

Development SRS Documentation of Viteezy version 2.0

Viteezy 2.0 - Development SRS Overview (Web-App)

Client Name: Mr.Harshad Patel

Mode of Approach: Direct, via Ref. of Mr.Dharmesh.

App's Version: Viteezy 2.0

Date: 19-07-2025

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LogicGo Infotech, a specialized SaaS application development company, has been commissioned to architect and deliver **Viteezy 2.0** on behalf of the client, **Mr.Harshad Patel**.

This new version of the platform is a complete rebuild of <https://viteezy.nl>, integrating multilingual support, intelligent product recommendations via AI, expert consultation features, and scalable e-commerce capabilities tailored for global nutraceutical markets.

The SRS is prepared by **Mr.Vedant Paliwal**, Senior Project Manager, Senior Product Manager, Senior Business Manager, and Senior R&D Engineer at LogicGo Infotech LLP.

Reference Website: <https://viteezy.nl/>

App's Flow & Tentative Figma:

https://miro.com/app/board/uXjVI4eRbis=?share_link_id=735852398975/

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1. Introduction

1.1 Purpose of the Document

This Software Requirements Specification (SRS) defines the complete scope, objectives, and system behavior for **Viteezy 2.0**, a next-generation, AI-powered nutraceutical e-commerce platform.

The purpose of this document is to establish a clear understanding between the development team at **LogicGo Infotech** and the client, **Mr. Harshad Patel**, regarding the deliverables, system expectations, feature requirements, technology choices, and timeline.

This document serves as a contract and technical blueprint for all stakeholders involved in the planning, development, testing, and deployment phases.

1.2 Intended Audience

This document is intended for:

- **Client:** Mr. Harshad Patel to review, validate, and approve the system's scope and structure.
- **Project Management Team:** For planning, resource allocation, and execution tracking.
- **Development Team (Frontend & Backend):** For system architecture, development tasks, and integrations.
- **UI/UX Designers:** For translating functional requirements into interface components.
- **QA Engineers:** For preparing test cases based on expected behavior.
- **DevOps Team:** For understanding deployment, infrastructure, and CI/CD pipeline requirements.
- **Any future technical collaborators or auditors.**

1.3 Scope of the System

Viteezy 2.0 is a full-stack SaaS-based nutraceutical platform designed for end-to-end supplement discovery, consultation, and personalized purchasing. The system will offer:

- A multilingual, mobile-optimized e-commerce website
- Two AI-powered product recommendation flows (chat-based & avatar-based)
- Expert consultation booking and integration
- Direct product shop flow (with variants, bundles, and upsells)
- Admin dashboard for complete operational control
- AI chatbot integration (via Freshworks) for omnichannel support
- Marketing automation, email templates, and analytics capabilities

The platform is being rebuilt from scratch to serve both local (Netherlands-based) and international users.

1.4 Definitions, Acronyms, and Abbreviations

Term / Acronym	Definition
SRS	Software Requirements Specification
AI	Artificial Intelligence
CMS	Content Management System
CI/CD	Continuous Integration / Continuous Deployment
R&D	Research & Development
JWT	JSON Web Token (used for user authentication)
UI/UX	User Interface / User Experience
SEO	Search Engine Optimization
QA	Quality Assurance
API	Application Programming Interface

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2. Overall Description

2.1 Product Perspective

Viteezy 2.0 is a complete redesign and redevelopment of the existing website <https://viteezy.nl>. While the original platform offered a basic supplement quiz and storefront, the new system introduces advanced personalization, AI-assisted recommendations, multilingual support, expert consultations, and a global design standard.

It is being developed as a **scalable, modular SaaS platform**, with future expansion in mind such as mobile apps, global shipping, and advanced CRM tools.

The system will be hosted on a secure cloud infrastructure (AWS or DigitalOcean) and is composed of independent but integrated modules:

- AI Chat Recommendation Engine
- Shop & Cart System
- Admin Dashboard
- Consultation Booking
- CMS for content & SEO
- Chatbot/Support Tools via Freshworks
- Payment & Order Management Systems

2.2 Product Functions (Summary)

The key functions of Viteezy 2.0 include:

- AI-powered product recommendations via:
 - GPT-style conversational chat interface
 - Avatar-based face-to-face AI (via HeyGen or similar API)
- Multilingual site interface (starting with English)
- Direct shop purchasing (without quiz)
- Product variants: bottle, sachets, boxes (custom logic per SKU)
- Expert consultation booking with integration to payment and discounts
- Admin dashboard with order, customer, and product control
- Image compression & SEO-friendly naming conventions
- AI chatbot (Freshworks) with omnichannel support (e.g., WhatsApp, DMs)
- Custom discount codes, campaigns, and segmentation logic
- Clean, scalable codebase using React/Next.js and Node.js backend

2.3 User Classes and Characteristics

User Role	Description
Visitor/User	Can browse the website, use AI chat, view products, and place orders
Registered Customer	Can track orders, book consultations, receive emails, view past sessions

User Role	Description
Admin	Full access to dashboard: manage products, orders, inventory, users, content
Health Expert	Can access booked sessions, add notes, manage availability (if enabled)
Support Agent	Manages customer issues via Freshworks or connected channels
Marketing Manager	Uses automation tools to launch campaigns, monitor conversion funnels

2.4 Operating Environment

- **Frontend:** React.js or Flutter Web (browser-based)
- **Backend:** Node.js / Express / Next.js (API driven)
- **Database:** MongoDB or PostgreSQL
- **Hosting:** AWS or DigitalOcean
- **Browser Support:** Chrome, Safari, Firefox, Edge (latest 2 versions)
- **Mobile Compatibility:** Fully responsive on iOS & Android browsers
- **Third-Party Integrations:**
 - OpenAI API (GPT interface)
 - HeyGen (AI avatar interface)
 - Freshworks (chat, ticketing, omnichannel support)
 - Stripe / Mollie (payments)
 - Google Translate API (initial multilingual content)

2.5 Design and Implementation Constraints

- Timeline constraint: **75 calendar days** from UI finalization to deployment
- UI must follow global design standards and mobile-first responsiveness
- AI responses must be **medically safe**, and non-diagnostic in tone
- AI avatar videos must remain under 30s per response to ensure UX fluidity
- Consultation system must respect European data compliance and privacy laws (GDPR)
- Server costs should be optimized for scale without compromising performance

2.6 Assumptions and Dependencies

Any delay in providing required APIs, branding assets, or content approvals will proportionately extend the timeline without penalty to the development team. If either party is unreachable for more than seven (7) consecutive business days without prior notice, the project will enter “Stall Mode,” and timelines will reset from the point of resumption.

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3. Functional Requirements

This section defines the core system behavior, organized by feature modules. Each module represents a major functional block of Viteezy 2.0 and includes user-facing, admin-facing, and backend features that must be developed, tested, and delivered.

