

Repwise UI Redesign Specification

Landing Page & Dashboard Improvement

Executive Summary

This document outlines the design improvements for Repwise's landing page (pre-auth) and dashboard (post-auth). The current implementation is functional but lacks visual hierarchy, engagement, and polish. The redesign focuses on mobile-first experience, improved information architecture, and stronger visual identity while maintaining the calm, minimal dark navy aesthetic.

Current State Analysis:

Landing Page Issues:

- Generic feature cards lack visual interest
- CTA button text is too long ("Get Started - Sign In with Google")
- No visual hooks or imagery to engage users
- Footer feels disconnected
- Lacks trust signals or social proof
- No clear value proposition hierarchy

Dashboard Issues:

- Overly minimal—feels empty and incomplete
- Large buttons waste vertical space on mobile
- No recent activity or personalization
- Missing quick stats or progress indicators
- Footer placement creates dead space above bottom nav
- No visual interest or data visualization

Design Principles

1. Mobile-First Progressive Enhancement

Design for 375px viewport first, enhance for larger screens. Every pixel matters on mobile.

2. Calm Confidence

Dark navy base with strategic blue accents. Avoid overwhelming users with too much information or too many actions.

3. Data-Driven Hierarchy

Show users what matters most: recent workouts, progress trends, next actions.

4. Intentional Whitespace

Use spacing to create rhythm and breathing room, not emptiness.

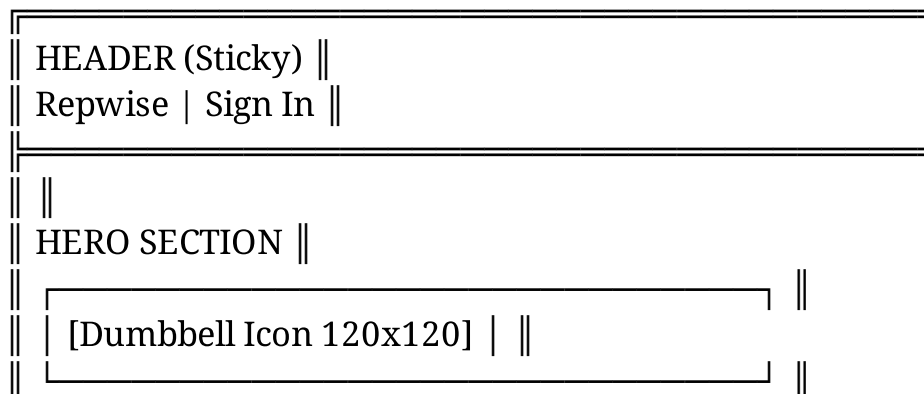
5. Performance by Design

Optimize images, lazy-load non-critical content, prioritize Core Web Vitals.

Landing Page Redesign

Visual Structure

Mobile-First Landing Page Layout:



Repwise	
Every rep counts!	
Log your training and build strength with intent.	
[Get Started with Google]	
VALUE PROPS	
[Dumbbell Icon]	
Track Workouts	
Log every exercise, set...	
[TrendingUp Icon]	
Monitor Progress	
Visualize your gains...	
[BookOpen Icon]	
Learn & Grow	
Access exercise guides...	
FOOTER	
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Component Specifications

Header

- **Position:** Sticky top, subtle bottom border
- **Height:** 64px
- **Content:**
 - Left: "Repwise" wordmark (font-size: 20px, font-weight: 600)
 - Right: "Sign In" text link (not button, less prominent)
- **Background:** bg-[#0a1628]/95 with backdrop blur
- **Border:** border-b border-gray-800/50

Hero Section

- **Padding:** py-16 px-6 (mobile), py-24 px-6 (tablet+)
- **Max Width:** max-w-2xl mx-auto
- **Title:**
 - "Repwise"
 - Font: 56px (mobile), 72px (tablet+)
 - Weight: 700
 - Color: text-white
 - Letter spacing: -0.02em
- **Tagline:**
 - "Every rep counts!"
 - Font: 24px (mobile), 28px (tablet+)
 - Color: text-blue-400
 - Margin: mb-3
- **Subtitle:**
 - "Log your training and build strength with intent."
 - Font: 18px
 - Color: text-gray-300
 - Line height: 1.6
 - Margin: mb-10
- **Visual Element:**
 - Dumbbell icon or abstract strength graphic
 - Size: 120px × 120px
 - Color: Blue gradient (from-blue-500 to-blue-600)
 - Position: Above title or floating right (tablet+)
 - Use lucide-react Dumbbell icon with custom sizing

