

Plan 1 — PRD (Full)

Premium Fresh Produce Exporter Website

PRD — Premium Fresh Produce Exporter Website (v1)

0) Product Summary

Purpose:

Present a family-run, ethical, premium fruits & vegetables exporter as a high-trust, high-system supplier for retail buyers and importers. Convert interest into qualified inbound (RFQ / WhatsApp / email) and reinforce credibility (process, compliance, traceability, consistency).

Primary users:

Retail buyers / category managers (GCC, SEA)
Importers / distributors
Procurement teams at supermarkets
Secondary: farmers / partners, talent, press

Core positioning:

Abstract system first → process → reality (locked)
Confident, structured, modern (not Apple-minimal)
Brands shown as proof of system, not hero identity (locked)

1) Information Architecture

1.1 Page List

Tier A (must-build for v1 launch):

/ — Home (structure locked)/products — Products index (filterable)/products/[slug] — Product detail (Watermelon template is canonical)/system — Our System (end-to-end export engine)/quality — Quality & Compliance (QA, certifications, SOPs)/about — About (family, ethics, values, story)/contact — Contact / RFQ (high conversion)

Tier B (build if time allows):

/logistics — Cold chain & logistics (transit, packaging, reefer, handling)/traceability — Know Your Grower (how code works; transparency)/brands — Brands (Red Lady / Nutrigo as proof, not hero)/faq — Buyer FAQ (MOQ, lead times, seasons, docs)/privacy and /terms — Legal

Redirects:

/product/* → /products/* Any legacy landing slugs → new pages via redirect map

2) Global Site Structure

2.1 Global Navigation (Header)

Logo (company)ProductsSystemQualityAboutContact (primary CTA)Optional: Brands (Tier B)

Header behavior:

Sticky on scroll “Contact” CTA remains visible
Mobile: hamburger drawer + WhatsApp CTA

2.2 Global Footer

Quick links
Contact details (WhatsApp, email, address)
Regions served (Middle East, SEA)
Certifications/claims (only if verifiable)
Social links (optional)
Legal links

2.3 Global CTAs (consistent rules)

Primary CTA: "Request Quote"
Secondary CTA: "WhatsApp Us"
On product pages: "Request Quote for [Product]"

3) Section Mapping by Page

Each section defines: Goal, Content blocks, Components, Constraints.

A) Home / (locked structure; mapped for build)

H1 — Hero (System-led, not brand-led)

Goal: Communicate premium + reliability + export capability in 5 seconds.

Blocks:

Headline (system + quality promise)
Sub-head (regions served / categories)
CTAs: Request Quote / View Products
Background: abstract system visual/video (subtle, premium)

Components:

HeroSystemPrimaryCTAGroup

Constraints:

Brands do not appear as hero.
No long paragraphs; scan-first.

H2 — Proof of System (Brands module)

Goal: Show brands as evidence of market trust, not identity.

Blocks:

"Brands we power" (2 cards)
Each card: logo, 1-line positioning, 2 proof points (markets, product types)

Components:

BrandsProofModuleBrandCard

Constraints:

Must not overshadow company identity.
No emotional storytelling here; purely proof.

H3 — Product Spectrum (preview)

Goal: Buyers quickly see breadth + premium.

Blocks:

Category grid (Fruits / Vegetables)
Top products previewLink: View all products

Components:

ProductCategoryGridProductPreviewCards

H4 — The System (abstract → process → reality)

Goal: Explain export engine visually.

Blocks:

3-layer narrative: Standards (abstract) Process (steps) Reality (farm/packhouse imagery) Short “How we work” flow

Components:

SystemNarrativeStackProcessStepper

H5 — Quality & Compliance (trust block)

Goal: Reduce buyer risk perception.

Blocks:

QA pillars (sorting, residue, packaging, cold chain) Optional: certifications list (only factual) Link to Quality page

Components:

QualityPillarsComplianceBadges (verified only)

H6 — Traceability teaser

Goal: Differentiation + transparency.

Blocks:

What the code enables (origin, lot, harvest window, handling) Link to Traceability page

Components:

TraceabilityTeaser

H7 — Contact / RFQ (conversion)

Goal: Get leads.

