

# INFINITI Home Care Enterprise - Complete Developer Brief

## Website Development Specifications

**Project:** infinitihomecare.com

**Client:** INFINITI Home Care Enterprise

**Date:** October 26, 2025

**Version:** 1.0 - Final Specifications

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## TABLE OF CONTENTS

1. Project Overview
  2. Developer Questions - Answered
  3. Homepage Structure & Pricing Strategy
  4. Database Schema Requirements
  5. API Endpoints Specification
  6. Design System & Branding
  7. Page-by-Page Requirements
  8. Functional Requirements
  9. Launch Priorities & Timeline
  10. Testing Checklist
- 

## PROJECT OVERVIEW

### Business Information

- **Company:** INFINITI Home Care Enterprise
- **Services:** Companion Care, Personal Care (CNA/PCA), Skilled Nursing
- **Domain:** infinitihomecare.com
- **Phone:** (470) 264-5566
- **Address:** 1 W Court Square, Suite 750, Decatur, GA 30030
- **Service Area:** Metro Atlanta, GA

### Primary Goals

1. Generate qualified leads through contact forms and care plan calculator
2. Build Medicare & VA Benefits waitlists for future service expansion
3. Position as premium, technology-enabled home care provider
4. Differentiate through transparent tiered pricing
5. Showcase Medicaid/Peachstate acceptance prominently

## Target Audience

- Families seeking home care for elderly parents
  - Individuals needing post-hospital care
  - Medicaid/Peachstate members
  - Veterans (future - building waitlist now)
  - Adult children managing care for aging parents in Atlanta area
- 

## DEVELOPER QUESTIONS ANSWERED

### 1. DATABASE & BACKEND API REQUIREMENTS

 **YES - Create MongoDB Collections for All Four:**

#### Collection 1: Care Plan Quotes/Calculations

**Purpose:** Store user-built care plans from the interactive calculator

javascript

```
// Schema: care_plans
{
  _id: ObjectId,
  serviceType: String,           // "companion", "personal-care-l1", "personal-care-l2", "personal-care-l3", "skilled-nursing-l1"
  hourlyRate: Number,           // Calculated rate
  hoursPerDay: Number,          // User selected
  daysPerWeek: Number,          // User selected
  weeklyCost: Number,           // Calculated
  monthlyCost: Number,          // Calculated
  contactInfo: {
    name: String,               // Required
    email: String,              // Required
    phone: String,              // Required
    zipCode: String             // Required
  },
  mobilityLevel: String,        // "independent", "assistance-needed", "bedbound"
  medicalComplexity: String,    // "low", "moderate", "high"
  additionalNotes: String,      // Optional text area
  createdAt: Date,              // Auto-generated
  updatedAt: Date,              // Auto-generated
  status: String,               // "new", "contacted", "scheduled", "converted"
  source: String                // "homepage-calculator", "landing-page", etc.
}
```

## Indexes:

- `email` (for duplicate checking)
- `createdAt` (for sorting/reporting)
- `status` (for CRM filtering)

## Collection 2: Waitlist Submissions

**Purpose:** Capture Medicare & VA Benefits waitlist signups (CRITICAL for future revenue)

javascript

```
// Schema: waitlist
{
  _id: ObjectId,
  waitlistType: String,      // "medicare" or "va-benefits" (required)
  contactInfo: {
    name: String,           // Required
    email: String,          // Required
    phone: String,           // Required
    zipCode: String          // Required
  },
  needsCareIn: String,      // "within-1-month", "1-3-months", "3-6-months", "6-plus-months"
  servicesNeeded: [String], // Array: ["companion-care", "personal-care", "skilled-nursing"]
  additionalNotes: String,   // Optional
  createdAt: Date,           // Auto-generated
  updatedAt: Date,           // Auto-generated
  notified: Boolean,         // Default: false (set to true when Medicare/VA approved and client contacted)
  status: String,            // "pending", "contacted", "ready-to-convert", "converted"
  source: String             // "medicare-waitlist-page", "homepage-banner", etc.
}
```

## Indexes:

- `waitlistType` (for filtering)
- `email` (unique)
- `notified` (for bulk notifications when approved)
- `createdAt` (for reporting)

**CRITICAL:** This waitlist is a goldmine. When Medicare/VA approval comes, you'll have 100+ pre-qualified leads.

## Collection 3: Contact Form Submissions

**Purpose:** General inquiries, consultation bookings, questions

javascript

```
// Schema: contacts
{
  _id: ObjectId,
  formType: String,           // "general", "book-consultation", "verify-coverage", "question"
  contactInfo: {
    name: String,             // Required
    email: String,            // Required
    phone: String,            // Required
    zipCode: String           // Optional
  },
  consultationPreference: String, // "video", "phone", "in-home" (for book-consultation type)
  careRecipient: String,        // "self", "parent", "spouse", "other"
  message: String,              // User's question/notes
  createdAt: Date,              // Auto-generated
  updatedAt: Date,              // Auto-generated
  status: String,               // "new", "contacted", "scheduled", "closed"
  assignedTo: String,           // Staff member who will follow up (optional)
  source: String                // Which page/form submitted from
}
```

## Indexes:

- `status` (for CRM)
- `createdAt` (for sorting)
- `formType` (for filtering)

## Collection 4: Payment Verification Requests

**Purpose:** Insurance benefit verification, coverage checks

javascript

```
// Schema: payment_verifications
{
  _id: ObjectId,
  verificationType: String,    // "medicaid", "peachstate", "ltc-insurance"
  contactInfo: {
    name: String,             // Required
    email: String,            // Required
    phone: String,            // Required
    zipCode: String           // Required
  },

  // Medicaid-specific fields
  medicaidId: String,        // Optional
  medicaidWaiverProgram: String, // "CCSP", "SOURCE", "NOW", "COMP"

  // Peachstate-specific fields
  peachstateMemberId: String, // Optional


  // LTC Insurance-specific fields
  insuranceCarrier: String,    // Required for LTC (dropdown selection)
  policyNumber: String,        // Optional
  policyHolderName: String,    // Optional (if different from contact)

  servicesNeeded: [String],    // Which services they need covered
  createdAt: Date,             // Auto-generated
  updatedAt: Date,             // Auto-generated
  verified: Boolean,            // Default: false
  verificationNotes: String,    // Staff notes from verification call
  status: String,              // "pending", "verified", "needs-more-info", "not-covered"
}
```

## Indexes:

- `verificationType` (for filtering)
- `status` (for CRM)
- `verified` (for reporting)

## 2. IMAGES & BRANDING

 **INFINITI Logo - READY TO USE**

**Logo files provided in previous outputs. Download and use:**

Navigation: IFCE\_LOGO\_400w.png (400px width)  
Hero Section: IFCE\_LOGO\_800w.png (800px width)  
Mobile/Footer: IFCE\_LOGO\_200w.png (200px width)  
Favicon: favicon-16.png, favicon-32.png, apple-touch-icon.png

## Implementation:

```
html

<!-- In <head> -->
<link rel="icon" type="image/png" sizes="32x32" href="/favicon-32.png">
<link rel="icon" type="image/png" sizes="16x16" href="/favicon-16.png">
<link rel="apple-touch-icon" sizes="180x180" href="/apple-touch-icon.png">

<!-- Navigation -->
<nav style="background-color: #121738;">
  
</nav>

<!-- Hero -->

