

Product Requirements Document (PRD)

Xara Labs LLC – Corporate Website

Location: San Jose, California, USA

1. Objective

Build a professional, high-credibility corporate website for Xara Labs LLC that clearly explains services, establishes trust, and enables inbound contact. The site must be fast, SEO-friendly, globally distributed, and easy to maintain.

2. Scope (Version 1)

- Static marketing website (no backend)
- Clear service presentation
- Company credibility and positioning
- Contact information for inbound leads
- Deployment on Cloudflare Pages

3. Out of Scope (V1)

- User authentication or accounts
- Dashboards or web application features
- Payments or billing
- CMS or admin panels
- Server-side APIs or databases

4. Target Audience

- Founders and startup teams
- CTOs and technical decision-makers
- Enterprise innovation and IT leaders
- Investors and strategic partners

5. Technical Requirements

- Framework: Next.js (App Router, Static Export)
- Language: TypeScript
- Styling: Tailwind CSS
- Hosting & CDN: Cloudflare Pages
- Source Control: GitHub
- Development Environment: Replit

- Build Command: npm run build
- Output Directory: out

6. Required Pages

- Home (/): Positioning, hero, services overview, CTA
- Services (/services): Detailed service descriptions
- About (/about): Company background and credibility
- Contact (/contact): Contact information

7. Services to Display

- AI & Intelligent Systems
- Custom Software Development
- Data & Platform Engineering
- Technical Strategy & Roadmaps
- Team Augmentation & Embedded Expertise

8. Design Requirements

- Clean, minimal, professional visual style
- White background with neutral color palette
- Strong typography and generous spacing
- No heavy animations or visual clutter

9. SEO & Performance

- Global page metadata (title and description)
- Semantic HTML structure
- Fast load times via Cloudflare CDN
- Sitemap generation

10. Success Criteria

- Site builds successfully with no errors
- All pages render correctly
- Deployment via Cloudflare Pages succeeds
- Professional look and fast performance