CTA Button:

- **Text:** "Get Started with Google" (shorter)
- **Size:** h-14 px-8 (mobile), h-16 px-10 (tablet+)
- **Font:** 18px, weight 600
- **Colors:**
 - Background: bg-blue-600
 - Hover: hover:bg-blue-700
 - Active: active:bg-blue-800
 - Text: text-white
- **Border Radius:** rounded-xl
- **Shadow:** shadow-lg hover:shadow-xl
- **Icon:** Google "G" logo or simple arrow
- **Animation:** Subtle scale on hover (hover:scale-105)

Value Props Cards

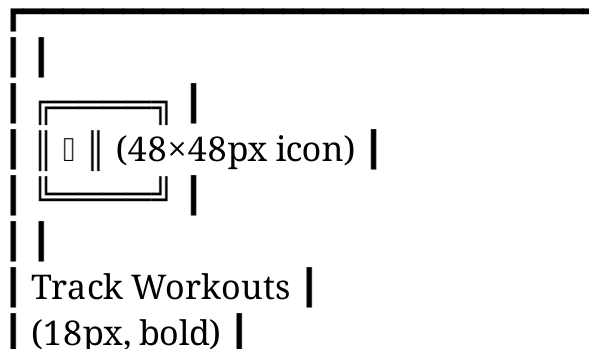
Grid Layout:

- Mobile: Single column (grid-cols-1)
- Tablet+: 3 columns (md:grid-cols-3)
- Gap: gap-6
- Padding: py-16 px-6

Individual Card:

- **Background:** bg-[#0f1e33]
- **Border:** border border-gray-800
- **Border Radius:** rounded-xl
- **Padding:** p-6
- **Hover:** hover:border-blue-600/50 with transition

Card Content Structure:



Log every exercise, set,
and rep with ease. Build
your training history.
(14px, gray)

Icons:

- Track Workouts: Dumbbell from lucide-react
- Monitor Progress: TrendingUp from lucide-react
- Learn & Grow: BookOpen from lucide-react

Icon Styling:

- Size: w-12 h-12
- Color: text-blue-500
- Background: bg-blue-500/10 rounded-lg p-2
- Margin bottom: mb-4

Social Proof (Optional Phase 2 Addition)

- **Content:** "Trusted by 500+ lifters" or similar
- **Position:** Between value props and footer
- **Style:** Centered, small text (text-sm text-gray-500)
- **Icon:** Small checkmark or star

Footer

- **Background:** bg-[#0f1e33]
- **Border Top:** border-t border-gray-800
- **Padding:** py-8 px-6
- **Layout:** Centered text
- **Copyright:**
 - Font: 14px
 - Color: text-gray-400
 - Text: "© 2025 Repwise. Every rep counts."
- **Links:**
 - Font: 12px
 - Color: text-gray-500
 - Hover: hover:text-blue-400

