

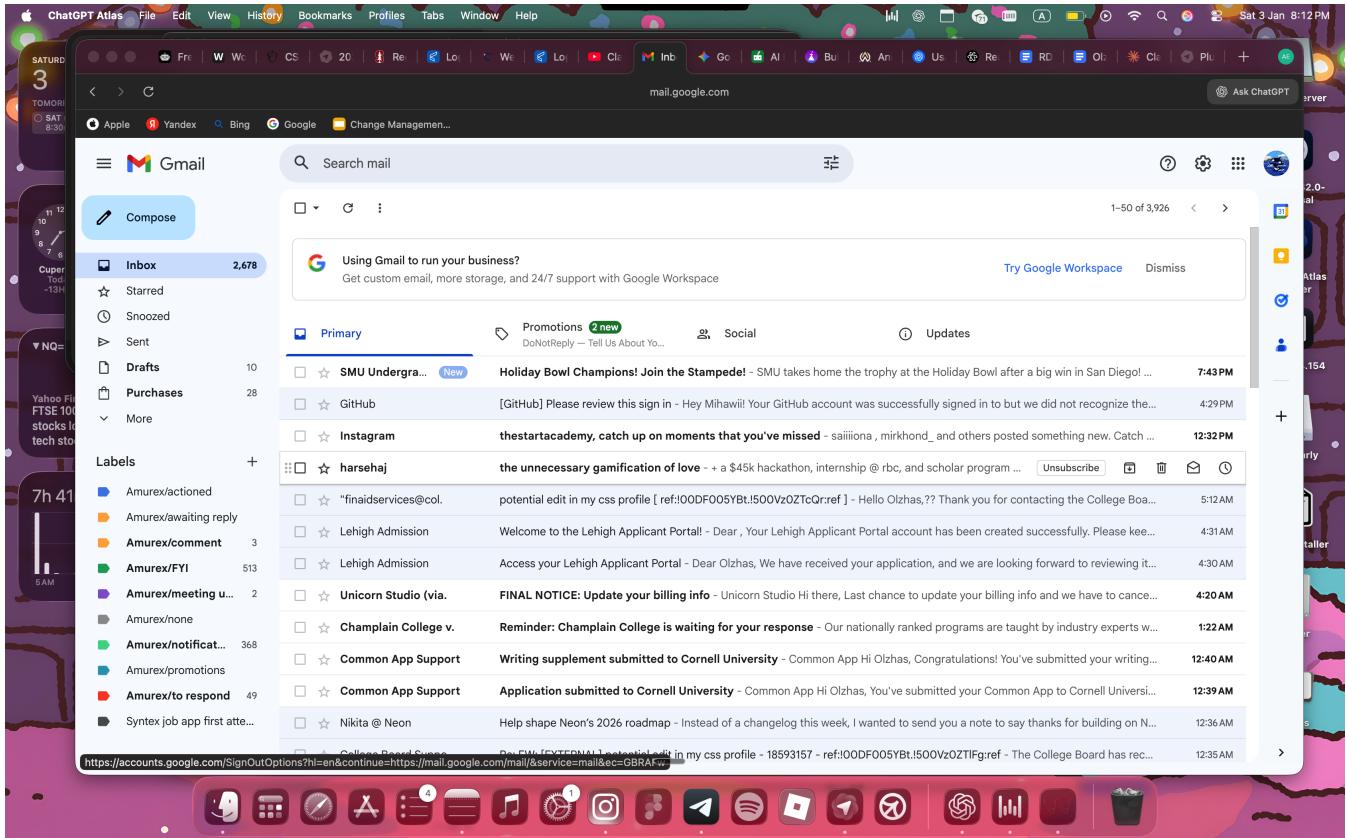
# Plura UX Report

Cache key: 2a6734afabc55726f279464b6600694e

Intent: We've developed an email app, basically an analogous of email but it has a lot of AI features like automation and things of that nature. So yeah I need you to just work with it.

