

cXentral Hub : Design System & Design Brief

Home Page, APICentre & APIVerse



cXentral Hub Design System

Overview

The cXentral Hub design system provides consistent, intuitive, and beautiful user interfaces for our composable customer experience platform. Our design approach combines simplicity, functionality, and delight to create experiences that empower users across technical and non-technical roles.

Design Principles

1. Clarity First

Every interface should clearly communicate its purpose and function. We prioritize clear information hierarchy, intuitive interactions, and straightforward language over visual flourish.

2. Composable by Design

Our interfaces reflect our platform's composable architecture. Elements are modular, reusable, and can be assembled in different ways to suit various needs, just like our platform components.

3. Streamlined Complexity

We handle complex operations elegantly by breaking them into manageable steps, providing clear guidance, and delivering visual feedback throughout user journeys.

4. Balanced Visual Language

We maintain a balance between utility and delight. Our interfaces are clean and functional while incorporating subtle touches of warmth and personality through color, typography, and motion.

5. Inclusive & Accessible



Our design system follows WCAG 2.1 AA guidelines at minimum, ensuring our platform is usable by everyone, regardless of ability or context.

Color Palette

Primary Colors

Our primary blue represents trust, reliability, and professionalism.

- **Blue-600** `#2563EB` - Primary actions, focused states, key information
- **Blue-700** `#1D4ED8` - Hover states, emphasis
- **Blue-100** `#DBEAFE` - Backgrounds for blue elements, selected states
- **Blue-50** `#EFF6FF` - Subtle backgrounds, hover states

Secondary Colors

- **Purple-600** `#7C3AED` - Innovation, integration capabilities
- **Teal-500** `#14B8A6` - Success states, positive actions
- **Amber-500** `#F59E0B` - Warnings, conditional flows, attention
- **Red-600** `#DC2626` - Error states, destructive actions

Neutrals

- **Gray-900** `#111827` - Primary text
- **Gray-700** `#374151` - Secondary text
- **Gray-500** `#6B7280` - Tertiary text, icons
- **Gray-300** `#D1D5DB` - Borders
- **Gray-200** `#E5E7EB` - Subtle borders, separators
- **Gray-100** `#F3F4F6` - Background for cards, panels
- **Gray-50** `#F9FAFB` - Page backgrounds
- **White** `#FFFFFF` - Component backgrounds

Typography

We use a system font stack to ensure optimal performance and native feeling across platforms.

Font Family

...



font-family: -apple-system, BlinkMacSystemFont, "Segoe UI", Roboto, Helvetica, Arial, sans-serif, "Apple Color Emoji", "Segoe UI Emoji", "Segoe UI Symbol";
...

Type Scale

- **Display** - 30px (1.875rem) - Page headers, major section titles
- **Heading 1** - 24px (1.5rem) - Section headers
- **Heading 2** - 20px (1.25rem) - Card headers, panel titles
- **Heading 3** - 16px (1rem) - Sub-section titles, emphasized elements
- **Body** - 14px (0.875rem) - Main text content
- **Small** - 12px (0.75rem) - Secondary information, metadata, captions
- **Tiny** - 10px (0.625rem) - Badges, specialized micro-text

Font Weights

- **Regular** - 400 - Body text, most content
- **Medium** - 500 - Slightly emphasized elements
- **Semibold** - 600 - Section headings, buttons, interactive elements
- **Bold** - 700 - Key headings, very emphasized text

Spacing System

We use a consistent 4px baseline grid. Most spacing values are multiples of 4 to maintain visual harmony.

- **Tiny** - 4px (0.25rem)
- **XS** - 8px (0.5rem)
- **S** - 12px (0.75rem)
- **M** - 16px (1rem) - Base spacing unit
- **L** - 24px (1.5rem)
- **XL** - 32px (2rem)
- **2XL** - 48px (3rem)
- **3XL** - 64px (4rem)

Component Guidelines

Cards

Cards are one of our primary containers for grouping related content.



- **Padding**: M (16px)
- **Border Radius**: 8px
- **Border**: 1px solid Gray-200
- **Shadow (optional)**: 0 1px 3px rgba(0,0,0,0.1), 0 1px 2px rgba(0,0,0,0.06)
- **Background**: White

Buttons

Buttons follow a consistent hierarchy based on importance.

Primary Button

- **Background**: Blue-600
- **Text**: White
- **Hover**: Blue-700
- **Border Radius**: 6px
- **Padding**: 8px 16px (height usually 38px total)
- **Font Size**: Body (14px)
- **Font Weight**: Semibold

Secondary Button

- **Background**: White
- **Text**: Gray-700
- **Border**: 1px solid Gray-300
- **Hover**: Gray-50
- **Border Radius**: 6px
- **Padding**: 8px 16px

Tertiary Button

- **Background**: Transparent
- **Text**: Blue-600
- **Hover**: Blue-50
- **Border Radius**: 6px
- **Padding**: 8px 16px

Danger Button

- **Background**: Red-600
- **Text**: White
- **Hover**: Red-700
- **Border Radius**: 6px



- **Padding**: 8px 16px

Form Elements

Input Fields

- **Height**: 38px
- **Padding**: 8px 12px
- **Border**: 1px solid Gray-300
- **Border Radius**: 6px
- **Focus State**: 2px ring Blue-100, border Blue-600
- **Error State**: 2px ring Red-100, border Red-600
- **Disabled**: Background Gray-100, text Gray-500

Select Dropdowns

- Similar to input fields
- Include 12px right padding for dropdown icon

Checkboxes & Radio Buttons

- **Size**: 16px x 16px
- **Selected Color**: Blue-600
- **Border**: 1px solid Gray-300
- **Border Radius**: 4px for checkboxes, full (circle) for radio buttons

Tables

- **Header Background**: Gray-50
- **Header Text**: Gray-700, uppercase, font-size: Small
- **Row Border**: 1px solid Gray-200
- **Row Hover**: Gray-50
- **Cell Padding**: S (12px) vertical, M (16px) horizontal

