

H1 Material Design for *Magnolia*

H1

What is it?

H1 Material Design is an **installable solution** that transforms Magnolia into a **platform for generating Headless sites and landing pages**, built on **VueJS** and aligned with **Google Material Design** standards. It is positioned as our **flagship solution**, designed for continuous evolution with a transparent roadmap.

The Challenge

Large organizations often face repetitive processes: rebuilding components from scratch, excessive reliance on IT for every change, delayed SEO and Core Web Vitals optimization, and **integrations that slow down go-live**. The result: **extended time-to-market, higher costs, and operational risk**.

Why Material Design?

Brand consistency across all touchpoints:

- Ensures a unified digital experience for customers in every market.

Proven UX patterns:

- Reduces friction, improves usability, and accelerates adoption by relying on standards used globally.

Scalability and maintainability:

- One system of components supports multiple products and teams, lowering long-term cost.

Performance and accessibility built-in:

- Designed for Core Web Vitals compliance and inclusive experiences from the start.

Future-proof design system:

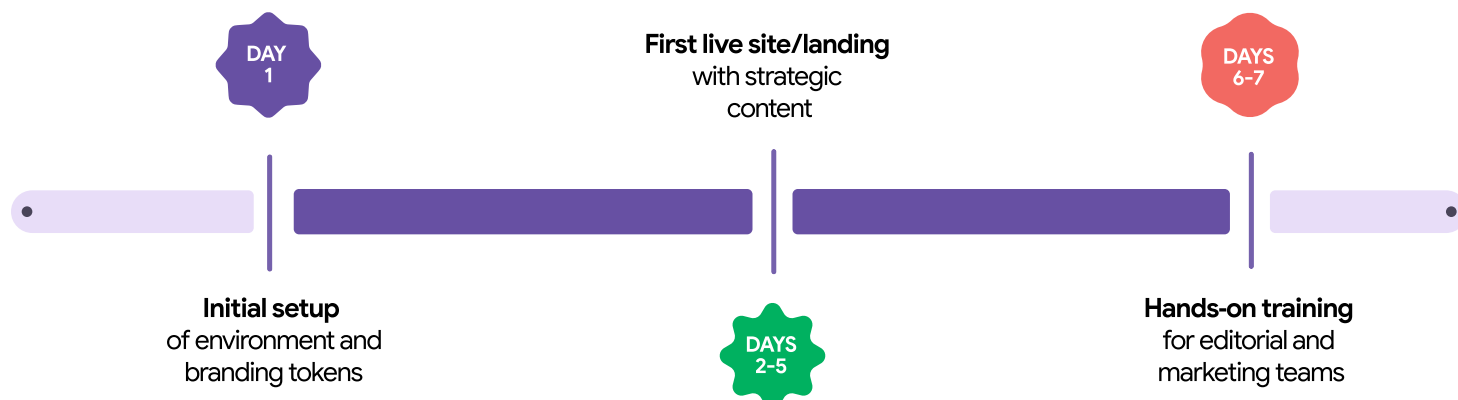
- Backed by Google, continuously evolving with best practices and innovations.

Value proposition

A productive starter designed to accelerate implementations, delivering:

- * **Material Design component library** in VueJS, fully accessible and responsive, with variants and brand tokens.
- * **Optimized Magnolia content model** (content types, workflows, role-based permissions) and a **Landing Factory** to deploy pages in minutes.
- * **Built-in SEO & Performance:** optimized Core Web Vitals, sitemap/robots/canonicals, and indexation control from day one.
- * **CI/CD pipelines** and operational playbooks that align with any infrastructure and ensure secure and predictable deployments.

Methodology and timeline

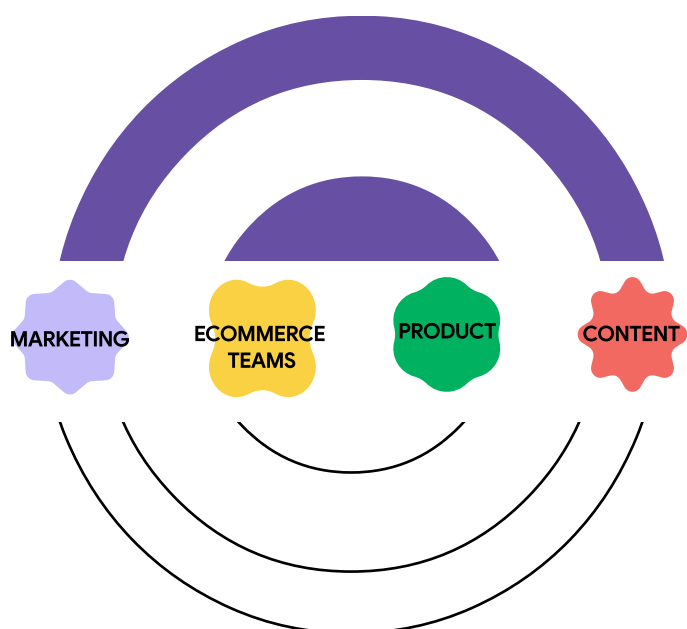


TARGET GO-LIVE: 1 WEEK

Key Benefits

- 7× faster time-to-market compared to traditional development.
- True editorial autonomy, reducing IT bottlenecks.
- Consistent UX/UI across the enterprise, powered by Material Design.
- Lower total cost of ownership with simplified maintenance.
- Governance and compliance integrated from day one.

Target Audience



Deliverables

- * **VueJS Headless starter** with Material Design library. Compatible with new or existing Magnolia implementations.
- * **Landing Factory** with reusable templates.
- * **Preconfigured Magnolia models and workflows.**
- * **Technical SEO and Core Web Vitals** optimized.
- * **CI/CD pipelines** and operational documentation.

Expected KPIs

- ✿ **7× faster Go-Live**
compared to conventional approaches.
- ✿ **>95% technical SEO coverage**
from day one.
- ✿ **Green Core Web Vitals**
on base templates.

Delivery & Support

Annual subscription, with premium SLA and training included. Frequent updates with enhancements in security, performance, and new components.

Hábito 1 Differentiators

Boutique expertise in Magnolia, templates and pipelines validated in enterprise environments, and a strong focus on **time-to-value** in regulated industries (banking, insurance, pharma).