

Design Principles for CourseSignal

Brand Positioning - Think Airtable + Mixpanel

Professional SaaS tool for course creators making \$100K-500K/year

- Professional but approachable (not enterprise-stiff, not consumer-playful)
- Uses course creator language: "launches," "students," "courses" (not generic "customers," "products")
- Action-oriented: Focus on insights that drive decisions, not vanity metrics
- Confidence-building: This data informs real money decisions

Visual Design System

Color Palette:

- Primary: Professional blue or green (trustworthy, data-focused)
- Success/positive: Green for revenue growth, high conversion
- Warning: Amber for underperforming channels
- Danger: Red for losses, failed integrations
- Neutrals: Clean grays for text hierarchy, whites for cards

Typography:

- Use system fonts for speed (SF Pro, Segoe UI, or similar)
- Hierarchy: Bold numbers (they're the hero), regular text for labels
- Readable sizes: 14-16px body, 24-32px for key metrics, 12px for secondary info

Layout:

- Card-based design: Group related metrics in white cards with subtle shadows
- Generous whitespace: Don't cram data, let it breathe
- Sticky header: Keep navigation and date range selector visible on scroll
- Responsive: Mobile-first mindset (course creators check on phone frequently)

Key UI Patterns

Dashboard Layout:

- Top: Revenue summary card (hero section - biggest numbers)
- Middle: Revenue by Source table (the money view - sortable, scannable)
- Bottom: Recent purchases feed (real-time feel builds trust)

Data Presentation:

- Bold the numbers, regular weight for labels
- Show trends with simple arrows: ↑ 15% vs last period (green), ↓ 8% (red)
- Use horizontal bars for visual comparison (revenue by source)
- Tables: Zebra striping, hover states, clear sort indicators

Empty States:

- Never show blank screens
- If no data yet: "We're syncing your purchases... 23/47 complete" (progress indicator)
- If script not installed: Clear call-to-action with setup instructions
- If no attribution: "Install tracking script to see which marketing drives sales"

Loading States:

- Skeleton screens (don't use spinners for data that's predictable)
- Fast perceived performance over actual speed
- Show partial data immediately, fill in details as they load

Interaction Design

Navigation:

- Simple top nav: Logo, Dashboard, Settings, Account
- No complex menus (single-page-app feel where possible)
- Current page clearly indicated

Filters & Controls:

- Date range selector: Prominent, easy to change (buttons not dropdown)
- Export CSV: Simple button, no modal (one-click download)
- Sort tables: Click column header, clear visual indicator of sort direction

Forms (Onboarding):

- One thing per screen (don't overwhelm with big forms)
- Large, obvious CTA buttons: "Connect Kajabi" not "Submit"
- Progress indicators: "Step 2 of 4" so users know how long this takes
- Inline validation: Show errors immediately, not after submit

Feedback:

- Success messages: Toast notifications (auto-dismiss after 3s)
- Errors: Persistent until resolved, specific ("Invalid Kajabi API key" not "Error 401")
- Loading: Show what's happening ("Syncing 47 purchases from Kajabi...")

