

High-fidelity UI Designs proposal for Peelback

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Purpose: High-fidelity UI Design Review and Selection

Introduction:

This document presents three high-fidelity UI design options for the Peelback platform, building upon the previously selected split-screen layout (Option 2 from the low-fidelity proposals). Each design applies Peelback's brand identity in different ways, offering distinct visual personalities while maintaining the same functional structure.

All three options utilize Peelback's established brand colors:

Primary Purple: #544ff0

Highlight Lime: #e7fd7d

Highlight Mint: #7cfcb1

Neutrals: Grays, black, and white

The goal is to review these visual design directions and select the aesthetic that best represents Peelback's brand personality and resonates with target users.

Background:

Background

Project Context

Following the selection of the split-screen layout for its efficiency and professional appearance, these high-fidelity designs translate that wireframe into three distinct visual styles. The split-screen structure provides:

- Controls and inputs on the left panel
- Real-time results display on the right panel
- Persistent navigation and always-accessible settings
- Professional, application-like experience

Design Approach

Each option maintains the same core functionality but explores different visual treatments:

- **Typography hierarchy** and readability
- **Color application** and accent placement
- **Visual weight** and balance
- **Interactive element** styling
- **Overall mood** and brand personality

Target Audience Considerations

The designs accommodate Peelback's diverse user base:

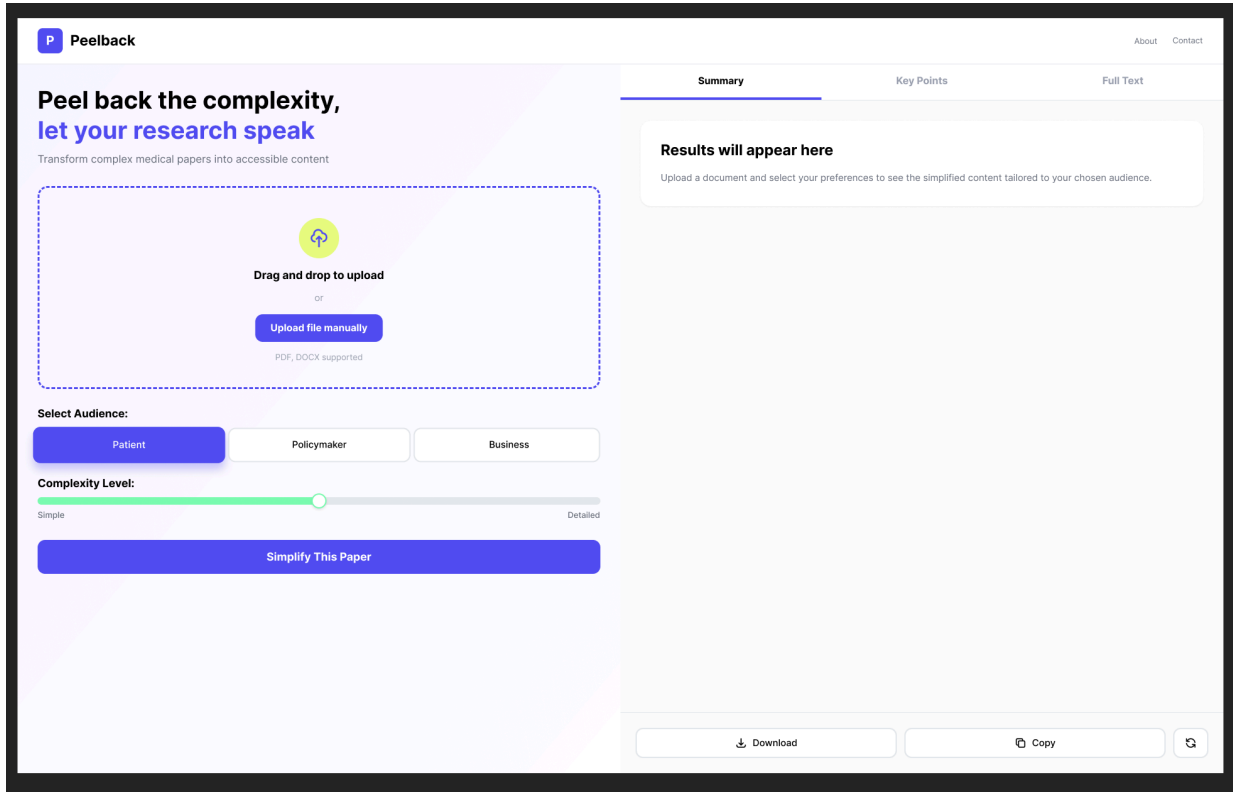
- **Researchers:** Need efficiency, clarity, and professional credibility
- **Patients:** Require approachability, simplicity, and trust signals
- **Policymakers:** Value authority, structure, and data integrity
- **Business Professionals:** Expect modern, sleek, innovative experiences

