

Eye Bridges Platform - Development Recommendations & User Stories

Generated: December 4, 2025

High Priority - Core Functionality

1. Real Backend & Authentication

User Story: As a practice manager, I want to create an account with secure authentication so that my saved favorites and search history persist across devices and browsers.

Implementation Details:

- Replace localStorage with proper backend (Node.js/Express, Supabase, or Firebase)
 - Implement JWT tokens or session-based auth
 - Add password reset, email verification
 - User profiles with practice information
-

2. Vendor Contact Request System

User Story: As an optometrist, I want to send formal inquiry requests to vendors through the platform so that I can get quotes and product information without manually emailing each vendor.

Implementation Details:

- "Request Quote" button in vendor modal
 - Form with: practice name, specialty, products interested in, quantity, timeline
 - Email notifications to vendors
 - Track inquiry status on Dashboard ("Pending", "Responded", "Closed")
-

3. Vendor Data Completeness

User Story: As a user browsing vendors, I want to see complete information (phone, email, address, product details) so I can make informed decisions.

Current Issue: Many vendors missing contact info, addresses, or product details

Implementation Details:

- Add data validation and quality metrics
 - "Report Missing Info" button for users to flag incomplete profiles
 - Vendor data audit and cleanup
-

4. Advanced Search & Filtering

User Story: As a buyer, I want to filter by location/territory, price range, and delivery timeframes so I can find vendors that meet my specific practice needs.

Implementation Details:

- Territory/region filters (many vendors have territory data)
 - Price range indicators (Budget, Mid-range, Premium)
 - Filter by: FDA approved, certified suppliers, in-stock availability
 - Sort by: relevance, alphabetical, newest, most contacted
-

Medium Priority - Enhanced User Experience

5. Vendor Ratings & Reviews

User Story: As a practice owner, I want to read reviews from other optometrists who've worked with a vendor so I can choose reliable partners.

Implementation Details:

- Star ratings (1-5 stars)
 - Written reviews with verification (must be logged in)
 - Rating categories: Product Quality, Customer Service, Delivery Speed, Value
 - Sort vendors by rating
-

6. Smart Recommendations Engine

User Story: As a user, I want personalized vendor recommendations based on my practice type and browsing history so I can discover relevant suppliers I might have missed.

Current State: Basic recommendations exist, but can be enhanced

Implementation Details:

- Practice specialty matching (optometry vs ophthalmology)
 - Complementary product suggestions ("Users who liked X also liked Y")
 - Similar vendors to favorites
 - Trending vendors in your region
-

7. Export & Share Comparisons

User Story: As a practice manager, I want to export my vendor comparisons as PDF or share them with my team so we can make purchasing decisions together.

Implementation Details:

- Print-friendly comparison view
 - Export to PDF with all details
 - Share link with team members (email or shareable URL)
 - Save comparison snapshots over time to track changes
-

8. Notification System

User Story: As a user, I want to receive notifications when vendors update their products or respond to my inquiries so I stay informed.

Implementation Details:

- Email notifications for inquiry responses
 - Browser notifications (opt-in)
 - Dashboard notification center
 - Alerts for: new products from favorites, price changes, vendor updates
-

Nice to Have - Advanced Features

9. Vendor Direct Messaging

User Story: As an optometrist, I want to chat directly with vendor representatives through the platform so I can ask quick questions without leaving the site.

Implementation Details:

- In-app messaging system
 - Conversation history saved to Dashboard
 - Read receipts and online status
 - File attachments for specs/quotes
-

10. Product Catalog Expansion

User Story: As a vendor, I want to list my individual products with images, specs, and pricing so buyers can browse my full catalog.

Implementation Details:

- Separate products from vendor profiles
 - Product detail pages with:
 - Multiple images, 360° views
 - Technical specifications
 - Usage videos/demos
 - Pricing tiers (with login)
 - Stock status
-

11. Calendar & Event Integration

User Story: As a user, I want to see upcoming trade shows, webinars, and vendor events so I can schedule demos and stay informed.

Implementation Details:

- Vendor event calendar
 - Trade show listings with booth numbers
 - Register for webinars/demos directly
 - Add to Google Calendar / Outlook
-

12. Mobile App

User Story: As a busy practitioner, I want a native mobile app so I can browse vendors and respond to inquiries while on the go.

Implementation Details:

- React Native app for iOS/Android
 - Push notifications
 - Mobile-optimized comparison view
 - Offline access to favorites
-

Business Growth Features

13. Vendor Registration & Self-Service Portal

User Story: As a vendor, I want to create and manage my own profile so I can keep my information current and respond to inquiries.