The functional requirements are structured to ensure modularity, scalability, and clear hand-off between UI/UX, engineering, and QA teams. Each feature described herein will be accompanied by detailed wireframes, data flow logic, and user journeys (to be shared as part of UI planning).

3.1 Multilingual System

Objective:

Enable multilingual support on the website to serve global audiences, starting with English as the base language.

Features:

- Display website content (headers, buttons, descriptions, etc.) in selected language
- Language switcher in the site header with fallback behavior
- Dynamic text rendering via translation keys (i18n setup)
- Content stored using structured keys for SEO consistency
- Blog, product pages, and meta tags to be localized
- Admin panel must allow content editing in multiple languages
- Automated translation population via **Google Cloud Translation API** (Phase 1)
- Manual override/editing of translations via CMS for quality control
- URL structure to reflect language, e.g. /en/products, /fr/products
- Multilingual sitemap generation for SEO indexing

Admin Panel Capabilities:

- Language enable/disable toggle
- Default language setting
- Inline content editing by section (e.g., Home, About, Blog, Product)
- Warning for untranslated fields during publishing

Constraints:

- Initial rollout in English
- Other languages (like Dutch or French) will be phased in

Text in AI-generated responses (chat/voice) remains English-only in Phase 1

3.2 Website UI/UX Redesign

Objective:

Redesign the existing viteezy.nl website with a modern, clean, and conversion-focused UI/UX system that aligns with international nutraceutical brand standards. Ensure responsiveness, accessibility, and performance across all screen sizes. A dedicated microsite section for the Client's affiliated Sister Herbal Brand will be included with static content only. Dynamic APIs, cart functionality, payments, or custom CMS features for this section are excluded unless separately quoted and agreed.

Features:

Homepage

- New visual tone based on modern health/tech branding
- Hero section with CTA, product highlights, and value propositions
- Scroll-based animations and smooth section transitions
- Dynamic banners for offers and seasonal campaigns
- Testimonials, trust signals, certifications, and media mentions

Product Listing Pages (Shop)

- Grid/list switcher
- Filter by category, goal, ingredients, form factor (e.g., capsules, sachets)
- Sort by popularity, price, or customer rating
- Responsive hover effects, quick add-to-cart, and preview

Product Detail Page

- Large product image carousel (Zoom + Mobile Friendly)
- Details: Description, Ingredients, Nutrition Label (PDF or expandable)
- Add to Cart + Buy Now
- Dynamic stock availability, discount logic, subscription (Phase 2)
- "Frequently Bought Together" / Upsell Suggestions
- Tabs for Benefits, Usage, FAQ, and Reviews
- Language-specific rendering of details

Consultation Overview Page

- Introduction to expert guidance
- CTA to book consultation (free/paid)
- Expert profiles with photos, bios, experience
- Appointment calendar with slot selection

Blog & Content Pages

- List view with cards: featured image, category, read time
- Detail view: formatted rich text, SEO meta, social share

- Related articles suggestions

Support & FAQ

- Clean searchable FAQ section
- Visual separation for categories (e.g., Orders, Shipping, Consultation, AI Assistant)
- Contact form with Freshworks routing

Navigation & Footer

- Mobile-first navigation with collapsible menu
- Smart search bar with autocomplete (products/blogs)
- Footer with newsletter, legal links, and social media

UX Priorities:

- Mobile-first layout using Tailwind/Responsive Grid
- Consistent font, spacing, color palette for visual harmony
- Fast loading animations (GSAP or Framer Motion if needed)
- Accessible design (WCAG 2.1 compliance)
- Clean empty states, error handling, and user feedback flows

Admin Panel Considerations:

- CMS panel to manage homepage banners, blog posts, FAQs, and testimonials
- Reusable section blocks (e.g., Feature Grid, 3-Step Process, Image+Text Cards)
- Draft/Publish toggle per content block
- Language toggle for content editing

Constraints:

- Figma-based design system to be finalized in 10-12 days
- Must reflect premium, trustworthy, non-corporate tone (natural + functional)
- Should match AI avatars and visual storytelling in later phases
- Designed for scalability (for upcoming mobile app)
- Each screen or feature module includes up to **two (2)** review cycles. Additional iterations beyond this limit will be subject to a separate change request or billed at the agreed hourly rate.

To be continue...

3.3 AI-Based Product Consultation Module

Objective:

Replace the old quiz system with an intelligent AI-driven consultation experience that guides users to the most suitable supplements. The module will offer two interaction modes:

1. **Text-based GPT-style chat**
2. **Face-to-face avatar-based AI conversation** (HeyGen-style)

This will allow users to engage in a natural, personalized journey improving trust, reducing choice paralysis, and increasing conversions.

Modes of Interaction:

Mode 1: GPT-Style Conversational Chatbot

- Powered by OpenAI or custom-tuned GPT-4 endpoint
- Pre-trained on nutraceutical data, product catalog, FAQs, and usage guidelines
- Context-aware conversation:
 - Understands user goals (e.g., energy, immunity, skin)
 - Asks smart follow-ups to refine recommendation
 - Avoids medical claims, gives general wellness advice
- Recommendation block at the end with 2-3 product matches
- Responses optimized for tone: empathetic, helpful, clear
- Input box with AI typing animation & smart suggestions

Mode 2: AI Avatar (HeyGen API)

- Video-based avatar that speaks responses via voice
- Avatar looks professional, friendly, brand-aligned
- Video length per message: 10-30 seconds
- Scripts auto-generated by GPT, passed into avatar API
- Used for homepage or special guided consultation experiences
- Option for multi-step avatar chat (like AI receptionist)
- Avatar answers questions or offers product match suggestions in voice

Common Features Across Both Modes:

- History log (client-side only, for context retention)
- Mobile-first responsive UI
- Option to toggle between text and video avatar
- Smooth fallback: if avatar API fails, revert to text bot
- Product card injection within chat interface
- “Add to Cart” CTA from chat suggestion block
- GDPR-compliant data handling (no health condition storage)
- Backend logs for admin review (filtered and anonymized)

Admin Capabilities:

- Enable/disable AI modules individually
- Control avatar scripts and approved topics
- Dashboard to view most recommended products via AI
- Custom prompt engineering support (Phase 2)
- Analytics: avg. session time, drop-off points, product CTRs

Technical Dependencies:

- OpenAI or Anthropic API (for chatbot engine)
- HeyGen (or similar) API for avatar generation
- Internal product database sync with AI engine
- AWS Lambda / Serverless setup for avatar requests (optional)

Constraints:

- No diagnostic or treatment language allowed
- Responses must stay under 300 tokens per reply
- Initial training data provided by LogicGo + Harshad's team
- Avatar latency must be < 5s for smooth UX
- Avatar mode to support English only in Phase 1
- No persistent user profile storage in AI layer (privacy-first)

To be continue...