```

**Client Note:** Client will provide higher-resolution versions from Adobe - replace when received.

## Insurance Logos - USE TEXT-BASED BADGES

**Do NOT use actual insurance company logos** (trademark/legal concerns)

**Instead, use styled text badges with icons:**

```
html
```

```

<!-- Current Accepted Payments -->
<div class="payment-badges">
  <div class="payment-badge accepted">
    <i class="fas fa-check-circle"></i>
    <span>Georgia Medicaid</span>
  </div>
  <div class="payment-badge accepted">
    <i class="fas fa-check-circle"></i>
    <span>Peachstate Health Plan</span>
  </div>
  <div class="payment-badge accepted">
    <i class="fas fa-check-circle"></i>
    <span>Private Pay</span>
  </div>
  <div class="payment-badge accepted">
    <i class="fas fa-check-circle"></i>
    <span>Long-Term Care Insurance</span>
  </div>
</div>

<!-- Coming Soon -->
<div class="payment-badges coming-soon">
  <div class="payment-badge pending">
    <i class="fas fa-clock"></i>
    <span>Medicare</span>
    <small>Coming Soon</small>
  </div>
  <div class="payment-badge pending">
    <i class="fas fa-clock"></i>
    <span>VA Benefits</span>
    <small>Coming Soon</small>
  </div>
</div>

```

## Styling:

CSS



```
.payment-badge {
  background: white;
  border: 2px solid #B15BB2;
  border-radius: 8px;
  padding: 15px 20px;
  display: flex;
  align-items: center;
  gap: 10px;
  flex-direction: column;
  text-align: center;
}

.payment-badge.accepted i {
  color: #28A745; /* Green checkmark */
  font-size: 24px;
}

.payment-badge.pending i {
  color: #FFA726; /* Orange clock */
  font-size: 24px;
}

.payment-badge span {
  font-weight: 600;
  color: #414B56;
  font-size: 16px;
}

.payment-badge small {
  color: #999;
  font-size: 12px;
}
```

### 3. FUNCTIONAL FEATURES

#### 💰 Care Plan Calculator - FULLY FUNCTIONAL

**CRITICAL:** Use these EXACT pricing rates from client's service documents:

javascript

```
// OFFICIAL PRICING - DO NOT MODIFY WITHOUT CLIENT APPROVAL
```

```
const PRICING_RATES = {  
  companionSitting: 35,  
  
  personalCare: {  
    level1: 38, // Enhanced Personal Care  
    level2: 42, // Advanced Assistance  
    level3: 48 // Comprehensive Care (Bedbound)  
  },  
  
  skilledNursing: {  
    level1: 56.5, // Essential Care Nursing ($48-$65 range, use midpoint)  
    level2: 72.5, // Specialized Care Nursing ($60-$85 range, use midpoint)  
    level3: 82.5 // Premier Care Nursing ($70-$95 range, use midpoint)  
  }  
};
```

```
// Calculation Function
```

```
function calculateCareCost(serviceType, level, hoursPerDay, daysPerWeek) {  
  let hourlyRate;  
  
  // Determine hourly rate based on service and level  
  if (serviceType === 'companion') {  
    hourlyRate = PRICING_RATES.companionSitting;  
  } else if (serviceType === 'personal-care') {  
    hourlyRate = PRICING_RATES.personalCare[level];  
  } else if (serviceType === 'skilled-nursing') {  
    hourlyRate = PRICING_RATES.skilledNursing[level];  
  }  
  
  // Calculate costs  
  const weeklyHours = hoursPerDay * daysPerWeek;  
  const weeklyCost = hourlyRate * weeklyHours;  
  const monthlyCost = weeklyCost * 4.33; // Average weeks per month  
  
  return {  
    hourlyRate: hourlyRate,  
    weeklyHours: weeklyHours,  
    weeklyCost: Math.round(weeklyCost),  
    monthlyCost: Math.round(monthlyCost)  
  };  
}
```

## UI Requirements:

1. **Real-time calculations** as user adjusts inputs

2. **Service Type Selector:**

- Radio buttons or dropdown
- Options: Companion Sitting, Personal Care, Skilled Nursing

3. **Level Selector (appears when Personal Care or Skilled Nursing selected):**

- Level 1, Level 2, Level 3 with descriptions
- Show what's included at each level

4. **Hours/Days Inputs:**

- Slider for hours per day (range: 2-24)
- Button group for days per week (3, 5, 7)

5. **Results Display:**

Service: Personal Care - Level 2 (Advanced Assistance)

Rate: \$42/hour

Schedule: 6 hours/day × 5 days/week

---

Weekly Hours: 30 hours

Weekly Cost: \$1,260

Monthly Cost: \$5,456

---

☒ Payment Options Available:

- ✓ Georgia Medicaid Waiver Programs accepted
- ✓ Peachstate Health Plan provider
- ✓ Private pay with flexible payment plans
- ✓ Long-term care insurance welcome

[GET DETAILED QUOTE & FREE ASSESSMENT]

(Estimate only. Final pricing determined after in-home assessment.)

6. **Lead Capture Form (appears after calculation):**

To receive your detailed quote:

Name: [\_\_\_\_\_]

Phone: [\_\_\_\_\_]

Email: [\_\_\_\_\_]

Zip Code: [\_\_\_\_\_]

Best time to call: [Dropdown: Morning/Afternoon/Evening]

[GET MY PERSONALIZED QUOTE]

#### 7. Save to Database:

- Store calculation details
- Store contact information
- Send confirmation email to user
- Send notification email to office

---

### Waitlist Forms - EMAIL CONFIRMATIONS REQUIRED

**Implementation Priority: Phase 1 (Can start simple, upgrade later)**

#### **Phase 1 (Launch) - Minimum Viable:**

- Display success message on screen
- Store in database
- Admin can export and follow up manually

#### **Phase 2 (Within 30 days) - Email Integration:**

- Use SendGrid or Mailgun
- Send confirmation email to user
- Send notification email to office

#### **User Confirmation Email Template:**

Subject: You're on the [Medicare/VA Benefits] Waitlist!

Hi [Name],

Thanks for joining our [Medicare/VA Benefits] waitlist for INFINITI Home Care Enterprise!

 You're on the list! Here's what happens next:

- ✓ We'll email you immediately when we're approved to accept [Medicare/VA]
- ✓ You'll get priority scheduling ahead of the general public
- ✓ No obligation—you decide if our services are right for you

Timeline: We expect approval in [early/mid/late] 2025

---

#### NEED CARE NOW?

We currently accept:

- Georgia Medicaid Waiver Programs
- Peachstate Health Plan
- Private Pay (flexible payment plans)
- Long-Term Care Insurance

Call us today: (470) 264-5566

---

Questions? Reply to this email or call us at (470) 264-5566

Best regards,

INFINITI Home Care Enterprise Team

1 W Court Square, Suite 750  
Decatur, GA 30030  
infinitehomecare.com

**Office Notification Email Template:**

Subject:  New [Medicare/VA] Waitlist Signup

New waitlist submission:

Type: [Medicare / VA Benefits]

Name: [Name]

Email: [Email]

Phone: [Phone]

Zip Code: [Zip]

Needs Care In: [Timeframe]

Services Needed: [List]

Additional Notes:

[User's notes]

Submitted: [Date/Time]

---

View in Database: [Link to admin panel]

## 4. PAYMENT INTEGRATION

### Payment Verification Buttons - MODAL APPROACH

**"Check Your Benefits" / "Verify Coverage" Buttons:**

**Action:** Open modal/popup with benefit verification form

**NOT payment processing** (no Stripe, Square, etc.)

**NOT redirect to external sites**

**YES modal form → database → confirmation**

**Modal Form - Medicaid/Peachstate:**

html

```
<div class="modal" id="medicaid-verification-modal">
  <div class="modal-content">
    <button class="modal-close">&times;</button>

    <h2>Verify Your Medicaid/Peachstate Benefits</h2>
    <p>We'll verify your coverage and contact you within 24 hours.</p>

    <form id="medicaid-verification-form">
      <label>Your Name *</label>
      <input type="text" name="name" required>

      <label>Phone Number *</label>
      <input type="tel" name="phone" required>

      <label>Email Address *</label>
      <input type="email" name="email" required>

      <label>Coverage Type *</label>
      <select name="coverage-type" required>
        <option value="">Select...</option>
        <option value="medicaid">Georgia Medicaid</option>
        <option value="peachstate">Peachstate Health Plan</option>
      </select>

      <label>Medicaid/Peachstate ID (Optional)</label>
      <input type="text" name="member-id">

      <label>Services You Need *</label>
      <div class="checkbox-group">
        <label><input type="checkbox" name="services" value="companion"> Companion Care</label>
        <label><input type="checkbox" name="services" value="personal"> Personal Care</label>
        <label><input type="checkbox" name="services" value="skilled"> Skilled Nursing</label>
      </div>

      <button type="submit" class="btn-primary">Verify My Benefits</button>
    </form>
  </div>
</div>
```

**Success Message After Submit:**

✓ Verification Request Received!

