Tickify MVP - Color Palette & Design System

Primary Colors

Brand Primary

- **Tickify Blue**: `#2563EB` (rgb(37, 99, 235))
  - Usage: Primary buttons, links, active states
  - Variants:
    - Light: `#3B82F6` (hover states)
    - Dark: `#1D4ED8` (pressed states)
    - Lightest: `#DBEAFE` (backgrounds)

Brand Secondary

- **Tickify Purple**: `#7C3AED` (rgb(124, 58, 237))
  - Usage: Secondary buttons, highlights, premium features
  - Variants:
    - Light: `#8B5CF6`
    - Dark: `#5B21B6`
    - Lightest: `#EDE9FE`

Accent Colors

Success Green

- **Primary**: `#10B981` (rgb(16, 185, 129))
- **Light**: `#34D399`
- **Dark**: `#059669`
- **Background**: `#D1FAE5`
- Usage: Success messages, completed actions, available tickets

Warning Orange

- **Primary**: #F59E0B (rgb(245, 158, 11))
- **Light**: #FBBF24
- **Dark**: #D97706
- **Background**: #FEF3C7
- Usage: Warnings, limited tickets, pending states

Error Red

- **Primary**: #EF4444 (rgb(239, 68, 68))
- **Light**: #F87171
- **Dark**: #DC2626
- **Background**: #FEE2E2
- Usage: Errors, sold out, failed payments

Info Blue

- **Primary**: #3B82F6 (rgb(59, 130, 246))
- **Light**: #60A5FA
- **Dark**: #2563EB
- **Background**: #DBEAFE
- Usage: Information messages, tips, notifications

Neutral Colors

Grays

- **Gray 50**: #F9FAFB – Light backgrounds
- **Gray 100**: #F3F4F6 – Card backgrounds
- **Gray 200**: #E5E7EB – Borders, dividers
- **Gray 300**: #D1D5DB – Disabled states
- **Gray 400**: #9CA3AF – Placeholder text
- **Gray 500**: #6B7280 – Secondary text
- **Gray 600**: #4B5563 – Primary text (light theme)
- **Gray 700**: #374151 – Headings (light theme)
- **Gray 800**: #1F2937 – Dark backgrounds
- **Gray 900**: #111827 – Darkest backgrounds

Pure Colors

- **White**: `#FFFFFF`
- **Black**: `#000000`

Text Colors

Light Theme

- **Primary Text**: `#1F2937` (Gray 800)
- **Secondary Text**: `#6B7280` (Gray 500)
- **Muted Text**: `#9CA3AF` (Gray 400)
- **Link Text**: `#2563EB` (Tickify Blue)
- **Link Hover**: `#1D4ED8` (Tickify Blue Dark)

Dark Theme

- **Primary Text**: `#F9FAFB` (Gray 50)
- **Secondary Text**: `#D1D5DB` (Gray 300)
- **Muted Text**: `#9CA3AF` (Gray 400)
- **Link Text**: `#60A5FA` (Info Blue Light)
- **Link Hover**: `#3B82F6` (Info Blue)

Background Colors

Light Theme

- **Primary Background**: `#FFFFFF`
- **Secondary Background**: `#F9FAFB` (Gray 50)
- **Card Background**: `#FFFFFF`
- **Input Background**: `#FFFFFF`
- **Hover Background**: `#F3F4F6` (Gray 100)

Dark Theme

- **Primary Background**: `#111827` (Gray 900)
- **Secondary Background**: `#1F2937` (Gray 800)

- **Card Background**: #1F2937 (Gray 800)
- **Input Background**: #374151 (Gray 700)
- **Hover Background**: #374151 (Gray 700)

Button Colors

Primary Button

- **Background**: #2563EB (Tickify Blue)
- **Text**: #FFFFFF
- **Hover**: #1D4ED8
- **Active**: #1E40AF
- **Disabled**: #9CA3AF

Secondary Button

- **Background**: #FFFFFF
- **Border**: #D1D5DB (Gray 300)
- **Text**: #374151 (Gray 700)
- **Hover**: #F3F4F6 (Gray 100)

Success Button

- **Background**: #10B981 (Success Green)
- **Text**: #FFFFFF
- **Hover**: #059669

Danger Button

- **Background**: #EF4444 (Error Red)
- **Text**: #FFFFFF
- **Hover**: #DC2626

Status Colors

Ticket Status

- **Available**: #10B981 (Success Green)
- **Limited**: #F59E0B (Warning Orange)
- **Sold Out**: #EF4444 (Error Red)
- **Coming Soon**: #6B7280 (Gray 500)

Event Status

- **Live**: #10B981 (Success Green)
- **Pending**: #F59E0B (Warning Orange)
- **Rejected**: #EF4444 (Error Red)
- **Draft**: #6B7280 (Gray 500)
- **Completed**: #7C3AED (Tickify Purple)

Payment Status

- **Paid**: #10B981 (Success Green)
- **Pending**: #F59E0B (Warning Orange)
- **Failed**: #EF4444 (Error Red)
- **Refunded**: #6B7280 (Gray 500)

Usage Guidelines

Do's

- Use primary colors for main actions and brand elements
- Maintain sufficient contrast ratios (4.5:1 for normal text, 3:1 for large text)
- Use semantic colors consistently (green for success, red for errors)
- Apply colors consistently across all platforms and devices

Don'ts

- Don't use more than 3-4 colors in a single interface
- Don't rely solely on color to convey information
- Don't use colors that clash with brand identity
- Don't ignore accessibility guidelines

Accessibility

- All color combinations meet WCAG 2.1 AA standards
- Color blind friendly palette tested with various types of color blindness
- Alternative indicators (icons, text) provided alongside color coding
- High contrast mode support included

Implementation

CSS Variables

```css
:root {
  /* Primary Colors */
  --color-primary: #2563EB;
  --color-primary-light: #3B82F6;
  --color-primary-dark: #1D4ED8;

  /* Secondary Colors */
  --color-secondary: #7C3AED;
  --color-secondary-light: #8B5CF6;
  --color-secondary-dark: #5B21B6;

  /* Status Colors */
  --color-success: #10B981;
  --color-warning: #F59E0B;
  --color-error: #EF4444;
  --color-info: #3B82F6;

  /* Neutral Colors */
  --color-gray-50: #F9FAFB;
  --color-gray-100: #F3F4F6;
  --color-gray-200: #E5E7EB;
  --color-gray-300: #D1D5DB;
  --color-gray-400: #9CA3AF;
  --color-gray-500: #6B7280;
  --color-gray-600: #4B5563;
  --color-gray-700: #374151;
  --color-gray-800: #1F2937;
  --color-gray-900: #111827;
}
```

