

WEBSITE REQUIREMENT

PROJECT OVERVIEW

Our company is a premium spice brand company focused on purity, transparency, traceability, and direct sourcing of spices from farmers/ FPOs. Hence the website should combine the **storytelling and premium visual experience** with **QR-based product traceability** and **e-commerce functionality** (to be integrated later)

The objective is to build trust by allowing customers to see where ingredients come from, how they are processed, and why our products are different.

The website should combine:

- Premium branding
- Product discovery
- SEO visibility
- QR-based product authentication
- Farm-to-plate storytelling
- Future batch traceability

CORE CONCEPT

Every product page will serve two purposes:

1. Product Page (for website visitors)
2. QR Landing Page (for customers scanning product packs)

There should NOT be separate websites or separate pages for QR users.

Instead, every product page should support two viewing modes:

NORMAL MODE

Visible when a visitor reaches the product page through:

- Google Search
- Website Navigation
- Social Media Links
- Product Catalogue

QR MODE

Activated when the customer scans the QR code printed on the product packaging.

QR Mode displays all Normal Mode content PLUS additional traceability and authentication information.

PRIMARY OBJECTIVES

1. Build a premium consumer-facing brand website.
2. Showcase products.
3. Act as a QR landing page platform for every SKU.
4. Provide transparency and traceability.
5. Educate customers about sourcing, processing and usage.

6. Build trust through quality documentation and farmer stories.
7. Support future e-commerce integration.

WEBSITE STRUCTURE

HOME PAGE

Sections:

- Hero Banner
- Brand Story
- Purity Promise
- Why us
- Farm to Plate Journey
- Product Categories
- Sourcing Network Across India
- Farmer Partnerships
- Certifications
- Featured Recipes
- Customer Trust Section
- Contact Information

ABOUT US

Sections:

- Brand Story
- Vision
- Mission
- Our Commitment to Purity
- Why We Avoid Preservatives & Additives
- Farmer Partnership Philosophy

OUR SOURCING NETWORK

Interactive India Map displaying:

- Spice
- Region
- State
- Harvest Season
- Generic Farmer Stories

PRODUCTS PAGE

Product Categories:

- Spice Blends
- Spice Powders
- Whole Spices

Every product displayed in the respective categories should have its own dedicated page.

Example:

/products/sambhar-masala

/products/garam-masala

/products/turmeric-powder

/products/black-pepper

PRODUCT PAGE ARCHITECTURE

Each product page contains:

LAYER 1: NORMAL MODE (PUBLIC + SEO)

Visible to all website visitors.

SECTION 1

Product Hero

- Product Image
- Product Name
- Pack Sizes
- Product Highlights

SECTION 2

Purity Promise

- No Preservatives
- No Artificial Colours
- No Artificial Flavours
- No Fillers
- No Additives
- Small Batch Roasting & Grinding
- Hygienically Processed
- Quality Tested

SECTION 3

Product Story

Explain:

- What the product is
- Why it is special
- Traditional significance

- Culinary value

SECTION 4

Ingredients Transparency

For spice blends:

Complete ingredient list.

For single spices:

Botanical and product details.

SECTION 5

Usage Guide

- How to use
- Recommended applications

SECTION 6

General Farm-to-Plate Story

Overview of sourcing and processing philosophy.

SECTION 7

Why Choose Us

- Transparency
- Quality
- Small Batch Processing
- Responsible Sourcing

SECTION 8

Related Products

SECTION 9

QR Call-To-Action

Display message:

“Purchased this product? Scan the QR code on the pack to view authenticity, sourcing and traceability information.”

LAYER 2: QR MODE ARCHITECTURE

When a customer scans the QR code after buying the product, the same product page automatically unlocks additional sections.

QR MODE SHOULD DISPLAY EVERYTHING FROM NORMAL MODE PLUS THE FOLLOWING:

SECTION 10

Product Authentication

Display:

✓ Verified Authentic Product

- Product Name
- SKU
- Product Photograph

SECTION 11

Batch Information

- Batch Number
- Manufacturing Date
- Packaging Date
- Best Before Date

SECTION 12

Source Region Information

Display exact sourcing regions.

