

DonauApp – MVP Design & Front-End Delivery Proposal (Final)

1. Project Overview

DonauApp is an AI-powered B2B platform that connects brands with verified manufacturers through intelligent brief creation, automated matching, and proposal-based collaboration.

The objective of this MVP is to validate the core workflow:

Brief Creation → Manufacturer Matching → Proposal & Collaboration

This proposal covers **UI/UX design (Figma)** and **front-end development only**, aligned with the client's **Go-based, server-rendered architecture**.

2. Scope of Work

A. UI/UX Design (Figma)

- High-fidelity **desktop-first UI designs**
- Brand and Manufacturer user flows
- Complete **Tailwind Design System & reusable components**
- High-fidelity **Marketing Website UI (desktop)**
- UX structured to support server-side rendering and templates

Important Note (Budget Alignment)

To optimize cost and timelines:

- **Mobile-specific Figma designs are excluded**
 - Desktop designs will act as the **single source of truth**
 - **Responsiveness(Mobile) will be implemented during front-end development**
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B. Front-End Development (Responsive)

- Plain **HTML + Tailwind CSS + JavaScript**
- Fully **responsive implementation** (desktop, mobile)

- Server-rendering-friendly templates
- Component-based structure for reuse
- Responsive navigation, forms, grids, and tables
- Loading, empty, and error states

Technology Alignment (no backend work just alignment)

- Go-based backend
 - Template-based server-side rendering
 - No SPA frameworks assumed
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3. MVP Functional Coverage

A. Brand User Flows

- Onboarding & account setup
- AI-assisted and manual brief creation
- Manufacturer matching & comparison
- Proposal review, counter-offers, acceptance
- Messaging with AI chat assistant

B. Manufacturer User Flows

- Business verification & capability setup
- Brief review & filtering
- Proposal creation & submission
- Project pipeline & updates
- Messaging & AI assistance

C. Shared System Screens

- Authentication
 - Notifications
 - Account settings
 - Error and empty states
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4. Marketing Website (UI + Front-End)

- 4–5 pages (desktop UI design)
 - Home (Lead generation)

- About
 - Services
 - Contact
 - Optional: Blog / FAQs
 - Fully responsive front-end implementation
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5. Estimated Screen Count (MVP)

Web App (Desktop UI Designs)

- Brand flows: 20–25 screens
- Manufacturer flows: 18–22 screens
- Shared screens: 5–6 screens

Total Web App: ~40–50 screens

Marketing Website

- 4–5 screens (desktop UI)

Grand Total: ~44–55 screens

6. Execution Strategy

- **Week 1:** Design-only phase (foundation & direction lock)
 - **Week 2 onward:** Parallel execution
 - UI/UX design remains **one week ahead** of development
 - Responsive behavior handled during development phase
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7. Timeline & Milestone Roadmap

Total Duration:

5–6 Weeks

(Extended beyond the original 4-week request to ensure quality and responsiveness)

Week 1 — UI/UX Design Foundation (Design Only)

Design

- UX flow finalization (Brand & Manufacturer)
- Information architecture
- Design system setup
- High-fidelity designs for:
 - Authentication
 - Onboarding
 - Core dashboard

Output

- Design direction approved
 - Design system locked
 - Ready for development kickoff
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Week 2 — Core Product Flows (Parallel Starts)

Design

- Brief creation (AI + Manual)
- Matching & manufacturer cards
- Proposal workflows
- Messaging UI

Front-End

- Project setup (Tailwind, layouts, breakpoints)
 - Global components
 - Auth, onboarding, dashboard templates
 - Initial responsive structure
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Week 3 — Advanced Flows & Marketing Site

Design

- Manufacturer workflows
- Proposal submission

- Project pipeline
- Marketing website (desktop UI)

Front-End

- Brief creation & matching screens
 - Proposal & messaging templates
 - Responsive layouts for core workflows
 - Marketing site implementation begins
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Week 4 — Feature Completion

Design

- Notifications
- Settings
- Error & empty states
- Final UX refinements
- Figma documentation

Front-End

- Manufacturer flows
 - Marketing site completion
 - Mobile responsiveness
 - UI consistency pass
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Week 5 — Responsive QA & Polish

Design

- Minor refinements (if needed)
- Design support during QA

Front-End

- Full responsive QA
 - Cross-browser testing
 - Template cleanup
 - Final polish
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Optional Week 6 — Buffer (If Required)

- Client feedback iterations
 - Minor scope adjustments
 - Front-end support during backend integration
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8. Final Deliverables

Design

- High-fidelity Figma files (desktop-first)
- Design system & components
- Annotated flows for handoff

Front-End

- Responsive HTML + Tailwind CSS + JS templates
 - SSR-compatible structure
 - Production-ready UI
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9. Key Clarifications

- Mobile responsiveness is **included**
- Mobile Figma designs are **excluded** to stay within budget
- Desktop designs serve as the baseline
- Timeline includes buffer to reduce delivery risk