Implementation Details:

- Vendor signup flow
 - Self-service profile editing
 - Upload logo, banner images, product photos
 - Analytics dashboard (profile views, inquiries received)
 - Subscription tiers (Basic free, Premium featured)
-

14. Featured/Sponsored Listings

User Story: As a vendor, I want to promote my profile with featured placement so I can increase visibility to potential customers.

Implementation Details:

- "Featured" badge on vendor cards
 - Top placement in search results
 - Highlighted in recommendation carousels
 - Sponsored spots on home page
-

15. RFP (Request for Proposal) Builder

User Story: As a large practice, I want to send the same RFP to multiple vendors simultaneously so I can efficiently compare offerings.

Implementation Details:

- Multi-vendor RFP tool
 - Template library (equipment, supplies, software)
 - Side-by-side response comparison
 - Deadline tracking
-

16. Analytics & Insights

User Story: As a platform admin, I want to see usage analytics so I can understand user behavior and improve the platform.

Implementation Details:

- Dashboard with: searches, popular categories, conversion rates
 - Vendor performance metrics
 - Geographic heat maps
 - A/B testing capabilities
-

Quick Wins - Polish & UX

17. Improved Mobile Experience

User Story: As a mobile user, I want a smoother browsing experience with swipe gestures and optimized layouts.

Implementation Details:

- Swipe-to-compare on mobile
 - Bottom navigation bar
 - Sticky "Request Quote" button
 - Touch-friendly modal controls
-

18. Dark Mode

User Story: As a user who browses at night, I want dark mode so I can reduce eye strain.

Implementation Details:

- Toggle in header
 - Save preference to localStorage (or user account)
 - Adjust banner overlays for dark theme
-

19. Accessibility Improvements

User Story: As a user with visual impairments, I want full keyboard navigation and screen reader support.

Implementation Details:

- ARIA labels on all interactive elements
 - Keyboard shortcuts (/ for search, Esc to close modals)
 - Focus indicators
 - High contrast mode
-

20. Performance Optimization

User Story: As a user with slow internet, I want pages to load quickly so I can find vendors efficiently.

Implementation Details:

- Lazy load vendor cards (virtual scrolling)
 - Image optimization (WebP format, responsive sizes)
 - Code splitting for faster initial load
 - Service worker for offline caching
-

Immediate Action Items (This Week)

1. **Fix missing vendor data:** Audit vendors.json and fill in missing contact info
 2. **Add "Request Quote" button:** Simple email-based system to start
 3. **Improve comparison UI:** Add print/export button
 4. **Add loading states:** Spinner while filtering/searching
 5. **SEO optimization:** Meta tags, sitemap, structured data for vendor listings
-

Current Platform Statistics

- **Total Vendors:** 312
 - **Categories:** 153
 - **Products:** 236
 - **Technology Stack:** React 18.3.1, Tailwind CSS, React Router, Framer Motion
 - **Current Features:**
 - Vendor directory with search and filters
 - Category and product filtering
 - Favorites system (localStorage)
 - Vendor comparison (up to 4 vendors)
 - Contact tracking
 - Recent search history
 - Dashboard with Quick Stats
 - Mobile-responsive design
-

Priority Matrix

Feature	Impact	Effort	Priority
Real Backend & Auth	High	High	P0
Contact Request System	High	Medium	P0
Vendor Data Completeness	High	Low	P0
Advanced Search	High	Medium	P1
Ratings & Reviews	High	High	P1
Export Comparisons	Medium	Low	P1
Smart Recommendations	Medium	Medium	P2
Notification System	Medium	High	P2
Direct Messaging	Medium	High	P3
Mobile App	Low	Very High	P3

Priority Levels:

- P0: Critical - Start immediately
 - P1: Important - Next sprint
 - P2: Nice to have - Future roadmap
 - P3: Long-term - 6+ months
-

Technical Debt & Improvements Needed

1. **Authentication:** Replace localStorage with secure backend auth
 2. **Data Persistence:** Move from client-side to server-side storage
 3. **API Layer:** Create RESTful API for vendor data
 4. **Form Validation:** Add comprehensive validation for search and contact forms
 5. **Error Handling:** Improve error messages and edge case handling
 6. **Testing:** Add unit tests, integration tests, E2E tests
 7. **Documentation:** API docs, component library, developer guide
 8. **CI/CD:** Automated testing and deployment pipeline
-

Document prepared for Eye Bridges platform development planning