Option 1- Bold and vibrant:

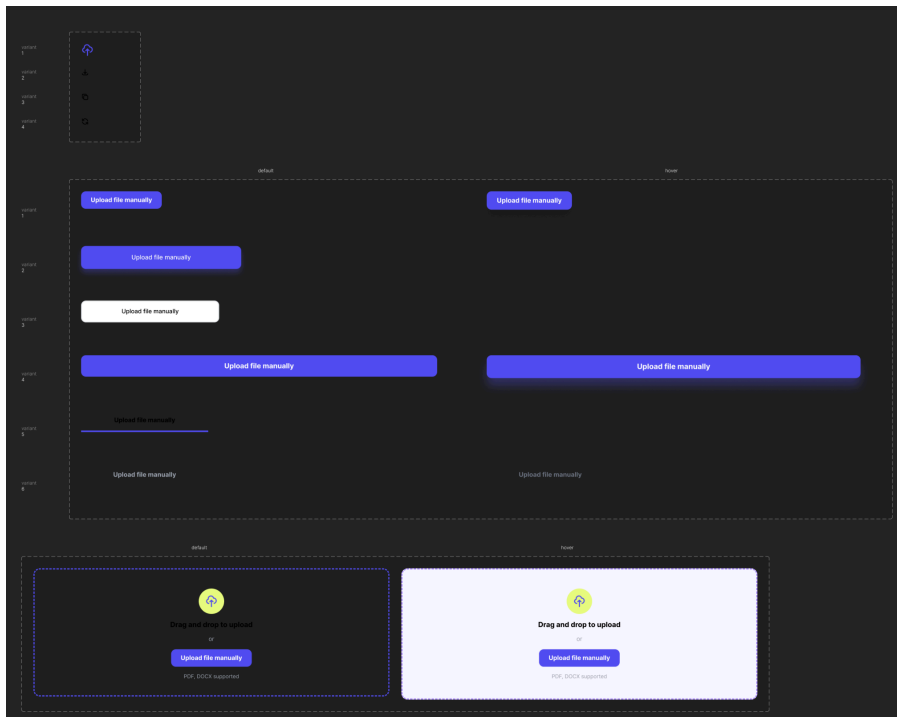
Overview

A playful, energetic design that emphasizes accessibility and approachability. Uses Peelback's highlight colors (lime and mint) prominently to create a friendly, welcoming interface that feels modern and fresh.

UI design:



Components:



Visual Characteristics

Color Strategy:

- **Primary purple (#544ff0)** used for key actions and branding
- **Lime green (#e7fd7d)** as the primary accent for upload zones and interactive elements
- **Mint green (#7cfcb1)** for the complexity slider and secondary accents
- **Gradient backgrounds** with subtle purple tints for depth
- **White cards** with generous padding for breathing room

Typography:

- **Large, bold headlines** (40px) for immediate impact
- **Generous line spacing** for easy reading
- **Varied font weights** to create clear hierarchy
- **Color contrast** with purple accents on key text

Interactive Elements:

- **Large rounded corners** (12-16px) throughout for softness
- **Generous button padding** for touch-friendly targets
- **Pill-shaped audience selectors** with bold active states
- **Vibrant hover effects** with scale transforms (1.05x)
- **Colorful slider** gradient from mint to purple

Layout Details:

- **Left panel:** Light purple gradient background (purple-50 to white)
- **Right panel:** Neutral gray background (#fafafa)
- **Upload zone:** 3px dashed purple border with lime icon circle
- **Tab navigation:** Underline style with 4px purple bottom border

Design Philosophy

This option prioritizes emotional connection and user confidence. The bold use of highlight colors signals innovation and friendliness, making complex research feel less intimidating. It's designed to say: "We make difficult things simple and even enjoyable."