We'll verify your benefits and contact you within 24 hours  
at [phone number].

Check your email ([email]) for confirmation.

[CLOSE]

---

### Modal Form - Long-Term Care Insurance:

html



```
<div class="modal" id="ltc-verification-modal">
  <div class="modal-content">
    <button class="modal-close">&times;</button>

    <h2>Verify Your LTC Insurance Coverage</h2>
    <p>We work with most major long-term care insurance carriers.</p>

    <form id="ltc-verification-form">
      <label>Your Name *</label>
      <input type="text" name="name" required>

      <label>Phone Number *</label>
      <input type="tel" name="phone" required>

      <label>Email Address *</label>
      <input type="email" name="email" required>

      <label>Insurance Carrier *</label>
      <select name="carrier" required>
        <option value="">Select...</option>
        <option value="genworth">Genworth</option>
        <option value="john-hancock">John Hancock</option>
        <option value="metlife">MetLife</option>
        <option value="prudential">Prudential</option>
        <option value="mutual-of-omaha">Mutual of Omaha</option>
        <option value="transamerica">Transamerica</option>
        <option value="northwestern-mutual">Northwestern Mutual</option>
        <option value="bankers-life">Bankers Life</option>
        <option value="lincoln-financial">Lincoln Financial</option>
        <option value="other">Other</option>
      </select>

      <label>Policy Number (Optional)</label>
      <input type="text" name="policy-number">

      <label>What services do you need? *</label>
      <div class="checkbox-group">
        <label><input type="checkbox" name="services" value="companion"> Companion Care</label>
        <label><input type="checkbox" name="services" value="personal"> Personal Care</label>
        <label><input type="checkbox" name="services" value="skilled"> Skilled Nursing</label>
      </div>

      <button type="submit" class="btn-primary">Submit Verification Request</button>
```

```
</form>
</div>
</div>
```

---

## 5. ROUTING & PAGES

### SEO Landing Pages - CREATE ALL

#### Phase 1 (Launch - Week 1):

1. [/](#) - Homepage (complete)
2. </medicare-waitlist> - **HIGH PRIORITY**
3. </va-benefits-waitlist> - **HIGH PRIORITY**

**Phase 2 (Week 2):** 4. </medicaid> - Georgia Medicaid landing page 5. </peachstate> - Peachstate Health Plan landing page 6. </pricing> - Complete pricing breakdown page

**Phase 3 (Week 3):** 7. </private-pay> - Private pay options 8. </ltc-insurance> - Long-term care insurance 9. </services/companion-care> - Detailed service page 10. </services/personal-care> - Detailed service page 11. </services/skilled-nursing> - Detailed service page

**Phase 4 (Post-Launch):** 12. </about> - About INFINITI 13. </contact> - Contact page 14. </careers> - We're Hiring page 15. </blog> - Blog/resources section

#### Each landing page should:

- Have unique meta title/description for SEO
- Include specific CTAs relevant to that page
- Capture leads through forms
- Link back to homepage calculator
- Mobile-responsive
- Fast loading (<3 seconds)

---

## HOMEPAGE STRUCTURE & PRICING STRATEGY

### YES - SHOW PRICING ON HOMEPAGE

**Strategic Approach: Show "Starting At" Prices + Interactive Calculator**

Recommended Homepage Sections (In Order):

1. Navigation Bar (Sticky on scroll)

[Logo]    Services | Technology | Team | Contact    |  
[BOOK CONSULTATION]    |

Background: #121738 (navy)  
Logo: IFCE\_LOGO\_400w.png (height: 60px)  
Links: White text, hover #B15BB2  
CTA Button: Gradient #B15BB2 to #7E3F9F

2. Hero Section (Full viewport height)

[INFINITI LOGO - Large]    |  
Atlanta's Premier Private Home Care    |  
Experience compassionate, technology-enabled care    |  
with dedicated coordinators and transparent    |  
pricing    |  
[SCHEDULE VIDEO CONSULTATION] [CALCULATE MY COST]    |  
✓ Licensed | ✓ Medicaid Accepted | ✓ 4.9★ | ✓ 500+ Families    |


Background: #121738 with purple gradient overlay  
Text: White (#FFFFFF)  
Buttons: Primary gradient, Secondary outline  
Trust badges: Icons + text

Copy:

- H1: Atlanta's Premier Private Home Care
- H2: Experience compassionate, technology-enabled care with dedicated coordinators and transparent pricing


- Button 1: 📺 Schedule Video Consultation
  - Button 2: 🏠 Calculate My Cost
- 

3. Urgent Care Banner (Sticky option)

 Need Care Today?

[(470) 264-5566] |

Our coordinators are standing by

 Available Now

 |

Background: Gradient #B15BB2 to #7E3F9F  
Height: 80px  
Phone: Clickable, large, prominent  
Badge: Animated pulse

---

4. Quick Pricing Callout (Optional - can be in hero instead)

Transparent Pricing • No Hidden Fees

Quality home care starting at \$35/hour

See exactly what you'll pay before your first visit

[Calculate My Custom Care Plan →]

Background: #F4F4F4  
Text: #414B56  
CTA: Gradient button

---

5. Why Choose INFINITI (4 feature cards)

Why Atlanta Families Choose INFINITI											
Premium care backed by technology and compassion											
[Icon]			[Icon]			[Icon]			[Icon]		
Dedicated			Real-Time			Elite			Transparent		
Care			Family			Caregiver			Pricing		
Coordinator			Portal			Network					
•Direct			•Live GPS			•7+ years			•No hidden		
phone			check-in			avg exp			fees		
•12-min			•Daily			•CPR cert			•Medicaid		
response			reports			•Bilingual			accepted		

Background: #F4F4F4

Cards: White, shadow on hover

Icons: Purple gradient circles

6. Services Section (3 cards with pricing)

Comprehensive Care Services

From companion care to skilled nursing—full spectrum

[Icon]

Companion Care

[MOST POPULAR]

Personal Care

[Icon]

Skilled Nursing

[Icon]

Social engagement and light support

[Icon]

Activities of daily living assistance

[Icon]

Licensed RN/LPN care at home

[Icon]

• Meal prep

[Icon]

• Bathing

[Icon]

• Wound care

[Icon]

• Transport

[Icon]

• Dressing

[Icon]

• IV therapy

[Icon]

• Med reminders

[Icon]

• Mobility support

[Icon]

• Post-surg

[Icon]

• Chronic disease

[Icon]

• Light housekeep

[Icon]

• Medication admin

[Icon]

mgmt

[Icon]

Starting at \$35/hour

[Icon]

Starting at \$38/hour

[Icon]

Starting at \$48/hour

[Icon]

[Learn More]

[Icon]

[Learn More]

[Icon]

[Learn More]

Additional Services: Alzheimer's | Post-Hospital | Respite

Background: #FFFFFF

Middle card: Highlighted with gradient border

Prices: Large, purple (#B15BB2)

