Mihyar ERP & Customer Platform

Product Specification, Visual Sitemap & Wireframes

Date: September 13, 2025

Prepared for: Mihyar — Custom Thobe Tailoring

Executive Summary

This document consolidates the full specification for Mihyar’s dual-purpose platform: a public marketing site with a customer portal and a full-featured internal ERP for custom thobe tailoring. It includes scope, features, data models, workflows, compliance, APIs, DevOps, and wireframe imagery. The MVP prioritizes operational readiness while laying foundations for AI stylist, 3D/AR configurator, and multi-tenant scaling.

Table of Contents

1. Goals & Success Metrics
2. Audience & Languages
3. Brand & Style
4. Visual Sitemap
5. Wireframes (Preview)
6. Detailed Feature Specification
7. Data Model (Entities & Fields)
8. User Journeys & Flows
9. APIs & Integrations
10. Compliance (KSA PDPL, VAT, ZATCA)
11. Security, Backups & Monitoring
12. DevOps & Environments
13. Reporting & Analytics
14. Roadmap & Phasing
15. Appendices (Templates & Copy)

1. Goals & Success Metrics

Main Goal: Operate a public landing and signup funnel while providing a secure ERP for tailoring operations and a customer portal for tracking and engagement.

Success Metrics

- Newsletter signups with discount
- Customer signups and portal engagement
- Fitting bookings for measurement
- Operational throughput (lead time, QC pass rate)

2. Audience & Languages

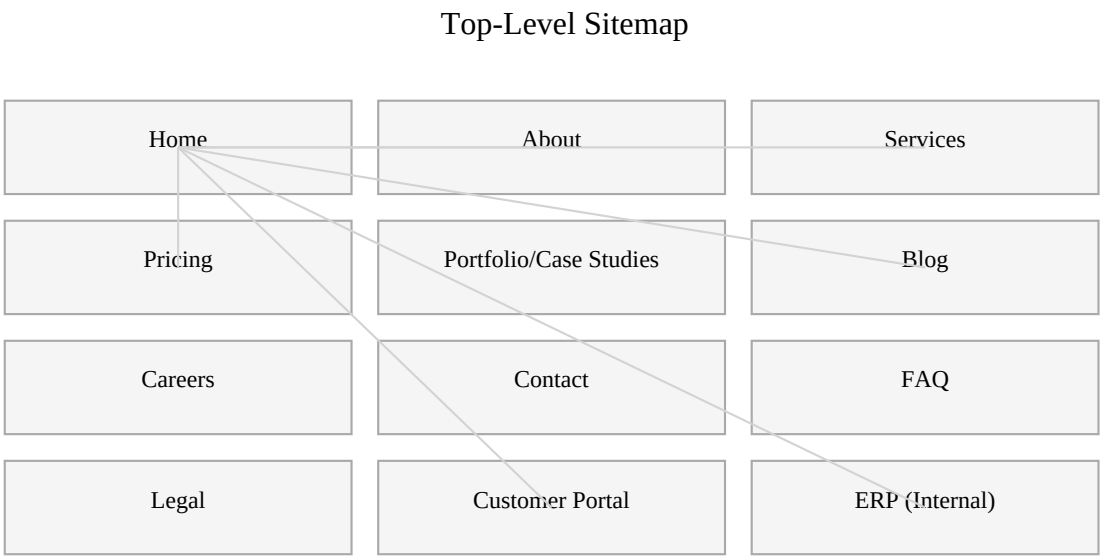
Primary Audience: Men in Saudi Arabia (21+). Secondary: those under 21 via parents/guardians.

Regions/Languages: Saudi Arabia, Arabic (RTL) and English (toggle).

3. Brand & Style

Brand: **Mihyar**. Tone: Minimal, Premium, Bold. The design language will mirror the existing brand while maintaining original copywriting. Colors, fonts, and imagery will be aligned with the current brand presence; exact hex codes and font files to be confirmed with the brand team.

4. Visual Sitemap



Sub-pages include: Blog categories, Legal subsections (Privacy, Terms, Shipping/Delivery, Returns/Alterations), Portal modules (Dashboard, Orders, Configurator, Appointments, Loyalty, Profile), and ERP modules (Orders, Customers, Inventory, Appointments, Reports, Staff, POS, Marketing, Settings, Logs).