3.4 Direct Product Purchase Flow

Objective:

Allow users to browse, explore, and purchase products directly without relying on the AI consultation or quiz flow. This serves users who already know what they want and ensures the platform remains e-commerce-first. A dedicated microsite section for the Client's affiliated Sister Herbal Brand will be included with static content only. Dynamic APIs, cart functionality, payments, or custom CMS features for this section are excluded unless separately quoted and agreed.

Features:

Shop Page (PLP - Product Listing Page)

- Display of all available products in a clean, responsive grid layout
- Filters: Category, Goal (e.g., Energy, Sleep), Ingredient, Form (e.g., Capsules, Sachets)
- Sort Options: Price (Low-High), Popularity, Ratings
- Pagination or Infinite Scroll support
- Product hover state: Quick View / Add to Cart

Product Detail Page (PDP)

- Hero Image carousel with zoom
- Key information:
 - Product Name, Form Factor, Size, Price
 - Active Ingredients, Certifications, Allergen Info
- Variant selector (e.g., 30 capsules / 10 sachets)
- Product labels: New, Best Seller, Limited Stock
- "Add to Cart" and "Buy Now" buttons
- Suggested Upsell: Frequently Bought Together / Bundle Offers
- Tabs: Description, Benefits, Usage Instructions, Reviews
- Language-specific content per translation layer

Cart Functionality

- Floating cart icon with item count and quick view
- Edit quantity, remove item, apply coupon code
- Shipping estimation
- CTA to Checkout

Checkout Page

- Guest checkout + Login option
- Billing & Shipping form with validation
- Address auto-complete (Phase 2 with Google Places API)
- Payment gateway integration (Stripe or Mollie)
- Order Summary with editable items

- Promo Code field
- Terms & Conditions checkbox
- Final confirmation with spinner/loading state

Order Confirmation

- On-screen success page
- Email confirmation with order details
- Backend order logging
- Admin view for all orders and statuses

Admin Capabilities:

- Add/edit/delete products
- Define product variants (size, price, form factor)
- Assign categories, tags, SEO metadata
- Upload gallery images, videos, and labels
- Stock status and visibility controls
- Set up discount codes, bundles, and upsells
- Export orders and generate reports

Constraints:

- Inventory tracking is basic in Phase 1 (stock status only)
- Bundles must be configured manually (no dynamic mix-and-match yet)
- No subscription model in MVP; may be added in Phase 2
- Checkout must be GDPR-compliant and mobile-optimized
- Payment gateway must support EU (Netherlands-based) compliance

To be continue...

3.5 Expert Consultation Booking System

Objective:

Enable users to book 1:1 expert consultations for personalized supplement advice, either as a standalone paid service or bundled with purchases. This adds credibility to the brand and provides a human layer alongside AI recommendations.

Features:

Booking Interface

- Clear CTA on homepage, product pages, and AI chat results
- Select from available experts with photos, specialties, and bios
- View available time slots (real-time sync)
- Filter by language (English, Dutch, etc.) or consultation type
- Booking flow:
 1. Select expert
 2. Choose date and time
 3. Fill in short pre-consultation form (goals, issues, current supplements)
 4. Pay & confirm

Payment Integration

- Stripe or Mollie gateway
- Pricing logic: flat rate or dynamic (admin configurable)
- Auto-apply discount if eligible via promo code or bundled purchase
- Email + screen confirmation after payment

Post-Booking Flow

- Calendar invite (Google/Outlook sync optional - Phase 2)
- Reminder emails + SMS (via Zapier or Twilio, Phase 2)
- Option to reschedule or cancel (within allowed window)
- Session history in user account (basic log only)
- Admin gets booking alert

Admin Capabilities:

- Add/manage expert profiles with:
 - Name, image, bio, languages, specializations
 - Availability calendar (manual or sync via Google Calendar)
- Set pricing, duration, buffer time, and cancellation window
- View all bookings with filters by expert/date/status
- Export consultation data for analysis
- Approve, reschedule, or assign experts manually (if needed)

Optional Future Enhancements:

- Video call integration (Zoom/Meet embed)
- Auto-email of expert notes post-session
- Smart AI summary of chat & booking history (Phase 2)

Constraints:

- Manual sync of availability in Phase 1
- Only pre-paid sessions are allowed (no post-pay or COD)
- No user-uploaded documents during booking in MVP
- GDPR compliance required (data access by experts must be controlled)

To be continue...

3.6 Admin Dashboard & CMS Panel

Objective:

Provide Viteezy administrators with a secure, intuitive backend to manage products, orders, content, consultations, AI modules, and user interactions all without requiring technical intervention.

Core Modules & Capabilities:

Product Management

- Add/edit/delete products
- Manage variants (e.g., capsule/sachet/box), pricing, stock status
- Upload images, assign categories & tags
- Define SEO meta title, description, and slugs
- Toggle visibility, mark as featured/bestseller
- Apply labels like "New", "Sold Out", "Limited Edition"

Order Management

- View all customer orders with filters: date, status, user
- Order detail view: customer info, products, payment status
- Update status: Pending -> Processing -> Completed -> Cancelled
- Manual order creation/editing (if needed)
- Export orders to CSV for accounting or inventory

AI Assistant Control Panel

- Enable/disable GPT-style and Avatar AI modules
- Review most recommended products via AI logs
- Configure avatar personality/script templates
- Monitor usage stats, feedback, and engagement drop-offs
- Control avatar visual identity (in HeyGen or similar panel)

Consultation Management

- View upcoming consultations by expert/date
- Reschedule, assign, or cancel bookings
- Access user-provided intake form data
- Edit expert availability and pricing
- Export consultation reports

CMS (Content Management System)

- Manage all site content:
 - Homepage banners
 - Blog posts (multilingual)
 - FAQs

- Testimonials
- Informational pages (Privacy, Refunds, etc.)
- WYSIWYG editor with preview
- Content scheduling and draft/publish toggle
- SEO controls: Meta title, desc, OG image

Discounts & Promotions

- Create custom coupon codes: percentage, fixed amount, free consult
- Apply conditions (min cart value, product-specific, date range)
- Activate flash sales, bundles, and seasonal campaigns
- View usage reports for each discount

Dashboard Analytics

- Daily/weekly/monthly revenue
- Orders by category, conversion rate
- Consultation bookings per expert
- AI interaction summaries
- Traffic source breakdown (via GA4 embed or dashboard card)

User Management

- View registered users and past orders
- Edit user info manually (email, name)
- Ban or restrict access (if needed)
- View consultation history

Security & Access Control

- Role-based access:
 - Super Admin (all access)
 - Content Manager (CMS only)
 - Support Agent (orders & consultations only)
 - AI Specialist (AI panel only)
- 2FA login (Phase 2)
- Activity log of admin actions

Tech Stack Notes

- Admin built using **React + Tailwind + Headless UI**
- Backend via **Node.js + Express**
- Auth via JWT with session expiration
- Hosted on secure cloud (AWS or DigitalOcean) behind firewall

To be continue...