Tabs

- **Active Tab**: Bottom border Blue-600 (2px), text Blue-600
- **Inactive Tab**: Text Gray-500
- **Hover**: Text Gray-800
- **Padding**: 12px 16px

Badges



- **Default**: Gray-100 background, Gray-700 text
- **Success**: Green-100 background, Green-800 text
- **Warning**: Amber-100 background, Amber-800 text
- **Error**: Red-100 background, Red-800 text
- **Info**: Blue-100 background, Blue-800 text
- **Border Radius**: Full (rounded-full)
- **Padding**: 2px 8px
- **Font Size**: Small or Tiny

Icons

We use a streamlined icon library with the following guidelines:

- **Size**: Usually 20px for inline, 16px in dense UIs, 24px for featured
- **Color**: Typically matches text color or Gray-500 for secondary icons
- **Stroke Width**: 1.5px for outline icons
- **Consistency**: Use the same icon set throughout the application

Micro-interactions & Animation

Subtle animations help provide feedback and guide users through interactions.

Principles

- **Purposeful**: Animations should serve a purpose, like providing feedback or guiding attention
- **Brief**: Keep animations short (150-300ms) to avoid delaying the user
- **Subtle**: Animations should enhance the experience without being distracting

Common Animations

- **Hover Transitions**: 150ms ease-in-out for color-opacity changes
- **Expansion/Collapse**: 200ms ease-out for expanding panels or menus
- **Fade Effects**: 200ms linear for elements appearing/disappearing
- **Button Click**: Subtle scale down (95%) on click for tactile feedback
- **Page Transitions**: 300ms fade transitions between major page changes
- **Loading States**: Subtle pulse animations for skeletons (1.5s cycle)
- **Success Confirmations**: Quick scale and fade for success checkmarks (400ms total)

Layout Patterns



Page Structure

Our standard page layout follows this pattern:

- **Header**: Contains global navigation, search, user profile
- **Sidebar** (when needed): Contains contextual navigation
- **Main Content Area**: Primary content with appropriate padding
- **Footer** (optional): Contains secondary links, copyright info

Responsive Behavior

All interfaces should be responsive with these breakpoints:

- **Small**: < 640px (tailwind: sm)
- **Medium**: 640px - 768px (tailwind: md)
- **Large**: 768px - 1024px (tailwind: lg)
- **X-Large**: 1024px - 1280px (tailwind: xl)
- **2X-Large**: > 1280px (tailwind: 2xl)

Grid System

We use a 12-column grid system with 16px (1rem) gutters by default.

Content Density

We offer two density options:

- **Standard**: Default spacing for most users
- **Compact**: Reduced spacing for power users and dense information display

APICentre-Specific Patterns

The APICentre within cXentral Hub requires specialized UI patterns to handle complex integration scenarios.

Connector Cards

Connector cards present integration options in a clean, scannable format:

- **Size**: 100% width (responsive), height auto
- **Image/Icon**: 40px × 40px, positioned at top-left
- **Title**: Heading 3, positioned next to icon
- **Description**: Body text, 2-3 lines maximum, truncated with ellipsis if longer
- **Tags/Badges**: Small badges indicating capabilities or categories



- **Action Button**: Primary or Secondary button at bottom
- **Status Indicator**: For installed/configured connectors

Integration Flow Visualization

For displaying integration workflows and data mappings:

- **Nodes**: 200px × 60px (typical), rounded (8px), color-coded by function
- **Connectors**: 2px lines, with 20px radius curves, semi-transparent (0.7 opacity)
- **Direction Indicators**: Small arrows (8px) showing flow direction
- **States**: Success (green), Warning (amber), Error (red), Neutral (gray)

Data Mapping UI

For configuring field mappings between systems:

- **Source/Target Display**: Two-column layout with fields aligned
- **Mapping Lines**: Dynamic SVG paths connecting related fields
- **Transformation Indicators**: Icons showing data transformations
- **Field Cards**: Small cards with drag-and-drop capability

Event Configuration

For setting up event triggers and subscriptions:

- **Event Lists**: Compact tables with toggle switches
- **Grouping**: Collapsible groups by system or event type
- **Filters**: Quick filter chips above the list
- **Preview Panel**: Example event payload in formatted JSON

Writing Guidelines

Clear and consistent writing is a critical part of our design system.

Voice and Tone

- **Professional but approachable**: We're experts, but not condescending
- **Clear and direct**: Say exactly what you mean without jargon
- **Solution-oriented**: Focus on what users can achieve
- **Empowering**: Make users feel confident in their abilities

UI Text Guidelines



- **Labels**: Noun phrases, title case, concise (1-3 words)
- **Button Text**: Verb phrases, sentence case, specific action ("Create connection" not "Submit")
- **Headings**: Title case for major headings, sentence case for sub-headings
- **Body Text**: Sentence case, simple language, active voice
- **Error Messages**: Clear explanation, actionable solution when possible
- **Help Text**: Concise guidance, conversational tone

Technical Terms

Consistent terminology is crucial, especially for technical concepts:

- **Connection**: The link established between systems
- **Connector**: The component that facilitates connection to a specific system
- **Integration**: The complete setup joining two or more systems
- **Workflow**: A series of automated steps triggered by events
- **Mapping**: The correlation between fields in different systems
- **Transformation**: The conversion of data between formats
- **Event**: A specific occurrence in a system that can trigger actions
- **Endpoint**: A specific URL or access point for an API
- **Authentication**: The security method used to verify access

Data Visualization

For analytics and operational metrics within the platform:

Charts and Graphs

- **Color Usage**: Use primary colors for main data series, neutrals for supporting elements
- **Accessibility**: Always use patterns or secondary indicators besides color
- **Interactivity**: Provide tooltips on hover, click for details where appropriate
- **Legend**: Clear, positioned either below or to the right of the visualization
- **Axes**: Clearly labeled, appropriate scale, with grid lines when needed
- **Empty States**: Helpful messages when no data is available

Data Tables

- **Sorting**: Clear indicators for sortable columns and current sort direction
- **Filtering**: Consistent filter controls above the table



- **Pagination**: Simple controls, showing current page and total
- **Row Actions**: Consistent positioning of action buttons/menus
- **Cell Content**: Appropriate formatting for data types (dates, numbers, status)
- **Expandable Rows**: Clear indicators for rows with additional content

Accessibility Guidelines

Accessibility is a fundamental requirement, not an optional feature.

