Product Requirements Document (PRD) - GARISSTART

Version: 1.0 **Status:** Draft **Date:** October 26, 2023 **Project Name:** GARISSTART Landing Page

1. Executive Summary

GARISSTART (Indonesian: "Starting Line") is a digital agency focused on helping Indonesian UMKMs (Micro, Small, and Medium Enterprises) modernize their business models and establish a digital presence.

Core Value Proposition: Providing affordable, fast, and professional website creation and branding services to transform traditional small businesses into digital-ready entities.

2. Design System & Aesthetic ("The Vibe")

The visual identity is critical. It must feel futuristic yet trustworthy.

- **Theme:** Dark Mode First.
- **Primary Color:** Pure Black (`#000000` or `#0a0a0a`) / Deep Gray (`#121212`).
- **Secondary Colors (Gemini Inspired):**
  - Electric Blue: `#3b82f6` (Tailwind Blue-500)
  - Deep Violet: `#8b5cf6` (Tailwind Violet-500)
  - Cyan Glow: `#06b6d4` (Tailwind Cyan-500)
- **UI Style: Liquid Glass (Glassmorphism):**
  - High transparency cards with background blur (`backdrop-blur-xl`).
  - Subtle white borders (`border-white/10`).
  - "Liquid" background gradients that move slowly behind the glass elements.
- **Typography:** Modern Sans-Serif (e.g., *Inter*, *Plus Jakarta Sans*, or *Outfit*).

3. Technical Stack

- **Framework:** React JS (Vite is recommended for speed).
- **Styling:** Tailwind CSS.
- **Animations:** Framer Motion (Crucial for the "liquid" movement and smooth section transitions).
- **Icons:** Lucide React or React Icons (Feather/Heroicons).
- **Routing:** React Scroll (for single-page smooth scrolling behavior).

4. Sitemap & Section Content

The landing page will consist of 5 distinct sections in a single-page scroll layout.

Section 1: Hero (Home)

- **Goal:** Instant impact. Establish the "Starting Line" metaphor.
- **Visuals:** Large, animated gradient background (liquid effect). Glass card in the center or split screen.
- **Content:**
  - **Headline:** "Garis Start Transformasi Digital Bisnis Anda." (The Starting Line of Your Business's Digital Transformation).
  - **Sub-headline:** "Modernisasi UMKM Anda dengan website profesional dan branding yang tepat guna."
  - **CTA Button:** "Mulai Sekarang" (Anchor to Pricing) - Styled with a glowing gradient border.

Section 2: Visi & Misi (About)

- **Goal:** Establish trust and purpose.
- **Layout:** Two glass cards or a timeline layout.
- **Content (Indonesian):**
  - **Visi Kami:** "Menjadi mitra terpercaya dalam proses digitalisasi UMKM dan platform lokal di Indonesia, mendorong pertumbuhan ekonomi inklusif dan berkelanjutan melalui teknologi yang tepat guna."
  - **Target Kami:** "Kami menyasar pelaku usaha mikro, kecil, dan menengah, serta platform komunitas atau edukasi yang ingin beradaptasi dengan era digital. Kami percaya bahwa setiap bisnis — sekecil apa pun — memiliki potensi besar saat didukung oleh solusi digital yang tepat."

Section 3: Layanan (Services)

- **Goal:** Explain *how* we help.
- **Layout:** Grid of 3 holographic/glass cards.
- **Features to Highlight:**
  - **Personal Branding:** Building a unique identity.
  - **Modernisasi Model Bisnis:** Transitioning from offline to online.
  - **Teknologi Tepat Guna:** Solutions that fit the scale of the business (not over-engineering).

Section 4: Harga (Pricing)

- **Goal:** Transparency and conversion.
- **Layout:** 3 Vertical Cards. The "Growth" (Middle) card should pop out (glow effect).
- **Content:**
  - *Intro Text:* "Harga kami disesuaikan untuk UKM: terjangkau, cepat, dan hasil profesional."

- **Card 1: Paket Starting**
  - **Price:** Rp 600.000 - Rp 800.000
  - **Target:** Cocok untuk UMKM.
  - **Features:**
    - 4-6 Halaman Website
    - Termasuk Domain & Hosting
    - Desain template sederhana sesuai brand
    - Mobile Responsive
    - Tambahan email bisnis
- **Card 2: Paket Growth (Best Seller)**
  - **Price:** Rp 900.000 - Rp 1.200.000
  - **Target:** Untuk perusahaan kecil.
  - **Features:**
    - Everything in Starting +
    - Website Multi-section (Layanan, Harga, Tentang, Kontak)
    - Desain Profesional + Integrasi Logo
    - Form Kontak ke Email
    - Basic SEO Setup
    - Tambahan Email Bisnis
- **Card 3: Paket Business**
  - **Price:** Rp 1.500.000 - Rp 2.500.000
  - **Target:** Untuk perusahaan besar/berkembang.
  - **Value:** "Harga bersaing dibanding kompetitor lokal."
  - **Features:**
    - Website Lengkap (Banyak Halaman)
    - Branding Package (Warna, Font, Logo Refresh)
    - Integrasi AI (Chatbot FAQ, Lead Capture)
    - Analitik & SEO Lanjut
    - Fitur E-commerce atau Desain Custom

Section 5: Kontak (Contact Us)

- **Goal:** Lead generation.
- **Layout:** Simple glass form on the left, Contact info on the right.

- **Content:**
    - Form Fields: Nama, Nama Bisnis, Email/WhatsApp, Pesan/Paket yang diminati.
    - Social Media Links (Instagram, LinkedIn, WhatsApp link).
    - Footer: Copyright © 2024 GARISSTART.

5. Implementation Roadmap (Vibe Code Checklist)

1. **Setup:**
    - Initialize React + Vite + Tailwind.
    - Install `framer-motion` and `lucide-react` .
    - Configure `tailwind.config.js` with custom colors (Gemini Blue, Deep Black).
2. **Component Construction:**
    - Create a reusable `GlassCard` component (backdrop-filter, border, subtle gradient).
    - Create a `Navbar` that floats and blurs the background content.
3. **Page Assembly:**
    - Build the **Hero** section with a moving gradient mesh background.
    - Build **Pricing** cards using Flexbox/Grid. Ensure the middle card scales up on hover.
    - Implement smooth scrolling between sections.
4. **Polish:**
    - Add hover effects (glows) to buttons.
    - Ensure text readability on top of glass backgrounds (proper contrast).
    - Mobile responsiveness check (stack cards vertically on mobile).

6. Prompt Engineering Context (For AI Assistants)

If you paste this section into an AI coding tool, use this context:

"Build a React landing page for 'GARISSTART'. Use Tailwind CSS. The design should be 'Gemini AI' inspired: dark mode, deep blacks, glowing blue/purple gradients, and a liquid glassmorphism UI. Use Framer Motion for smooth entrances. The content includes 5 sections: Hero, Vision, Services, Pricing (3 tiers), and Contact. Ensure the Pricing section highlights the 'Growth' package."