

# Viteezy – Scope of Work

[www.viteezy.nl](http://www.viteezy.nl)

# Comprehensive Project Scope

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## Project Objectives

The primary goals of this project phase are:

Sr.No	Task	Task Description
1	Implement translation to support multilingual content (Implementation of English) across frontend, backend, and email communications.	Backend – Database Changes: Updating the database to support multiple languages: Add translation support columns to 92 tables Populate translated values using Google Translate for all relevant fields
		Backend – API Changes: Enhancing APIs for multilingual support: Update existing APIs to return localised content based on the selected language Add support for handling the Accept-Language header Save the user-selected language when sending automated emails
		Email Template Changes: Making email communication multilingual: Internationalise 13 email templates Update the backend to choose the correct template based on the user's language
		Frontend Changes: Static content that is not fetched from the database Changes to get and store user language preference Fetch and render localised content from APIs
2	Revamp Website Design using modern UI/UX principles and global e-commerce standards and from given inspiration websites.	Graphics Design
		Web Design

3	Add feature for customers to purchase products directly without/in-addition to going through quiz or consultation.	<p>Like <a href="https://healthstackai.com/">https://healthstackai.com/</a></p> <p>AI for Search (Building an AI-powered search feature to improve product discovery and customer experience.)</p> <p>Add a product search that finds items quickly and can handle typos.</p> <p>Show search suggestions as the user types.</p> <p>Recommend products based on what the user has viewed, bought, or added to the cart.</p> <p>Show “Frequently bought together” and “You might also like” products.</p> <p>Allow searches using simple language, for example, “snacks for kids” or “low sugar drinks.”</p> <p>Handle misspelt words and ingredient-based searches.</p> <p>Track what people search for and improve results over time.</p>
4	Add features for consultation with health experts providing features for scheduling, payment and capturing discount at checkout plus consultation notes.	
5	Build a dashboard at the backend for inventory and ordering management, reporting features for sales, customer orders etc. with prebuild queries and options to add other features.	
6	The revised website should feature product labels in 3D presentations and details of ingredients for new and existing products.	

7	Build AI for search and customer service, Marketing and for inventory and other applicable areas. i. ii. Checkout <a href="https://healthstackai.com/">https://healthstackai.com/</a> . For Marketing AI chatbot: <a href="https://www.getgrowai.com/">https://www.getgrowai.com/</a>	Use a chatbot to collect leads (email signups, product quizzes). Segment customers for better targeting (new, returning, loyal, etc.). Send personalised offers and discounts based on user activity. Remind users about abandoned carts and unfinished checkouts. Show relevant products to bring users back. Automatically write product descriptions and marketing messages for campaigns.
9	Create a sister online store for other herbal powder products utilizing the same technology stack.	
10	QA	Testing
11	Deployment	Deployment
12	AI Chatbots and Virtual assistants	Implementing AI chatbots or virtual assistants for customer support, likely for answering FAQs, handling queries, and improving user engagement.: Hand over to a human if the chatbot can't solve the problem. Help users pick products based on their needs (diet, allergies, preferences). Suggest alternatives if a product is out of stock. Answer questions about ingredients and dietary suitability (e.g., "Is this vegan?"). Help users with their orders, like reminding them about unfinished carts. Apply discount codes and suggest related products during checkout. Help customers book health consultations and send reminders. Support English now, with options for more languages later. Collect feedback after chat or purchase.
13	Deploy chatbots on instagram, Facebook, whats app	

For Design Inspiration:

Our Website: [www.viteezy.nl](http://www.viteezy.nl)

**URLs for the inspiration:**

Competitors in different countries:

<https://get.vitable.com.au/>

<https://www.personanutritions.com/>

<https://www.vitarx.co/>

[https://cuure.com/?lang=en\\_gb](https://cuure.com/?lang=en_gb)

<https://vtmnpacks.ca/> (This was top choice)

Other Supplement competitors in Netherlands:

<https://www.plnkt.com/>

<https://store.happymammoth.com/>

<https://upfront.nl/>

<https://clearly.eu/collections/all>

<https://akiorganic.com/>

Also for product design and brand theme inspiration, check portfolio from Abox agency:

<https://abox.agency/portfolio>

<https://glosense.in/>

<https://maadico.in/>