MIRAS — ENGINEERING & TECHNOLOGY SOLUTIONS

BrandPilot

Web app + native Android app
Portfolio project

From business idea to brand strategy and product roadmap.

THE PROBLEM

Early teams keep brand positioning and product backlogs in separate documents, so the MVP does not reflect the positioning and priorities are set without the customer problems in view.

THE SOLUTION

One guided discovery drives everything: brand strategy statements, a product vision canvas, illustrative personas, feature prioritisation (impact × effort, MoSCoW, MVP capacity), a four-phase roadmap, a visual identity direction and a one-click PDF strategy document. Drafts come from transparent rule-based templates, not AI, and every statement is editable.

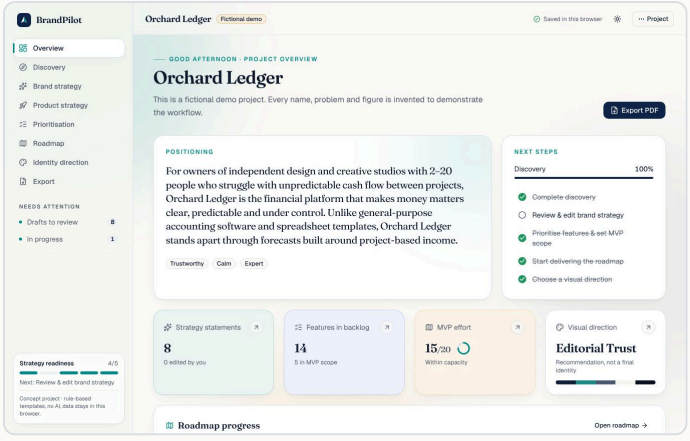
WEB

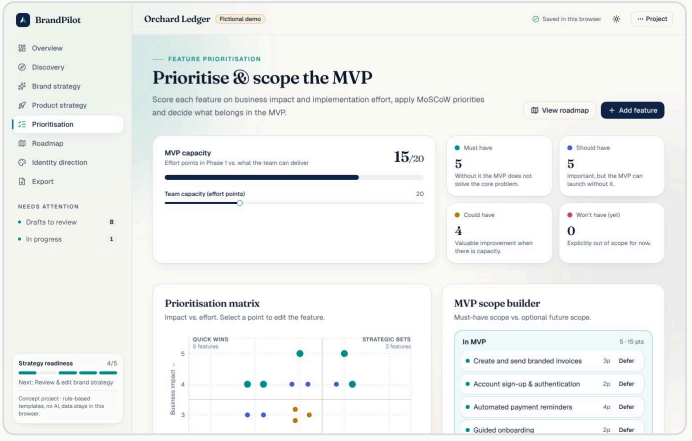
- Next.js 16, React 19, TypeScript, Tailwind v4
- Interactive demo, wizard, strategy, roadmap
- PDF export, JSON backup, light/dark

ANDROID

- React Native + Expo, native screens (no WebView)
- Same business logic as the web app
- On-device PDF, offline, signed release APK

38	5	27	1
web unit tests passing	end-to-end tests passing	mobile tests passing	shared logic core, two apps





Screenshots taken from the deployed web app (Chromium).

HONEST SCOPE

Concept project with fictional demo data (Orchard Ledger); no real clients or business results. The APK was verified by signature and build checks and automated tests, and has not been run on a physical Android device or emulator. English-only interface; data stays on the device.

Live demo: brandpilot-nine.vercel.app · Android APK: see the download page · Source: private repository (available on request)