

# 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

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

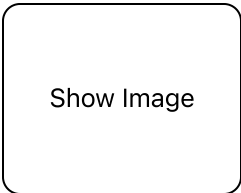
## Design Direction

### 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 44×44px) 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]