Tickify MVP - User Journey Flowcharts

1. Attendee Journey Flowchart

```
START → Browse Events → Select Event → View Event Details
            ↓
       Check Ticket Availability
            ↓
       [Available?] → NO → Show "Sold Out" → END
            ↓ YES
       Select Ticket Type & Quantity
            ↓
       Add to Cart → Review Cart → Proceed to Checkout
            ↓
       Enter Personal Details (Name, Email, Phone)
            ↓
       Select Payment Method (Card/UPI/Wallet)
            ↓
       Process Payment → [Payment Success?]
            ↓ YES                        ↓ NO
       Generate QR Ticket          Retry Payment → Back to Payment
            ↓
       Send Email Confirmation
            ↓
       Store in "My Tickets"
            ↓
       END
```
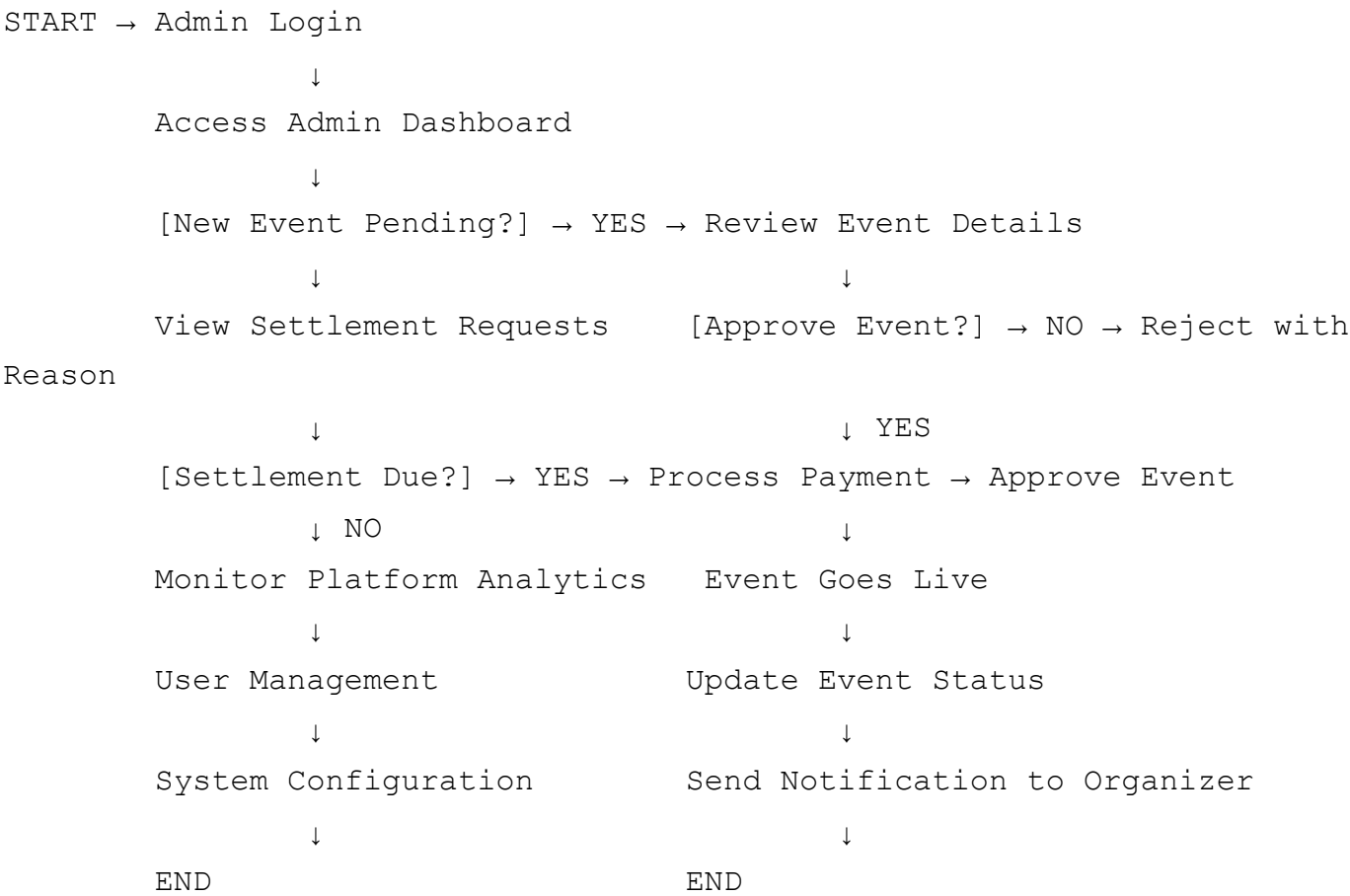
2. Organizer Journey Flowchart

```
START → Register/Login as Organizer
            ↓
       Access Organizer Dashboard
            ↓
       Create New Event → Fill Event Details
            ↓
       Set Ticket Types & Pricing
            ↓
       Upload Event Images
            ↓
       Set Event Date & Venue
```

```
                ↓
Submit for Admin Approval
                ↓
[Admin Approval?] → NO → Receive Rejection Notice → Modify Event
                ↓ YES
Event Goes Live
                ↓
Monitor Sales Dashboard
                ↓
View Analytics & Reports
                ↓
Request Settlement (Weekly/Monthly)
                ↓
Receive Payment (After Admin Processing)
                ↓
END
```