5. Wireframes (Preview)

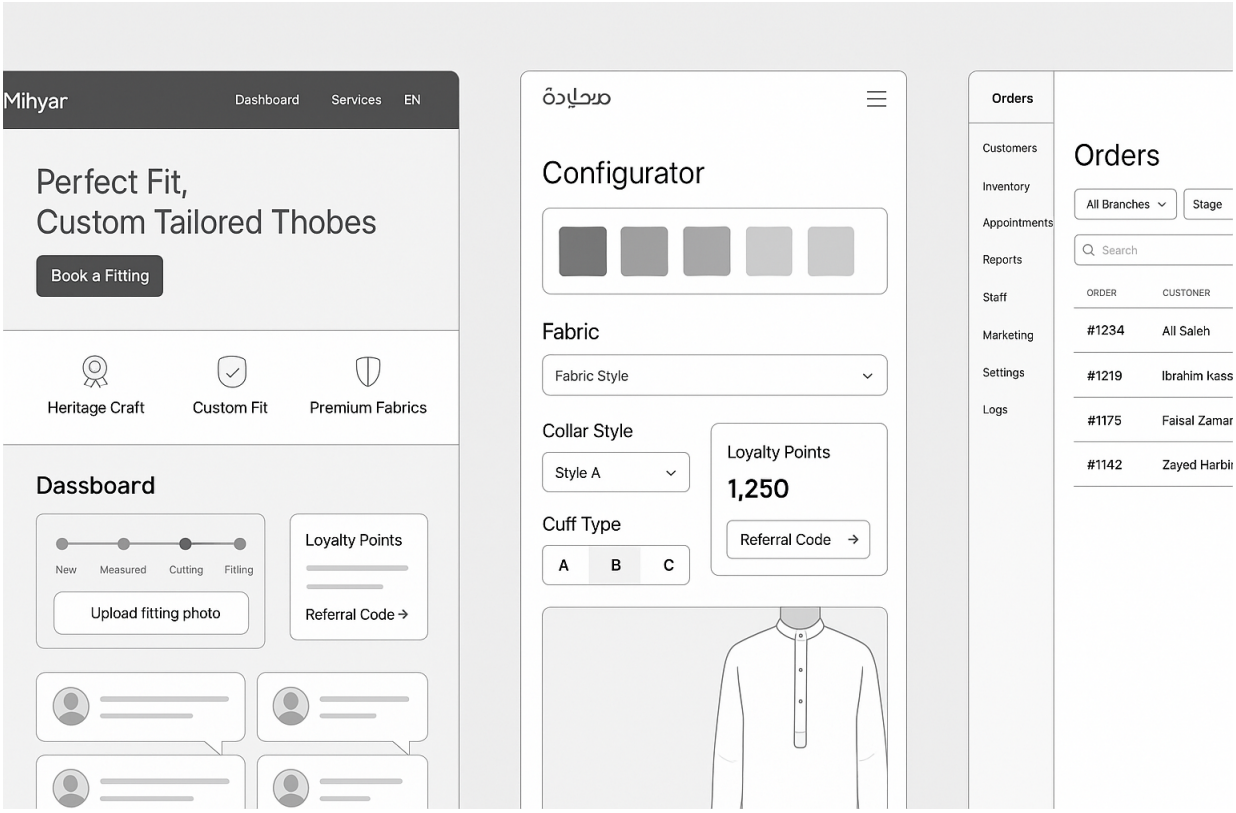


Figure: Landing, Configurator, and ERP Orders wireframe preview.

6. Detailed Feature Specification

Public Site & SEO

- Hero with CTA: '[redacted]' / 'Book a fitting'
- Value propositions, testimonials carousel, seasonal lookbook (admin-toggle)
- Blog (import existing + new), dynamic CTAs (10 rotating)
- SEO basics (semantic HTML, metadata, OpenGraph, sitemap, robots)

Customer Portal

- Order tracking: stage timeline, ETA, assigned tailor, reschedule (admin-toggle)
- Configurator: 2D now; 3D/AR if feasible; save/share designs
- Loyalty: points per SAR, referrals with discount, tiers future
- Saved measurements, wardrobe history with photos
- Payments: Tap (Mada, Apple Pay, Visa/MC), COD toggle, split payments; BNPL planned
- Notifications via SMS/WhatsApp/Email/Push for all key events

