

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.