3. Scanner Journey Flowchart

```
START → Login with Scanner Credentials
                ↓
        Select Event to Scan
                ↓
        Initialize QR Scanner
                ↓
        Scan Attendee QR Code
                ↓
        [Valid Ticket?] → NO → Show "Invalid Ticket" → Scan Next
                ↓ YES
        [Already Used?] → YES → Show "Already Scanned" → Scan Next
                ↓ NO
        Mark Ticket as Used
                ↓
        Show "Entry Allowed" + Attendee Details
                ↓
        Update Entry Count
                ↓
        Scan Next Ticket → Loop Back to Scan
                ↓
        END Session
```
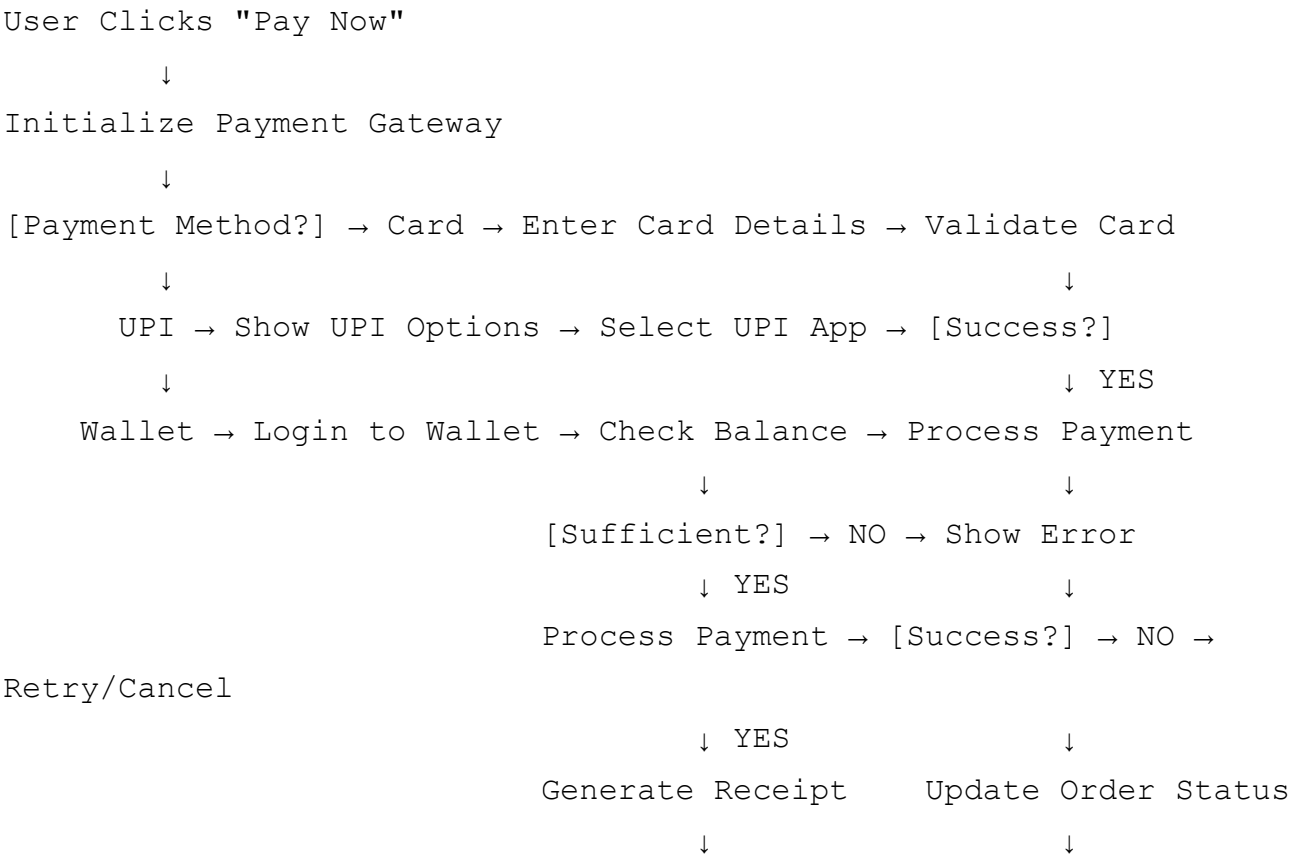
4. Admin Journey Flowchart

```
START → Admin Login
              ↓
      Access Admin Dashboard
              ↓
      [New Event Pending?] → YES → Review Event Details
              ↓                           ↓
      View Settlement Requests    [Approve Event?] → NO → Reject with
Reason
              ↓                           ↓ YES
      [Settlement Due?] → YES → Process Payment → Approve Event
              ↓ NO                        ↓
      Monitor Platform Analytics    Event Goes Live
              ↓                           ↓
      User Management               Update Event Status
              ↓                           ↓
      System Configuration          Send Notification to Organizer
              ↓                           ↓
      END                           END
```

5. Payment Processing Flowchart

```
User Clicks "Pay Now"
        ↓
Initialize Payment Gateway
        ↓
[Payment Method?] → Card → Enter Card Details → Validate Card
        ↓                                           ↓
    UPI → Show UPI Options → Select UPI App → [Success?]
        ↓                                           ↓ YES
    Wallet → Login to Wallet → Check Balance → Process Payment
                                 ↓                  ↓
                        [Sufficient?] → NO → Show Error
                                 ↓ YES              ↓
                        Process Payment → [Success?] → NO →
Retry/Cancel
                                 ↓ YES              ↓
                        Generate Receipt    Update Order Status
                                 ↓                  ↓
```

6. QR Code Generation & Validation Flowchart

```
Successful Payment
        ↓
Generate Unique Ticket ID
        ↓
Create QR Code with:
- Ticket ID
- Event ID
- Attendee Name
- Seat/Section Info
- Timestamp
        ↓
Store QR Data in Database
        ↓
Generate PDF Ticket
        ↓
Send via Email
        ↓
Store in User's "My Tickets"


VALIDATION PROCESS:
Scanner Reads QR Code
        ↓
Decode QR Data
        ↓
Validate Against Database
        ↓
[Ticket Exists?] → NO → Invalid Ticket
        ↓ YES
[Event Match?] → NO → Wrong Event
        ↓ YES
[Already Used?] → YES → Already Scanned
        ↓ NO
Mark as Used → Allow Entry
```

Tickify MVP - Iconography System

Icon Style Guidelines

Design Principles

- **Style**: Outline icons with optional filled variants for active states
- **Stroke Width**: 2px for consistency
- **Corner Radius**: 2px for rounded corners
- **Grid System**: 24x24px base grid
- **Optical Alignment**: Icons optically centered within their bounds

Icon Sizes

- **Extra Small**: 12px × 12px (inline text icons)
- **Small**: 16px × 16px (buttons, form elements)
- **Medium**: 24px × 24px (default size, navigation)
- **Large**: 32px × 32px (feature highlights)
- **Extra Large**: 48px × 48px (empty states, illustrations)

Core Icon Set

Navigation & Interface

- **Home**: House outline
- **Search**: Magnifying glass
- **Menu**: Three horizontal lines (hamburger)
- **Close**: X mark
- **Back**: Left arrow
- **Forward**: Right arrow
- **Up**: Up arrow
- **Down**: Down arrow
- **Filter**: Funnel outline
- **Sort**: Vertical bars with arrows
- **Grid View**: 3x3 grid squares
- **List View**: Horizontal lines
- **Settings**: Gear/cog wheel
- **More**: Three dots (horizontal or vertical)

User & Account

- **User**: Person outline
- **Users**: Multiple person outlines
- **Profile**: Person in circle
- **Login**: Door with arrow
- **Logout**: Door with exit arrow
- **Register**: Person with plus
- **Edit Profile**: Person with pencil
- **Admin**: Person with crown/shield
- **Organizer**: Person with badge
- **Scanner**: Person with scanner device