ERP — Operations

- Order stages: New → Measured → Cutting → Sewing → Fitting → QC → Ready → Collected/Delivered → Closed
- Alterations are modifications (not new order type)
- QC with photo evidence (internal/external visibility)
- Inventory: fabrics, trims, buttons, packaging; low-stock alerts
- Vendors: POs, invoices, contacts
- Appointments: in-store/home visit; admin defines service areas, fees, lead times, blackout dates
- Multi-branch: branch-local stock visibility; manual job assignment
- Roles: Owner, Manager, Tailor, Sales, Support; hierarchy-based scope; audit logs
- POS: in-store checkout (barcode, receipt)

Marketing & CRM

- Mailchimp sync (lists, tags), dynamic promos & discount rules
- Affiliate/partner referrals; reviews on fabrics/styles
- Lookbook/gallery (seasonal)

AI & Advanced

- AI stylist (occasion, body type, season) → direct to configurator
- Predictive ops (basic now; ML later)
- Chatbot with human escalation

- Voice & inspiration uploads: maybe later

Compliance & Legal (KSA)

- PDPL consent flows; account deletion via admin request
- VAT 15% and ZATCA Phase 1 invoices with QR; Phase 2 prep
- Policies: Privacy, Terms, Shipping & Delivery, Returns & Alterations
- Cookie banner (banner only)

Security & Data

- 2FA for admin logins; role-based access with hierarchy
- Global access (no IP allowlist) with anomaly detection (optional)
- Daily automated backups with watchdog (trigger if overdue)
- Monitoring: uptime, errors (payments/SMS/API), performance dashboards

Tech & Hosting

- Next.js (App Router), Tailwind, Prisma, Postgres (Supabase), Resend email, next-intl
- Vercel hosting (MVP), GA4 Analytics
- Open REST/GraphQL APIs; Zapier/Make webhooks
- Optional media optimization (Vercel/Cloudflare)

7. Data Model (Entities & Fields)

Customer

Field	Description
id	
name	
phone	
email	
language	
loyalty_points	
referral_code	
created_at	

Measurement

Field	Description
id	
customer_id	
neck	
shoulder	
chest	
waist	
hips	
sleeve	
bicep	
wrist	
length	
collar_style	
cuff_type	
fit	
notes	
created_at	

Order

Field	Description

id	
customer_id	
branch_id	
status	
created_at	
due_date	
total	
currency	
assigned_tailor_id	
promo_code	
source	
notes	

OrderItem

Field	Description
id	
order_id	
fabric_id	
customization_json	
price	
quantity	
images[]	

Fabric

Field	Description
id	
sku	
name	
brand	
color	
grade	
roll_length_m	
cost_per_m	
price_per_m	

stock_m	
reorder_point_m	
vendor_id	

Vendor

Field	Description
id	
name	
contact_name	
email	
phone	
address	
payment_terms	
notes	

PO (PurchaseOrder)

Field	Description
id	
vendor_id	
status	
ordered_at	
expected_at	
total	
items[]	

Branch

Field	Description
id	
name	
city	
address	
phone	
manager_id	
geo	

StaffUser

Field	Description
id	
name	
role	
branch_id	
phone	
email	
2fa_enabled	
workload_score	

Appointment

Field	Description
id	
customer_id	
branch_id	
type	
schedule_at	
status	
fee	
notes	

Payment

Field	Description
id	
order_id	
method	
amount	
currency	
status	
provider_ref	
split_group_id	

Invoice

Field	Description
id	
order_id	
number	
vat_percent	
qr_svg	
pdf_path	
status	

Delivery

Field	Description
id	
order_id	
carrier	
tracking_no	
status	
cod	
address_json	

Promotion

Field	Description
id	
code	
name	
rule_json	
starts_at	
ends_at	
active	

LoyaltyEvent

Field	Description
id	
customer_id	

order_id	
points	
reason	
created_at	

Review

Field	Description
id	
customer_id	
fabric_id	
rating	
comment	
created_at	
visible	