Contrast & Color

- Maintain minimum contrast ratio of 4.5:1 for normal text, 3:1 for large text
- Never use color as the only means of conveying information
- Provide sufficient contrast between adjacent colors in charts and graphs

Keyboard Navigation

- Ensure all interactive elements are keyboard accessible
- Logical tab order following visual layout
- Visible focus states for all interactive elements
- Keyboard shortcuts for common actions (with documentation)

Screen Readers

- Appropriate ARIA labels for all interactive elements
- Semantic HTML structure with correct heading hierarchy
- Alt text for all images and meaningful icons
- Announcements for dynamic content changes

Motion & Animation

- Respect user preferences for reduced motion
- Keep animations subtle and brief
- Avoid flashing content (nothing should flash more than 3 times per second)

Implementation Resources

Code Components

The complete component library is available in our development environment with:



- React components with TypeScript definitions
- Tailwind CSS utility classes and custom extensions
- Detailed usage documentation and examples

Design Assets

For designers, we provide:

- Figma component library with variants and auto-layout
- Color styles and text styles
- Common page templates and patterns
- Icon library (SVG and component versions)

Quality Assurance

When implementing designs, verify:

- Responsive behavior across breakpoints
- States for all interactive elements (hover, focus, active, disabled)
- Keyboard accessibility
- Color contrast compliance
- Screen reader compatibility

Version Control & Updates

The design system evolves continuously while maintaining backward compatibility:

- **Major Updates**: Significant visual or functional changes (quarterly)
- **Minor Updates**: New components or variations (monthly)
- **Patch Updates**: Bug fixes and refinements (as needed)

Each update includes detailed release notes highlighting changes, additions, and any required migration steps.

Governance

The design system is managed by a cross-functional team including:

- Product Design
- Frontend Development
- Accessibility Specialists
- Product Management



Changes to the design system follow a structured process:

1. Proposal (with business and user justification)
2. Review by governance team
3. Prototyping and testing
4. Implementation and documentation
5. Release and communication

Appendix: Integration UI Patterns

Special attention is given to interfaces for the APICentre's core functions:

Connection Management

Connection Creation Flow

1. Select system (visual card selection)
2. Configure authentication (appropriate form for auth type)
3. Test connection (with clear feedback)
4. Name and save connection (with validation)

Connection Status Display

- Clear visual status (connected, warning, disconnected)
- Last sync time/status
- Quick action buttons for common operations
- Expandable details for diagnostics

Data Mapping Interface

Field Mapping Builder

- Source fields on left, target fields on right
- Drag and drop interface for creating mappings
- Transformation options in the center
- Search and filter for finding fields in complex schemas

Field Properties Panel

- Data type information
- Validation rules
- Example values
- Documentation links

Workflow Builder



****Canvas Interface****

- Drag and drop nodes from palette
- Connecting lines with clear direction
- Grid snap for alignment
- Mini-map for large workflows

****Node Configuration****

- Context-aware property panels
- Inline validation
- Code/expression editor where needed
- Template gallery for common patterns

Testing & Monitoring****Test Console****

- Request builder interface
- Response viewer with formatting
- History of recent tests
- Save test cases for regression testing

****Monitoring Dashboard****

- Key metrics visualization
- Recent errors summary
- Throughput and performance graphs
- Filtering by time period, system, or status

cXentral Hub Design System

1. Brand Foundation

Logo & Brand Mark



- **Primary Logo:** Full "cXentral" logotype in deep blue (#1A1A6C)
- **Brand Mark:** Standalone "U" symbol in bright blue (#0039FF)
- **Clear Space:** Minimum clear space around logo equals height of "X" character
- **Minimum Size:** Logo should never appear smaller than 120px wide for digital applications

Brand Promise

cXentral Hub is the composable AI-powered experience orchestration platform that enables organisations to create seamless customer and employee experiences through modular, integrated components.

Voice & Tone

- **Confident:** Speaks with authority on the subject of CX
- **Precise:** Uses clear, specific language without unnecessary jargon
- **Progressive:** Forward-thinking and innovative
- **Practical:** Always ties features to business outcomes and value
- **Collaborative:** Emphasises partnership and ecosystem thinking

2. Colour System

Primary Palette

- **cXentral Blue:** #0039FF (Brand mark, primary buttons, key highlights)
- **Deep Blue:** #1A1A6C (Logotype, headings, important text)
- **Link Blue:** #2358E9 (Interactive elements, links, secondary CTAs)

Secondary Palette

- **Purple:** #5E17EB (Platform section, integration elements)
- **Teal:** #14B8A6 (Marketplace section, discovery elements)
- **Amber:** #F59E0B (Ecosystem section, connection elements)
- **Indigo:** #4F46E5 (Development section, technical elements)

Neutrals

- **Background White:** #FFFFFF (Primary background)
- **Light Grey:** #F8F9FA (Secondary background, inactive states)
- **Mid Grey:** #E5E7EB (Borders, dividers, subtle elements)
- **Text Grey:** #6B7280 (Secondary text, captions)



- **Dark Grey:** #111827 (Primary text)

Functional Colours

- **Success:** #10B981 (Confirmation, completion)
- **Warning:** #F59E0B (Alerts, warnings)
- **Error:** #EF4444 (Errors, destructive actions)
- **Info:** #3B82F6 (Informational elements)

Dark Mode Variants

- **Dark Background:** #ODOD15 (Primary background)
- **Dark Surface:** #1A1A24 (Cards, elevated surfaces)
- **Dark Border:** #303048 (Separators, subtle borders)
- **Dark Text:** #E5E7EB (Primary text)
- **Dark Text Secondary:** #9CA3AF (Secondary text)