Mood & Personality

- **Friendly** - Approachable without being unprofessional
- **Energetic** - Dynamic and engaging
- **Modern** - Contemporary web design trends
- **Optimistic** - Positive, solution-focused tone

Best Suited For:

- **Patient-facing interfaces** where trust and approachability are paramount
- **Marketing and public demos** that need to make strong first impressions
- **B2C positioning** where emotional connection drives engagement
- **Organizations** wanting to differentiate from traditional academic tools

Pros:

- **Highly distinctive** - Stands out from competitors
- **Emotionally engaging** - Creates positive user associations
- **Clear visual hierarchy** - Easy to scan and understand
- **Accessible feel** - Reduces intimidation factor for non-experts
- **Memorable** - Strong brand recall

Cons:

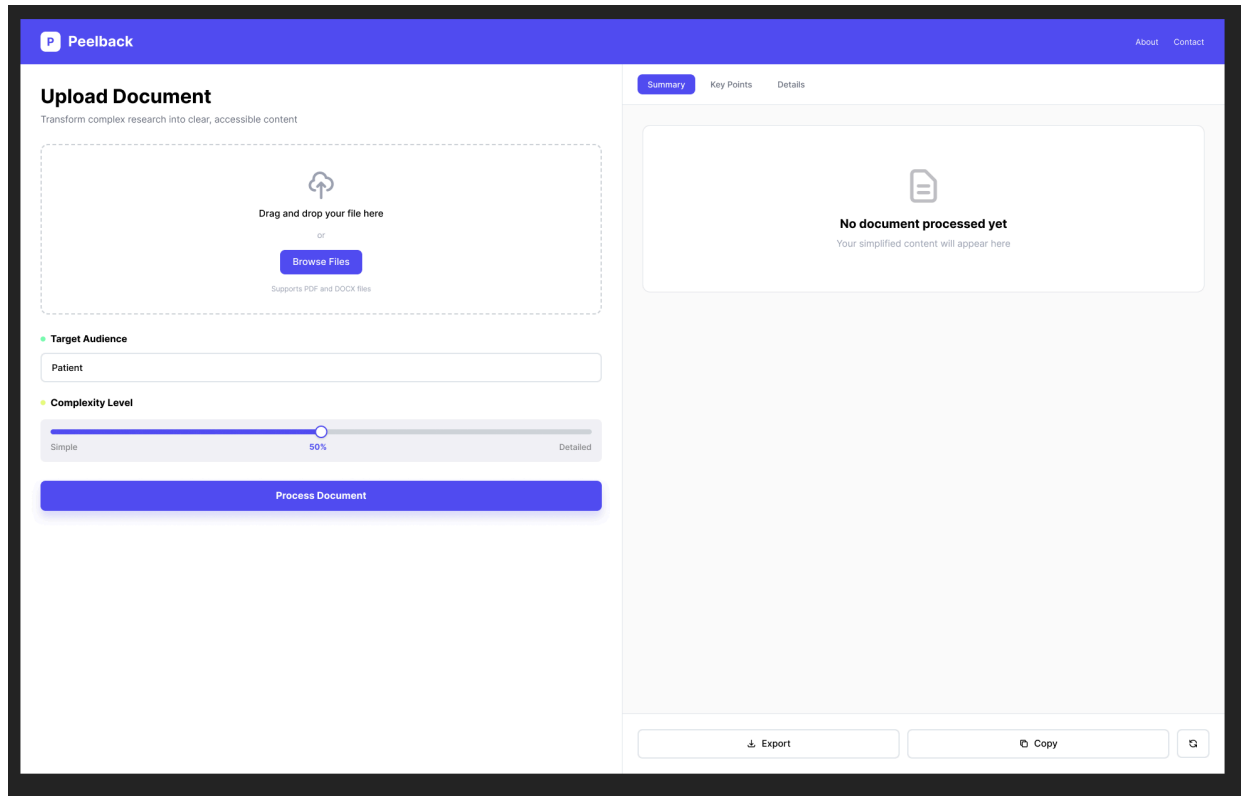
- **May feel less serious** to some academic users
- **Bold colors** could be polarizing for conservative audiences
- **Requires careful balance** - Too playful might undermine credibility
- **Less traditional** - May not align with institutional expectations

