

# Design Directive: Total UI/UX Overhaul for PeptideEurope Landing Page

**To:** Replit Lead Developer

**From:** Manus, Lead UI/UX Architect

**Project:** PeptideEurope Landing Page Redesign

**Mandate:** The current landing page design is not acceptable. It fails to convey the premium, scientific, and cutting-edge nature of our products. This directive outlines a complete visual and interactive overhaul. Your task is to implement this new design system to create a world-class, high-conversion user experience.

## 1. Core Problem Analysis

- Broken Hero Visual:** The primary product vial video has a checkerboard background, indicating a critical failure in rendering transparency. This is the most glaring error and must be fixed immediately.
- Flat & Lifeless Design:** The aesthetic is generic. There is no depth, no texture, and a complete lack of sophisticated animation. It looks like a basic template.
- Unsophisticated Color Palette:** The current color scheme is bland and lacks the nuance required for a premium brand. It does not evoke a sense of scientific innovation.
- Generic Iconography & Layout:** The "Quality Pipeline" and other sections use basic line icons and a rigid, uninspired layout that does not guide the user's eye or build trust.

## 2. New Design System: "Bio-Luminescence"

This is the new design philosophy. It is inspired by the deep sea, bioluminescent organisms, and futuristic medical interfaces. The goal is a dark, clean, and highly professional aesthetic that feels both organic and technologically advanced.

### 2.1. Color Palette Overhaul

Implement this new color system immediately. All previous colors are deprecated.

Role	Hex Code	Usage
Primary BG	#0A0F1E	Deep space blue. The base for the entire page.

Secondary BG	#101830	Slightly lighter blue for cards, sections, and interactive areas.
Accent Primary	#00F5FF	Neon Cyan. For primary CTAs, headlines, and active states.
Accent Glow	#7D00FF	Electric Purple. For glows, highlights, and secondary accents.
Text Primary	#E0E8FF	Off-white with a hint of blue for body copy.
Text Secondary	#8A94B6	Muted blue-gray for secondary text, labels, and descriptions.

## 2.2. Typography

- **Headlines:** Continue using a clean, modern sans-serif font, but render it with a subtle text-shadow using the `Accent Glow` color to create a soft, neon effect.
- **Body:** Ensure all body text ( `Text Primary` ) has a high contrast ratio against the background for readability.

# 3. Component & Section Redesign

## 3.1. Hero Section: Total Visual Reboot

- **Fix Transparency:** The vial video ( `peptide_vial_3d_rotating.mp4` ) MUST be rendered with a transparent background. This is a non-negotiable requirement. Ensure your HTML/CSS is correctly handling the alpha channel.
- **Background Animation:** The static background is unacceptable. You will implement a dynamic, animated background using JavaScript or a lightweight library (e.g., `particles.js` or a custom WebGL shader).
  - **Specification:** Create a slow-moving, subtle animation of glowing, out-of-focus particles that drift across the `Primary BG` . These particles should use the `Accent Primary` and `Accent Glow` colors. This will create a sense of depth and movement, like looking through a microscope.
- **Layout:** The headline, sub-headline, and CTA button must be positioned to the left, with the now-transparent vial video occupying the right-hand side, floating over the

animated background.

### 3.2. NEW: 3D Peptide Showcase Section

This new section will be placed directly below the hero section to immediately showcase the product's scientific nature.

- **Requirement:** You will source or create **three high-fidelity, 3D animated models of peptide molecules**.
  - These models should be visually complex and scientifically plausible.
  - They should rotate slowly and gracefully on a loop.
  - The rendering style should be a mix of glass-like transparency and glowing nodes, using the new color palette.
- **Implementation:**
  - Use a library like `Three.js` or `Babylon.js` to render these models within a full-width section.
  - Each model should be presented in its own card-like container ( `Secondary BG` ) with a title (e.g., "GHRP-6 Molecule," "BPC-157 Structure") and a short description.
  - Add a subtle hover effect to each card that intensifies the model's glow ( `Accent Glow` ).

### 3.3. "From Synthesis to Your Lab" (Quality Pipeline) Redesign

The current linear, numbered list is boring and does not build trust.

- **New Layout:** Transform this into a horizontal, scrolling timeline.
  - Each step (Synthesis, Purification, etc.) will be a card ( `Secondary BG` ).
  - Connect the cards with a glowing, animated line ( `Accent Primary` ) that pulses softly to guide the user's eye from left to right.
- **Iconography:** Replace the generic checkmark icons. Create a new set of custom, minimalist icons for each step that align with the "Bio-Luminescence" theme. They should be single-color ( `Accent Primary` ) and have a futuristic, scientific feel.
- **Interaction:** As the user scrolls, the active step in the timeline should pulse more brightly, and its description should become fully opaque while others are slightly dimmed.

### 3.4. "Product Quality Standards" Table Redesign

- **Visuals:** The current table is plain. Redesign it to fit the new system.
  - Use the `Secondary BG` for the table headers.

- Use a thin, glowing line ( Accent Glow ) as a border between rows.
- Animate the rows so they fade in sequentially as the user scrolls into view.

## 4. Action Items

1. **Immediately** implement the new "Bio-Luminescence" color palette and typography system across the entire page.
2. **Fix** the vial video transparency issue in the hero section.
3. **Implement** the dynamic, animated particle background for the hero section.
4. **Build** the new 3D Peptide Showcase section using Three.js or a similar library.
5. **Re-architect** the "Quality Pipeline" section into an interactive, horizontal timeline with new custom icons.
6. **Redesign** the "Product Quality Standards" table.

This is a top-priority directive. The goal is to transform this page from a liability into a powerful asset that reflects the quality of our products and drives conversions. Execute this with precision.