3. Typography

Font Family

- **Primary Font:** Inter (Weights: 400 Regular, 500 Medium, 600 Semibold, 700 Bold)
- **Monospace Font:** JetBrains Mono (For code snippets, technical specifications)

Type Scale

Based on 8px grid with modular scaling:

- **xs:** 12px/16px (Caption, fine print)
- **sm:** 14px/20px (Small body text, UI elements)
- **base:** 16px/24px (Body text)
- **lg:** 18px/28px (Large body text)
- **xl:** 20px/32px (Subheadings)
- **2xl:** 24px/36px (Section headings)
- **3xl:** 30px/40px (Page headings)
- **4xl:** 36px/44px (Major headings)
- **5xl:** 48px/52px (Hero headings)

Type Treatments

- **Headings:** Deep Blue (#1A1A6C), Semibold (600)
- **Body:** Dark Grey (#111827), Regular (400)



- **Links:** Link Blue (#2358E9), Medium (500)
- **Emphasis:** Dark Grey (#111827), Medium (500)
- **Buttons:** Medium (500) for size base and above, Semibold (600) for smaller sizes
- **Captions:** Text Grey (#6B7280), Regular (400)
- **Code:** JetBrains Mono, Regular (400)

4. Spacing System

Base Grid

All spacing follows an 8px grid system:

- **0:** 0px
- **1:** 4px (Half grid unit for fine adjustments)
- **2:** 8px (Base unit - tight spacing)
- **3:** 12px
- **4:** 16px (Form elements, compact spacing)
- **5:** 20px
- **6:** 24px (Standard spacing)
- **8:** 32px (Loose spacing)
- **10:** 40px (Section spacing)
- **12:** 48px
- **16:** 64px (Large section spacing)
- **20:** 80px (Major sections, page breaks)
- **24:** 96px (Hero sections)

Component Spacing

- **Container Padding:** 16px (sm), 24px (md), 32px (lg)
- **Card Padding:** 16px (compact), 24px (standard)
- **Form Element Spacing:** 24px between groups, 12px between related elements
- **Button Padding:** 8px 16px (sm), 12px 20px (md), 16px 24px (lg)

5. Component Library

Core Elements

Buttons

- **Primary:** cXentral Blue background, white text, 4px border radius



- **Secondary:** White background, Link Blue border and text
- **Tertiary:** No background/border, Link Blue text
- **Ghost:** No background/border, Text Grey text
- **Sizes:** sm (h-8), md (h-10), lg (h-12)
- **States:** default, hover, active, focused, disabled

Form Elements

- **Text Input:** 4px border radius, Mid Grey border, 100% width by default
- **Select:** Custom dropdown with subtle animation
- **Checkbox/Radio:** Custom styled with brand colours
- **Toggle:** Pill-shaped with smooth animation
- **Form Validation:** Clear error messages with Error colour
- **States:** default, hover, focus, filled, error, disabled

Cards

- **Default:** White background, subtle shadow, 8px border radius
- **Interactive:** Hover state with elevation increase
- **Featured:** Accent colour subtle border
- **Sizes:** compact (less padding), standard, expanded (more padding)

Badges & Tags

- **Default:** Light Grey background, Text Grey text
- **Coloured:** Lighter version of semantic colours with matching text
- **Sizes:** sm (h-5), md (h-6)
- **Variants:** pill (rounded), square (4px radius)

Compound Components

Navigation

- **Main Navigation:** Horizontal bar with dropdown menus
- **Sidebar:** Collapsible with icon and text labels
- **Tabbed Interface:** Underline style active indicator
- **Breadcrumbs:** Subtle separators, truncation on overflow

Data Display

- **Tables:** Clean lines, zebra striping optional
- **Data Cards:** Structured information display with semantic grouping
- **Stats:** Large numeric displays with supporting text



- **Progress Indicators:** Linear and circular variants

Feedback

- **Alerts:** Colour-coded by type with optional icon
- **Toasts:** Temporary notifications that auto-dismiss
- **Modals:** Centred with overlay background, focus trapping
- **Popovers:** Context-sensitive information bubbles

Charts & Visualisations

- **Line Charts:** Smooth curves with consistent palette
- **Bar Charts:** Consistent colour usage with subtle patterns
- **Pie/Donut Charts:** Limited segments for clarity
- **Data Flow Visualisations:** Animated paths showing integration

6. Layout System

Grid System

- **12-column grid:** Flexible for responsive layouts
- **Gutters:** 16px (sm), 24px (md), 32px (lg)
- **Margins:** 16px (sm), 32px (md), 64px (lg and above)

Breakpoints

- **xs:** 0px (Default mobile)
- **sm:** 640px (Small tablets, large phones)
- **md:** 768px (Tablets)
- **lg:** 1024px (Small desktops, landscape tablets)
- **xl:** 1280px (Desktops)
- **2xl:** 1536px (Large desktops)

Container Sizes

- **sm:** Max-width 640px
- **md:** Max-width 768px
- **lg:** Max-width 1024px
- **xl:** Max-width 1280px
- **2xl:** Max-width 1536px
- **full:** 100% width

Page Templates

- **Marketing Page:** Hero section, alternating content blocks
- **Dashboard:** Sidebar navigation, content area with cards
- **Documentation:** Persistent left nav, content with right TOC
- **Marketplace:** Grid layout with filters sidebar

7. Motion & Interaction

Timing Functions

- **Default:** cubic-bezier(0.16, 1, 0.3, 1) - Ease out quint
- **Enter:** cubic-bezier(0.22, 1, 0.36, 1) - Emphasis on end
- **Exit:** cubic-bezier(0.3, 0, 0.8, 0.15) - Quick start, slow end

Duration

- **Fast:** 100ms (Micro-interactions)
- **Default:** 150ms (Most UI interactions)
- **Medium:** 250ms (Panel transitions, modals)
- **Slow:** 400ms (Page transitions, complex animations)