Events & Tickets

- **Event**: Calendar with star
- **Ticket**: Ticket stub outline
- **QR Code**: Square with QR pattern
- **Scan**: Scanner device or viewfinder
- **Calendar**: Calendar grid
- **Clock**: Clock face
- **Location**: Map pin
- **Venue**: Building outline
- **Category**: Tag outline
- **Featured**: Star outline (filled for featured)
- **Popular**: Fire icon
- **New**: Sparkle or "new" badge

E-commerce & Payments

- **Cart**: Shopping cart outline
- **Add to Cart**: Cart with plus
- **Checkout**: Cart with arrow
- **Payment**: Credit card outline
- **Wallet**: Wallet outline
- **Bank**: Bank building
- **Money**: Currency symbol or bills
- **Receipt**: Receipt paper
- **Refund**: Money with return arrow
- **Discount**: Percentage symbol
- **Promo Code**: Ticket with percent

Status & Feedback

- **Success**: Checkmark in circle
- **Error**: X mark in circle
- **Warning**: Exclamation in triangle
- **Info**: i in circle
- **Loading**: Spinning circle
- **Pending**: Clock outline
- **Approved**: Checkmark with shield
- **Rejected**: X with shield
- **Available**: Green dot
- **Sold Out**: Red circle with line

Actions & Controls

- **Add**: Plus symbol
- **Remove**: Minus symbol
- **Delete**: Trash can
- **Edit**: Pencil
- **Save**: Floppy disk or checkmark
- **Cancel**: X mark
- **Confirm**: Checkmark
- **Copy**: Overlapping squares
- **Share**: Share arrow
- **Download**: Down arrow to line
- **Upload**: Up arrow from line
- **Print**: Printer outline

Communication

- **Email**: Envelope outline
- **SMS**: Message bubble
- **Notification**: Bell outline
- **Alert**: Bell with exclamation
- **Phone**: Phone outline
- **Support**: Headset or question mark
- **Chat**: Message bubbles
- **Feedback**: Speech bubble with star

Analytics & Reports

- **Chart**: Bar chart
- **Graph**: Line graph
- **Analytics**: Pie chart
- **Report**: Document with chart
- **Export**: Box with arrow out
- **Dashboard**: Grid with charts
- **Metrics**: Speedometer
- **Trends**: Arrow trending up

Media & Content

- **Image**: Picture frame
- **Video**: Play button in rectangle
- **Audio**: Speaker or sound waves
- **File**: Document outline
- **PDF**: Document with "PDF"
- **Download File**: Document with down arrow
- **Gallery**: Multiple images

Social & Sharing

- **Facebook**: F logo
- **Twitter**: Twitter bird
- **Instagram**: Camera square
- **LinkedIn**: LinkedIn logo
- **WhatsApp**: WhatsApp logo
- **Share**: Share arrow network
- **Link**: Chain links
- **QR Share**: QR code with share arrow

Icon Usage Guidelines

Context-Specific Usage

Navigation

- Use consistent icons across all navigation elements
- Primary navigation: Home, Events, My Tickets, Profile
- Secondary navigation: Search, Filter, Settings

Buttons

- **Primary Actions**: Use filled icons for emphasis
- **Secondary Actions**: Use outline icons
- **Icon + Text**: Icon should complement, not replace text
- **Icon Only**: Only for universally recognized actions

Status Indicators

- **Success**: Green checkmark
- **Error**: Red X or exclamation
- **Warning**: Orange triangle with exclamation
- **Info**: Blue circle with i
- **Loading**: Animated spinner

Form Elements

- **Required Fields**: Red asterisk
- **Optional Fields**: Gray text "(optional)"
- **Help**: Question mark in circle
- **Show/Hide Password**: Eye icon (open/closed)

Icon States

Default State

- Outline style with 2px stroke
- Primary color: `#6B7280` (Gray 500)

Hover State

- Slight color change to `#374151` (Gray 700)
- Optional subtle scale animation (1.05x)

Active State

- Filled version of outline icon
- Primary brand color: `#2563EB` (Tickify Blue)

Disabled State

- Reduced opacity (50%)
- Color: `#9CA3AF` (Gray 400)

Accessibility Guidelines

Screen Readers

- Always include descriptive `aria-label` attributes
- Use `role="img"` for decorative icons
- Provide text alternatives for icon-only buttons

Color Blindness

- Don't rely solely on color to convey meaning
- Use shape and position as additional indicators
- Test with color blindness simulators

Touch Targets

- Minimum touch target: 44px × 44px
- Adequate spacing between interactive icons
- Clear visual feedback for touch interactions

Implementation Guidelines

SVG Format

```
<svg width="24" height="24" viewBox="0 0 24 24" fill="none" stroke="curre
  <!-- Icon path here -->
</svg>
```

CSS Classes

```
.icon {
  width: 1.5rem;
  height: 1.5rem;
  stroke: currentColor;
  fill: none;
  stroke-width: 2;
  stroke-linecap: round;
  stroke-linejoin: round;
}
```

```
.icon-sm { width: 1rem; height: 1rem; }
.icon-lg { width: 2rem; height: 2rem; }
.icon-xl { width: 3rem; height: 3rem; }


.icon-filled { fill: currentColor; stroke: none; }
```

Icon Library Structure

```
icons/
├── navigation/
│   ├── home.svg
│   ├── search.svg
│   └── menu.svg
├── user/
│   ├── profile.svg
│   ├── login.svg
│   └── logout.svg
├── events/
│   ├── ticket.svg
│   ├── qr-code.svg
│   └── calendar.svg
├── payments/
│   ├── cart.svg
│   ├── payment.svg
│   └── wallet.svg
└── status/
    ├── success.svg
    ├── error.svg
    └── warning.svg
```

Brand Integration

Icon Customization

- Icons should reflect Tickify's modern, tech-forward brand
- Consistent with overall design language
- Scalable for various screen sizes and resolutions

Quality Standards

- Vector-based (SVG) for crisp rendering
- Optimized file sizes
- Consistent visual weight across icon set
- Regular updates and maintenance

Testing Requirements

- Cross-browser compatibility
- Responsive behavior testing
- Accessibility compliance verification
- Performance impact assessment

Tickify MVP - Complete Pages Structure

1. PUBLIC WEBSITE PAGES

1.1 Home Page (`/`)

- **Purpose**: Landing page showcasing platform features
- **Components**:
    - Hero section with search bar
    - Featured events carousel
    - Category filters
    - How it works section
    - Testimonials
    - Footer with links

1.2 Events Listing Page (`/events`)

- **Purpose**: Browse all available events
- **Components**:
    - Search and filter sidebar (location, date, category, price)
    - Event cards grid with pagination
    - Sort options (date, price, popularity)
    - Map view toggle
    - Load more functionality

