

Project 1: Design Doc

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Project Overview

Project Name

Osto.one Cybersecurity Website

Project Description

A modern, professional website for Osto.one, a cybersecurity startup that provides enterprise-grade security solutions for startups and growing businesses. The website serves as the primary marketing and lead generation platform.

Target Audience

- Primary: Startup founders and CTOs
- Secondary: IT decision-makers at small-to-medium businesses
- Tertiary: Compliance officers and security professionals

Business Objectives

- Generate qualified leads for cybersecurity services
- Establish trust and credibility in the cybersecurity space
- Educate prospects about security solutions
- Drive demo requests and trial signups
- Position Osto.one as the go-to security partner for startups

Design SystemBrand Identity

Brand Positioning: Enterprise-grade security made accessible for startups

Brand Personality: Professional, trustworthy, innovative, approachable

Color Palette

Primary Blue: #1C2679, Primary Foreground: #FFFFFF

Background: #FFFFFF, Foreground: #0A0A0A, Muted: #F5F5F5, Muted Foreground: #737373

Success Green: #22C55E, Warning Orange: #F59E0B, Error Red: #EF4444, Info Blue: #3B82F6

Typography

Primary Font: Inter (Sans-serif)

Secondary Font: JetBrains Mono (Monospace)

Font Scale: H1-H5, Body, Captions as per design system

Spacing System

Based on 4px grid system: xs (4px) to 5xl (128px)

Component Styling Guidelines

Buttons, Cards, Forms with clear styles for primary/secondary/outline/ghost states

Information Architecture

Site Structure

1. Home (/)
2. Endpoint Security (/endpoint-security)
3. Network Security (/network-security)
4. Cloud Security (/cloud-security)
5. Compliance & VAPT (/compliance)
6. About Us (/about)
7. Demo & Trial (/demo)

Navigation Structure

Primary Navigation: Solutions, Services, About Us, Demo

Secondary Navigation: Contact, Login, Get Started (CTA)

Component Library

Layout ComponentsNavbar, Footer, Hero Sections

Content Components

Feature Cards, Testimonial Cards, Stats Display, Team Profile Cards

Interactive Components

Forms, Calendar Integration, Interactive Diagrams

Page Specifications

Home Page

Purpose: Introduce Osto.one, drive conversions

Key Elements: Hero, trust indicators, features, CTAs

Product Pages

Purpose: Explain solutions in detail

Key Elements: Hero, features, use cases, benefits

Compliance & VAPT

Purpose: Showcase services

Key Elements: Service overview, questionnaire, contact form

About Us

Purpose: Build trust

Key Elements: Mission, team, stats, contact info

Demo & Trial

Purpose: Convert leads

Key Elements: Forms, calendar booking, trial signup

Technical Architecture

Framework: Next.js 14, TypeScript, Tailwind CSS v4

UI: Radix UI, Framer Motion

Tools: ESLint, Prettier, Husky

File Structure: Organized under app/, components/, lib/, public/, styles/Performance: SSR, Image optimization, Code splitting, Lazy loading

User Experience Flow

Primary User Journey: Startup Founder

1. Discovery → 2. Education → 3. Evaluation → 4. Conversion

Secondary User Journey: Technical Decision Maker

1. Research → 2. Assessment → 3. Validation → 4. Engagement

Conversion Funnel: Awareness → Interest → Consideration → Intent → Purchase

Accessibility & Performance

Accessibility: WCAG 2.1 AA, semantic HTML, alt text, keyboard navigation

Performance: Core Web Vitals targets (FCP < 1.5s, LCP < 2.5s, CLS < 0.1, FID < 100ms)

SEO: Meta tags, structured data, sitemap, robots.txt, Open Graph

Implementation Notes

Phases: Core pages → Interactive components → Animations → Optimization

Testing: Unit, integration, accessibility, performance, cross-browser, mobile

Deployment: Vercel with Git-based automatic deployments and monitoring