Mingus Application

UX Optimization Recommendations

Landing Page, New User, & Returning User Process Improvements

January 2025

Executive Summary

This document provides specific recommendations to eliminate friction points and redundant UI elements in the Mingus application. The analysis identified three critical areas requiring immediate attention:

- **Landing Page:** Duplicate assessment buttons in THREE locations causing user confusion
- **New User Process:** 7+ steps reduced to 3-4 steps with smart pre-filling
- **Returning User Process:** Streamlined login with session persistence

Part 1: Landing Page Optimization

Current Problem: Duplicate Assessment Buttons

The current landing page has assessment-related buttons in **THREE separate locations**, creating confusion about where users should click:

Location	Component	Current Content
1. Hero (Top)	HeroSection	4 assessment buttons + Get Started
2. Middle	Risk Assessment Preview	Start Free Assessment + Get Started
3. Below	AssessmentSection	All 4 assessment buttons again

Recommended Solution: Anchor Navigation

Instead of duplicating buttons, use **anchor links** from the Hero section that scroll users to a SINGLE assessment section in the middle of the page.

Implementation Steps

1. **Remove the AssessmentSection component entirely** (lines 522-526 in LandingPage.tsx)
2. **Repurpose Risk Assessment Preview section** as the ONLY assessment area (lines 483-519)
3. **Convert Hero assessment buttons to anchor links** that smooth-scroll to the assessment section
4. **Add all 4 assessment options** to the unified assessment section with clear visual hierarchy

Hero Section Code Changes

Replace direct assessment buttons with anchor navigation:

```
// In HeroSection.tsx - Change assessment buttons to anchor links <button
onClick={() => scrollToAssessment('ai-risk')}>   Check Your AI Risk </button>
// Add smooth scroll function const scrollToAssessment = (type: string) => {
const element = document.getElementById('assessments');
element?.scrollIntoView({ behavior: 'smooth' });   setTimeout(() =>
setActiveAssessment(type), 500); };
```

Unified Assessment Section Design

Create a single, comprehensive assessment section that replaces all duplicates:

Element	Purpose
Section ID	id="assessments" - Target for anchor links
Header	"Discover Your Financial & Career Profile"
4 Assessment Cards	AI Risk, Income Comparison, Cuffing Season, Layoff Risk
Visual Indicator	"Free" badge on each card, time estimate shown
Secondary CTA	"Skip assessments and sign up" link below cards

Files to Modify

- **LandingPage.tsx:** Remove AssessmentSection import and component
- **HeroSection.tsx:** Convert buttons to anchor links with smooth scroll
- **Risk Assessment Preview section:** Expand to include all 4 assessments with id="assessments"
- **Delete:** AssessmentSection.tsx component file (no longer needed)

Part 2: New User Process Optimization

Current Flow (7+ Steps)

The current new user process requires too many interactions:

1. Landing Page - View content
2. Choose assessment (confusing with 3 button locations)
3. Complete assessment (7-8 questions)
4. View results in modal
5. Click Sign Up button
6. Fill registration form (re-enter email!)
7. Complete Quick Setup (3 questions)
8. Finally reach dashboard

Recommended Flow (3-4 Steps)

Step	Action	Optimization
1	Click assessment in Hero	Smooth scroll to unified section
2	Complete assessment + email	Email saved for pre-fill
3	Set password (email pre-filled)	Only password required, no re-entry
4	Arrive at dashboard	Quick Setup shown as overlay, skippable

Key Friction Removals

1. Remove Password Confirmation Field

Replace the "Confirm Password" field with a show/hide toggle on the password field. This removes one form field and eliminates password mismatch errors.

2. Auto-Navigate After Assessment Results

After showing assessment results for 3 seconds, display a "Continue to Sign Up" button that auto-navigates after 5 seconds. Add a countdown timer so users know what to expect.

3. Convert Quick Setup to Dashboard Overlay

Instead of a separate page, show Quick Setup as a dismissible modal overlay on the dashboard. Users see their dashboard immediately and can complete setup when ready.

4. Reduce Quick Setup to 2 Questions

Remove the location question (can be auto-detected or inferred). Keep only: Income Range and Primary Financial Goal.

Part 3: Returning User Process Optimization

Current Issues

- No "Remember Me" option - users must log in every time
- Token stored in localStorage (security concern for XSS)
- No session timeout warning
- No "Forgot Password" link on login page
- No personalized welcome back message

Recommended Improvements

Feature	Implementation	Benefit
Remember Me	30-day token with checkbox	Reduced login friction
httpOnly Cookies	Move token from localStorage	XSS protection
Password Reset Link	Add link below password field	Self-service recovery
Welcome Back Message	Show on dashboard after login	Personal connection
Session Warning	5-min warning before timeout	Prevent data loss

Login Page Enhancement Code

```
// Add to LoginPage.tsx <div className="flex items-center justify-between mt-
2">   <label className="flex items-center gap-2">      <input type="checkbox"
onChange={handleRememberMe} />      <span>Remember me for 30 days</span>
</label>   <button onClick={() => navigate('/forgot-password')}
className="text-violet-400 hover:underline">     Forgot password?   </button>
</div>
```

Implementation Priority Matrix

Priority	Change	Effort	Impact
P0	Remove duplicate assessment buttons	2-3 hours	HIGH
P0	Add anchor navigation to Hero	1-2 hours	HIGH
P1	Remove password confirmation field	30 minutes	MEDIUM
P1	Add Remember Me checkbox	1-2 hours	MEDIUM
P1	Convert Quick Setup to dashboard overlay	2-3 hours	MEDIUM
P2	Add Forgot Password link	2-4 hours	LOW
P2	Move tokens to httpOnly cookies	4-6 hours	LOW

Summary of Expected Outcomes

1. **Reduced User Confusion:** Single assessment section eliminates duplicate button confusion
2. **Faster Onboarding:** 7+ steps reduced to 3-4 steps (43% reduction)
3. **Higher Conversion:** Pre-filled forms reduce abandonment
4. **Improved Retention:** Remember Me reduces login friction for returning users
5. **Better Security:** httpOnly cookies protect against XSS attacks
6. **Cleaner Codebase:** Removing duplicate components simplifies maintenance

— End of Recommendations —