgrade:

- Stripe
- PayPal
- Local payment gateways

◆ PHASE 7: Performance & SEO

14. Speed Optimization

- Lazy loading images
- Image compression
- Code splitting

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15. SEO (Very Important)

- Clean URLs
- Meta tags
- Open Graph (social sharing)
- Product schema

◆ PHASE 8: Deployment & Marketing

16. Deployment

- Frontend: Vercel / Netlify
- Backend: Render / Railway
- Domain: Namecheap / Google Domains

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17. Marketing Integration

- Facebook Pixel
- Google Analytics
- Instagram shop links
- Email marketing

◆ PHASE 9: Continuous Improvement

18. Improve Conversion

- A/B testing
- Better CTA text
- Discount banners
- Flash sales