3.7 AI Chatbot & Support Integration (Freshworks)

Objective:

Implement a seamless AI + human support system to handle user queries, order issues, post-purchase assistance, and re-engagement across multiple channels powered by Freshworks and AI chat technologies.

Features:

AI-Powered Website Chatbot

- Instant responses to FAQs, order tracking, consultation booking help, etc.
- GPT-based chatbot trained on:
 - Product catalog
 - Shipping & return policies
 - Consultation flow
 - AI usage questions
- Contextual replies with fallback to human agent
- Smart suggestion chips (e.g., “Track my order”, “Book Consultation”)
- Visual product cards within chat
- Works in multiple languages (via Freshworks AI or Google Translate API)

Live Chat with Agent Handoff

- Freshchat live agent takeover
- Bot auto-escalates when:
 - User says “talk to human”
 - Order ID issues
 - Chat sentiment is low
- Tagging system: pre-sales, delivery, tech issue
- Admin can view full chat history + notes

Omnichannel Support via Freshworks

- WhatsApp, Facebook Messenger, Instagram DM integrations
- Unified dashboard for all incoming support across platforms
- Internal notes per user
- SLA timers and escalation logic

Automated Support Flows

- Cart Abandonment: Smart nudges via chat
- Product Refill Reminders
- Satisfaction follow-up (1-2 days post-purchase)
- Automated prompts to leave reviews/testimonials
- Custom flows like “Need help choosing a product?”

Freshworks Modules to Integrate:

- **Freshchat** - Website & Mobile Widget
- **Freshdesk** - Ticketing, Automation, Reports
- **Freshsales (Optional)** - CRM sync if needed for lead tracking
- **Freshmarketer (Optional Phase 2)** - For behavioral triggers

Admin Capabilities:

- View all chat sessions, assign agents
- Configure FAQ answers and bot flows
- Monitor agent performance and CSAT
- Custom auto-reply per channel
- Tag + prioritize chats
- Generate reports on:
 - Avg. resolution time
 - Bot deflection rate
 - Escalation %
 - Channel-wise volume

Constraints:

- No health advice via chatbot - clearly marked disclaimer
- AI avatar chat (HeyGen) is separate from Freshworks and not linked in Phase 1
- WhatsApp Business account setup by client
- GDPR + cookie banner compliance for chat widget
- User data (email, phone) collected only after opt-in consent

To be continue...

3.8 Blog Management System

Objective:

Establish a clean, SEO-optimized, multilingual blog engine within Viteezy 2.0 to publish wellness articles, supplement guides, expert tips, and brand stories that enhance organic traffic, trust, and retention.

Key Features:

Frontend - Blog Interface

- **Blog Listing Page (Archive View):**
 - Masonry or card layout with thumbnail, title, category, date, read time
 - Filters by tags, categories (e.g., Immunity, Gut Health, Expert Talk)
 - Search bar with keyword relevance
- **Single Blog Post Page:**
 - Hero image or video
 - Rich text content with embedded links, images, and videos
 - Author bio block
 - Estimated read time
 - Category + tag labels
 - Inline product mention blocks (e.g., “Recommended Product”)
 - Related articles section (auto or manual)
- **Multilingual Blog Rendering:**
 - Separate post versions per language
 - Language toggle switch
 - SEO meta tags per language

Admin Capabilities (CMS Panel):

- Create/edit/delete blog posts
- Upload cover image, video, and inline media
- Assign category, tags, read time
- Write/edit meta title, description, slug (SEO)
- Draft/publish scheduling (post goes live at a chosen time)
- Support for multiple authors (with avatars and bios)
- Link products directly into blog content
- Reuse custom blocks (e.g., “Tips Box”, “Featured Product”)

SEO & Performance:

- Auto-generate OG tags and schema.org markup
- Slugs optimized for URL readability
- Lazy-loading for images/videos
- Google Analytics / Tag Manager injection per blog
- XML blog sitemap auto-generated (for indexation)

Optional Future Enhancements:

- Newsletter sync: auto-send new blogs to email subscribers
- AI blog summary generator for each post
- Comments section (with moderation toggle)
- Author performance tracking (views, avg. time, bounce)

Constraints:

- No AI-generated content in Phase 1 (editorial quality controlled by team)
- Each language variant must be manually curated (no auto-translate)
- Max 10 blog categories in Phase 1 for cleaner UX
- Blog content is public (no gated articles in MVP)

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3.9 Email Templates & Transactional Communications

Objective:

Ensure all user interactions within Viteezy 2.0 are followed by timely, branded, and multilingual email communication for clarity, trust, and engagement. These include both transactional and informational messages.

Email Types to Be Implemented:

Transactional Emails

- **Order Confirmation**
Triggered after successful purchase. Includes product details, order summary, shipping method, estimated delivery.
- **Order Status Updates**
Status change notifications (Processing -> Shipped -> Delivered / Cancelled).
- **Consultation Booking Confirmation**
Includes expert name, date/time, meeting link (if virtual), and instructions.
- **Consultation Reminder**
Sent 24 hrs and 1 hr before the appointment.
- **Password Reset / Account Verification**
Secure links with expiration.
- **Failed Payment Notification**
With retry link and support contact info.
- **Newsletter Opt-In / Unsubscribe Confirmation**

Marketing & Automation Emails (Phase 1 Light)

- **Cart Abandonment Reminder (Optional in Phase 1)**
- **Replenishment Reminders**
Sent X days after delivery (based on product lifecycle).
- **Review Request Email**
Sent 5 days after delivery with direct product review link.
- **Upsell/Cross-sell Product Suggestions**
Based on order history and browsing behavior.

Email Design & Structure:

- Mobile-responsive HTML templates
- Brand-consistent (colors, typography, logo, tone of voice)
- CTA buttons: Track Order, View Product, Manage Booking
- Footer with:
 - Contact info
 - Social icons
 - Unsubscribe & preferences link
- Subject lines and preheaders optimized for open rate

Localization Support:

- English & Dutch versions for each email
- Triggered based on user's selected language during signup or checkout
- Language toggle available in admin per template

Email Service Provider (ESP):

- **Mailer integration** options:
 - AWS SES (cost-effective + reliable)
 - Mailchimp / Brevo / Postmark (for advanced logs/analytics)
- Email API integrated with backend order, booking, and auth systems
- Email logs & delivery tracking in admin panel (Phase 2)

Admin Controls:

- Edit subject lines & content in WYSIWYG editor
- Enable/disable specific automations
- Preview email per language
- Resend email manually (order-related)

Constraints:

- No promotional emails allowed without user opt-in (GDPR)
- Default unsubscribe footer in all non-transactional emails
- Cart abandonment logic limited to logged-in users (MVP)
- Analytics optional in Phase 1

To be continue...

3.10 CMS for Blogs, FAQs, Ingredients

Objective:

Provide a flexible, multilingual content management system (CMS) for managing non-product content like blogs, FAQs, and supplement ingredient information helping Viteezy establish authority, improve SEO, and reduce support load.