Interaction Patterns

- **Hover Effects:** Subtle scaling (1.01-1.03) or elevation changes
- **Transitions:** Elements fade and move slightly (8px max)
- **Loading States:** Skeleton loaders with subtle animation
- **Button Feedback:** Subtle depression effect on click

Animation Patterns

- **Data Flow:** Particles moving along paths with varying speeds
- **State Changes:** Smooth transitions between UI states
- **Loaders:** Branded loading animations using the "U" mark
- **Micro-interactions:** Subtle movements that indicate interactivity

8. Iconography

Icon System

- **Style:** Outlined with 1.5px stroke, rounded caps



- **Grid:** 24x24 with 1px padding for touch targets
- **Consistency:** All icons follow same stylistic approach
- **Sizing:** 16px (compact UI), 20px (standard), 24px (emphasis)

Icon Categories

- **UI Icons:** Navigation, actions, form controls
- **Object Icons:** Files, documents, tools
- **Platform Icons:** Specific to cXentral Hub features
- **Integration Icons:** Vendor and system connectors

Icon Usage

- **Primary Navigation:** Icon + text for clarity
- **Buttons:** Optional leading or trailing icons
- **Feature Highlighting:** Larger coloured icons for marketing
- **Status Indicators:** Small coloured icons for feedback

9. Accessibility

Colour Contrast

- **Text:** Minimum 4.5:1 for body text, 3:1 for large text
- **Interactive Elements:** Minimum 3:1 against backgrounds
- **Focus States:** High contrast focus indicators

Keyboard Navigation

- **Focus Order:** Logical tab order through interface
- **Focus Indicators:** Visible for all interactive elements
- **Keyboard Shortcuts:** For power users where appropriate

Screen Reader Support

- **Semantic HTML:** Proper heading hierarchy and landmarks
- **ARIA Attributes:** When native semantics insufficient
- **Alternative Text:** For all non-decorative images

Inclusive Design

- **Text Sizing:** Supports browser zoom and text scaling



- **Reduced Motion:** Alternative animations for vestibular issues
- **Colour Independence:** Patterns/icons supplement colour coding

10. Design Tokens

Implementation

All design values are defined as tokens for consistent implementation across platforms:

- CSS variables for web applications
- Swift/Kotlin values for native applications
- Figma variables for design files

Naming Convention

cxentral-[category]-[property]-[variant]-[state]

Example:

cxentral-color-primary-500

cxentral-spacing-container-lg

cxentral-typography-heading-xl

Distribution

Design tokens are distributed via:

- NPM package for web developers
- Design token JSON for cross-platform consistency
- Figma library for designers



Homepage Design Brief

Purpose: Create an impactful first impression that clearly communicates cXentral Hub's value proposition as a composable CX platform.

Key Elements:

- Hero section with dynamic animation showcasing the platform's composable nature (using one of our four animation styles)
- Clean, information-dense layout inspired by Attio's functional minimalism
- Concise value proposition statements highlighting the four building blocks
- Visual representations of integration capabilities with recognizable vendor logos
- Customer success metrics and testimonials displayed with subtle data visualization
- Clear CTA paths for different user personas (CX leaders, developers, partners)

Navigation Approach:

- Transparent sticky header with contextual color shift on scroll
- Primary navigation highlighting Platform, Marketplace, Ecosystem and Developers sections
- Secondary utility navigation for login, signup and resources

Visual Style:

- Bold use of our primary blue (#2358E9) with strategic accent colors
- Subtle parallax effects on scroll to add depth without distraction



- Generous whitespace to create breathing room between information-dense sections
- Consistent 8px spacing grid throughout

Platform Page Design Brief

Purpose: Demonstrate the comprehensive capabilities of the platform while emphasizing its modular, composable nature.

Key Elements:

- Interactive platform architecture diagram that visitors can explore
- Tabbed interface separating the four building blocks (Product, Marketplace, Ecosystem, Development)
- Feature spotlight cards with consistent elevation and hover interactions
- Comparison tables with competitor capabilities (subtly highlighting our advantages)
- Use case showcases with expandable details
- Implementation timeline visualization

Navigation Approach:

- On-page secondary navigation (jump links to sections)
- Progressive disclosure of complex information (expandable sections)
- Clear breadcrumb navigation showing position within platform hierarchy

Visual Style:

- Card-based modular layout with consistent elevation
- Strategic use of micro-interactions to indicate interactivity
- Color-coding for different platform capabilities while maintaining overall color harmony
- Consistent spacing and alignment with the 8px grid system



APICentre Design Brief

Purpose: Present the technical capabilities of our integration nerve center while making complex functionality accessible and appealing.

Key Elements:

- Interactive API architecture visualization showing data flow between systems
- Code snippet displays with syntax highlighting using our monospace font
- Integration marketplace preview with vendor ecosystem visualization
- Step-by-step integration workflow builder preview
- Developer-focused benefits with clear technical specifications
- API playground with live sandbox testing capabilities

Navigation Approach:

- Developer-focused tabbed interface (Overview, API Reference, SDKs, Integrations)
- Persistent left navigation for API documentation sections
- "Try It Now" interactive elements throughout to encourage engagement

Visual Style:

- Higher information density balanced with strategic whitespace
- Monospace typography for technical content with clear visual hierarchy
- Terminal-inspired dark mode option for code-heavy sections
- Subtle grid backgrounds to reinforce the technical precision
- Consistent component styling with the broader design system

Each page should maintain the core design principles established in our design system while adapting to the specific needs of their individual purposes. All interactions, hover states, buttons, and form elements

should remain consistent to create a seamless, familiar experience as users navigate between sections.

cXentral Hub - Homepage Design Brief

Overview

The cXentral Hub homepage serves as the primary entry point and first impression for the platform. It must effectively communicate the value proposition of our composable CX platform while conveying a sense of sophistication, innovation, and reliability. The design should balance impactful visuals with clear information hierarchy, drawing inspiration from Attio's clean, functional aesthetic.