Overall score: 21.708465370326703

## Original screenshot

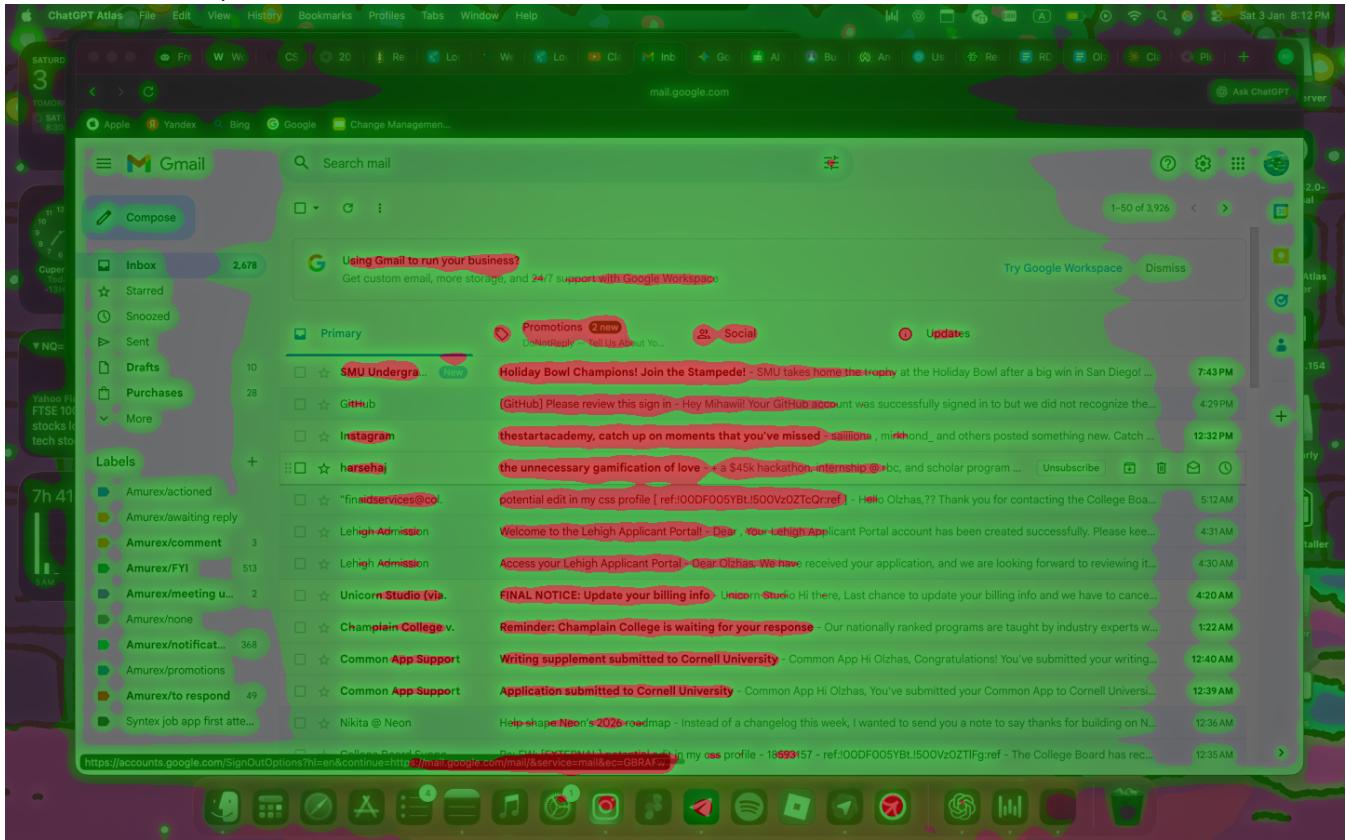


## Key metrics

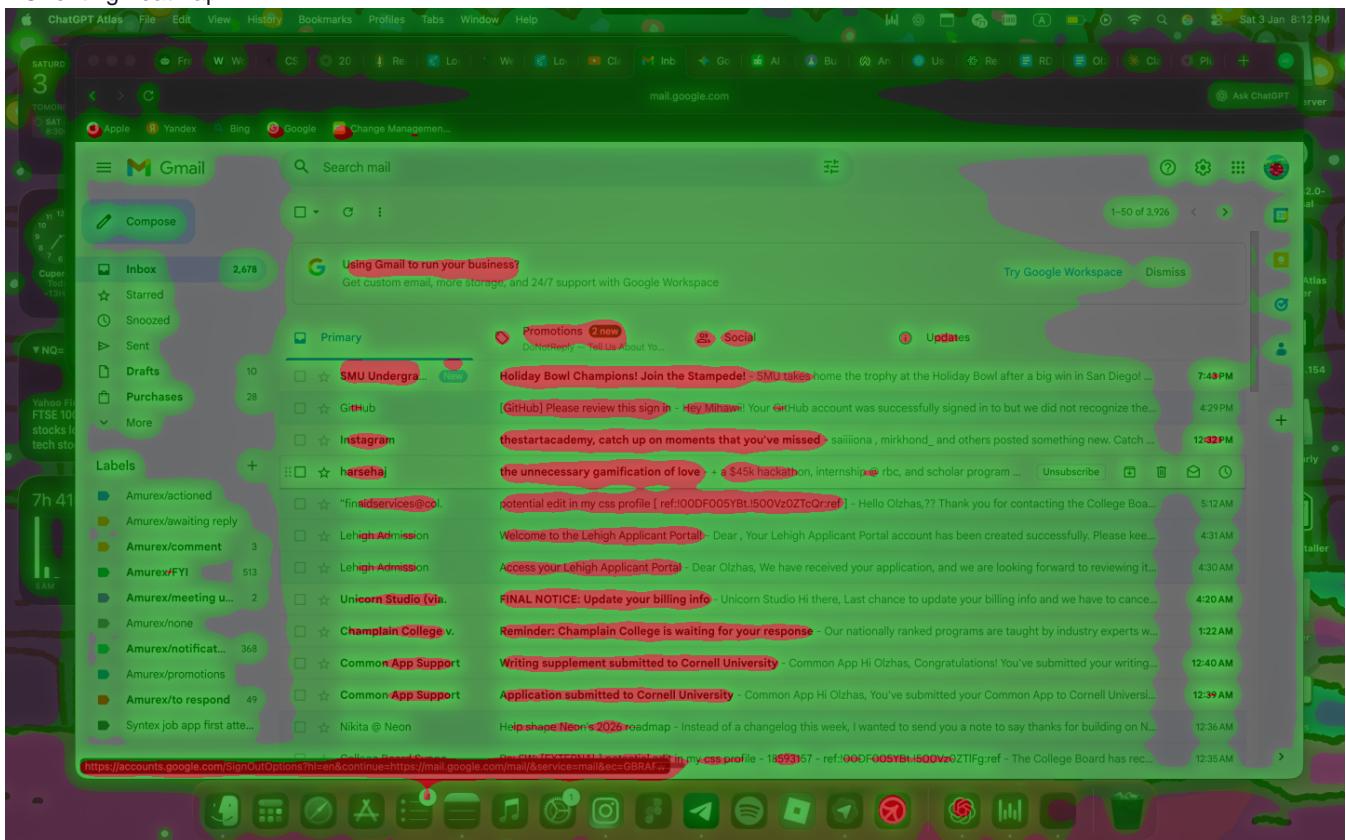
Metric	Value	Plain meaning
Focus	0.013704308452369985	How concentrated attention is.
Clarity	0.47175143498875	How clean the visual hierarchy appears.
Alignment	0.0	Whether attention supports the intended action.
Fragmentation	1.0	Whether users split attention across many areas.
Dominance	0.1408323374010064	How strongly one area dominates attention.
Decay	0.6452028155326843	How quickly attention fades away from hotspots.
Intent overlap	0.0	Estimated overlap between intent and attention.
Hotspots	31	Number of distinct attention peaks.