Option 2 - Clean and professional:

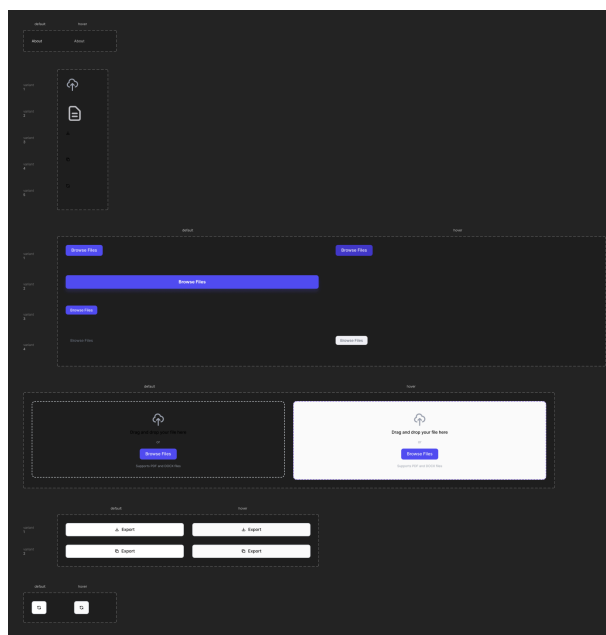
Overview

A structured, trustworthy design that emphasizes clarity and authority. Uses purple as the dominant color with subtle highlight accents, creating a polished interface that feels reliable and efficient.

UI design:



Components:



Visual Characteristics

Color Strategy:

- **Purple header bar (#544ff0)** establishing brand authority
- **White dominant** throughout for clean, uncluttered feel
- **Minimal color accents** - small dots in lime and mint as visual indicators
- **Neutral grays** for secondary information and borders
- **High contrast** for optimal readability

Typography:

- **Clear, structured hierarchy** with consistent sizing
- **Professional font weights** (medium and semibold, not bold)
- **Conservative sizing** (32px max for h1) for restraint
- **Gray text (#6b7280)** for secondary information

Interactive Elements:

- **Moderate rounded corners** (8-12px) for modern but not playful
- **Pill-style tabs** with purple fill for active state
- **Clean dropdown selectors** instead of button grids
- **Subtle hover states** without dramatic transforms
- **Purple slider** against gray gradient for clarity

Layout Details:

- **Left panel:** Pure white with subtle border separator
- **Right panel:** Very light gray (#fafafa)
- **Upload zone:** 2px dashed gray border, purple on hover
- **Tab navigation:** Pill style with purple background for active
- **Indicator dots:** Small colored circles (lime, mint) beside labels

Design Philosophy

This option prioritizes professionalism and trust through restraint. The controlled use of color and structured layout signals competence and reliability. It's designed to say: "We're serious about making research accessible, and you can trust us to do it well."