A. Blog Management System

Features:

- **Create / Edit / Delete Blogs**
- Rich-text WYSIWYG editor (Headings, Bold, Images, Videos, Links)
- Assign categories & tags (e.g., Wellness, Gut Health, Skin)
- Estimated read time auto-calculation
- Author details with bio & image
- Add internal product references
- Set meta title, description, and URL slug
- Schedule publishing

SEO Features:

- Multilingual fields: EN + NL
- Hreflang and canonical URL support
- Social sharing meta (OG tags)
- Auto-generated sitemap entries

Admin Capabilities:

- Preview in both languages
- Filter by status (draft/published), language, category
- Clone existing blog for translation
- Assign author roles (optional)

B. FAQ Management System

Features:

- Category-wise accordion-style layout (e.g., Orders, Consultations, Product Use)
- Search bar with keyword relevance
- Expand/collapse behavior per question
- Responsive on mobile/tablet

Admin Capabilities:

- Add/edit/delete questions
- Assign to categories
- Reorder via drag-and-drop

- Language switcher for content entry (EN/NL)
- Visibility toggle (draft/live)

C. Ingredient & Supplement Info Manager

Features:

- Central repository for all active ingredients used in Viteezy supplements
- Pages for each ingredient (e.g., Ashwagandha, Magnesium, Collagen)
- Include:
 - Scientific name
 - Benefits
 - Source
 - Recommended dosage
 - Cautions / disclaimers
 - Linked Viteezy products using it

Admin Capabilities:

- Create/edit ingredient pages
- Add references/studies (link, title, date)
- Upload supporting visuals (illustration or chemical image)
- Tag with keywords for search
- Link to product cards
- Multilingual fields

Tech Notes:

- CMS built custom or integrated using Headless CMS (e.g., Strapi / Sanity / Directus)
- Frontend fetches via secure APIs
- Role-based access for editors
- Markdown rendering fallback for rich content

Constraints:

- No public commenting on blogs in Phase 1
- Blogs and FAQs are public - no login required
- AI-generated summaries optional in Phase 2
- Mobile formatting must be tested manually for each content block

To be continue...

3.11 Deployment & QA

Objective:

Ensure smooth, secure, and structured deployment of Viteezy 2.0 across environments (Dev -> Staging -> Production) with rigorous QA practices, automation workflows, and rollback strategies to maintain stability and release confidence.

Deployment Pipeline

Environments:

- **Development Environment:**
Used for internal feature implementation & testing
- **Staging Environment:**
Replica of production for client demos, UAT, bug validations
- **Production Environment:**
Live site for end-users hosted on cloud infra (DigitalOcean or AWS)

CI/CD (Continuous Integration/Deployment):

- Git-based flow (feature -> dev -> staging -> prod)
- Auto-builds via GitHub/GitLab Actions
- Docker-based containerization for backend & frontend
- Environment variables stored securely via vault/secrets manager
- Slack/Email deployment notifications (optional)

Quality Assurance (QA)

QA Responsibility Breakdown:

- **LogicGo QA Team** handles end-to-end validation of each milestone
- Includes:
 - Manual Testing
 - Functional Testing
 - Cross-browser/device testing
 - UAT with client

Key QA Practices:

- Bug/Issue tracking via tools like Trello, Jira, or Notion
- Regression testing before every deployment
- Smoke tests after CI/CD push
- Checklist-based validation (UI, forms, links, responsiveness, APIs)

Testing Stages:

- Unit Testing (during dev, handled by dev team)
- Integration Testing (before staging)

- UAT (Client tests features on staging with support from LogicGo)
- Final Production Sanity Testing (post-deployment)

Rollback & Recovery:

- Each deployment is versioned and rollback-ready
- Database backup snapshot taken before each production release
- Logs stored for every deployment session for traceability

Admin Staging Preview:

- Admin panel access for staging environment will be provided to client
- All new features are demonstrated here first for feedback/approval
- No real data used in staging (mock data only)

Constraints:

- Deployments only allowed during pre-defined windows (client approved)
- No hotfixes directly in production unless it's a showstopper
- Staging build freeze 24 hrs before production push
- Mobile app deployment handled separately (quoted outside)

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4. Non-Functional Requirements

This section outlines the key system-wide quality attributes that ensure Viteezy 2.0 performs efficiently, securely, and remains scalable and user-friendly under various conditions. These requirements govern how the system behaves beyond just functionality and directly influence user trust, system resilience, and long-term maintainability.

4.1 Performance

- **Response Time:**
 - Page loads under **2.5 seconds** on 4G connections
 - AI chatbot interaction response < **1.2 seconds**
 - Image rendering lazy-loaded & optimized (under 300KB where possible)
- **Concurrent Users:**
 - Must support at least **500 concurrent users** with no degradation
 - Scalable architecture prepared to handle **traffic spikes during promotions**
- **API Response:**
 - API endpoints must return responses within **400ms average**
 - Server-side pagination applied on large data fetches

4.2 Security

- **Authentication & Authorization:**
 - JWT-based session management
 - Role-based access control (Admin, Staff, Customer)
- **Data Security:**
 - All data encrypted in transit (HTTPS)
 - Passwords hashed using bcrypt
 - Access logs maintained for admin activity
- **Vulnerability Protection:**
 - Protection against OWASP Top 10 vulnerabilities
 - Rate-limiting on API endpoints
 - CAPTCHA or bot detection for signup/contact forms
- **Compliance:**
 - Adheres to **GDPR** for European customer data
 - Email opt-in required for marketing
 - Data deletion/export request support from users (Phase 2)

4.3 Scalability

- **Horizontal Scalability:**
 - Hosted on **DigitalOcean** or **AWS** with ability to scale services
 - Containers used for frontend/backend services
- **Database Scaling:**
 - Prepared for sharding or read-replicas if PostgreSQL
 - Indexing applied to high-traffic query fields
- **Image/Media Handling:**
 - Served via CDN for fast delivery worldwide
 - Storage on cloud buckets (e.g., S3 or Spaces)

4.4 Accessibility & Usability

- **WCAG 2.1 Compliance:**
 - Proper contrast, font sizing, screen reader support
 - Keyboard navigability for all interactive elements
- **Mobile Optimization:**
 - All components fully responsive
 - Touch-friendly UI elements
- **UX Best Practices:**
 - Clear call-to-actions
 - Minimal steps for checkout
 - Visual feedback on all user actions (loading, success, error)

4.5 SEO Optimization

- **Technical SEO:**
 - Proper semantic HTML5 structure
 - Meta titles, descriptions, alt tags
 - OpenGraph + Twitter card meta tags
 - Multilingual support via hreflang (where applicable)
- **Content Optimization:**
 - Blogs, FAQs, and product content editable with SEO fields
 - Sitemap.xml auto-generated
 - Robots.txt configured to block unnecessary pages
- **Performance SEO:**
 - Core Web Vitals compliant (LCP, CLS, FID)
 - Script bundling, image compression, minimal render-blocking assets

4.6 Compliance (e.g., GDPR)

- **Consent Management:**
 - Cookie banner for data tracking (Google Analytics, FB Pixel, etc.)
 - Option to customize or withdraw consent
- **User Data Requests:**
 - Export / delete my data endpoint in Phase 2
 - Clear privacy policy link in footer
- **Email Compliance:**
 - All marketing emails opt-in only
 - Unsubscribe footer in all non-transactional emails

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5. System Architecture

This section outlines the technical foundation, architectural choices, and ecosystem of tools and services used to build, host, and maintain the Viteezy 2.0 platform. The aim is to ensure modularity, performance, scalability, and ease of maintenance.