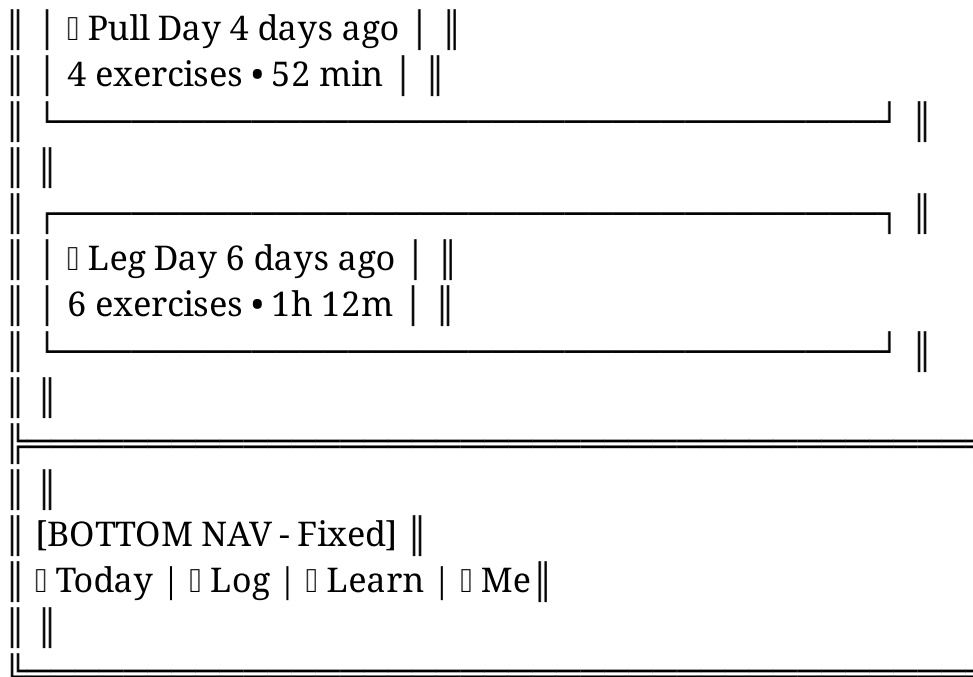
- Spacing: gap-4 with bullet separator

Dashboard Redesign

Visual Structure

Mobile-First Dashboard Layout:





Component Specifications

Header

- **Height:** 64px
- **Background:** bg-[#0a1628]
- **Border Bottom:** border-b border-gray-800
- **Content:**
 - Left: "Repwise" wordmark
 - Right: User avatar or initials circle (32px)
- **Sticky:** Yes, sticky top-0 z-10

Greeting Section

- **Padding:** pt-6 pb-4 px-6
- **Title:** "Welcome back!"
- **Font:** 24px, weight 600, text-white
- **Subtitle:** User's email (if no name set)
- **Font:** 14px, text-gray-400
- **Time-based variant:**
 - "Good morning!" (6am-12pm)
 - "Good afternoon!" (12pm-6pm)
 - "Good evening!" (6pm-12am)
 - "Welcome back!" (12am-6am)

Quick Actions

- **Layout:** Vertical stack, gap-3
- **Padding:** px-6 pb-6

Primary Button (Start Workout):

- **Size:** h-16 w-full
- **Background:** bg-blue-600
- **Hover:** hover:bg-blue-700
- **Text:**
 - "Start Workout"
 - Font: 16px, weight 600
 - Icon: Dumbbell (left aligned)
- **Border Radius:** rounded-xl

Secondary Button (Quick Log):

- **Size:** h-14 w-full
- **Background:** bg-[#0f1e33]
- **Border:** border border-blue-600/50
- **Hover:** hover:bg-blue-900/20 hover:border-blue-600
- **Text:**
 - "Quick Log"
 - Font: 16px, weight 500
 - Icon: Zap (left aligned)
 - Color: text-blue-400
- **Border Radius:** rounded-xl

Recent Activity Section

- **Title:** "Recent Workouts"
- **Font:** 18px, weight 600, text-white
- **Padding:** px-6 pb-6
- **Content:** Last 3 completed workouts
- **Empty State:**
 - Message: "No workouts yet. Start your first session!"
 - Style: Centered, gray text with illustration

Workout Card (Compact) Structure:

🏃 Push Day 2d ago |

5 exercises • 58 min |

Card Properties:

- Height: 64px (h-16)
- Background: #0f1e33
- Border: 1px solid #1f2937
- Hover: border-blue-600/30
- Padding: 16px (px-4 py-3)
- Border Radius: 8px (rounded-lg)
- Full width, clickable
- **Height:** h-16
- **Background:** bg-[#0f1e33]
- **Border:** border border-gray-800
- **Hover:** hover:border-blue-600/30
- **Border Radius:** rounded-lg
- **Padding:** px-4 py-3
- **Spacing:** gap-2 between cards
- **Tap Target:** Entire card clickable → navigate to workout detail

Card Layout:

- **Left:** Exercise icon (32×32px, gray)
- **Center:**
 - Top: Exercise name (14px, font-weight 500, text-white)
 - Bottom: Metadata (12px, text-gray-400)
- **Right:** Relative time (12px, text-gray-500)

Quick Stats (Phase 2 Optional)

- **Title:** "This Week"
- **Padding:** px-6 pb-6
- **Layout:** Horizontal pills

Stat Pill:

- Background: bg-[#0f1e33]
- Border: border border-gray-800
- Padding: px-4 py-2

- Border Radius: rounded-full
- Font: 14px

Metrics:

- Workouts completed this week
- Total sets logged
- Personal records hit

Bottom Navigation Spacing

- **Padding Bottom:** Add pb-24 to main content container
 - **Bottom Nav Height:** 84px (fixed)
 - **Purpose:** Ensure footer doesn't overlap with bottom nav
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Responsive Breakpoints