1.3 Event Details Page (`/events/:eventId`)

- **Purpose**: Detailed view of specific event
- **Components**:
    - Event banner image
    - Event information (date, time, venue, description)
    - Ticket types and pricing
    - Quantity selector
    - Add to cart button
    - Event organizer info
    - Venue map
    - Related events

1.4 Shopping Cart Page (`/cart`)

- **Purpose**: Review selected tickets before checkout
- **Components**:
    - Cart items list
    - Quantity adjustment
    - Price breakdown
    - Promo code input
    - Proceed to checkout button
    - Continue shopping link

1.5 Checkout Page (`/checkout`)

- **Purpose**: Complete ticket purchase
- **Components**:
    - Order summary
    - Personal details form
    - Payment method selection
    - Billing address
    - Terms and conditions
    - Payment button

1.6 Payment Success Page (`/payment/success`)

- **Purpose**: Confirm successful payment
- **Components**:
    - Success message
    - Order details
    - QR ticket preview
    - Download ticket button

- Email confirmation notice
- Continue browsing link

1.7 My Tickets Page (`/my-tickets`)

- **Purpose**: User's purchased tickets dashboard
- **Components**:
    - Tickets list (upcoming/past)
    - QR code display
    - Download ticket option
    - Event details quick view
    - Transfer ticket option

1.8 User Profile Page (`/profile`)

- **Purpose**: Manage user account
- **Components**:
    - Personal information form
    - Password change
    - Notification preferences
    - Order history
    - Saved events

1.9 Login/Register Pages (`/login, /register`)

- **Purpose**: User authentication
- **Components**:
    - Login form (email/password)
    - Registration form
    - Social login options
    - Forgot password link
    - Remember me checkbox

2. ORGANIZER PANEL PAGES

2.1 Organizer Login (`/organizer/login`)

- **Purpose**: Organizer authentication
- **Components**:
    - Login form

- Forgot password
- Register as organizer link

2.2 Organizer Dashboard (`/organizer/dashboard`)

- **Purpose**: Main organizer control panel
- **Components**:
  - Quick stats cards (total sales, upcoming events, pending approvals)
  - Recent activity feed
  - Quick actions (create event, view analytics)
  - Event status overview

2.3 Create Event Page (`/organizer/events/create`)

- **Purpose**: Create new event
- **Components**:
  - Multi-step form wizard
  - Event basic details
  - Venue information
  - Ticket types and pricing
  - Image upload
  - Preview and submit

2.4 Manage Events Page (`/organizer/events`)

- **Purpose**: View and manage all events
- **Components**:
  - Events list with status indicators
  - Quick actions (edit, duplicate, view analytics)
  - Filter by status
  - Search functionality

2.5 Event Analytics Page (`/organizer/events/:eventId/analytics`)

- **Purpose**: Detailed event performance metrics
- **Components**:
  - Sales charts and graphs
  - Ticket type breakdown
  - Revenue analytics

- Attendee demographics
  - Export reports option

2.6 Settlement Requests Page (`/organizer/settlements`)

- **Purpose**: Manage payment settlements
- **Components**:
  - Settlement history
  - Request new settlement
  - Payment status tracking
  - Bank account management

2.7 Organizer Profile (`/organizer/profile`)

- **Purpose**: Manage organizer account
- **Components**:
  - Company information
  - Bank details
  - Tax information
  - Notification settings

3. SCANNER APP PAGES

3.1 Scanner Login (`/scanner/login`)

- **Purpose**: Scanner authentication
- **Components**:
  - Simple login form
  - Event code input
  - Remember device option

3.2 Event Selection (`/scanner/events`)

- **Purpose**: Select event to scan for
- **Components**:
  - Available events list
  - Event details preview
  - Start scanning button

3.3 QR Scanner Interface (`/scanner/scan`)

- **Purpose**: Main scanning functionality
- **Components**:
    - Camera viewfinder
    - Scan result display
    - Entry counter
    - Manual ticket ID input
    - Scan history

3.4 Scan Results Page (`/scanner/results`)

- **Purpose**: Display scan validation results
- **Components**:
    - Ticket validation status
    - Attendee information
    - Entry timestamp
    - Next scan button

4. ADMIN PANEL PAGES

4.1 Admin Login (`/admin/login`)

- **Purpose**: Admin authentication
- **Components**:
    - Secure login form
    - Two-factor authentication
    - Session management

4.2 Admin Dashboard (`/admin/dashboard`)

- **Purpose**: Platform overview and metrics
- **Components**:
    - Platform statistics
    - Pending approvals count
    - Revenue analytics
    - User activity metrics
    - System health status

4.3 Event Approval Page (`/admin/events/pending`)

- **Purpose**: Review and approve events
- **Components**:
  - Pending events queue
  - Event details review
  - Approval/rejection actions
  - Rejection reason form
  - Bulk actions

4.4 Settlement Management (`/admin/settlements`)

- **Purpose**: Process organizer payments
- **Components**:
  - Settlement requests queue
  - Payment processing interface
  - Settlement history
  - Financial reports

4.5 User Management (`/admin/users`)

- **Purpose**: Manage platform users
- **Components**:
  - Users list with filters
  - User details view
  - Account actions (suspend, activate)
  - User activity logs

4.6 Platform Analytics (`/admin/analytics`)

- **Purpose**: Comprehensive platform metrics
- **Components**:
  - Revenue dashboards
  - User growth charts
  - Event performance metrics
  - Geographic analytics
  - Export functionality

4.7 System Settings (`/admin/settings`)

- **Purpose**: Configure platform settings
- **Components**:
    - Payment gateway settings
    - Commission rates
    - Email templates
    - System maintenance

5. ADDITIONAL PAGES

5.1 About Us (`/about`)

- Company information and mission

5.2 Contact Us (`/contact`)

- Contact form and support information

5.3 Terms & Conditions (`/terms`)

- Legal terms and conditions

5.4 Privacy Policy (`/privacy`)

- Data privacy and usage policies

5.5 FAQ (`/faq`)

- Frequently asked questions

5.6 Help Center (`/help`)

- User guides and tutorials

5.7 Error Pages

- 404 Not Found (`/404`)
- 500 Server Error (`/500`)
- Maintenance Page (`/maintenance`)

Tickify MVP – Typography System

Font Families

Primary Font – Inter

- **Usage**: Headings, UI elements, body text
- **Rationale**: Modern, highly legible, excellent for digital interfaces
- **Weights Available**: 300 (Light), 400 (Regular), 500 (Medium), 600 (SemiBold), 700 (Bold)
- **Fallback**: system-ui, -apple-system, BlinkMacSystemFont, "Segoe UI", Roboto, sans-serif

