📱 Toast Speech – Mobile App UI Specification & Design System

👦 Target User Profile

- **Age**: 20–25 years

- **Demographic**: University students or early professionals

- **Tech Comfort**: Moderate (comfortable with mobile apps)

- **Design Preference**: Simple, clean, responsive UI with visual cues and minimal clutter

🔐 1. Onboarding Flow

a. Welcome Screen

- Full-screen layout

- Centered `Toast Speech` logo

- Vibrant background illustration (e.g., mic, sound waves)

- Two main buttons:

    - `Sign In`

    - `Sign Up`

📝 2. Sign-Up Page

Fields:

- Name (Text Input)

- Email (Email Input)

- Password & Confirm Password (Secure Inputs)

- Gender (Dropdown or Radio)

- Age Group (Dropdown: <18, 18–25, 26–35, 36–50, 50+)

- Profession (Dropdown or Text Input)

- Purpose of using Toast Speech (Multi-select chips):

  - Improve public speaking

  - Track performance

  - Toastmasters prep

  - Evaluate others

  - Other (triggers input)

Actions:

- Sign Up button (Primary color)

- Link to Sign In

🔐 3. Sign-In Page

- Email & Password fields

- Forgot Password? link

- Sign In button

- Link to Sign Up

💳 4. Subscription Page (Post Sign-Up)

🟩 Free Plan – "Try & Taste"

- **Price**: $0

- **Usage**: **1 evaluation per month**

- **Includes**:

  - Basic **voice-only** AI evaluation (sandwich summary only)

  - Limited dashboard: only filler words and pace

  - Watermarked reports

  - No access to video uploads

✅ *Purpose*: Let them experience the magic, but not enough to rely on it.

🟦 Essential Plan – "Practice & Improve"

- **Price**: **$5/month**

- **Usage**: **2 evaluations/month**

- **Includes**:

  - **Voice + video** AI evaluations

  - Full evaluation breakdown (grammar, pace, tone, structure)

- Access to detailed dashboard & improvement history

- Clean downloadable reports

- Email insights after each speech

✅ *Purpose*: Affordable, meaningful value for regular Toastmasters.

🟥 Pro Plan – "Coach & Analyze"

- **Price**: **$20/month**

- **Usage**: **10 evaluations**

- **Includes**:

  - Everything in Essential

  - **Evaluator Mode**: Upload speaker video/audio + record your own evaluation

  - AI feedback on your evaluations

  - Long-term progress reports & analytics history

✅ *Purpose*: For evaluators, club officers, and frequent speakers.

📈 Upsell Triggers

1. **After 1 free eval** → Prompt: "Unlock more feedback with video AI evaluations"

2. **At usage limit** → Pop-up: "You've reached your free eval for this month. Upgrade to keep improving."

3. **Show locked features** (grayed out) to build curiosity and FOMO.

Each Card Includes:

- Plan name

- Monthly cost

- Feature checklist

- `Select Plan` button

📊 5. Dashboard (Home)

Sections:

1. **Welcome Message** – Personalized greeting

2. **Analytics Cards** (scrollable or grid layout)

    - Filler Words Used (bar chart)

    - Pace (words per minute gauge)

    - Grammar Accuracy (% donut)

    - Confidence Score

    - Emotional Tone (tag + icon)

    - Speaking Duration (trend line)

3. **Primary Action Buttons**

    - `I'm a Speaker`

    - `I'm an Evaluator`

🎙️ 6. Speaker Mode: Create AI Evaluation

Step 1: Select Speech Type

- Options:

    - Toastmasters Speech

        - Upload Evaluation Form (PDF/Image)

        - OR Fill Manually:

            - Speech Title

            - Evaluator Name

            - Duration

            - Speech Purpose

            - Key Evaluation Criteria (multi-select)

    - Custom Speech

        - Fill same fields manually

Step 2: Record Speech

- In-app video/audio recorder with Start/Pause/Stop

- Timer visible

- Confirmation modal before AI evaluation starts

🤖 7. AI Evaluation Result Page

a. Summary View

- Sandwich feedback: Structured text content

- Charts: pace, filler words, tone

- Button: `View Detailed Feedback`

b. Detailed View

- Time-stamped sections

- Grammar feedback

- Gesture/pace analysis (if video)

- Speech improvement tips

🎧 8. Upload/Record Human Evaluator Feedback

- Option post-AI evaluation:

  - Record or upload audio/video feedback

  - Transcription shown below

  - Evaluator notes section (editable text)

  - Stored for analytics

💁 9. Evaluator Mode

Step 1: Upload or Record Speech

- Upload (video/audio) or in-app record

Step 2: Record Evaluation

- In-app audio/video recorder

- Transcription auto-generated

🤖 10. AI Evaluation Result Page

a. Summary View

- Sandwich feedback: Structured text content

- Charts: pace, filler words, tone

- Button: `View Detailed Feedback`

b. Detailed View

- Time-stamped sections

- Grammar feedback

- Gesture/pace analysis (if video)

- Speech improvement tips

📈 11. Speech Analytics Section (Across Modes)

Displayed under each evaluated speech:

- Comparison vs previous performance:

- ○ Confidence trends

- ○ Pace improvements

- ○ Filler reduction

- Graphs + tables

- Export option (PDF)

⚙️ 12. Profile & Settings

- Update user profile

- Change subscription

- Toggle dark/light mode

- View history of evaluations

- Logout button