## Heatmaps

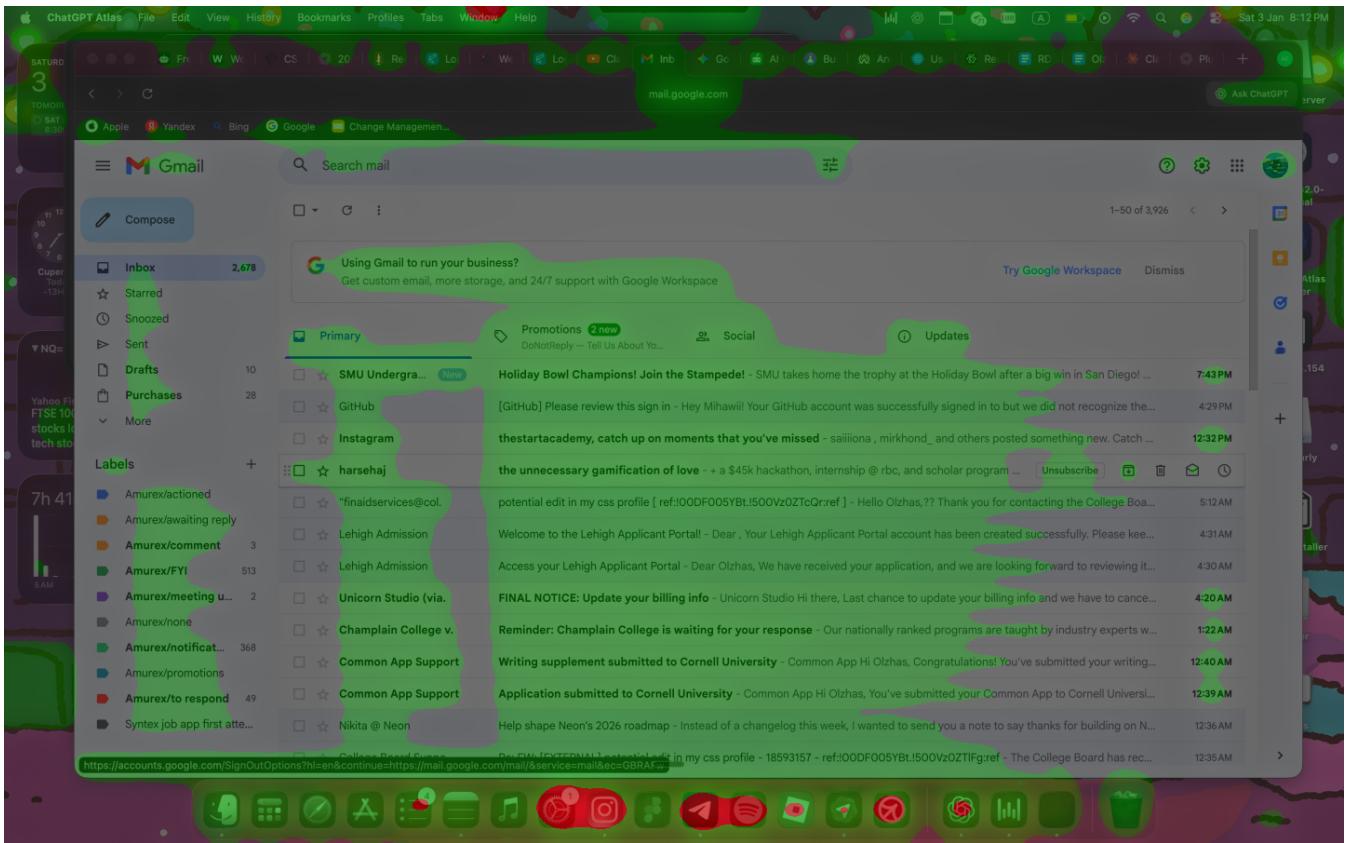
### Immediate heatmap



### Orienting heatmap



### Scanning heatmap



## Legend

Ignored threshold: 0.15

Over-attention threshold: 0.65

Overlay alpha: 0.55

## Narrative summary

```markdown

# UX Analysis Report

### ## Category 1 — Heatmaps and Metric Breakdown

#### ### Heatmap Frames Explanation

- **Immediate**: This frame captures the first glance, showing where users look immediately upon viewing the screen.
- **Orienting**: This frame reflects the user's attention as they begin to understand the layout and content.
- **Scanning**: This frame shows how users explore the screen in more detail, often looking for specific information.

#### ### Metrics Table

| Metric         | Value | Plain Meaning                                      |
|----------------|-------|----------------------------------------------------|
| Alignment      | 0.0   | No alignment with intended focus areas.            |
| Clarity        | 0.47  | Moderate clarity; users may struggle to find info. |
| Decay          | 0.65  | Attention fades quickly; users lose interest fast. |
| Dominance      | 0.14  | No single element strongly captures attention.     |
| Focal Points   | 31    | Many areas compete for attention.                  |
| Focus          | 0.01  | Very low focus; attention is scattered.            |
| Fragmentation  | 1.0   | Highly fragmented attention; no clear path.        |
| Intent Overlap | 0.0   | No overlap with user intent.                       |

#### ### What This Means on This Screenshot

- Attention is scattered across multiple areas.
- Users may find it difficult to locate key features.
- The visual hierarchy is not effectively guiding user focus.
- Over-attention areas may distract from important content.
- The design does not align with user expectations.
- Users might miss critical AI features due to low clarity.
- The interface needs better alignment with user tasks.
- Immediate attention is not captured effectively.
- Scanning patterns do not align with intended user paths.

#### ### Heatmap Legend Thresholds

- **Gray (<0.15)**: Areas largely ignored.
- **Green (0.15 to 0.65)**: Areas with moderate attention.
- **Red (>=0.65)**: Areas with excessive attention, potentially distracting.

### ## Category 2 — Synthetic Individuals (Simulation Results)

#### ### Synthetic Individual 1

- **Name**: Alex
- **Role/Context**: Busy Professional
- **Goal**: Quickly find and use the AI automation feature.
- **Behavior**:
  1. Opens the app.
  2. Looks for AI features.
  3. Scans the top navigation.
  4. Clicks on a prominent button.
  5. Searches for automation settings.
- **First Noticed**: Top navigation bar.
- **Accomplished Goal**: No
- **Friction Points**: Difficulty locating AI features.
- **Quote**: "I couldn't find the automation tools easily."

#### ### Synthetic Individual 2

- **Name**: Jamie
- **Role/Context**: Tech Enthusiast
- **Goal**: Explore all AI features.

- \*\*Behavior\*\*:
  1. Opens the app.
  2. Scans the entire screen.
  3. Clicks on various icons.
  4. Reads tooltips and descriptions.
  5. Tries to use a feature.
- \*\*First Noticed\*\*: Icons at the bottom.
- \*\*Accomplished Goal\*\*: Partially