5.1 Frontend Architecture

Framework Options:

- **React.js** (*preferred for web scalability and ecosystem*)
OR
- **Flutter Web** (*if design unification with mobile is prioritized later*)

Structure:

- Modular, component-based architecture
- React Router (for routing & navigation)
- TailwindCSS or Styled Components for styling
- State management: Redux Toolkit / Zustand
- SSR (Next.js) optional if React is used for SEO and performance

Features:

- Responsive layout (desktop-first, optimized for mobile/tablet)
- Lazy loading of non-critical content
- Integration with backend APIs via Axios / Fetch
- Form validation using React Hook Form / Formik
- Reusable design system components

5.2 Backend Architecture

Tech Stack:

- **Node.js** with **Express** or **Next.js API routes**
- RESTful API architecture (GraphQL optional in Phase 2)
- Modular service-based folder structure
- Input validation via Joi / Zod

Core Responsibilities:

- Authentication & Session Management (JWT-based)
- User roles (admin, staff, customer)
- Product catalog APIs
- Order processing & payment APIs
- Blog/FAQ/Ingredient CMS endpoints
- Admin dashboard endpoints
- AI chatbot integration (OpenAI, HeyGen, etc.)

Security Layers:

- Helmet.js for HTTP headers
- CORS handling
- Rate limiting
- Input sanitization
- Activity logging

5.3 Database Design Overview

Option: MongoDB (Flexible, faster for AI/chat context)

Alternate: **PostgreSQL** (Structured, ACID-compliant)

Core Collections / Tables:

- Users
- Products
- Orders
- Consultations
- Blogs
- FAQs
- Ingredients
- Reviews
- Conversations (AI chat history)
- Email Logs
- Settings (global configs, SEO tags)

Features:

- Indexing on high-frequency fields
- Timestamps for all major records
- Foreign key references / Object relations
- Multilingual fields using nested objects or translation tables

5.4 3rd Party API Integrations

API / Tool	Use Case
OpenAI API	Text-based AI consultation/chatbot
HeyGen API	Avatar-based AI video interaction
Freshworks	Support chat, CRM, ticketing
Payment Gateway (e.g., Stripe / Razorpay)	Transactions, refunds, invoice management
AWS SES / Brevo	Transactional emails, automation

API / Tool	Use Case
TinyPNG / Squoosh	Image compression during uploads
Analytics (GA4, Facebook Pixel)	Traffic insights

5.5 DevOps (CI/CD, Hosting, Monitoring)

Hosting Options:

- **DigitalOcean** (Cost-effective, simple setup)
OR
- **AWS EC2 + S3 + CloudFront** (Scalable, robust for future scale)

CI/CD:

- Git-based CI/CD via GitHub Actions or GitLab CI
- Auto-deploy on main or staging branch push
- Dockerized builds (Frontend + Backend services)
- Secrets managed via encrypted vault or environment manager

Monitoring Tools:

- Uptime monitoring: UptimeRobot / StatusCake
- Error logging: Sentry / LogRocket
- Application metrics: Grafana + Prometheus (optional)

Backup & Recovery:

- Daily database backups
- File/media storage backups (S3 or Spaces)
- Rollback-ready deployment snapshots

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6. Testing Strategy

This section outlines the structured approach LogicGo will follow to ensure Viteezy 2.0 meets all quality standards. From automated testing to manual UAT and real-world validation, this multi-layered testing framework guarantees reliability, usability, and stability before production deployment.

6.1 QA Process Overview

Ownership:

- QA will be handled **in-house by LogicGo's QA Team**
- Dedicated QA engineer assigned throughout the project lifecycle

Stages of Testing:

1. **Developer-level Unit Testing**
2. **QA Team Functional Testing**
3. **Integration Testing (APIs, Flows)**
4. **UAT (Client Testing on Staging)**
5. **Production Sanity Check**

6.2 Types of Testing

Test Type	Description
Unit Testing	Code-level testing of individual functions/modules
Functional Testing	Verifies each feature works as expected (e.g., checkout, login, booking)
Integration Testing	Ensures seamless interaction between backend & frontend, or between APIs
End-to-End Testing	Tests complete user journeys (product consult -> cart -> payment -> email)
Cross-Device Testing	Mobile, tablet, and desktop testing on multiple OS & browsers
Responsive UI Testing	Confirm layout integrity at breakpoints (mobile, tablet, wide screens)
Security Testing	Basic OWASP-level vulnerability scans, auth testing
Performance Testing	Load testing on high traffic modules (checkout, chatbot, AI flow)
User Acceptance Testing (UAT)	Conducted by Harshad Patel on staging build

6.3 Bug Tracking Tools

- **Notion Board / Trello** (for simple tracking)
- Categorized by: Bug | Enhancement | Blocker
- Each ticket to have:
 - Description
 - Reproduction steps
 - Screenshot/screen-recording
 - Device & browser info
 - Priority tag

6.4 Acceptance Criteria

Each module/feature will be considered "**Accepted**" when:

- All functional test cases pass without regression
- No critical/blocker bugs remain unresolved
- UI/UX matches approved Figma designs (90-95%+ fidelity)
- Mobile responsiveness is verified
- Client confirms the working on staging
- All backend endpoints return expected data securely
- QA signs off using checklist
- Proper SEO tags/meta data confirmed (for public pages)
- Proper validation on forms, inputs, files, payments

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7. Deliverables

This section defines the exact set of outputs LogicGo Infotech will deliver throughout the course of Viteezy 2.0's development cycle including modular milestones, documentation, staging builds, and the final production deployment.

Optional

Escrow

Safeguard

If mutually agreed, a third-party escrow service may be engaged after approximately 75% project completion to securely hold source code and deliverables. Release will occur upon full payment or in the event of non-delivery despite full payment, as per contract terms. Associated escrow costs are borne separately and are not included in the base project fee.