Secondary Font – JetBrains Mono

- **Usage**: Code snippets, ticket IDs, QR codes, technical data
- **Rationale**: Monospace font for technical elements and data display
- **Weights Available**: 400 (Regular), 500 (Medium), 700 (Bold)
- **Fallback**: "SF Mono", Monaco, "Cascadia Code", "Roboto Mono", Consolas, monospace

Typography Scale

Headings

H1 – Page Titles

- **Font Size**: 48px (3rem)
- **Line Height**: 56px (3.5rem)
- **Font Weight**: 700 (Bold)
- **Letter Spacing**: -0.025em
- **Usage**: Main page titles, hero headings
- **Mobile**: 36px (2.25rem) / 44px (2.75rem)

H2 – Section Titles

- **Font Size**: 36px (2.25rem)
- **Line Height**: 44px (2.75rem)
- **Font Weight**: 600 (SemiBold)
- **Letter Spacing**: -0.025em
- **Usage**: Section headings, card titles

- **Mobile**: 30px (1.875rem) / 36px (2.25rem)

H3 – Subsection Titles

- **Font Size**: 30px (1.875rem)
- **Line Height**: 36px (2.25rem)
- **Font Weight**: 600 (SemiBold)
- **Letter Spacing**: -0.02em
- **Usage**: Subsection headings, modal titles
- **Mobile**: 24px (1.5rem) / 32px (2rem)

H4 – Component Titles

- **Font Size**: 24px (1.5rem)
- **Line Height**: 32px (2rem)
- **Font Weight**: 600 (SemiBold)
- **Letter Spacing**: -0.01em
- **Usage**: Component headings, form sections
- **Mobile**: 20px (1.25rem) / 28px (1.75rem)

H5 – Small Headings

- **Font Size**: 20px (1.25rem)
- **Line Height**: 28px (1.75rem)
- **Font Weight**: 600 (SemiBold)
- **Letter Spacing**: -0.01em
- **Usage**: Small section titles, card subtitles
- **Mobile**: 18px (1.125rem) / 24px (1.5rem)

H6 – Micro Headings

- **Font Size**: 18px (1.125rem)
- **Line Height**: 24px (1.5rem)
- **Font Weight**: 600 (SemiBold)
- **Letter Spacing**: 0em
- **Usage**: Form labels, list headers
- **Mobile**: 16px (1rem) / 24px (1.5rem)

Body Text

Large Body

- **Font Size**: 18px (1.125rem)

- **Line Height**: 28px (1.75rem)
- **Font Weight**: 400 (Regular)
- **Usage**: Important descriptions, lead paragraphs
- **Mobile**: 16px (1rem) / 24px (1.5rem)

Regular Body

- **Font Size**: 16px (1rem)
- **Line Height**: 24px (1.5rem)
- **Font Weight**: 400 (Regular)
- **Usage**: Default body text, descriptions
- **Mobile**: 14px (0.875rem) / 20px (1.25rem)

Small Body

- **Font Size**: 14px (0.875rem)
- **Line Height**: 20px (1.25rem)
- **Font Weight**: 400 (Regular)
- **Usage**: Secondary information, captions
- **Mobile**: 12px (0.75rem) / 16px (1rem)

Extra Small Body

- **Font Size**: 12px (0.75rem)
- **Line Height**: 16px (1rem)
- **Font Weight**: 400 (Regular)
- **Usage**: Fine print, timestamps, metadata
- **Mobile**: 11px (0.6875rem) / 14px (0.875rem)

UI Elements

Button Text Large

- **Font Size**: 16px (1rem)
- **Line Height**: 24px (1.5rem)
- **Font Weight**: 500 (Medium)
- **Letter Spacing**: 0.01em
- **Usage**: Primary buttons, CTAs

Button Text Medium

- **Font Size**: 14px (0.875rem)
- **Line Height**: 20px (1.25rem)

- **Font Weight**: 500 (Medium)
- **Letter Spacing**: 0.01em
- **Usage**: Secondary buttons, form buttons

Button Text Small

- **Font Size**: 12px (0.75rem)
- **Line Height**: 16px (1rem)
- **Font Weight**: 500 (Medium)
- **Letter Spacing**: 0.02em
- **Usage**: Small buttons, tags, badges

Input Text

- **Font Size**: 16px (1rem)
- **Line Height**: 24px (1.5rem)
- **Font Weight**: 400 (Regular)
- **Usage**: Form inputs, text areas

Label Text

- **Font Size**: 14px (0.875rem)
- **Line Height**: 20px (1.25rem)
- **Font Weight**: 500 (Medium)
- **Usage**: Form labels, field descriptions

Navigation Text

- **Font Size**: 16px (1rem)
- **Line Height**: 24px (1.5rem)
- **Font Weight**: 500 (Medium)
- **Usage**: Navigation links, menu items

Special Text Types

Code/Technical

- **Font Family**: JetBrains Mono
- **Font Size**: 14px (0.875rem)
- **Line Height**: 20px (1.25rem)
- **Font Weight**: 400 (Regular)
- **Usage**: Ticket IDs, QR codes, technical data

Price Display

- **Font Size**: 24px (1.5rem) – 36px (2.25rem)
- **Line Height**: 32px (2rem) – 44px (2.75rem)
- **Font Weight**: 700 (Bold)
- **Usage**: Ticket prices, totals

Status Text

- **Font Size**: 12px (0.75rem)
- **Line Height**: 16px (1rem)
- **Font Weight**: 600 (SemiBold)
- **Letter Spacing**: 0.05em
- **Text Transform**: Uppercase
- **Usage**: Status badges, labels

Color Applications

Light Theme Text Colors

- **Primary Text**: `#1F2937` (Gray 800) – Headings, important content
- **Secondary Text**: `#6B7280` (Gray 500) – Body text, descriptions
- **Muted Text**: `#9CA3AF` (Gray 400) – Captions, timestamps
- **Link Text**: `#2563EB` (Tickify Blue) – Links, interactive text
- **Error Text**: `#EF4444` (Error Red) – Error messages
- **Success Text**: `#10B981` (Success Green) – Success messages
- **Warning Text**: `#F59E0B` (Warning Orange) – Warning messages

Dark Theme Text Colors

- **Primary Text**: `#F9FAFB` (Gray 50) – Headings, important content
- **Secondary Text**: `#D1D5DB` (Gray 300) – Body text, descriptions
- **Muted Text**: `#9CA3AF` (Gray 400) – Captions, timestamps
- **Link Text**: `#60A5FA` (Info Blue Light) – Links, interactive text
- **Error Text**: `#F87171` (Error Red Light) – Error messages
- **Success Text**: `#34D399` (Success Green Light) – Success messages
- **Warning Text**: `#FBBF24` (Warning Orange Light) – Warning messages