Buttons: Purple outline

CRITICAL: Pricing Display Format

html

```
<div class="service-card">
  <h3>Companion Care</h3>
  <p class="service-desc">Social engagement and light support</p>

  <ul class="service-features">
    <li>Meal preparation</li>
    <li>Transportation to appointments</li>
    <li>Medication reminders</li>
    <li>Light housekeeping</li>
  </ul>

  <div class="service-pricing">
    <span class="price-label">Starting at</span>
    <span class="price-amount">$35<small>/hour</small></span>
  </div>

  <button class="btn-outline">Learn More</button>
  <button class="btn-primary">Calculate My Cost</button>
</div>
```

---

## 7. Interactive Care Plan Calculator ★ (CRITICAL SECTION)

## Build Your Custom Care Plan & Get Instant Price

### Step 1: Select Your Service Type

- ☐ Companion Sitting (\$35/hour)
- ☒ Personal Care - Choose Level:
  - ☐ Level 1: Enhanced Care (\$38/hour)
  - ☒ Level 2: Advanced Assistance (\$42/hour)
  - ☐ Level 3: Comprehensive Care (\$48/hour)
- ☐ Skilled Nursing - Choose Level:
  - ☐ Level 1: Essential (\$48-\$65/hour)
  - ☐ Level 2: Specialized (\$60-\$85/hour)
  - ☐ Level 3: Premier (\$70-\$95/hour)

### Step 2: Care Recipient Needs

Mobility: [Independent ▼]  
Medical Complexity: [Moderate ▼]

### Step 3: Schedule Requirements

Hours per day: [————●————] 6 hours  
Days per week: [3] [5] [7] ← 5 selected

### YOUR CUSTOM CARE PLAN ESTIMATE:

Service: Personal Care - Level 2 (Advanced)  
Rate: \$42/hour  
Schedule: 6 hours/day × 5 days/week  
Weekly Hours: 30 hours  
Weekly Cost: \$1,260  
Monthly Cost (4.33 weeks): \$5,456

☒ We Accept These Payment Options:

- ☒ Georgia Medicaid Waiver Programs
- ☒ Peachstate Health Plan
- ☒ Private Pay - Flexible Payment Plans
- ☒ Long-Term Care Insurance

→ **SOON** Medicare & VA Benefits - Join Waitlist





Your Family's Care Command Center  
Advanced technology that keeps you connected

What You Get:

[DASHBOARD IMG]

 Live Schedule View

(Screenshot of See today's caregiver with  
Axis Care) real-time GPS check-in


[▶ Watch Demo]  Secure Messaging

Direct line to caregiver

and coordinator

 Daily Care Reports

Vitals, meds, activities

 Transparent Billing

See charges before billing

[Try Demo Portal]

Background: #F4F4F4

2-column layout (50/50)

Image: Video or screenshot with play overlay

## 9. Payment Options Section

## How to Pay for Your Care - Multiple Options

MEDICAID | PEACHSTATE | PRIVATE | LTC

✓ | ✓ | PAY | INSURANCE

✓ | ✓

Georgia | Medicaid | Flexible | Most

Waiver | Managed | Payment | Carriers

Programs | Care | Plans | Accepted

| | | |

[Verify] | [Verify] | [Learn] | [Check] |

 COMING SOON - Join Waitlist:

[Medicare] [VA Benefits]

Background: #FFFFFF

Cards: White with purple border

Badges: Green checkmarks

Coming Soon: Orange clock icons

## 10. Caregiver Showcase (Optional for launch - can add later)

Meet Atlanta's Elite Care Professionals

Background-verified, certified, compassionate

[Photo]

Maria L.

8 Years

★ Alzh-eimer's

🗣️ Span-ish/Eng

[Video]

[Photo]

James K.

12 Years

★ Stroke Recovery

🗣️ Eng-lish

[Video]

[Photo]

Chen W.

6 Years

★ Parkin-son's

🗣️ Manda-rin/Eng

[Video]

[Photo]

Rosa M.

10 Years

★ Diabet-es Mgmt

🗣️ Span-ish/Eng

[Video]

[\[View All Caregivers →\]](#)

Background: #F4F4F4

Profile cards: Circular photos with purple border

Include video intro if available

Can be placeholder "Meet our team" for launch

11. Testimonials (If available)

### What Families Are Saying



"The family portal  
gives me such peace  
of mind..."

"Our care coordinator  
Jessica knows my  
father's needs..."

— Sarah J., Buckhead

— Michael T., VaHi

[\[Read More Reviews on Google\]](#)






Background: #FFFFFF

Use Playfair Display font for quotes (italic)

Can use placeholder quotes for launch if needed

## 12. Atlanta Service Area

### Proudly Serving Metro Atlanta

-  Buckhead 15-min response
-  Midtown 18-min response
-  Decatur 22-min response
-  Alpharetta 35-min response
-  Marietta 38-min response

[\[Check My Zip Code\]](#)

Background: #F4F4F4

Can include map graphic (Google My Maps embed)

Color-coded response times

## 13. Trust & Credentials

Licensed, Insured, Trusted

[GA License Badge] [Insured Badge] [Bonded Badge]

Georgia Healthcare License: #[INSERT]

Liability Insurance: \$2M Coverage

Background Checks: FBI & State Criminal

Background: #F4F4F4

Display license/insurance badges

Can use Font Awesome shield icons if no badges

14. Book Consultation CTA

Start with a Complimentary Assessment

No obligation—just a conversation about needs

Choose Format: [📺 Video] [📞 Phone] [🏠 In-Home]

[Calendar Widget or Contact Form]

Or call now: (470) 264-5566

Background: Gradient #B15BB2 to #7E3F9F

Form: White background

CTA: Prominent, easy to fill out

15. Footer

[INFINITI LOGO]			
Services	Quick Links	Contact Us	
• Companion	• About	INFINITI Home Care	
• Personal Care	• Careers	Enterprise	
• Skilled Nursing	• Pricing	1 W Court Square	
• Specialized	• Resources	Suite 750	
	• Blog	Decatur, GA 30030	
	• Privacy		
	• Terms	(470) 264-5566	
		care@infiniti...	
We Accept: Medicaid   Peachstate   Private Pay   LTC			
Coming Soon: Medicare   VA Benefits			
[Facebook] [Instagram] [LinkedIn]			
© 2025 INFINITI Home Care Enterprise   GA License #XXXX			

Background: #121738

Text: White

4-column layout (stack on mobile)

**DATABASE SCHEMA REQUIREMENTS**

**Database: MongoDB**

**Collections (4 Total):**

**1. care\_plans**

javascript

```
{
  _id: ObjectId,
  serviceType: {
    type: String,
    required: true,
    enum: ['companion', 'personal-care-11', 'personal-care-12', 'personal-care-13',
      'skilled-nursing-11', 'skilled-nursing-12', 'skilled-nursing-13']
  },
  hourlyRate: {
    type: Number,
    required: true
  },
  hoursPerDay: {
    type: Number,
    required: true,
    min: 2,
    max: 24
  },
  daysPerWeek: {
    type: Number,
    required: true,
    enum: [3, 5, 7]
  },
  weeklyCost: {
    type: Number,
    required: true
  },
  monthlyCost: {
    type: Number,
    required: true
  },
  contactInfo: {
    name: {
      type: String,
      required: true
    },
    email: {
      type: String,
      required: true,
      lowercase: true,
      trim: true
    },
    phone: {
```



```

    type: String,
    required: true
  },
  zipCode: {
    type: String,
    required: true
  }
},
mobilityLevel: {
  type: String,
  enum: ['independent', 'assistance-needed', 'bedbound']
},
medicalComplexity: {
  type: String,
  enum: ['low', 'moderate', 'high']
},
additionalNotes: String,
status: {
  type: String,
  default: 'new',
  enum: ['new', 'contacted', 'scheduled', 'converted', 'declined']
},
source: String, // Which page/calculator used
createdAt: {
  type: Date,
  default: Date.now
},
updatedAt: {
  type: Date,
  default: Date.now
}
}

