

# 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**.

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## 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

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## 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)

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## **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