- \*\*Friction Points\*\*: Overwhelmed by too many options.
- \*\*Quote\*\*: "There are so many things to click on, it's confusing."

### ### Synthetic Individual 3

- \*\*Name\*\*: Sam
- \*\*Role/Context\*\*: New User
- \*\*Goal\*\*: Send an email using AI suggestions.
- \*\*Behavior\*\*:
  1. Opens the app.
  2. Looks for compose button.
  3. Clicks on a suggestion.
  4. Tries to send an email.
  5. Looks for confirmation.
- \*\*First Noticed\*\*: Compose button.
- \*\*Accomplished Goal\*\*: No
- \*\*Friction Points\*\*: Unclear how to use AI suggestions.
- \*\*Quote\*\*: "I wasn't sure if the AI was helping me or not."

## ## Category 3 — Research Synthesis for Founders and Enterprise Leaders

### ### Key Research Findings

- Users often scan in F-patterns or Z-patterns, which should inform the placement of key elements (source: [Interaction Design Foundation]([https://www.interaction-design.org/literature/topics/visual-hierarchy?srsltid=AfmBOootcPA5umi9kRu-9BT-Kr-PG6\\_d3zywUDCUqwMJIWak1Xywfj5Z](https://www.interaction-design.org/literature/topics/visual-hierarchy?srsltid=AfmBOootcPA5umi9kRu-9BT-Kr-PG6_d3zywUDCUqwMJIWak1Xywfj5Z))).
- Visual hierarchy is crucial for guiding user attention effectively (source: [Interaction Design Foundation]([https://www.interaction-design.org/literature/topics/visual-hierarchy?srsltid=AfmBOootcPA5umi9kRu-9BT-Kr-PG6\\_d3zywUDCUqwMJIWak1Xywfj5Z](https://www.interaction-design.org/literature/topics/visual-hierarchy?srsltid=AfmBOootcPA5umi9kRu-9BT-Kr-PG6_d3zywUDCUqwMJIWak1Xywfj5Z))).

### ### Voice of Reddit

- \*\*Thread\*\*: "Tips: create and test emails locally with maildev"
  - \*\*URL\*\*: [Reddit]([https://www.reddit.com/r/django/comments/17x0hd/tips\\_create\\_and\\_test\\_emails\\_locally\\_with\\_maildev/](https://www.reddit.com/r/django/comments/17x0hd/tips_create_and_test_emails_locally_with_maildev/))
  - \*\*Excerpt\*\*: "Maildev will catch all the emails sent by the app and show them in a web UI, just like any real email client."
- \*\*Thread\*\*: "How to test email sending with django-mailer?"
  - \*\*URL\*\*: [Reddit]([https://www.reddit.com/r/django/comments/yr3su/how\\_to\\_test\\_email\\_sending\\_with\\_djangomailer/](https://www.reddit.com/r/django/comments/yr3su/how_to_test_email_sending_with_djangomailer/))
  - \*\*Paraphrase\*\*: Discussion on using django-mailer for email queue management.
- \*\*Thread\*\*: "Guide to URLs"
  - \*\*URL\*\*: [Reddit]([https://www.reddit.com/r/djangolearning/comments/pn1qv/guide\\_to\\_urls/](https://www.reddit.com/r/djangolearning/comments/pn1qv/guide_to_urls/))
  - \*\*Paraphrase\*\*: Users discuss understanding and using URLs in Django.

### ### Decision-ready Considerations

- Validate the placement of AI features to align with user scanning patterns.
- Measure user success in finding and using key features.
- Assess risks of user frustration due to unclear navigation paths.
- Consider redesigning the interface to enhance clarity and focus.

### ### Caveats

- Saliency maps may not fully capture task relevance, as users may focus on less salient but more relevant features (source: [OSTI](<https://www.osti.gov/servlets/purl/1340620>)).

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