```

## Indexes:

- email (for filtering)
- createdAt (descending, for sorting)
- status (for CRM filtering)

## 2. waitlist

javascript

```
{
  _id: ObjectId,
  waitlistType: {
    type: String,
    required: true,
    enum: ['medicare', 'va-benefits']
  },
  contactInfo: {
    name: {
      type: String,
      required: true
    },
    email: {
      type: String,
      required: true,
      lowercase: true,
      trim: true
    },
    phone: {
      type: String,
      required: true
    },
    zipCode: {
      type: String,
      required: true
    }
  },
  needsCareIn: {
    type: String,
    required: true,
    enum: ['within-1-month', '1-3-months', '3-6-months', '6-plus-months']
  },
  servicesNeeded: [{
    type: String,
    enum: ['companion-care', 'personal-care', 'skilled-nursing']
  }],
  additionalNotes: String,
  notified: {
    type: Boolean,
    default: false
  },
  status: {
    type: String,
```

```
  default: 'pending',
  enum: ['pending', 'contacted', 'ready-to-convert', 'converted', 'declined']
},
source: String,
createdAt: {
  type: Date,
  default: Date.now
},
updatedAt: {
  type: Date,
  default: Date.now
}
}
```

### Indexes:

- email (unique)
- waitlistType (for filtering)
- notified (for bulk notification queries)
- createdAt (descending)

---

### 3. contacts

```
javascript
```

```
{
  _id: ObjectId,
  formType: {
    type: String,
    required: true,
    enum: ['general', 'book-consultation', 'verify-coverage', 'question', 'other']
  },
  contactInfo: {
    name: {
      type: String,
      required: true
    },
    email: {
      type: String,
      required: true,
      lowercase: true,
      trim: true
    },
    phone: {
      type: String,
      required: true
    },
    zipCode: String
  },
  consultationPreference: {
    type: String,
    enum: ['video', 'phone', 'in-home']
  },
  careRecipient: {
    type: String,
    enum: ['self', 'parent', 'spouse', 'other']
  },
  message: String,
  status: {
    type: String,
    default: 'new',
    enum: ['new', 'contacted', 'scheduled', 'closed']
  },
  assignedTo: String, // Staff member name/ID
  source: String, // Which page submitted from
  createdAt: {
    type: Date,
    default: Date.now
  }
}
```

```
  },  
  updatedAt: {  
    type: Date,  
    default: Date.now  
  }  
}
```

### Indexes:

- status (for CRM)
- formType (for filtering)
- createdAt (descending)

---

## 4. payment\_verifications

javascript

```
{
  _id: ObjectId,
  verificationType: {
    type: String,
    required: true,
    enum: ['medicaid', 'peachstate', 'ltc-insurance']
  },
  contactInfo: {
    name: {
      type: String,
      required: true
    },
    email: {
      type: String,
      required: true,
      lowercase: true,
      trim: true
    },
    phone: {
      type: String,
      required: true
    },
    zipCode: {
      type: String,
      required: true
    }
  },
  // Medicaid fields
  medicaidId: String,
  medicaidWaiverProgram: {
    type: String,
    enum: ['CCSP', 'SOURCE', 'NOW', 'COMP']
  },
  // Peachstate fields
  peachstateMemberId: String,
  // LTC Insurance fields
  insuranceCarrier: String,
  policyNumber: String,
  policyHolderName: String,
  // All verification types
  servicesNeeded: [{
    type: String,
    enum: ['companion-care', 'personal-care', 'skilled-nursing']
  }]
```

```

    }},
    verified: {
      type: Boolean,
      default: false
    },
    verificationNotes: String, // Staff notes
    status: {
      type: String,
      default: 'pending',
      enum: ['pending', 'verified', 'needs-more-info', 'not-covered']
    },
    createdAt: {
      type: Date,
      default: Date.now
    },
    updatedAt: {
      type: Date,
      default: Date.now
    }
  }
}

```

## Indexes:

- verificationType (for filtering)
- status (for CRM)
- verified (for reporting)
- createdAt (descending)

## API ENDPOINTS SPECIFICATION

**Base URL:** `https://api.infinitihomecare.com` or `/api` (depending on structure)

### 1. POST /api/care-plans

**Purpose:** Save care plan calculation and contact info

**Request Body:**

```

json

```

```
{
  "serviceType": "personal-care-l2",
  "hourlyRate": 42,
  "hoursPerDay": 6,
  "daysPerWeek": 5,
  "weeklyCost": 1260,
  "monthlyCost": 5456,
  "contactInfo": {
    "name": "John Smith",
    "email": "john@email.com",
    "phone": "(404) 555-1234",
    "zipCode": "30030"
  },
  "mobilityLevel": "assistance-needed",
  "medicalComplexity": "moderate",
  "additionalNotes": "Need care starting next month",
  "source": "homepage-calculator"
}
```

### Response (201 Created):

```
json

{
  "success": true,
  "message": "Care plan saved successfully",
  "carePlanId": "507f1f77bcf86cd799439011",
  "estimatedCost": {
    "weekly": 1260,
    "monthly": 5456
  }
}
```

### Actions After Successful Save:

1. Save to `care_plans` collection
2. Send confirmation email to user
3. Send notification email to office
4. Return success response

---

## 2. POST /api/waitlist



**Purpose:** Add user to Medicare or VA Benefits waitlist

**Request Body:**

```
json
{
  "waitlistType": "medicare",
  "contactInfo": {
    "name": "Jane Doe",
    "email": "jane@email.com",
    "phone": "(404) 555-5678",
    "zipCode": "30309"
  },
  "needsCareIn": "1-3-months",
  "servicesNeeded": ["skilled-nursing", "personal-care"],
  "additionalNotes": "Mother needs post-surgery care",
  "source": "medicare-waitlist-page"
}
```

**Response (201 Created):**

```
json
{
  "success": true,
  "message": "You've been added to the Medicare waitlist!",
  "waitlistId": "507f1f77bcf86cd799439012",
  "position": 47 // Optional: show waitlist position
}
```

**Actions After Successful Save:**

1. Save to `waitlist` collection
2. Send confirmation email to user (template provided earlier)
3. Send notification to office
4. Return success with waitlist position (optional)

---

### 3. POST /api/contacts

**Purpose:** General contact form submissions

**Request Body:**

json

```
{
  "formType": "book-consultation",
  "contactInfo": {
    "name": "Bob Johnson",
    "email": "bob@email.com",
    "phone": "(470) 555-9999",
    "zipCode": "30030"
  },
  "consultationPreference": "video",
  "careRecipient": "parent",
  "message": "Need help with my father who has Parkinson's",
  "source": "homepage-consultation-form"
}
```

### Response (201 Created):

json

```
{
  "success": true,
  "message": "Thank you! We'll contact you within 24 hours.",
  "contactId": "507f1f77bcf86cd799439013"
}
```

### Actions:

1. Save to `contacts` collection
2. Send confirmation email to user
3. Send notification to office with contact details
4. Return success response

---

## 4. POST /api/verify-benefits

**Purpose:** Insurance/payment benefit verification requests

### Request Body (Medicaid):

json

```
{
  "verificationType": "medicaid",
  "contactInfo": {
    "name": "Mary Williams",
    "email": "mary@email.com",
    "phone": "(404) 555-7777",
    "zipCode": "30030"
  },
  "medicaidId": "123456789",
  "medicaidWaiverProgram": "CCSP",
  "servicesNeeded": ["personal-care"]
}
```

### Request Body (LTC Insurance):

```
json

{
  "verificationType": "ltc-insurance",
  "contactInfo": {
    "name": "Tom Brown",
    "email": "tom@email.com",
    "phone": "(470) 555-3333",
    "zipCode": "30309"
  },
  "insuranceCarrier": "Genworth",
  "policyNumber": "POL123456",
  "servicesNeeded": ["companion-care", "personal-care"]
}
```