Strategic Objectives

1. Clearly communicate cXentral Hub's unique value proposition as a composable experience orchestration platform
2. Showcase the four building blocks of our platform (Product, Marketplace, Ecosystem, Development)
3. Establish visual credibility and technical sophistication
4. Generate qualified leads through strategic CTAs
5. Provide clear navigation paths for different user personas

Design Direction

Visual Style

The homepage will utilize the established cXentral design system with specific attention to:



- **Clean, Functional Layouts:** Information-dense but well-organized sections with thoughtful whitespace
- **Subtle Depth:** Strategic use of elevation and shadows to create visual hierarchy
- **Brand Color Application:** Primary cXentral Blue (#0039FF) for key elements with supporting palette for section differentiation
- **Visual Consistency:** Maintaining coherent styling across all page elements per our design system
- **Responsive Behavior:** Fluid adaptation across all device sizes without compromising information or impact

Hero Section



Design Components:

- Full-width layout with asymmetric split between content and visualization
- Bold headline featuring the platform's core value proposition
- Concise supporting text (2-3 lines maximum)
- Primary CTA button ("Get Started") and secondary action ("Watch Demo")
- Interactive data flow animation using the "Composable Grid" animation style
 - Animation should visualize how the platform connects different systems
 - Subtle particle effects in brand colors showing data movement
 - Responds subtly to user mouse movement for engagement

Content Direction:

- Headline focus on "composable experience orchestration"
- Supporting copy highlighting tangible business outcomes

- Animation showing seamless data flow between systems

Platform Pillars Section

Design Components:

- Four card layout showcasing the main building blocks
- Consistent card design with distinct color accenting for each pillar
- Icon-led visual treatment with supporting illustrations
- Interactive hover states with subtle elevation changes
- Expandable details for each pillar

Content Direction:

- Product: Focus on engagement capabilities
- Marketplace: Highlight pre-built integrations
- Ecosystem: Showcase vendor partnerships
- Development: Emphasize extensibility and API-first approach

Use Case Showcase

Design Components:

- Three-column horizontal scrolling carousel on mobile, static grid on desktop
- Case study cards with consistent format but industry-specific imagery
- Result metrics prominently displayed with subtle animations
- Quote pullouts from customer testimonials

Content Direction:

- Diverse industry representation (Financial Services, Healthcare, Retail)
- Tangible business outcomes with specific metrics
- Brief challenge/solution/result structure

Integration Ecosystem Visualization



Design Components:

- Interactive visualization of the vendor ecosystem
- Central cXentral Hub node with connecting spokes to vendor categories
- Animated particle flows showing bidirectional data movement
- Hover states revealing specific vendor logos and integration capabilities

Content Direction:

- Emphasize breadth of integration options
- Showcase notable technology partners
- Highlight ease of connectivity

Platform Experience Preview

Design Components:

- Laptop/device mockup with platform interface preview
- Sequential UI highlights that showcase key platform features
- Interactive elements allowing visitors to explore different features
- Subtle annotations explaining core functionality

Content Direction:

- Focus on intuitive user experience
- Highlight automation capabilities
- Showcase data visualization and insights

Call-to-Action Section

Design Components:

- Full-width section with background color shift
- Clear, compelling headline
- Prominent primary button with supporting secondary options
- Optional email capture form for lower-commitment engagement



Content Direction:

- Value-focused headline rather than generic "Sign Up"
- Clear next steps with multiple engagement options
- Minimal form fields to reduce friction

Footer

Design Components:

- Clean, organized layout with clear section divisions
- Comprehensive but well-structured navigation links
- Newsletter signup with minimal fields
- Social media and contact options
- Legal and compliance links in de-emphasized treatment

Content Direction:

- Resource grouping by user persona (CX Leaders, Developers, Partners)
- Clear contact information and support options
- Simple language for legal sections

Technical Specifications

Performance Requirements

- Page load target: < 2.5 seconds initial meaningful paint
- Core Web Vitals optimization:
 - LCP < 2.5s
 - FID < 100ms
 - CLS < 0.1
- Optimized image loading strategy with next-gen formats

Animation Guidelines

- Animations should be subtle and purposeful
- All animations must have reduced motion alternatives



- Animation frame rates should remain smooth on mid-tier devices
- No animation should distract from the core message

Responsive Behavior

- Breakpoint-specific layouts for optimal content presentation
- Touch-friendly targets (minimum 44x44px) on mobile devices
- Maintain visual hierarchy across all viewport sizes
- Conditional loading of heavy visual elements on lower-bandwidth connections

Implementation Notes

Development Approach

- Component-based architecture using React and our design system
- Progressive enhancement ensuring core content is accessible without JS
- SSR/SSG hybrid approach for optimal SEO and performance
- Critical CSS inlining for above-the-fold content

Measurement Strategy

- Scroll depth tracking for content engagement
- CTA click-through attribution
- Section visibility and interaction tracking
- A/B testing capability for headline variations

Accessibility Considerations

- WCAG 2.1 AA compliance as minimum standard
- Screen reader testing for all interactive elements
- Keyboard navigation testing with visible focus states
- Color contrast verification for all text elements

References & Inspiration



- Attio's clean, functional UI approach (<https://attio.com>)
- Stripe's animation subtlety and quality (<https://stripe.com>)
- Linear's performance and minimalism (<https://linear.app>)
- Vercel's developer-focused content hierarchy (<https://vercel.com>)

Timeline & Milestones

1. **Wireframing & Content Structure:** [DATE]
2. **Visual Design Concepts (2-3 directions):** [DATE]
3. **Design Refinement & Stakeholder Review:** [DATE]
4. **Final Design Handoff to Development:** [DATE]
5. **Development Sprints:** [DATE RANGE]
6. **QA & User Testing:** [DATE]
7. **Launch:** [DATE]

cXentral Hub - Platform Page Design Brief

Overview

The Platform page is a crucial destination that provides comprehensive information about cXentral Hub's core capabilities, technical architecture, and value proposition. This page must balance technical depth with clear business benefits, appealing to both decision-makers and technical evaluators. The design should maintain our established visual language while providing a deeper level of information and interactive elements.