Usage Guidelines

Hierarchy Best Practices

1. **Establish Clear Hierarchy**: Use size, weight, and color to create visual hierarchy
2. **Consistent Spacing**: Maintain consistent spacing between text elements
3. **Readable Line Length**: Keep line length between 45-75 characters for optimal readability
4. **Adequate Contrast**: Ensure sufficient contrast ratios for accessibility

Responsive Typography

- **Mobile First**: Start with mobile sizes and scale up
- **Fluid Scaling**: Use relative units (rem, em) for better scalability
- **Breakpoint Adjustments**: Adjust font sizes at key breakpoints
- **Touch Targets**: Ensure interactive text meets minimum touch target sizes

Accessibility Considerations

- **Contrast Ratios**:
  - Normal text: 4.5:1 minimum
  - Large text (18px+ or 14px+ bold): 3:1 minimum
- **Font Size**: Minimum 16px for body text on mobile
- **Line Height**: 1.5x font size minimum for body text
- **Focus States**: Clear focus indicators for keyboard navigation

Implementation

CSS Custom Properties

```
:root {
  /* Font Families */
  --font-primary: 'Inter', system-ui, -apple-system, sans-serif;
  --font-mono: 'JetBrains Mono', 'SF Mono', Monaco, monospace;

  /* Font Sizes */
  --text-xs: 0.75rem;        /* 12px */
  --text-sm: 0.875rem;       /* 14px */
  --text-base: 1rem;         /* 16px */
  --text-lg: 1.125rem;       /* 18px */
```

```
    --text-xl: 1.25rem;        /* 20px */
    --text-2xl: 1.5rem;        /* 24px */
    --text-3xl: 1.875rem;      /* 30px */
    --text-4xl: 2.25rem;       /* 36px */
    --text-5xl: 3rem;          /* 48px */

    /* Line Heights */
    --leading-tight: 1.25;
    --leading-snug: 1.375;
    --leading-normal: 1.5;
    --leading-relaxed: 1.625;
    --leading-loose: 2;

    /* Font Weights */
    --font-light: 300;
    --font-normal: 400;
    --font-medium: 500;
    --font-semibold: 600;
    --font-bold: 700;
}
```

Utility Classes

```
/* Headings */
.text-h1 { font-size: var(--text-5xl); font-weight: var(--font-bold); lir
.text-h2 { font-size: var(--text-4xl); font-weight: var(--font-semibold);
.text-h3 { font-size: var(--text-3xl); font-weight: var(--font-semibold);
.text-h4 { font-size: var(--text-2xl); font-weight: var(--font-semibold);
.text-h5 { font-size: var(--text-xl); font-weight: var(--font-semibold);
.text-h6 { font-size: var(--text-lg); font-weight: var(--font-semibold);

/* Body Text */
.text-body-lg { font-size: var(--text-lg); line-height: var(--leading-rel
.text-body { font-size: var(--text-base); line-height: var(--leading-norn
.text-body-sm { font-size: var(--text-sm); line-height: var(--leading-nor
.text-caption { font-size: var(--text-xs); line-height: var(--leading-nor

/* Special */
.text-code { font-family: var(--font-mono); font-size: var(--text-sm); }
.text-button { font-weight: var(--font-medium); letter-spacing: 0.01em; }
.text-label { font-weight: var(--font-medium); font-size: var(--text-sm);
```

Performance Considerations

- **Font Loading**: Use `font-display: swap` for better performance
- **Subset Fonts**: Load only required character sets and weights
- **Preload**: Preload critical fonts for faster rendering
- **Fallback Fonts**: Ensure good fallback fonts for loading states

Brand Voice & Tone

Typography Personality

- **Modern & Clean**: Sans-serif fonts for contemporary feel
- **Professional**: Balanced weights and spacing for credibility
- **Accessible**: High contrast and readable sizes for inclusivity
- **Technical**: Monospace fonts for technical elements

Content Guidelines

- **Headings**: Clear, concise, action-oriented
- **Body Text**: Conversational yet professional tone
- **UI Text**: Direct, helpful, user-friendly
- **Error Messages**: Clear, actionable, empathetic
- **Success Messages**: Positive, encouraging, brief

Tickify MVP - Complete Design System Documentation

📋 Overview

This comprehensive design system documentation provides all the visual and interaction guidelines needed to build the Tickify MVP platform. The system covers user flows, page structures, visual design, and component specifications for a consistent and professional ticketing platform.

🎯 Project Scope

Tickify is an event ticketing platform that serves four main user types:

- **Attendees**: Browse and purchase event tickets
- **Organizers**: Create and manage events, track sales
- **Scanners**: Validate tickets at event entrances
- **Admins**: Oversee platform operations and approvals

📁 Documentation Structure

1. User Journey Flowcharts (`/flowcharts/`)

- **File**: `user-journey-flowcharts.md`
- **Contents**: Complete process flows for all user types
- **Includes**: Decision points, system responses, error handling
- **Key Flows**: Ticket purchase, event creation, QR scanning, admin approval

2. Complete Pages List (`/pages-list/`)

- **File**: `complete-pages-structure.md`
- **Contents**: Detailed breakdown of all 40+ pages across the platform
- **Sections**: Public website, organizer panel, scanner app, admin panel
- **Details**: Page purposes, key components, user interactions

3. Color Palette System (`/color-palette/`)

- **File**: `tickify-color-system.md`
- **Contents**: Comprehensive color specifications with hex codes
- **Includes**: Primary/secondary colors, status colors, accessibility guidelines
- **Features**: Light/dark theme support, WCAG 2.1 AA compliance

4. Iconography Guide (`/iconography/`)

- **File**: `icon-system-guide.md`
- **Contents**: Complete icon library with usage guidelines
- **Specifications**: 24x24px grid, 2px stroke, consistent style
- **Categories**: Navigation, user actions, events, payments, status indicators

5. Typography System (`/typography/`)

- **File**: `typography-system.md`
- **Contents**: Font hierarchy, sizing, and usage guidelines

- **Fonts**: Inter (primary), JetBrains Mono (technical elements)
- **Scale**: H1-H6 headings, body text variants, UI element text

6. Additional Design Files (`/additional-design-files/`)

- **Spacing System**: `spacing-system.md` - 4px base unit, responsive spacing
- **Component Library**: `component-library.md` - Buttons, cards, forms, modals
- **Button Styles**: `button-styles-states.md` - All button variants and states
- **Navigation Patterns**: `navigation-patterns.md` - Header, sidebar, breadcrumb navigation

