

Website Development Plan - Multi-Phase Project

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Project Overview

This document outlines the complete development plan for a dynamic website with blog, events calendar, and online shop functionality across three phases.

PHASE 1: STATIC WEBSITE & BLOG

Static Pages Content Requirements

Home Page

- **Hero Section:** Welcome message with main value proposition
- **Featured Content:** Latest blog posts preview (3-4 posts)
- **About Preview:** Brief company introduction with "Learn More" button
- **Upcoming Events:** Next 2-3 events display
- **Newsletter Signup:** Email collection form
- **Contact Information:** Phone, email, address
- **Navigation Menu:** Links to all main pages
- **Footer:** Social media links, quick links, copyright

About Page

- **Company Story:** Founding story and mission
- **Team Section:** Key team members with photos and bios
- **Our Values:** Core principles and beliefs
- **Achievements:** Awards, milestones, certifications
- **Location Info:** Office address and map
- **Contact CTA:** Button linking to contact page

Contact Page

- **Contact Form Fields:**
 - Full Name (required)
 - Email Address (required)
 - Phone Number (optional)
 - Subject (dropdown/text)
 - Message (required)
 - Submit button
- **Business Information:**
 - Physical address with Google Maps
 - Phone numbers (office, mobile)
 - Email addresses (general, support)
 - Business hours
 - Response time expectations
- **Social Media Links:** All platform connections

Blog Listing Page

- **Blog Post Grid:** Title, featured image, excerpt, date, author
- **Categories Filter:** Dropdown or sidebar categories
- **Tags Display:** Popular tags cloud
- **Search Bar:** Search within blog posts
- **Pagination:** Next/previous page navigation
- **Recent Posts Sidebar:** Latest 5 posts
- **Archive Links:** Posts by month/year

Individual Blog Page

- **Post Content:** Full article with proper formatting
- **Author Bio:** Writer information and photo
- **Publication Date:** When post was published
- **Categories & Tags:** Post classification
- **Social Sharing:** Facebook, Twitter, LinkedIn, WhatsApp buttons
- **Comments Section:** Reader comments and replies
- **Related Posts:** 3-4 similar articles
- **Newsletter Signup:** Subscribe form at bottom

Blog Management System

- **Create New Posts:** Rich text editor with media upload
- **Edit Existing Posts:** Full editing capabilities
- **Post Status:** Draft, Published, Scheduled
- **SEO Options:** Meta titles, descriptions, keywords
- **Featured Image:** Upload and crop functionality

Categories & Tags Management

- **Categories:** Create, edit, delete categories
- **Tags:** Add, manage, merge tags
- **Hierarchical Structure:** Parent/child categories
- **URL Management:** SEO-friendly slugs

Admin Access Requirements

- **Login Credentials:** Username/password (fake for testing)
- **Role Management:** Admin, Editor, Author levels
- **Dashboard Access:** Content management interface

PHASE 2: EVENTS CALENDAR SYSTEM

Calendar Display Pages

Calendar Views

- **Monthly View:** Grid layout showing all month events
- **Weekly View:** 7-day detailed schedule
- **List View:** Chronological event listing with filters

Event Detail Page

- **Event Information:**
 - Title, date, time, location
 - Description and agenda
 - Organizer information
 - Ticket pricing (if applicable)
- **Social Sharing:** Instagram, Facebook, Email, WhatsApp
- **Comments Section:** User discussions about event
- **RSVP/Registration:** Attendance confirmation

Event Management Features

- **Event Submission Form:** Public form for event organizers
- **Admin Approval:** Review and approve/reject submissions
- **Event Creation:** Admin can directly add events
- **Event Editing:** Modify existing events
- **Event Deletion:** Remove cancelled events

Additional Features

- **Search & Filter:** Find events by date, category, location
- **Comment Moderation:** Admin approval for event comments
- **Newsletter Integration:** Event updates to subscribers

Testing Credentials

- **Admin Login:** admin@example.com / password123 (fake)
- **Event Organizer:** organizer@example.com / event456 (fake)

PHASE 3: ONLINE SHOP & DIGITAL DOWNLOADS

Product Pages

Product Listing Page

- **Product Grid:** Product image, name, price, rating
- **Filter Options:**
 - Category (Merchandise, Digital Itineraries)
 - Interest (Travel, Adventure, Culture, Food)
 - Type (Physical, Digital, Bundle)
 - Price Range (Under \$25, \$25-\$50, \$50+)
- **Sort Options:** Price, popularity, newest, rating
- **Search Bar:** Product name/description search

Product Detail Page

- **Product Images:** Multiple photos with zoom
- **Product Information:**
 - Title, description, specifications
 - Price and any discounts
 - Availability status
 - Customer reviews and ratings
- **Purchase Options:** Add to cart, buy now buttons
- **Related Products:** Similar item suggestions

E-commerce Functionality

- **Shopping Cart:** Add, remove, update quantities
- **Checkout Process:**
 - Customer information form
 - Shipping address (for physical items)
 - Payment method selection
 - Order summary and total
- **Payment Integration:** Credit card, PayPal (test mode)

- **Order Confirmation:** Email receipt with order details

Digital Products

- **Digital Download Delivery:** Automated file delivery post-purchase
- **Itinerary Generation:** Custom travel plans created after payment
- **Download Links:** Secure, time-limited access links

Admin Shop Management

- **Product Management:** Add, edit, delete products
- **Inventory Tracking:** Stock levels and alerts
- **Order Management:** View, process, fulfill orders
- **Discount System:** Create coupon codes and promotions

Testing Payment Setup

- **Stripe Test Mode:** Test card numbers for checkout
- **PayPal Sandbox:** Fake PayPal account for testing
- **No real payments processed during development**

GLOBAL ADMIN DASHBOARD

Dashboard Overview

- **Quick Stats:** Total posts, events, orders, subscribers
- **Recent Activity:** Latest actions across all modules
- **Pending Items:** Content awaiting approval

Management Sections

- **Blog Management:**
 - All posts list with status
 - Quick edit and delete options
 - Categories and tags overview
- **Event Management:**
 - Upcoming events calendar
 - Pending submissions for approval
 - Event performance metrics
- **Shop Management:**
 - Product inventory status
 - Recent orders and sales
 - Low stock alerts
- **User Management:**
 - Newsletter subscriber list
 - Export email lists

- Subscription preferences

- **Comment Moderation:**

- Pending comments review
- Spam detection and filtering
- Bulk approval/deletion

Access Controls

- **User Roles:** Super Admin, Admin, Editor, Author
- **Permission Levels:** Different access for each role
- **Activity Logging:** Track who made what changes

Technical Requirements Summary

Development Environment

- **Content Management:** Custom admin panel
- **Database:** MySQL/PostgreSQL for data storage
- **File Storage:** Images, documents, digital products
- **Email System:** SMTP for notifications (fake during testing)

Testing Credentials (All Fake for Development)

- **Super Admin:** admin@website.com / superpass123
- **Blog Editor:** editor@website.com / edit789
- **Event Manager:** events@website.com / event456
- **Shop Manager:** shop@website.com / shop321

Production Requirements (Future Implementation)

- **Real Email Service:** SendGrid, Mailchimp, or similar
- **Payment Gateway:** Live Stripe/PayPal accounts
- **SSL Certificate:** Secure checkout and admin access
- **Backup System:** Regular database and file backups
- **Security Updates:** Regular software updates and monitoring

This document provides a clear roadmap for developing a comprehensive website with blog, events, and e-commerce functionality. Each phase builds upon the previous one, creating a complete digital platform for content, community, and commerce.