Strategic Objectives

1. Clearly explain the four-building-block architecture of cXentral Hub
2. Demonstrate the platform's composable nature and flexibility



3. Showcase technical capabilities without overwhelming non-technical visitors
4. Provide progressive disclosure of features through thoughtful UX patterns
5. Drive qualified conversion through contextual CTAs

Design Direction

Visual Style

The Platform page will maintain consistency with the homepage while introducing additional elements:

- **Information Architecture:** Progressive disclosure model that reveals technical depth on demand
- **Visual Consistency:** Applying the cXentral design system with systematic color usage
- **Technical Visualizations:** Clean, precise diagrams that simplify complex concepts
- **Interactive Elements:** Purposeful interactions that enhance understanding
- **Content Density:** Higher information density than the homepage, but with clear hierarchical organization

Hero Section

Design Components:

- Similar structure to homepage hero for brand consistency
- Platform-focused headline and supporting text
- Tabbed quick-nav to anchor links for platform components
- Hero visualization showing the platform architecture in abstract form
- Subtle animated elements showing data flow between platform components

Content Direction:



- Headline focusing on the composable nature of the platform
- Supporting copy highlighting technical differentiation
- Clear explanation of the four building blocks

Platform Architecture Overview

Design Components:

- Interactive architectural diagram showing the four building blocks
- Consistent elevation and visual hierarchy
- Color-coding matching our section colors from the design system
- Animated connections between components showing data flow
- Hover/click states revealing additional information

Content Direction:

- Concise labels for each component
- Clear explanations of how components interact
- Technical capabilities expressed in business benefit terms

Building Block 1: Product

Design Components:

- Deep blue color scheme (#1A1A6C) for section styling
- Card-based layout for product capabilities
- Expandable cards for progressive disclosure
- Consistent iconography for product features
- Subtle animations on interaction

Content Direction:

- Focus on out-of-the-box capabilities
- Highlight the breadth of engagement channels
- Emphasize ready-to-use vs. customization options

Building Block 2: Marketplace

Design Components:



- Teal color scheme (#14B8A6) for section styling
- Grid layout of marketplace applications
- Filterable, searchable interface mirroring the actual marketplace
- Preview cards with consistent information architecture
- Interactive carousel of popular applications

Content Direction:

- Focus on time-to-value and ready-made solutions
- Highlight the diversity of available applications
- Showcase partner ecosystem strength

Building Block 3: Ecosystem

Design Components:

- Amber color scheme (#F59E0B) for section styling
- Vendor relationship visualization
- Connection diagram showing integration patterns
- Logo showcase with consistent treatment
- Case study snippets with expandable details

Content Direction:

- Emphasis on strategic partnerships
- Highlight certified vs. community integrations
- Showcase integration depth and breadth

Building Block 4: Development

Design Components:

- Indigo color scheme (#4F46E5) for section styling
- Code snippet displays with syntax highlighting
- API documentation preview
- Developer journey visualization
- Tools and resources cards

Content Direction:



- Focus on developer experience
- Highlight API-first philosophy
- Showcase developer tools and resources

Technical Specifications Section

Design Components:

- Expandable/collapsible technical specifications
- Table-based comparison where appropriate
- Iconography for technical capabilities
- Subtle technical background patterns
- Tooltip explanations for technical terms

Content Direction:

- Clear organization by technical domain
- Progressive disclosure of technical depth
- Balanced technical specificity with accessibility

Customer Success Section

Design Components:

- Outcome-focused metrics with visual emphasis
- Customer logo showcase with filtering options
- Testimonial cards with consistent formatting
- Industry-specific use case thumbnails
- Video testimonial thumbnails with play overlay

Content Direction:

- Business outcome focus rather than features
- Industry-specific success stories
- Quantifiable metrics and results

Implementation Journey

Design Components:



- Linear timeline visualization
- Milestone cards with consistent formatting
- Icon-led process steps
- Animated progress indicators
- Support options callouts

Content Direction:

- Clear implementation methodology
- Realistic timeframes and expectations
- Support and services offerings

Call-to-Action Section

Design Components:

- Contextual CTAs throughout the page
- Primary CTA for platform demo/trial
- Secondary CTAs for specific building blocks
- Final comprehensive CTA section
- Multi-option engagement paths

Content Direction:

- Value-driven CTAs rather than generic language
- Role-specific next steps
- Low-friction conversion options

Technical Specifications

Interactive Elements

- **Architecture Explorer:** Interactive diagram allowing users to click through the platform components
- **Feature Filters:** Allow visitors to filter features by use case, industry, or role
- **Specification Toggles:** Expandable technical details for those who want to dive deeper



- **Comparison Tool:** Interactive comparison between cXentral Hub and alternatives

Performance Requirements

- Initial load target: < 3 seconds for core content
- Deferred loading for heavy interactive elements
- Optimized image loading with next-gen formats
- Smooth scrolling and transitions throughout

Responsive Behavior

- Tailored layouts for desktop, tablet, and mobile
- Conditional display of complex visualizations on mobile
- Touch-friendly interactive elements
- Maintained information hierarchy across breakpoints

Implementation Notes

Development Approach

- Component-based architecture using our design system
- Progressive enhancement for core content accessibility
- Advanced interactions built with React and D3.js for visualizations
- Server-side rendering for core content with client-side hydration for interactivity

Content Management

- Structured content approach for easier updates
- Component-based sections for flexible page construction
- Configurable feature highlights for marketing agility
- Dynamic technical specification data from product database

Analytics Integration

- Feature interaction tracking

- Section engagement metrics
- Scroll depth analysis
- CTA conversion attribution