### Response (201 Created):

```
json

{
  "success": true,
  "message": "We'll verify your benefits and contact you within 24 hours.",
  "verificationId": "507f1f77bcf86cd799439014"
}
```

### Actions:

1. Save to `payment_verifications` collection

2. Send confirmation email to user
  3. Send notification to office with all details
  4. Return success response
- 

## 5. GET /api/health

**Purpose:** Health check endpoint for monitoring

**Response (200 OK):**

```
json

{
  "status": "healthy",
  "timestamp": "2025-10-26T12:00:00Z",
  "database": "connected",
  "version": "1.0.0"
}
```

---

## Error Responses (All Endpoints)

**400 Bad Request:**

```
json

{
  "success": false,
  "error": "Validation error",
  "details": {
    "email": "Invalid email format",
    "phone": "Phone number is required"
  }
}
```

**500 Internal Server Error:**

```
json

{
  "success": false,
  "error": "An error occurred. Please try again or call (470) 264-5566."
}
```

---

## Rate Limiting

- Implement rate limiting to prevent spam
  - Suggestion: 10 requests per minute per IP
  - Return 429 Too Many Requests if exceeded
- 

## Security Requirements

- Use HTTPS only
  - Validate all input server-side
  - Sanitize user input to prevent XSS/injection attacks
  - Implement CORS appropriately
  - Use environment variables for sensitive data
  - Hash/encrypt any sensitive stored data (if applicable)
- 

## DESIGN SYSTEM & BRANDING

### Brand Colors (EXACT VALUES - DO NOT MODIFY)

css

```
:root {  
  /* Primary Brand Colors */  
  --purple-gradient-top: #B15BB2;  
  --purple-gradient-bottom: #7E3F9F;  
  --navy-background: #121738;  
  --text-dark-grey: #414B56;  
  --background-light-grey: #F4F4F4;  
  --white: #FFFFFF;  
  
  /* Accent Colors */  
  --accent-gold: #D4AF37;    /* For premium badges */  
  --success-green: #28A745;  /* For checkmarks, "Available" badges */  
  --warning-orange: #FFA726;  /* For "Coming Soon", limited availability */  
  --error-red: #E63946;      /* For errors, urgent */  
}
```

### Purple Gradient Usage:

CSS

```
.gradient-bg {  
  background: linear-gradient(135deg, #B15BB2, #7E3F9F);  
}
```

```
.gradient-text {  
  background: linear-gradient(135deg, #B15BB2, #7E3F9F);  
  -webkit-background-clip: text;  
  -webkit-text-fill-color: transparent;  
}
```

```
.gradient-border {  
  border: 2px solid transparent;  
  background-clip: padding-box;  
  background-image: linear-gradient(white, white),  
                   linear-gradient(135deg, #B15BB2, #7E3F9F);  
  background-origin: border-box;  
}
```

---

## Typography

CSS

```
/* Import Google Fonts */
```

```
@import url('https://fonts.googleapis.com/css2?family=Montserrat:wght@300;400;600;700&family=Open+Sans:wght@300;
```

```
:root {  
  --font-headings: 'Montserrat', sans-serif;  
  --font-body: 'Open Sans', sans-serif;  
  --font-accent: 'Playfair Display', serif; /* For testimonials */  
}
```

```
/* Typography Scale */
```

```
h1 {  
  font-family: var(--font-headings);  
  font-size: 52px;  
  font-weight: 700;  
  line-height: 1.2;  
  color: var(--text-dark-grey);  
}
```

```
h2 {  
  font-family: var(--font-headings);  
  font-size: 42px;  
  font-weight: 600;  
  line-height: 1.3;  
  color: var(--text-dark-grey);  
}
```

```
h3 {  
  font-family: var(--font-headings);  
  font-size: 26px;  
  font-weight: 600;  
  line-height: 1.4;  
  color: var(--text-dark-grey);  
}
```

```
body {  
  font-family: var(--font-body);  
  font-size: 16px;  
  line-height: 1.6;  
  color: var(--text-dark-grey);  
}
```

```
/* Mobile Typography */
```

```
@media (max-width: 768px) {
```

```
h1 { font-size: 36px; }
h2 { font-size: 32px; }
h3 { font-size: 22px; }
body { font-size: 16px; }
}
```

## Spacing System

```
css

:root {
  --spacing-xs: 8px;
  --spacing-sm: 16px;
  --spacing-md: 24px;
  --spacing-lg: 40px;
  --spacing-xl: 60px;
  --spacing-xxl: 80px;
}

/* Section Padding */
.section {
  padding: var(--spacing-xxl) 0;
}

@media (max-width: 768px) {
  .section {
    padding: var(--spacing-lg) 0;
  }
}
```

## Button Styles

```
css
```



```
/* Primary Button (Gradient) */
```

```
.btn-primary {  
  background: linear-gradient(135deg, #B15BB2, #7E3F9F);  
  color: white;  
  padding: 18px 32px;  
  border-radius: 8px;  
  border: none;  
  font-family: 'Montserrat', sans-serif;  
  font-size: 16px;  
  font-weight: 600;  
  cursor: pointer;  
  transition: all 0.3s ease;  
}
```

```
.btn-primary:hover {  
  transform: translateY(-2px);  
  box-shadow: 0 8px 20px rgba(177, 91, 178, 0.4);  
}
```

```
/* Secondary Button (Outline) */
```

```
.btn-secondary {  
  background: transparent;  
  color: #B15BB2;  
  padding: 16px 30px;  
  border-radius: 8px;  
  border: 2px solid #B15BB2;  
  font-family: 'Montserrat', sans-serif;  
  font-size: 16px;  
  font-weight: 600;  
  cursor: pointer;  
  transition: all 0.3s ease;  
}
```

```
.btn-secondary:hover {  
  background: #B15BB2;  
  color: white;  
}
```

```
/* Large Button */
```

```
.btn-large {  
  padding: 20px 40px;  
  font-size: 18px;  
}
```

```
/* Small Button */
```

```
.btn-small {  
  padding: 12px 24px;  
  font-size: 14px;  
}
```

## Card Styles

```
CSS
```

```
.card {  
  background: white;  
  border-radius: 12px;  
  padding: 40px;  
  box-shadow: 0 4px 20px rgba(0, 0, 0, 0.08);  
  transition: all 0.3s ease;  
}  
  
.card:hover {  
  transform: translateY(-4px);  
  box-shadow: 0 8px 30px rgba(177, 91, 178, 0.15);  
}
```

```
/* Featured Card (e.g., "Most Popular" service) */
```

```
.card.featured {  
  border: 3px solid transparent;  
  background-image:  
    linear-gradient(white, white),  
    linear-gradient(135deg, #B15BB2, #7E3F9F);  
  background-origin: border-box;  
  background-clip: padding-box, border-box;  
}
```

## Form Styles

```
CSS
```

```
/* Input Fields */
input[type="text"],
input[type="email"],
input[type="tel"],
textarea,
select {
  width: 100%;
  padding: 16px;
  border: 2px solid #E0E0E0;
  border-radius: 8px;
  font-family: 'Open Sans', sans-serif;
  font-size: 16px;
  transition: border-color 0.3s ease;
}

input:focus,
textarea:focus,
select:focus {
  outline: none;
  border-color: #B15BB2;
}

/* Labels */
label {
  display: block;
  margin-bottom: 8px;
  font-family: 'Montserrat', sans-serif;
  font-weight: 600;
  color: var(--text-dark-grey);
  font-size: 14px;
}

/* Checkbox Styling */
input[type="checkbox"] {
  width: 20px;
  height: 20px;
  accent-color: #B15BB2;
}

/* Form Layout */
.form-group {
```

```
margin-bottom: 24px;  
}
```