🎨 Key Design Principles

Visual Identity

- **Modern & Clean**: Contemporary design with clear hierarchy
- **Professional**: Trustworthy appearance for financial transactions
- **Accessible**: WCAG 2.1 AA compliant throughout
- **Scalable**: Consistent across all device sizes

Color Strategy

- **Primary Blue**: `#2563EB` - Main brand color for CTAs and links
- **Secondary Purple**: `#7C3AED` - Premium features and highlights
- **Status Colors**: Green (success), Orange (warning), Red (error)
- **Neutral Grays**: Comprehensive scale from `#F9FAFB` to `#111827`

Typography Approach

- **Inter Font**: Modern, highly legible sans-serif for all UI elements
- **Clear Hierarchy**: Distinct sizing from 12px captions to 48px headings
- **Responsive**: Scales appropriately across device sizes
- **Accessibility**: Minimum 16px body text, adequate line heights

🔧 Implementation Guidelines

Development Setup

1. **CSS Custom Properties**: Use provided CSS variables for consistency

2. **Component-Based**: Build reusable components following specifications
3. **Responsive-First**: Mobile-first approach with progressive enhancement
4. **Accessibility**: Implement ARIA labels, keyboard navigation, focus management

File Organization

```
src/
├── styles/
│   ├── variables.css (color and spacing variables)
│   ├── typography.css (font definitions and scales)
│   └── components/ (individual component styles)
├── components/
│   ├── buttons/ (all button variants)
│   ├── navigation/ (header, sidebar, breadcrumb)
│   ├── forms/ (inputs, selects, validation)
│   └── cards/ (event cards, info cards)
└── assets/
    ├── icons/ (SVG icon library)
    └── images/ (brand assets, placeholders)
```

Quality Standards

- **Cross-Browser**: Support for modern browsers (Chrome, Firefox, Safari, Edge)
- **Performance**: Optimized images, efficient CSS, minimal JavaScript
- **Accessibility**: Screen reader support, keyboard navigation, color contrast
- **Responsive**: Seamless experience across mobile, tablet, and desktop

📱 Responsive Breakpoints

Screen Sizes

- **Mobile**: 0px - 767px (4-column grid)
- **Tablet**: 768px - 1023px (8-column grid)
- **Desktop**: 1024px - 1439px (12-column grid)
- **Large Desktop**: 1440px+ (12-column grid, larger containers)

Container Widths

- **Mobile**: 100% width with 16px padding
- **Tablet**: 768px max-width

- **Desktop**: 1200px max-width
- **Large Desktop**: 1400px max-width

♿ Accessibility Features

Compliance Standards

- **WCAG 2.1 AA**: All color combinations meet contrast requirements
- **Keyboard Navigation**: Full functionality without mouse
- **Screen Readers**: Proper semantic markup and ARIA labels
- **Touch Targets**: Minimum 44px × 44px interactive areas

Implementation Checklist

- ☐ Color contrast ratios verified (4.5:1 for normal text, 3:1 for large)
- ☐ Focus indicators visible and consistent
- ☐ Alternative text for all images and icons
- ☐ Proper heading hierarchy (H1–H6)
- ☐ Form labels associated with inputs
- ☐ Error messages clearly communicated
- ☐ Skip links for keyboard users

🚀 Getting Started

For Designers

1. Review the complete page structure in `/pages-list/`
2. Reference color palette and typography for consistent designs
3. Use the component library as building blocks
4. Follow the iconography guidelines for visual consistency

For Developers

1. Implement the CSS custom properties from color and spacing systems
2. Build components according to the specifications in `/additional-design-files/`
3. Follow the navigation patterns for consistent user experience
4. Test accessibility features throughout development

For Product Managers

1. Use the user journey flowcharts to understand complete user experiences
2. Reference the pages list for feature planning and scope definition
3. Ensure designs align with the established visual hierarchy
4. Validate user flows against the documented patterns

📋 Component Priority

Phase 1 (MVP Core)

1. **Navigation**: Header, mobile menu, breadcrumbs
2. **Buttons**: Primary, secondary, all states
3. **Forms**: Inputs, labels, validation states
4. **Cards**: Event cards, basic info cards
5. **Typography**: All heading and body text styles

Phase 2 (Enhanced Features)

1. **Advanced Navigation**: Sidebar, tabs, pagination
2. **Modals**: Confirmation dialogs, forms
3. **Status Components**: Alerts, badges, loading states
4. **Tables**: Data display for admin/organizer panels
5. **Advanced Forms**: Multi-step, file uploads

Phase 3 (Polish & Optimization)

1. **Animations**: Hover effects, transitions
2. **Advanced Components**: Split buttons, button groups
3. **Dark Mode**: Complete dark theme implementation
4. **Micro-interactions**: Loading animations, success states

📞 Support & Maintenance

Design System Updates

- **Version Control**: Track changes to components and guidelines
- **Documentation**: Keep specifications updated with implementation changes
- **Testing**: Regular accessibility and usability testing
- **Feedback Loop**: Collect user feedback and iterate on designs

Quality Assurance

- **Design Reviews**: Regular checks against established guidelines
- **Code Reviews**: Ensure implementation matches specifications
- **User Testing**: Validate designs with real users
- **Performance Monitoring**: Track loading times and user interactions

📚 Additional Resources

Design Tools

- **Figma**: Component library and design files
- **Adobe Illustrator**: Icon creation and brand assets
- **Sketch**: Alternative design tool support

Development Tools

- **CSS Variables**: Modern browser support for dynamic theming
- **PostCSS**: Processing and optimization
- **Sass/SCSS**: Enhanced CSS features if needed

Testing Tools

- **WAVE**: Web accessibility evaluation
- **Lighthouse**: Performance and accessibility auditing
- **Color Oracle**: Color blindness simulation
- **VoiceOver/NVDA**: Screen reader testing

📄 File Summary

This design system includes:

- ✅ **Detailed Flowcharts**: Complete user journey maps for all user types
- ✅ **Complete Pages List**: 40+ pages with detailed descriptions and components
- ✅ **Professional Color Palette**: Modern color system with accessibility compliance
- ✅ **Comprehensive Iconography**: Complete icon library with usage guidelines
- ✅ **Typography Specifications**: Font hierarchy and responsive scaling
- ✅ **Spacing System**: Consistent 4px-based spacing scale
- ✅ **Component Library**: Detailed specifications for all UI components

- ✅ **Button System**: Complete button variants, states, and interactions
- ✅ **Navigation Patterns**: Header, sidebar, breadcrumb, and mobile navigation

Total Documentation: 9 comprehensive files covering every aspect of the Tickify MVP design system, ready for immediate implementation by design and development teams.