

Implement UX/UI/Code Tasks (Keep Styling)

Goal

Apply the UX/UI/Code improvements from “UX - UI - Code Tasks.pdf” while preserving the current look & feel (same Tailwind classes, spacing, icons, and grid). Route changes through env flags where noted, and ensure accessibility, conversion, and performance best practices.

1) CTA Logic (Beta funnel)

Hide or feature-flag public signup:

Add NEXT_PUBLIC_SHOW_START_FREE=false to env.

If a “Start Free” / “Quick Start” button exists, hide it when the flag is false; otherwise route it to /beta with a small “Private beta only” note.

Keep Apply for Beta Access as the primary CTA (header + hero).

Rationale: reduce accidental signups during closed beta; keep a single primary action above the fold.

Files: Nav/Header, Hero, any CTA component.

2) Above-the-Fold Clarity

Ensure H1 + subhead + primary CTA are fully visible on common mobile widths ($\leq 390\text{px}$).

Add a subtle “scroll” affordance (down-arrow) at hero bottom to encourage scrolling.

Verify button contrast and size meet AA.

Files: Hero component.

3. Demo Video Section (#demo)

Create a responsive video block while keeping current card aesthetics.

```
<section id="demo" aria-label="Product demo" className="...existing section classes...">
  <h2 className="...">See TalentPatriot in Action</h2>
  <div className="relative w-full max-w-4xl mx-auto aspect-video rounded-2xl overflow-hidden shadow">
    <video controls preload="metadata" poster="/video-tour.jpg" className="w-full h-full">
      <source src="/video-tour.webm" type="video/webm" />
      <source src="/video-tour.mp4" type="video/mp4" />
      <track kind="captions" src="/video-tour.vtt" srcLang="en" label="English" default />
    </video>
  </div>
</section>
```

```
</video>
</div>
<p className="sr-only">Two-minute tour with captions available.</p>
</section>
```

Autoplay off, audio off until user interacts.

Include .vtt captions file and a transcript link.

Provide poster image and lazy-load any thumbnails below the fold.

MDN Web Docs

Deque University

ImageKit

Files: components/DemoVideo.tsx (or page section), public/video-tour.*.

4. Accessibility (WCAG 2.1 AA)

Verify color contrast ratios:

Text: $\geq 4.5:1$ (normal); Large text/UI: $\geq 3:1$.

Keep semantic landmarks: <header>, <nav>, <main>, <section>, <footer>.

Ensure visible focus states and a “Skip to content” link.

Add captions/transcripts for videos (already above).

Tasks:

Add automated checks to CI using axe-core or Lighthouse CI.

Adjust text/btn color tokens only if a contrast fail is detected.

5) Performance (Lighthouse target ≥ 90 mobile)

Eager-load only above-the-fold media; lazy-load the rest (loading="lazy" on below-fold images).

Compress images (WebP/AVIF) and serve WebM for demo where possible.

Defer non-critical scripts; verify Core Web Vitals locally.

Files: image components, next.config (image formats), any custom script includes.

6. SEO & Social Metadata

<title>: TalentPatriot — SMB-First ATS with Built-In AI & Fair Pricing

<meta name="description">: Post jobs, parse resumes automatically, and launch a branded careers page in under a day. Pay only for recruiter seats; collaborators are free.

Add Open Graph + Twitter Card tags (title, description, canonical, social image from hero).
Validate with share debuggers.

Open Graph Protocol

Nielsen Norman Group

Files: _document.tsx or metadata config; next-seo if present.