References & Inspiration

- Figma's platform page information architecture
(<https://www.figma.com/product>)
- AWS architecture diagrams for technical visualization
(<https://aws.amazon.com/architecture/>)
- Datadog's technical depth with accessibility
(<https://www.datadoghq.com/product/>)
- Segment's clarity in complex technical offering
(<https://segment.com/product/>)

Timeline & Milestones

1. **Information Architecture & Content Mapping:** [DATE]
2. **Wireframing:** [DATE]
3. **Visual Design:** [DATE]
4. **Interactive Prototyping:** [DATE]
5. **Development:** [DATE RANGE]
6. **Content Population:** [DATE]
7. **Testing & Optimization:** [DATE]
8. **Launch:** [DATE]



cXentral Hub - APICentre Design Brief

Overview

The APICentre page serves as the central hub for technical users exploring cXentral Hub's integration capabilities. This page must strike the perfect balance between technical depth and usability, catering primarily to developers and technical decision-makers while remaining accessible to business stakeholders. The design should embody our brand principles while adapting to the more technical nature of the content.

Strategic Objectives

1. Position APICentre as the integration nerve center of cXentral Hub
2. Clearly communicate technical capabilities in an accessible manner
3. Demonstrate the breadth and depth of integration options
4. Provide easy pathways to technical documentation and resources
5. Generate developer signups for API access and sandbox environments

Design Direction

Visual Style

The APICentre page will maintain core brand elements while adopting a more technical aesthetic:

- **Technical Precision:** Clean, structured layouts with clear visual hierarchy



- **Information Density:** Higher information density appropriate for technical users
- **Code Presentation:** Proper syntax highlighting and code formatting
- **Interactive Elements:** Live API explorers and testable endpoints
- **System Visualizations:** Clear architectural diagrams and data flow visualizations

Hero Section

Design Components:

- Technical-focused hero with split content/visualization layout
- API-centric headline and supporting text
- Primary CTA for developer signup/API access
- Secondary CTA for documentation
- Interactive API flow visualization showing the integration ecosystem
- Optional dark mode toggle prominent in the header

Content Direction:

- Headline focusing on integration capabilities and technical excellence
- Supporting copy highlighting developer experience benefits
- Clear technical value proposition

Integration Architecture Overview

Design Components:

- Interactive architectural diagram showing the APICentre components
- System component cards with consistent styling
- Animated connections showing data flow between systems
- Color-coding for different integration types
- Expandable technical specifications

Content Direction:



- Clear explanation of API Gateway, Event Mesh, Connector Hub, etc.
- Technical capabilities expressed concisely
- Integration patterns highlighted

Core Capabilities Section

Design Components:

- Tab-based navigation between capability categories
- Consistent capability cards with icon, title, description
- Code snippet previews where relevant
- Technical specification tables with clean formatting
- Interactive demos for key features

Content Focus:

- API Management capabilities
- Event-driven architecture features
- Transformation services
- Security and governance controls
- Developer tooling

Integration Methods

Design Components:

- Comparison table of integration approaches
- Filterable grid of supported protocols and standards
- Visual decision tree for integration selection
- Implementation timeline estimates
- Difficulty indicators for each method

Content Direction:

- Clear comparison of REST, GraphQL, Webhooks, etc.
- Use case recommendations for each method
- Performance and capability considerations
- Best practice guidance

Connector Showcase

Design Components:

- Filterable, searchable grid of available connectors
- Consistent connector cards with logo, capabilities
- Status indicators (GA, Beta, Coming Soon)
- Category grouping with expandable sections
- Detail view with technical specifications

Content Direction:

- Vendor-specific connector capabilities
- Authentication methods supported
- Data mapping possibilities
- Implementation complexity indicators

API Explorer

Design Components:

- Interactive API console with live testing capability
- Clean, technical interface with proper code formatting
- Request/response visualization
- Authentication control panel
- Example selector for common use cases

Content Direction:

- Sample API requests for common scenarios
- Clear parameter documentation
- Response schema examples
- Error handling guidance

Developer Resources

Design Components:

- Resource cards with consistent formatting

- Download/access buttons with clear CTAs
- Version indicators and update timestamps
- Categorized resource library
- Tutorial cards with estimated time commitment

Content Direction:

- SDK documentation and downloads
- Sample applications and code
- Implementation guides
- Tutorials and walkthroughs
- Community resources

Integration Workflow Builder Preview

Design Components:

- Interactive preview of the workflow builder
- Sample workflow templates
- Step-by-step walkthrough animation
- Result visualization
- "Try It" call-to-action

Content Direction:

- Low-code/no-code capabilities
- Technical extensibility options
- Common workflow templates
- Integration with other platform components

Customer Success Stories

Design Components:

- Technical case study cards
- Implementation architecture diagrams
- Result metrics with technical focus
- Developer testimonials



- GitHub or technical community links

Content Direction:

- Technical implementation details
- Integration challenges solved
- Performance improvements achieved
- Developer experience highlights

Call-to-Action Section

Design Components:

- Developer-focused CTA with clear next steps
- Multiple engagement options based on readiness
- Documentation and sandbox environment options
- Community and support links
- Newsletter signup for API updates

Content Direction:

- Developer-specific language
- Clear value proposition for technical users
- Low-friction conversion options
- Learning pathway options

Technical Specifications

Interactive Elements

- **API Console:** Live API testing environment
- **Code Playground:** Editable code examples with syntax highlighting
- **Integration Simulator:** Visual tool to test integration patterns
- **Authentication Playground:** Test auth methods and token generation

Technical Requirements



- **Dark Mode:** Full support with optimized code highlighting
- **Syntax Highlighting:** Support for multiple languages (JSON, XML, JavaScript, etc.)
- **Copy Functionality:** One-click copy for all code snippets
- **Persistent Settings:** Save user preferences for API console

Performance Considerations

- Optimized loading for code examples
- Deferred loading of interactive elements
- Client-side syntax highlighting to reduce server load
- Efficient bundling of technical documentation

Implementation Notes

Development Approach

- React-based implementation with technical components
- Monaco Editor integration for code samples
- OpenAPI specification driving dynamic