Blocks:

Short form: name, company, market, products, quantity, timeframe WhatsApp CTA Response expectation text

Components:

RFQFormWhatsAppCTA

Constraints:

Low friction. Basic first, details optional.

B) Products Index /products

P1 — Header + Filters

Goal: Orient + filter fast.

Blocks:

Title + one line positioning Filters: category, availability (seasonal), pack types, market tags (optional)

Components:

ProductsHeaderFilterBar

P2 — Grid

Goal: Fast scanning.

Blocks:

Cards: image, name, 2–3 key specs, hover CTA

Components:

ProductCardGridProductCard

Constraints:

Premium feel. No prices.

C) Product Detail /products/[slug] (Watermelon template is canonical)

Rule: Same layout for every product; only data changes.

PD1 — Product Hero

Blocks:

Name, one-liner3–5 spec chips (origin, grades, pack formats, season, brix if relevant)CTAs: Request Quote, WhatsApp

Components:

ProductHero, SpecChips, StickyProductCTA (mobile)

PD2 — “Why This Product”

Blocks:

3 pillars: taste, shelf-life, consistency (or product-specific)

Components:

Pillars3

PD3 — Grades & Specs

Blocks:

Table: sizes, count, grade, color, tolerance notes

Components:

SpecsTable

Constraints:

Data-driven; no fluff.

PD4 — Packaging Formats

Blocks:

Packaging cards: net weight, count, carton config, branding options

Components:

PackagingCardGrid, PackagingCard

PD5 — Process Assurance

Blocks:

Micro-flow: farm → harvest → sorting → packing → cold chain → docs

Components:

MiniProcessFlow

PD6 — Logistics & Transit (optional)

Blocks:

Transit rangesReefer/dry guidance (factual)Handling/storage

Components:

TransitInfoPanel

PD7 — RFQ (product-specific)

Blocks:

RFQ form prefilled with product name + pack dropdown

Components:

RFQForm (productContext)

D) Our System /system

S1 — Hero + Diagram

Components:

SystemHero, SystemDiagram (SVG/Lottie)

S2 — End-to-End Steps

Components:

ProcessStepper (full)

S3 — Proof Gallery (reality proof)

Components:

ProofGallery

E) Quality & Compliance /quality

Q1 — Quality pillars + inspection stages

Components:

QualityPillars, InspectionStages

Q2 — Documentation & standards

Components:

DocsList, StandardsPanel

F) About /about

A1 — Family & values

Components:

StoryBlock, ValuesGrid

A2 — Ethics principles

Components:

EthicsPrinciples

G) Contact /contact

C1 — RFQ form

Components:

RFQForm

C2 — Direct channels

Components:

ContactCards

4) Component Inventory (Build List)

Layout:

SiteHeader, SiteFooter, SectionWrapper, Container, Grid/Stack

Core UI:

HeroSystem, PrimaryCTAGroup, BrandsProofModuleProductCard, ProductCardGrid, FilterBarProductHero, SpecChips, SpecsTablePackagingCardGrid, MiniProcessFlowProcessStepper, QualityPillars, ProofGalleryRFQForm, WhatsAppCTA

Utilities:

SEOHead, ImageWithFallback, VideoBackground (optional), Accordion/Tabs (optional)

5) Content Model (Data Requirements)

Product fields (required):

slug, name, category, heroImage, gallery, oneLinerquickSpecs, grades, packagingOptionsseasonality, originRegionslogisticsNotes (optional), rfqDefaults (optional)

Brand fields:

name, logo, oneLinePositioning, proofPoints

6) Constraints (Non-negotiables)

Design/tone:

Confident, structured, modern; not Apple-minimal.Brands: proof-of-system, never hero.

Imagery:

Abstract → process → reality.Every photo must map to a process step.

Performance:

LCP < 2.5s mid-tier mobile target.Optimized images, selective motion, controlled video use.

Accessibility:

Keyboard navigable, contrast, alt text mandatory.

Copy:

Procurement-friendly.Avoid vague claims unless backed by proof.

7) Acceptance Criteria (v1 Launch)

All Tier A pages built + responsive.Products index filter works fast.Product template renders from data with no hardcoded product layout.RFQ submissions deliver with product context SEO basics: titles, descriptions, OG, clean slugs.Lighthouse (mobile): Performance 80+ target baseline.