Plan 3 — Execution Breakdown (Full)

Plan 3 — Execution Breakdown (Build Order + Codex Task Pack)

Goal of Plan 3

Turn Plans 1–2 into a deterministic build sequence so:

Codex generates code in controlled chunksdependencies are respectedno UI drift from the locked systemproduct template stays canonical

Build Philosophy

Build foundations first (tokens, layout, routing).Build reusable sections next (Home + Product template).Build pages after components exist.Wire conversion early enough to test end-to-end.Polish last (animations, micro-interactions, imagery tuning).

Pass 0 — Repo & Environment (15–30 min)

Deliverables:

Next.js App Router project (TS, Tailwind)ESLint + Prettier (optional but recommended)Base folders created per Plan 2tokens.css wired into globals

Acceptance:

`npm run dev` worksHome route renders a placeholder layout without errors

Codex tasks:

Scaffold repoSet up Tailwind + tokensCreate layout.tsx + globals.css

Pass 1 — Global Layout System (30–60 min)

Components:

SiteHeader (sticky, mobile drawer)SiteFooterContainerSection wrapper (standard spacing + background variants)Primary CTA button style (Request Quote / WhatsApp)

Acceptance:

Header + footer present on all pagesMobile nav worksTypography scale consistent

Pass 2 — Core UI Primitives (30–60 min)

Components:

Button, Badge/ChipCardAccordion (for FAQ later)Table styling (for specs)ImageWithFallback (and next/image wrapper patterns)

Acceptance:

All primitives meet premium feelAccessible focus states

Pass 3 — Data Layer (30–60 min)

Create:

src/data/products.ts with Watermelon as full canonical entrysrc/data/brands.ts with Red Lady + Nutrigo proof cardsTypes in src/lib (Product, Brand, ImageRef)

Acceptance:

Product page can fetch product by slugProducts index can list all products

Pass 4 — Product Template (Watermelon) (60–120 min)

Build sections in this exact order:

1) ProductHero + SpecChips + CTAs

2) Pillars3

3) SpecsTable

4) PackagingCardGrid

5) MiniProcessFlow

6) TransitInfoPanel (optional render)

7) RFQForm with productContext

8) StickyProductCTA (mobile)

Acceptance:

One template renders Watermelon perfectly from dataAdding a second product in data produces a correct page with zero layout edits

Pass 5 — Products Index (45–90 min)

Build:

ProductsHeaderFilterBar (category + seasonality; keep simple)ProductCardGrid

Acceptance:

Filter changes do not cause layout jumpCards feel premium (not ecommerce cheap)Clicking card goes to /products/[slug]

Pass 6 — Home Page (45–120 min)

Implement locked structure using existing sections:

HeroSystemBrandsProofModuleProductSpectrum previewSystemNarrativeStack + ProcessStepperQualityPillarsTraceabilityTeaserRFQ section

Acceptance:

Brand module is proof-of-system, not heroAbstract → process → reality is visible even without full imagery

Pass 7 — Trust Pages (System, Quality, About) (60–180 min)

System page:

SystemHero + SystemDiagram placeholder (SVG)ProcessStepper fullProofGallery (curated, can be placeholder images initially)

Quality page:

QualityPillars + InspectionStagesDocsList + StandardsPanel (copy-only until verified)

About page:

StoryBlock + ValuesGrid + EthicsPrinciples

Acceptance:

All Tier A pages compile and match structureNo “marketing fluff” placeholders left where buyers will judge

Pass 8 — Contact + RFQ Wiring (45–120 min)

Implement:

/contact page (RFQ + channels)Server Action or /api/rfqEmail provider integration (Resend/Postmark/etc.)Basic anti-spam (honeypot + validation)

Acceptance:

Test submission reaches inbox with product contextWhatsApp click worksError states are graceful

Pass 9 — SEO + Performance + Analytics (45–120 min)

SEO:

metadata per pagesitemap generation with product slugsrobots.txt

Performance:

ensure next/image usageremove any heavy motionverify LCP/CLS baseline

Analytics events:

rfq_submit, whatsapp_click, product_view, filter_used

Acceptance:

Lighthouse mobile baseline acceptableNo broken OG tagsEvents firing

Pass 10 — Polish (ongoing)

Tighten spacing rhythmMotion only where it adds clarityReplace placeholders with real imageryCopy refinement (procurement-friendly)

Acceptance:

Premium feel without “minimal museum”No content drift vs PRD

Codex Prompting Rules (non-negotiable)

Never ask Codex to build the whole site in one prompt.Each pass is a separate Codex request.Always include:target filesacceptance criteria“do not change locked structures” warningAlways run locally after each pass; fix drift immediately.