AuditLog

Field	Description
id	
actor_id	
action	
entity	
entity_id	
delta_json	
created_at	

SystemLog

Field	Description
id	
level	
source	
message	
meta_json	
created_at	

8. User Journeys & Flows

Customer: Place & Track Order

1. Visit landing → sign up / login via OTP
2. Choose in-store or home visit fitting
3. Measurements saved → configure thobe (2D/3D)
4. Place order → pay (Tap / COD / split)
5. Track stages, receive notifications, collect loyalty points

Staff: Process Order

1. Sales creates order, captures measurements
2. Manager assigns tailor (manual)
3. Production updates stages (Cutting → Sewing → Fitting → QC) with photos
4. Ready → Delivery/Pickup; invoice generated with VAT + QR
5. Loyalty points posted; review request sent

Inventory & Vendor

1. Low stock alert triggers PO
2. Receive rolls, update stock by branch
3. Track cost and consumption per order

Refunds & Alterations

1. Alteration modifies original order; maintains audit log
2. Refund method chosen by admin (original/store credit)

9. APIs & Integrations

Open APIs enable integrations with POS, accounting, and marketing tools. Webhooks support automation via Zapier/Make. Below are example endpoints:

REST Endpoints

- `GET /api/v1/orders?status=ready`
- `POST /api/v1/orders { customer_id, items[], measurements }`
- `PATCH /api/v1/orders/:id/status { status }`
- `POST /api/v1/payments/tap/callback`
- `POST /api/v1/webhooks/zapier { event, payload }`

GraphQL (sample)

- `query Order($id: ID!) { order(id:$id){ id status total customer { name phone } items { fabric { name } price } } }`
- `mutation UpdateStatus($id:ID!,$s:String!){ updateOrderStatus(id:$id, status:$s){ id status } }`

Integrations

- Tap Payments (Mada, Apple Pay, Visa/Mastercard), split payments, BNPL planned (Tamara/Tabby)
- Mailchimp sync (audiences, tags)
- Google Sheets exports (orders, inventory, appointments)
- POS (barcode, receipt printing)
- Optional media CDN (Vercel/Cloudflare)

10. Compliance (KSA PDPL, VAT, ZATCA)

- PDPL: consent capture, privacy policy, user can request deletion via admin
- VAT 15%: prices display tax, invoices with QR per ZATCA Phase 1
- Cookie banner (banner-only approach)
- Auditability: timestamped logs for status/price edits

11. Security, Backups & Monitoring

- 2FA for admin users; role-based access with hierarchy
- Global access (no IP allowlist) with anomaly detection (optional)
- Backups: daily full backup + last-backup watchdog
- Monitoring: uptime, errors (payments/SMS/API), performance dashboards

12. DevOps & Environments

- CI/CD: GitHub → Vercel (auto deploy to staging, then promote to production)
- Staging with synthetic data only
- Feature flags for configurable modules (lookbook, reviews, rescheduling)

13. Reporting & Analytics

- Dashboards: orders, lead time, branch sales, stock levels, acquisition, repeat rate, tailor productivity, alterations
- Exports: PDF, CSV, and Google Sheets

14. Roadmap & Phasing

Phase 1 — MVP

- Landing + Customer Portal basics, ERP core (orders, inventory, vendors), Tap payments, Mailchimp, reports, compliance scaffolding

Phase 2 — Engagement

- Loyalty tiers, referrals, reviews, lookbook, expanded portal checkout, POS polish

Phase 3 — Intelligence

- AI stylist, predictive ops beta, 2D→3D/AR configurator, mobile apps

Phase 4 — Scale

- Franchise support, multi-brand, marketplace options, Phase 2 ZATCA integration

15. Appendices (Templates & Copy)

Event	Subject (EN)	Subject (AR)	Notes
Order Confirmed	Your order is confirmed	■■ ■■■■■ ■■■■	Include order ID, ETA
Ready for Pickup	Your thobe is ready	■■■■ ■■■■ ■■■■■■■■	Branch address, hours
Delivery En Route	Your order is on the way	■■■■ ■■ ■■■■■■	Tracking number
Review Request	How did we do?	■■■■■■ ■■■■	Link to review page

Note: Arabic body copy will be added with proper RTL shaping during the implementation phase to ensure typographic accuracy.