7.1 Modules & Features by Milestone

Milestone	Key Deliverables
Milestone 1 - UI/UX Design	Architecture finalization, CI/CD setup, base schema, multilingual engine setup. (\$2,000 USD)
Milestone 2 - Core Web Platform	Product catalog, filters/variants, backend product module, AI diagnostic quiz logic, HeyGen integration. (\$2,000 USD)
Milestone 3 - AI Consultation	Expert scheduling, checkout/cart/payment gateway integration, Admin Panel Phase 1. (\$2,000 USD)
Milestone 4 - Ecommerce Flow	Admin Panel Phase 2, Mobile App setup & landing modules. (\$2,000 USD)
Milestone 5 - Expert Booking	Mobile App product/cart/checkout, AI flow, expert scheduling, admin reporting, sub-admin roles. (\$2,000 USD)
Milestone 6 - Admin & CMS	Herbal brand section (static scope), final QA, SEO, deployment, store submissions, DNS/domain integration. (\$2,500 USD)

7.2 Documentation

Each of the following will be prepared and shared in editable + PDF format:

- Software Requirements Specification (SRS) - this document
- User Stories / Use Case Flows (optional diagrams if needed)
- Admin Panel Documentation
- API Documentation (Swagger / Postman Collection)
- Deployment Manual (one-click deploy or scripts)
- Project Summary Report on Handover

7.3 Deployment Setup

- Fully functional deployed app on **production environment**
- Separate **staging environment** for QA/UAT
- All cloud setup files and credentials securely handed over
- Backup and rollback points clearly documented
- CI/CD setup maintained via GitHub/GitLab

7.4 Final Handover Plan

Once development and QA are complete, the following items will be delivered to the client:

- Source code (Frontend + Backend)
- Admin credentials (with roles configured)
- Environment files (.env) & access keys
- Deployment instructions (if client manages hosting later)
- Database dump (if required)
- Design files (Figma)
- All documentation (SRS, API, User Guides)

Post-Deployment Warranty

A six-month post-deployment warranty will be provided from the date of live deployment. This warranty covers bug fixes and compliance with agreed scope. It excludes issues arising from third-party service interruptions, client-side modifications, or any new feature requests beyond the signed-off scope.

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8. Project Timeline

This section outlines the estimated duration and phase-wise breakdown for delivering Viteezy 2.0. The complete development, QA, and deployment cycle is expected to span **75 days** from UI/UX finalization to production launch, assuming smooth client feedback loops and no major scope changes.

8.1 Development Phases

Phase	Estimated Duration	Key Tasks
Phase 1 - Discovery & Planning	3 Days	Finalize SRS, sitemap, user flows, architecture & team allocation
Phase 2 - UI/UX Design	10 Days	High-fidelity web UI in Figma (responsive), multilingual layout, AI flow UX
Phase 3 - Core System Setup	7 Days	Repo setup, frontend/backend scaffolding, routing, auth, language switcher
Phase 4 - Ecommerce & Consultation	12 Days	Product listing, cart, checkout, AI consultation (GPT & HeyGen API)
Phase 5 - Booking & Admin Dashboards	12 Days	Expert calendar, user profiles, inventory, booking logic, CMS modules
Phase 6 - AI & Support Integrations	8 Days	Freshworks integration, chatbot UI, AI FAQ bot, customer support panel
Phase 7 - Marketing Automation	6 Days	Email templates, automation logic, transactional flow setup
Phase 8 - QA & UAT	10 Days	Full-cycle testing, UAT on staging, fixes, feedback loop
Phase 9 - Final Deployment	7 Days	Production server setup, DNS, performance tweaks, client handover

8.2 Duration (90 Days)

The total development duration for Viteezy 2.0 shall be ninety (90) calendar days from the agreed project initiation date, in line with the contractual milestone schedule. Deliverables will be released at fifteen (15) day intervals, as outlined in Section 8.3, with each milestone tied to specific functional outputs and payment terms.

8.3 Key Milestones & Deadlines

Milestone	Key Deliverables
Milestone 1 - UI/UX Design	Architecture finalization, CI/CD setup, base schema, multilingual engine setup. (\$2,000 USD)
Milestone 2 - Core Web Platform	Product catalog, filters/variants, backend product module, AI diagnostic quiz logic, HeyGen integration. (\$2,000 USD)
Milestone 3 - AI Consultation	Expert scheduling, checkout/cart/payment gateway integration, Admin Panel Phase 1. (\$2,000 USD)
Milestone 4 - Ecommerce Flow	Admin Panel Phase 2, Mobile App setup & landing modules. (\$2,000 USD)
Milestone 5 - Expert Booking	Mobile App product/cart/checkout, AI flow, expert scheduling, admin reporting, sub-admin roles. (\$2,000 USD)
Milestone 6 - Admin & CMS	Herbal brand section (static scope), final QA, SEO, deployment, store submissions, DNS/domain integration. (\$2,500 USD)

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9. Exclusions & Future Scope

While Viteezy 2.0 aims to deliver a feature-rich and scalable platform within the current scope, some functionalities have been consciously **excluded from the current phase** due to complexity, time constraints, or business prioritization. These features may be considered for future iterations or scoped as separate projects.

9.1 Mobile App (To Be Quoted Separately)

Mobile apps (Android and iOS) are part of the agreed contract scope. However, all mobile deliverables, timelines, and milestones will follow the contract's milestone structure, with development proceeding in parallel to web modules as outlined in Section 7.1.

9.2 Advanced Reporting & Analytics (BI Layer)

Post-launch, Viteezy can be expanded to include dashboards powered by business intelligence tools like:

- Metabase
- Google Looker Studio
- Custom data visualizations

This is **not included** in the current scope but can be scoped as a value-add Phase 2.

9.3 Multi-Vendor or Marketplace Expansion

The current ecommerce model is **single-brand, direct-to-customer**. Marketplace features like:

- Vendor onboarding
- Vendor dashboards
- Commission logic
- Inventory segregation

...are not part of Viteezy 2.0 and will be part of **future roadmap discussions**.

9.4 AI Personalization Engine (Phase 2)

Advanced personalization through AI (based on:

- Purchase history
 - Skin type quizzes
 - Customer behavior
- ...is **not covered** in this phase.

However, Viteezy's backend and user flow will be structured to support personalized flows in future with minimal disruption.

- **Vendor/Supplier Management Portals:** Dedicated supplier login areas with inventory sync, purchase order management, or shipment tracking.

- **Affiliate Marketing Dashboards:** Partner/affiliate portals for link tracking, commission calculation, and payouts.
- **CRM/ERP Integrations Beyond Stated:** Any integrations other than those explicitly listed in this SRS (e.g., Salesforce, SAP, HubSpot).
- **Custom AI Model Training Beyond Workflow Logic:** Development of brand-new AI models from scratch or heavy fine-tuning requiring large proprietary datasets.
- **Desktop Applications:** Any desktop-based version of the platform.
These items require separate estimation, agreement, and timeline allocation.

10. Appendix

This appendix includes all relevant supplementary material to support the clarity, continuity, and successful execution of the Viteezy 2.0 project.