Example:

Black Pepper

- Idukki, Kerala

Turmeric

- Erode, Tamil Nadu

Cumin

- Gujarat

Coriander

- Rajasthan

Display through interactive map.

SECTION 13

Harvest Information

Display:

- Harvest Month
- Harvest Season
- Procurement Month

SECTION 14

Farmer/FPO Story

Display:

- Region

- Photograph of farm
- Farming Practices
- Traditional Knowledge

SECTION 15

Interactive Spice Journey Animation/ Photos/ Videos (Farm to Plater Journey)

Unique Feature.

Display how ingredients travel across India.

Example:

Pepper

Kerala

↓

Turmeric

Tamil Nadu

↓

Coriander

Rajasthan

↓

Cumin

Gujarat

↓

Manufacturing Facility

↓

Cleaning

↓

Grinding

↓

Blending

↓

Packing

↓

Customer Kitchen

Animation should be editable through CMS. Animation should be reusable across products with editable content.

SECTION 16

Quality Assurance Section

- Product-specific metrics.
- Quality testing process

- Moisture standards
- Purity standards

Examples:

Turmeric Powder

- Curcumin %

Black Pepper

- Piperine %

Cardamom

- Volatile Oil %

Chilli Powder

- Colour Value
- Moisture %

SECTION 17

Documents & Verification

Admin upload capability required.

Display:

- COA
- Lab Reports
- Testing Reports
- Authenticity Certificates

PDF viewer and download option required.

SECTION 18

Storage Instructions

SECTION 19

Recipes

Relevant recipes and cooking videos.

SECTION 20

Product FAQ

ADMIN PANEL REQUIREMENTS

Admin should be able to independently manage:

- Product descriptions
- Product images
- Videos
- Recipes
- Ingredient lists
- Farmer stories
- Harvest information
- Procurement information
- Quality parameters
- COA uploads
- Lab reports
- Authentication certificates

QR SYSTEM REQUIREMENTS

Every SKU receives a unique QR code.

Examples:

Sambhar Masala

QR →

xyz.com/products/sambhar-masala?mode=qr

Garam Masala

QR →

xyz.com/products/garam-masala?mode=qr

Turmeric Powder

QR →

xyz.com/products/turmeric-powder?mode=qr

When accessed through QR, the website automatically displays QR Mode sections.

PHASE 2 – BATCH LEVEL TRACEABILITY

Architecture must support **future batch-specific QR codes**.

Example:

xyz.com/trace/KGSM250601

Future functionality:

- Exact batch traceability
- Exact harvest information
- Batch-specific COA
- Batch-specific quality reports
- Batch-specific sourcing records

DESIGN REQUIREMENTS

Visual Style:

- Premium
- Clean
- Natural
- Trustworthy
- Educational
- Story Driven

Website should communicate:

- Purity
- Transparency
- Farmer Respect
- Authenticity
- Indian Sourcing Excellence

SUCCESS CRITERIA

A visitor searching online should discover and learn about our products.

A customer scanning a product should immediately be able to verify:

- Product authenticity
- Ingredient origins
- Harvest information
- Farmer stories
- Processing journey
- Quality parameters
- COA and testing reports

The website should function not merely as a catalogue but as a Digital Trust Platform for our products.

Additional Information

1. **Authenticity Verification Badge**
 - "Verified Product"
2. **Compare Us Section**
 - Whole spices vs adulterated market products
 - Educational, not comparative advertising
3. **Recipe Video Library**
 - Massive SEO benefit.
4. **Spice Education Centre**
 - Articles on turmeric, pepper, cardamom, garam masala, etc.
5. **Farmer Partner Map**
 - Supports the farmer-first brand story
6. **"Get recipes and spice tips"**
7. **Export Readiness Section**
 - Especially useful for targeting international buyers.