## Modal Styles

CSS

```
.modal-overlay {  
  position: fixed;  
  top: 0;  
  left: 0;  
  right: 0;  
  bottom: 0;  
  background: rgba(18, 23, 56, 0.8);  
  display: flex;  
  align-items: center;  
  justify-content: center;  
  z-index: 1000;  
}
```

```
.modal-content {  
  background: white;  
  padding: 40px;  
  border-radius: 16px;  
  max-width: 600px;  
  width: 90%;  
  max-height: 90vh;  
  overflow-y: auto;  
  position: relative;  
}
```

```
.modal-close {  
  position: absolute;  
  top: 20px;  
  right: 20px;  
  background: transparent;  
  border: none;  
  font-size: 32px;  
  cursor: pointer;  
  color: #999;  
}
```

```
.modal-close:hover {  
  color: #B15BB2;  
}
```

---

## Responsive Breakpoints

```
/* Mobile First Approach */
```

```
/* Mobile (default) */
```

```
/* < 768px */
```

```
/* Tablet */
```

```
@media (min-width: 768px) {
```

```
/* Tablet styles */
```

```
}
```

```
/* Desktop */
```

```
@media (min-width: 1024px) {
```

```
/* Desktop styles */
```

```
}
```

```
/* Large Desktop */
```

```
@media (min-width: 1440px) {
```

```
/* Large desktop styles */
```

```
.container {
```

```
max-width: 1200px;
```

```
}
```

```
}
```

---

## Animation/Transitions

CSS

```

/* Smooth scroll */
html {
  scroll-behavior: smooth;
}

/* Fade-in on scroll (use AOS library) */
[data-aos] {
  opacity: 0;
  transition-property: opacity, transform;
}

[data-aos].aos-animate {
  opacity: 1;
}

/* Hover transitions */
.hover-lift {
  transition: transform 0.3s ease, box-shadow 0.3s ease;
}

.hover-lift:hover {
  transform: translateY(-4px);
}

```

## PAGE-BY-PAGE REQUIREMENTS

### Phase 1 Pages (Launch - Week 1)

#### 1. Homepage (1)

**Status:** CRITICAL - Must Have **Features:**

- All sections outlined above (Hero through Footer)
- Fully functional care plan calculator
- Contact form working
- Mobile responsive
- All CTAs functional

**Meta Tags:**

html

<title>INFINITI Home Care Enterprise | Atlanta's Premier Home Care Services</title>

<meta name="description" content="Licensed private home care in Atlanta. Companion care (\$35/hr), personal care (\$38/hr),

<meta name="keywords" content="home care Atlanta, home healthcare, companion care, personal care, skilled nursing, Medi

## 2. Medicare Waitlist Page (/medicare-waitlist)

**Status:** CRITICAL - Must Have **Purpose:** Capture future Medicare clients NOW

**Page Structure:**



[INFINITI LOGO]

## Medicare Home Care Services Coming Soon!

Be first to know when we start accepting Medicare

Why Join the Waitlist?

- ✓ Priority scheduling when we're approved
- ✓ Exclusive launch discounts (first 50 clients)
- ✓ No obligation—just stay informed

What Medicare Will Cover:

- Skilled nursing services (RN/LPN)
- Post-hospital discharge care
- Wound care & medication management
- Physical therapy support

Expected Approval: Early 2025

[WAITLIST FORM]

Name: [\_\_\_\_\_]

Email: [\_\_\_\_\_]

Phone: [\_\_\_\_\_]

Zip Code: [\_\_\_\_\_]

When do you need care?

- ☐ Within 1 month
- ☐ 1-3 months
- ☐ 3-6 months
- ☐ 6+ months / Planning ahead

Services needed:

- ☐ Skilled Nursing
- ☐ Personal Care
- ☐ Companion Care

[JOIN MEDICARE WAITLIST]

Call Today: (470) 264-5566

### Page Structure:

[INFINITI LOGO]

VA Benefits Home Care Coming Soon!

 Serving Those Who Served Our Country

Be first to know when we become a VA-approved provider |

VA Aid & Attendance Benefit Coverage:

- Up to \$2,300/month for veterans
- Up to \$1,800/month for surviving spouses
- Covers in-home personal care services
- No service-connected disability required

Why Join Our Veterans Waitlist?

- ✓ Priority placement when we're VA-approved
- ✓ Free VA benefits consultation
- ✓ Help with benefit application process
- ✓ 10% military family discount (always)

Expected Approval: Mid 2025

---

[WAITLIST FORM - Similar to Medicare page]

[JOIN VA BENEFITS WAITLIST]

---

Veterans: Need Care Now?

We currently accept private pay with flexible payment plans. Call about our 10% military family discount.

Call Today: (470) 264-5566

## Meta Tags:

html

<title>VA Benefits Home Care Coming Soon | Veterans Waitlist | INFINITI Atlanta</title>

<meta name="description" content="Join our VA benefits waitlist for priority home care services for veterans in Atlanta. Aid

---

## Phase 2 Pages (Week 2)

4. Medicaid Landing Page (/medicaid)

5. Peachstate Landing Page (/peachstate)

6. Pricing Page (/pricing)

See detailed specs in separate section if needed - can provide upon request

---

## Phase 3 Pages (Week 3)

7-11. Service Pages, About, Contact, etc.

See detailed specs in separate section if needed - can provide upon request

---

# FUNCTIONAL REQUIREMENTS

## 1. Care Plan Calculator

- Real-time calculations as user interacts
- Display hourly rate, weekly cost, monthly cost
- Level recommendations based on mobility/medical complexity
- Lead capture form after calculation
- Save to database
- Email confirmation

## 2. Waitlist Forms

- Separate forms for Medicare and VA
- Email confirmation to user
- Email notification to office
- Success message display
- Data validation

### **3. Contact Forms**

- Multiple form types (general, consultation, verification)
- Modal forms for benefit verification
- Email confirmations
- Mobile-friendly

### **4. Phone Integration**

- All phone numbers clickable: <tel:+14702645566>
- Prominent display throughout site
- Track calls if possible (Google Analytics events)

### **5. Mobile Responsiveness**

- All pages must work perfectly on mobile
- Touch-friendly buttons (minimum 44x44px)
- Readable text without zooming
- Fast loading on mobile networks

### **6. Performance**

- Page load time: < 3 seconds
- Image optimization
- Lazy loading for images below fold
- Minified CSS/JS

### **7. SEO**

- Unique meta titles/descriptions for each page
- Proper heading hierarchy (H1, H2, H3)
- Alt text for all images
- Schema markup for LocalBusiness
- XML sitemap
- robots.txt

## 8. Analytics

- Google Analytics 4 setup
- Track key conversions:
  - Care plan calculator submissions
  - Waitlist signups
  - Contact form submissions
  - Phone number clicks

## 9. Accessibility

- WCAG 2.1 AA compliance
  - Keyboard navigation
  - Screen reader friendly
  - Proper color contrast
  - Alt text for images
- 

# LAUNCH PRIORITIES & TIMELINE

## Week 1 (Launch Week) - MUST HAVES

### Priority 1: Core Pages

- ☐ Homepage (complete with all sections)
- ☐ Medicare waitlist page
- ☐ VA benefits waitlist page
- ☐ Mobile responsive design

### Priority 2: Functional Features

- ☐ Care plan calculator (fully functional)
- ☐ Database setup (all 4 collections)
- ☐ API endpoints (all 5)
- ☐ Contact forms working
- ☐ Waitlist forms working

### Priority 3: Design & Branding

- ☐ Logo implementation (all sizes)
- ☐ Favicons installed

- ☐ Brand colors implemented consistently
- ☐ Typography applied throughout

#### **Priority 4: Technical**

- ☐ Domain setup: infinitihomecare.com
- ☐ SSL certificate
- ☐ Mobile testing on real devices
- ☐ Cross-browser testing (Chrome, Safari, Firefox, Edge)
- ☐ Page speed optimization