A. Reference Links

- **Current Website:** <https://viteezy.nl>
- **Inspiration Site (Healthstack AI):** *(Provided during discovery call)*
- **AI Avatar Platform (HeyGen):** <https://www.heygen.com>
- **GPT/AI Chat Example:** *(Reference of Health Compass AI or ChatGPT console)*

B. Brand Guidelines (if any)

- No formal brand book yet shared
- Awaiting any official typography, color palette, logo usage guidelines from client (Harshad Patel)
- Until then, modern, inclusive, soft-edged UI with skin/healthcare relevance will be followed based on internal UI direction

C. Sitemap

- Provided by client in PDF (as shared during scope call)
- Multilingual sections include:
 - Homepage
 - Product Category Pages
 - Product Detail
 - Consultation Booking
 - Blog
 - About
 - Contact
 - FAQs
 - Legal (Privacy Policy, Terms, etc.)

D. Design Inspirations

- Premium skincare websites
- Brands with AI-powered consultation tools
- Soft, feminine, inclusive tones with editorial-style images
- Smooth UX for both young digital-savvy and older non-tech-savvy customers
- Clean layouts (2-column product grids, top menu with CTA buttons)

E. Glossary

Term	Definition
AI Avatar	Human-like video agent created using tools like HeyGen

Term	Definition
GPT Console	Chat interface powered by OpenAI for live user assistance
UAT	User Acceptance Testing (client-side testing phase)
CI/CD	Continuous Integration / Continuous Deployment
CMS	Content Management System for editable site content
Staging	Pre-production version of the platform used for testing and review
HeyGen API	API that allows embedding AI avatars in video or interactive flows
Freshworks	CRM, live chat, and ticketing suite integrated for customer support

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11. Post Development Operational Cost

11.1. AI Communication Modules (Twilio + OpenAI) - Usage-Based

These are per-minute or per-message costs. Let's assume **1 user = 5 min usage/session**, as per your sheet.

Service	Cost per use	Est. Monthly Use (per user)	Est. Monthly Cost (1 user)
Speech-to-text	\$0.10	5 mins	\$0.10
Text-to-speech	\$0.10	5 mins	\$0.10
Incoming call	\$0.04	5 mins	\$0.04
Outgoing call	\$0.04	5 mins	\$0.04
Call recording	\$0.10	5 mins	\$0.10
SMS inbound	\$0.01	1 message	\$0.01
SMS outbound	\$0.04	5 messages	\$0.20

Twilio Total (per user): \$0.59

11.2 OpenAI Charges (Chat-based AI Interaction)

Assuming **1 session of 5 mins per user** (Input + Output combined):

Model	Est. Cost/Session	Monthly (1 user)
GPT-3.5	~\$0.006	~\$0.01
GPT-4	~\$0.06	~\$0.06

If using GPT-4 per user: \$0.06

If using GPT-3.5 per user: \$0.01

11.3. Monthly Subscription Services

Service	Monthly Cost (USD)	Notes
DocuSign API	\$10.00	Cheapest monthly plan
OCR (Google Vision)	\$1.50 (per 1000 img)	Estimate \$5/month for avg use
MongoDB Atlas	\$9 to \$10	5GB to 10GB instance

Service	Monthly Cost (USD)	Notes
Gmail API	Free	Included
SSL Certificate	Free	Included

Subtotal for subscriptions: ~\$24.00/month

11.4 Server Infrastructure (DigitalOcean - Finalized)

Chosen server:

- **Digital Ocean \$4/month Plan**
 - 1 Core CPU, 0.5 GiB RAM

Add 1GB S3-style storage at **\$0.025/GB**:

- Assuming 10 GB \Rightarrow \$0.25

DigitalOcean Total: \$4.25/month

11.5 Final Monthly Cost Summary

Category	Approximate Monthly Cost (1 User)
Twilio AI Communication (voice/SMS)	\$0.59
OpenAI (GPT-4)	\$0.06
Subscription APIs (DocuSign, MongoDB, OCR)	\$24.00
Server Infra (DigitalOcean)	\$4.25

Estimated Monthly Cost per User (1 session) = \$0.65-\$0.70

Estimated Total Operational Cost (flat infra + 100 users) =

\$24 (APIs) + \$4.25 (Infra) + ~\$65 (Usage) = **~\$93.25/month**

Notes:

- If GPT-3.5 is used: cost reduces ~10-12%
- If user count scales up (say 500+), Twilio + OpenAI become significant
- Infra remains stable unless heavy CPU is needed for media or AI generation

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Final - Phased Pricing Plan: Viteezy 2.0

Phase 1 - Core Functionality (MVP)

Budget: \$6,879 - \$7,590

Timeline: 45-50 Days

Included Features:

- UI/UX Redesign (Multilingual & Responsive)
- Product Browsing and Direct Purchase Flow
- Admin Dashboard
 - Product, Order, and Category Management
 - CMS for Blogs, FAQs, and Ingredients
- AI-Based Consultation (Text Chat using GPT-3.5 or GPT-4)
- Email Templates (Transactional Communications)
- Basic SEO Setup (meta tags, structured data)
- Hosting Setup on DigitalOcean with SSL and QA Process

Phase 2 - Smart Enhancements

Budget: \$3,500 - \$4,500

Timeline: 25-30 Days

Included Features:

- Freshworks CRM Integration (Chat, Support, WhatsApp, Email)
- Expert Appointment Booking System
- AI Avatar Consultation Flow (HeyGen or similar)
- OCR + DocuSign Integration
- Marketing Automation
 - Email Campaigns
 - Cart Abandonment Recovery
 - Product Re-engagement
- Advanced CMS SEO Tools (meta tag automation, content scoring)

Phase 3 - Mobile Application (Separate Quotation)

Budget: \$4,000 - \$5,000

Timeline: 30-40 Days

Included Features:

- Cross-platform Mobile App (Flutter or React)
- Features: Login, Browse, Purchase, Chatbot, Order History
- Push Notifications and Native Device Optimization
- Connected to Existing Backend (no additional API layer)

Summary Table

Phase	Key Deliverables	Timeline	Budget
Phase 1	Core Web App + Admin + AI Text Chat	45-50 Days	\$6,879 - \$7,590
Phase 2	CRM + AI Avatar + Booking + Automation	25-30 Days	\$3,500 - \$4,500
Phase 3	Mobile App (iOS + Android)	30-40 Days	\$4,000 - \$5,000

Continued Support and Collaboration

In conclusion, I am excited about the potential to contribute to the success of this project. The detailed documentation presented reflects my deep understanding of your requirements and my commitment to delivering a high-quality, innovative solution. I am fully prepared to engage with your team, align with your strategic goals, and ensure the application not only meets but exceeds your expectations.

Choosing my services guarantees a partner who is dedicated to excellence, attentive to detail, and committed to providing sustainable and scalable software solutions. I look forward to the possibility of working together and am eager to help bring your vision to life with precision and passion.

Let's make your project a benchmark in the industry. I am ready to start this journey with you!

Warm Regards,

Mr. Vedant Paliwal

(Senior Project Manager, Product Manager, Business Manager & R&D Engineer at LogicGo Infotech)