Mobile (Default, 375px-767px)

- Single column layouts
- Full-width buttons
- Compact spacing
- Hidden secondary content

Tablet (768px-1023px)

- 3-column value props grid
- Larger hero text
- More generous spacing

Desktop (1024px+)

- Max width containers (max-w-6xl)
 - Side-by-side layouts where appropriate
 - Enhanced hover states
-

Color Palette Reference

Primary Colors

- **Background:** #0a1628 (bg-[#0a1628])
- **Surface:** #0f1e33 (bg-[#0f1e33])
- **Primary Accent:** #2563eb (bg-blue-600)
- **Primary Accent Hover:** #1d4ed8 (bg-blue-700)

Text Colors

- **Primary Text:** #ffffff (text-white)
- **Secondary Text:** #d1d5db (text-gray-300)
- **Tertiary Text:** #9ca3af (text-gray-400)
- **Disabled/Subtle:** #6b7280 (text-gray-500)

Border Colors

- **Default Border:** #1f2937 (border-gray-800)
- **Accent Border:** #3b82f6 with 50% opacity (border-blue-600/50)

State Colors

- **Success:** #10b981 (text-green-500)
- **Warning:** #f59e0b (text-amber-500)
- **Error:** #ef4444 (text-red-500)

Typography Scale

Headings

- **H1 (Hero):** 56px (mobile) / 72px (desktop), weight 700, line-height 1.1
- **H2 (Section):** 32px (mobile) / 40px (desktop), weight 600, line-height 1.2
- **H3 (Card Title):** 18px, weight 600, line-height 1.4
- **H4 (Subsection):** 16px, weight 600, line-height 1.4

Body Text

- **Large:** 18px, weight 400, line-height 1.6
- **Base:** 16px, weight 400, line-height 1.5
- **Small:** 14px, weight 400, line-height 1.5
- **Extra Small:** 12px, weight 400, line-height 1.4

Interactive Elements

- **Button Primary:** 16-18px, weight 600
- **Button Secondary:** 14-16px, weight 500
- **Link:** 14px, weight 500

Iconography

Icon Library

Use lucide-react for all icons (already in project dependencies).

Icon Sizes

- **Small:** 16×16px (w-4 h-4)
- **Medium:** 20×20px (w-5 h-5)
- **Large:** 24×24px (w-6 h-6)
- **Feature Icons:** 48×48px (w-12 h-12)

Icon Usage Map

Component	Icon
Hero Visual	Dumbbell (120px)
Track Workouts Card	Dumbbell
Monitor Progress Card	TrendingUp
Learn & Grow Card	BookOpen
Start Workout Button	Dumbbell
Quick Log Button	Zap
Recent Activity	Clock
User Avatar	User
Settings	Settings

Table 1: Icon mapping for UI components

Animation & Transitions

Hover States

- **Duration:** 200ms
- **Easing:** ease-in-out
- **Properties:** background-color, border-color, transform, shadow

Button Interactions

- **Hover:** Slight darkening + scale 102%
- **Active:** Scale 98%
- **Disabled:** 50% opacity, no interaction

Card Hover

- **Border color change:** Fade to blue accent
- **Duration:** 300ms
- **No scale transform** (avoid layout shift)

Page Transitions

- **None by default** (instant navigation)
- **Optional:** Fade-in for async content (200ms)

Accessibility Requirements

Keyboard Navigation

- All interactive elements must be keyboard accessible
- Visible focus states (blue outline, 2px)
- Logical tab order

Screen Readers

- Semantic HTML (<header>, <main>, <footer>, <nav>)
- ARIA labels where needed
- Alt text for all images/icons

Color Contrast

- Body text: Minimum 4.5:1 ratio
- Large text (18px+): Minimum 3:1 ratio
- Interactive elements: 3:1 against background

Touch Targets

- Minimum 44×44px tap target size
- Adequate spacing between interactive elements (8px min)

Performance Considerations

Critical CSS

- Inline critical styles for above-the-fold content
- Defer non-critical CSS loading

Image Optimization

- Use Next.js `<Image>` component
- WebP format with fallbacks
- Lazy load below-the-fold images

Font Loading

- System font stack as fallback
- Preload custom fonts if used
- Font-display: swap

Bundle Size

- Keep page bundles under 200KB (gzipped)
 - Code split by route
 - Tree-shake unused Tailwind classes
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Implementation Priority

Phase 1: Landing Page (Immediate)