#### **Priority 5: Content**

- ☐ All copy proofread
  - ☐ Phone number: (470) 264-5566 (clickable everywhere)
  - ☐ Address: 1 W Court Square, Suite 750, Decatur, GA 30030
  - ☐ Georgia license number (client to provide)
- 

### **Week 2 - IMPORTANT**

#### **Priority 6: Email Integration**

- ☐ SendGrid or Mailgun setup
- ☐ Email templates created
- ☐ Confirmation emails working
- ☐ Office notification emails working

#### **Priority 7: Additional Pages**

- ☐ Medicaid landing page
- ☐ Peachstate landing page
- ☐ Pricing page

#### **Priority 8: Enhanced Features**

- ☐ Payment verification modals
  - ☐ Calendar widget or booking integration
  - ☐ Google Analytics setup
  - ☐ Meta tags for all pages
- 

### **Week 3 - ENHANCEMENTS**

#### **Priority 9: Content Pages**

- ☐ Individual service pages (companion, personal, skilled)
- ☐ About page
- ☐ Contact page
- ☐ Careers page

### **Priority 10: Additional Features**

- ☐ Testimonials section (if available)
  - ☐ Caregiver profiles (if available)
  - ☐ Blog setup (optional)
  - ☐ Service area map
- 

## **TESTING CHECKLIST**

### **Pre-Launch Testing**

#### **Functional Testing**

- ☐ All forms submit successfully
- ☐ Calculator calculations are accurate
- ☐ Database records saving correctly
- ☐ Email confirmations sending
- ☐ All links work (no 404 errors)
- ☐ Phone numbers clickable
- ☐ All CTAs lead to correct destinations

#### **Mobile Testing**

- ☐ Test on iPhone (Safari)
- ☐ Test on Android (Chrome)
- ☐ Test on iPad/tablet
- ☐ All text readable without zoom
- ☐ Buttons easy to tap
- ☐ Forms easy to fill out on mobile

#### **Browser Testing**

- ☐ Chrome (latest)
- ☐ Safari (latest)
- ☐ Firefox (latest)
- ☐ Edge (latest)
- ☐ Test on both Mac and PC



Performance Testing

- ☐ Google PageSpeed Insights score > 80
- ☐ Lighthouse audit score > 90
- ☐ All images optimized
- ☐ No console errors
- ☐ Fast loading on 3G connection

SEO Testing

- ☐ All pages have unique meta titles
- ☐ All pages have unique meta descriptions
- ☐ All images have alt text
- ☐ Proper heading hierarchy
- ☐ XML sitemap generated
- ☐ robots.txt configured

Accessibility Testing

- ☐ Keyboard navigation works
- ☐ Screen reader compatible
- ☐ Color contrast meets WCAG AA
- ☐ Form labels properly associated
- ☐ Focus indicators visible

Content Review

- ☐ All copy proofread (no typos)
- ☐ Pricing accurate everywhere
- ☐ Phone number consistent: (470) 264-5566
- ☐ Address consistent throughout
- ☐ Legal disclaimers present where needed

ENVIRONMENT VARIABLES

Required Environment Variables

env

# Database

MONGODB\_URI=mongodb+srv://username:password@cluster.mongodb.net/infiniti-homecare

# Email Service (SendGrid example)

SENDGRID\_API\_KEY=SG.xxxxxxxxxxxxxxxxxxxxxxx

FROM\_EMAIL=care@infinitihomecare.com

OFFICE\_EMAIL=office@infinitihomecare.com

# Site Configuration

SITE\_URL=https://infinitihomecare.com

API\_URL=https://api.infinitihomecare.com

# Business Info

BUSINESS\_PHONE=(470) 264-5566

BUSINESS\_ADDRESS=1 W Court Square, Suite 750, Decatur, GA 30030

GA\_LICENSE\_NUMBER=XXXXXX # To be provided by client

# Analytics (optional for launch)

GA\_TRACKING\_ID=G-XXXXXXXXXX

# Security

JWT\_SECRET=random\_secure\_string\_here

RATE\_LIMIT\_WINDOW=60000 # 1 minute

RATE\_LIMIT\_MAX=10 # 10 requests per minute

# Node Environment

NODE\_ENV=production

PORT=3000

---

## DEPLOYMENT CHECKLIST

### Pre-Deployment

- ☐ All code committed to version control
- ☐ Environment variables configured
- ☐ Database connection tested
- ☐ SSL certificate installed
- ☐ Domain DNS configured
- ☐ Backup strategy in place

## Post-Deployment

- ☐ Verify site loads at [infinithomecare.com](http://infinithomecare.com)
  - ☐ Test all forms in production
  - ☐ Verify emails sending correctly
  - ☐ Check database connections
  - ☐ Monitor error logs
  - ☐ Submit sitemap to Google Search Console
  - ☐ Set up uptime monitoring
- 

## ADDITIONAL INFORMATION NEEDED FROM CLIENT

**Please provide the following to complete the build:**

### 1. Email Addresses

- Primary contact email (e.g., [care@infinithomecare.com](mailto:care@infinithomecare.com))
- Where should form submissions go?
- Where should waitlist notifications go?

### 2. Georgia Healthcare Facility License Number

- For display in footer and about page

### 3. Domain Access

- Is [infinithomecare.com](http://infinithomecare.com) already purchased?
- Access to domain registrar for DNS setup

### 4. Optional (Can Add Later):

- Google Analytics ID
  - Staff photos and bios
  - Caregiver photos and profiles
  - Client testimonials
  - Social media account links
- 

## SUPPORT & MAINTENANCE

### Post-Launch Support Needed

**Week 1-4 After Launch:**

- Monitor form submissions
- Check email deliverability
- Review Google Analytics data
- Fix any bugs discovered
- Optimize based on user feedback

#### **Ongoing:**

- Regular backups (daily)
  - Security updates
  - Content updates as needed
  - Add testimonials as received
  - Update caregiver profiles
- 

## **FINAL NOTES FOR DEVELOPER**

### **Critical Success Factors**

1. **Pricing Accuracy** - Use EXACT rates provided. This is non-negotiable.
2. **Mobile First** - Most users will be on mobile when they need care urgently
3. **Fast Loading** - Slow site = lost leads
4. **Lead Capture** - Every form must work perfectly and save to database
5. **Waitlist Strategy** - Medicare/VA waitlists are future revenue goldmine

### **What Makes This Project Unique**

- **Tiered Pricing** - Most competitors hide pricing; we're transparent
- **Future Planning** - Building Medicare/VA waitlists before we even accept them
- **Technology Focus** - Emphasize Axis Care portal and modern approach
- **Medicaid Acceptance** - Major differentiator in Atlanta market

### **If You Have Questions**

#### **Priority questions about:**

- Database schema
- API endpoints

- Calculator logic
- Email templates
- Design implementation
- Page requirements

**Contact:** [Your point of contact]

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## VERSION HISTORY

- v1.0 (October 26, 2025) - Initial developer brief
  - All specifications final unless client requests changes
- 

## APPENDIX

**A. Email Templates (Provided earlier in document)**

**B. Modal Form Examples (Provided earlier in document)**

**C. Color Palette (Provided in Design System section)**

**D. Typography Scale (Provided in Design System section)**

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## END OF DEVELOPER BRIEF

This document contains all specifications needed to build infinitihomecare.com

### Total Pages to Build:

- Phase 1: 3 pages (Homepage, Medicare Waitlist, VA Waitlist)
- Phase 2: 3 pages (Medicaid, Peachstate, Pricing)
- Phase 3: 5+ pages (Services, About, Contact, etc.)

**Total API Endpoints: 5 Total Database Collections: 4**

### Estimated Development Time:

- Phase 1 (MVP): 2-3 weeks
- Phase 2: 1 week
- Phase 3: 1-2 weeks

**Questions?** Refer back to this document or contact project lead.