Mood & Personality

- **Professional** - Credible and authoritative
- **Efficient** - Streamlined and purposeful
- **Trustworthy** - Stable and dependable

- **Sophisticated** - Refined without being cold

Best Suited For:

- **Researcher-facing dashboards** where credibility is critical
- **Academic institutions** with conservative design expectations
- **Internal tools** for organizations processing sensitive research
- **B2B positioning** where professionalism drives adoption

Pros:

- **Universally acceptable** - Won't alienate any user group
- **Highly readable** - Excellent information hierarchy
- **Professional credibility** - Builds immediate trust
- **Scalable** - Easy to add features without visual clutter
- **Timeless** - Won't feel dated quickly

Cons:

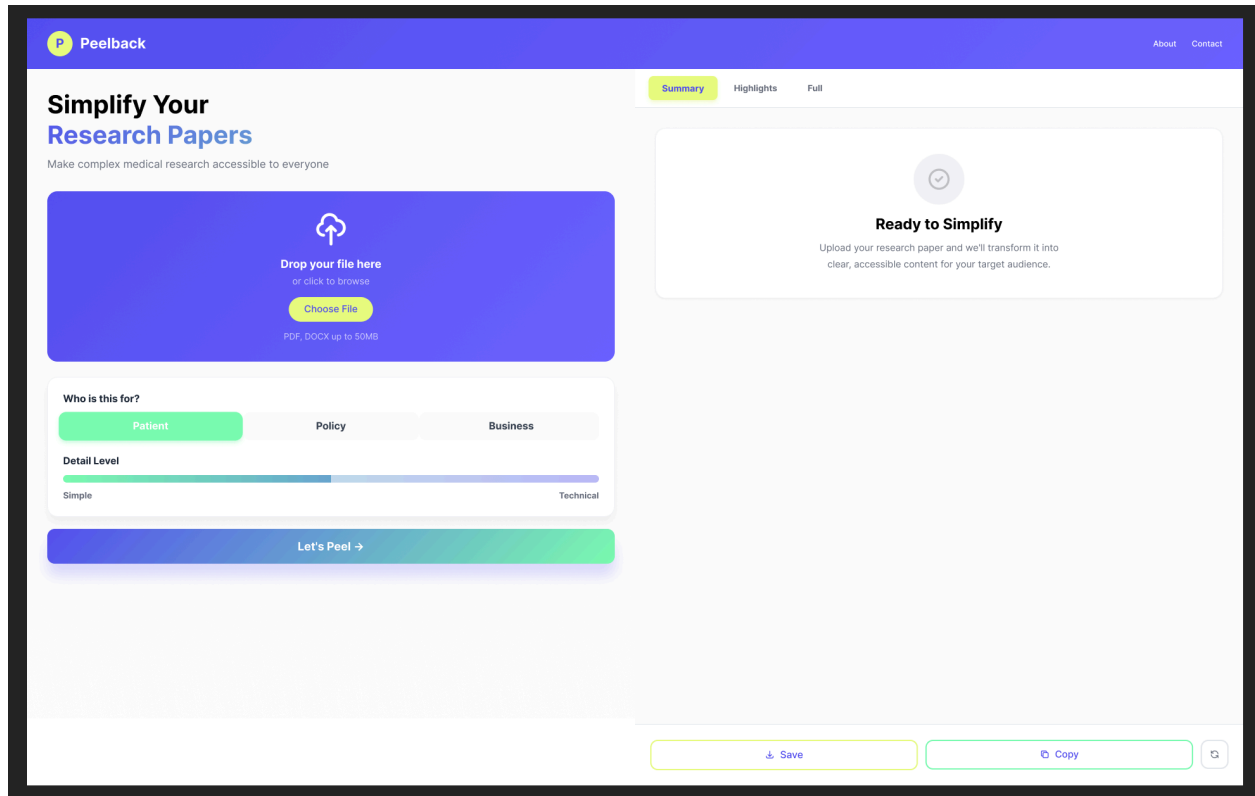
- **Less distinctive** - May blend in with similar tools
- **Conservative** - Might not excite or inspire users
- **Less memorable** - Fewer strong visual hooks for brand recall
- **Could feel corporate** - May lack warmth for patient users

Option 3:

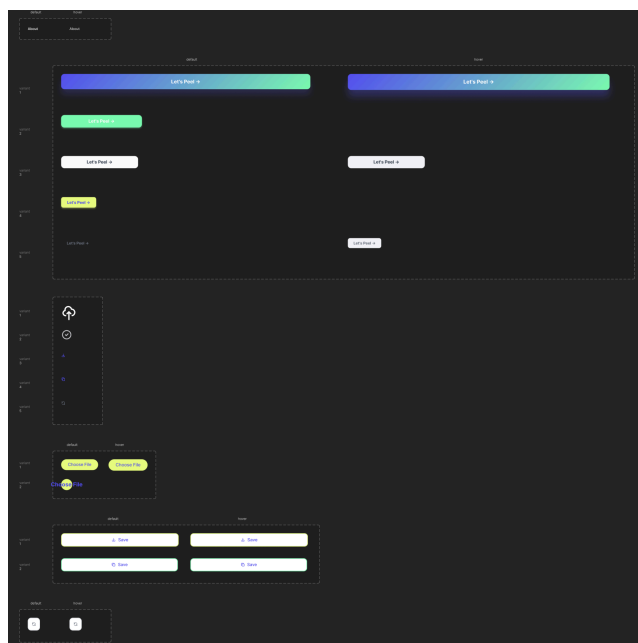
Overview

A contemporary, tech-forward design that uses gradient treatments and both highlight colors throughout. Creates a dynamic, innovative interface that feels cutting-edge and premium.

UI design:



Components:



Visual Characteristics

Color Strategy:

- **Purple-to-blue gradient header** for depth and sophistication
- **Both highlight colors integrated** - lime and mint used equally
- **Gradient upload zone** with purple-to-purple-light background
- **Gradient primary button** from purple to mint
- **Color-coded audience buttons** (mint for patient, lime for policy, purple for business)

Typography:

- **Large, impactful headlines** (40px) with gradient text treatment
- **Bold weight** for confidence and authority
- **Gradient text** on key phrases for visual interest
- **White text on gradients** for dramatic contrast

Interactive Elements:

- **Rounded corners throughout** (12-16px) for modern feel
- **Gradient backgrounds** on multiple elements
- **Lime accent tabs** (#e7fd7d) with purple text for active state
- **Scale transforms** (1.05x) on hover for playful feedback
- **Color-coded action buttons** with matching borders

Layout Details:

- **Left panel:** Subtle light gray gradient background
- **Right panel:** Clean white sections on light gray
- **Upload zone:** Full gradient background with white text
- **Settings card:** Elevated white card with shadow
- **Tab navigation:** Lime yellow highlight for active state
- **Gradient slider:** Mint to purple spectrum

Design Philosophy

This option prioritizes innovation and forward-thinking. The extensive use of gradients and both highlight colors creates a premium, tech-startup aesthetic. It's designed to say: "We're at the cutting edge of making research accessible through technology."

Mood & Personality

- **Innovative** - Forward-thinking and tech-savvy
- **Premium** - High-quality, polished experience

- **Dynamic** - Alive and engaging
- **Confident** - Bold without being loud

Best Suited For:

- **Tech startup positioning** where innovation is key
- **Investor and stakeholder presentations** requiring "wow" factor
- **Early adopter audiences** who value modern design
- **Organizations** wanting to signal innovation leadership

Pros:

- **Highly distinctive** - Immediately recognizable and memorable
- **Premium feel** - Conveys quality and sophistication
- **Balances both highlights** - Makes full use of brand palette
- **Contemporary** - Aligned with current web design trends
- **Engaging** - Dynamic elements maintain interest

Cons:

- **Could feel trendy** - May date faster than simpler options
- **Gradients require care** - Can look cheap if not executed well
- **More complex to implement** - Requires more CSS expertise
- **May be too bold** for conservative audiences
- **Accessibility concerns** - Gradients can affect text contrast

Comparison Matrix

Criteria	Option 1: Bold & Vibrant	Option 2: Clean & Professional	Option 3: Modern Gradient
Brand Differentiation	High	Medium	Very High
Professional Credibility	Medium	Very High	High
User Approachability	Very High	Medium	High
Visual Impact	High	Medium	Very High
Academic Appeal	Medium	High	Medium
Patient Appeal	Very High	Medium	High

Implementation Complexity	Low	Low	Medium
Timeless Quality	Medium	High	Low-Medium
Accessibility	High	Very High	Medium-High
Scalability	High	Very High	Medium