1. ✓ Header with sticky positioning
2. ✓ Hero section with improved hierarchy
3. ✓ Enhanced value prop cards with icons
4. ✓ Shortened CTA button text
5. ✓ Improved footer styling

Phase 2: Dashboard (Next)

1. ✓ Header with user menu
2. ✓ Greeting section with time-based message
3. ✓ Redesigned quick action buttons
4. ✓ Recent activity section (fetch last 3 workouts)
5. ✓ Fix bottom nav spacing

Phase 3: Enhancements (Future)

1. Social proof section on landing page
2. Quick stats widget on dashboard
3. Empty state illustrations
4. Loading skeletons
5. Micro-interactions and animations

Component File Structure

Landing Page

src/app/page.tsx

- Main landing page component
- Imports: Header, Hero, ValueProps, Footer

src/components/landing/

- Header.tsx
- Hero.tsx
- ValueProps.tsx
- Footer.tsx

Dashboard

src/app/dashboard/page.tsx

- Main dashboard component
- Imports: DashboardHeader, Greeting, QuickActions, RecentActivity

src/components/dashboard/

- DashboardHeader.tsx
 - Greeting.tsx
 - QuickActions.tsx
 - RecentActivity.tsx
 - WorkoutCard.tsx (compact variant)
-

Testing Checklist

Visual Testing

- ☐ Test on iPhone 12/13/14 (390px viewport)
- ☐ Test on iPhone SE (375px viewport)
- ☐ Test on tablet (768px+)
- ☐ Test on desktop (1280px+)
- ☐ Dark mode appearance verified
- ☐ All hover states working
- ☐ Focus states visible

Functional Testing

- ☐ CTA button navigates to login
- ☐ User menu opens/closes correctly
- ☐ Quick action buttons navigate properly
- ☐ Recent activity cards clickable
- ☐ Bottom nav doesn't overlap content
- ☐ Sticky header functions correctly

Performance Testing

- ☐ Lighthouse score >90 (Performance)
- ☐ First Contentful Paint <1.5s
- ☐ Time to Interactive <3.5s
- ☐ No layout shifts (CLS < 0.1)

Accessibility Testing

- ☐ Keyboard navigation works
 - ☐ Screen reader announces content correctly
 - ☐ Color contrast ratios meet WCAG AA
 - ☐ Touch targets are adequate size
 - ☐ ARIA labels present where needed
-

Design Rationale

Why These Changes?

Landing Page:

- **Clearer hierarchy:** Large hero title immediately communicates product name
- **Visual interest:** Icon/graphic breaks up text-heavy design
- **Shorter CTA:** "Get Started with Google" is clearer than "Get Started - Sign In with Google"
- **Better cards:** Icons make features more scannable and memorable
- **Improved footer:** Better integrated into overall design

Dashboard:

- **Personalization:** Greeting makes users feel recognized
- **Better information density:** Recent activity provides context without overwhelming
- **Clearer actions:** Two distinct buttons (primary vs secondary) guide user intent
- **Fixed spacing:** Bottom nav no longer overlaps footer/content
- **Empty state planning:** Prevents "dead" feeling on first use

Alignment with Product Vision

"Every rep counts!" → The tagline emphasizes intentionality, which the redesign supports through:

- Clear action hierarchy (Start Workout is primary)
- Recent activity visibility (showing past reps)
- Clean, focused interface (respecting user attention)

"Train smart, not just hard" → The design supports this through:

- Quick Log option (efficient logging)
- Learn & Grow feature prominence
- Calm, minimal aesthetic (reduces cognitive load)

Next Steps After Approval

1. **Create Figma mockups** (optional, or proceed directly to code)
2. **Implement landing page changes** in `src/app/page.tsx`
3. **Implement dashboard changes** in `src/app/dashboard/page.tsx`
4. **Extract reusable components** into `src/components/` directories
5. **Test across devices** using responsive design mode
6. **Deploy to Vercel preview** for stakeholder review
7. **Merge to master** after approval

Appendix: Design References

Inspiration Sources

- **Apple Fitness+:** Clean, minimal, focused on action
- **Strava:** Strong data visualization, social proof
- **Duolingo:** Friendly, encouraging, progress-focused
- **Linear:** Dark mode mastery, typography excellence

Design System Resources

- Tailwind CSS v3 documentation
- Lucide React icons library
- Next.js Image component docs

- Radix UI primitives (for future component expansion)