

Design Doc — ICHS Umrah AI Search Kiosk (Event-Only) — Revised for Tayyib (2D “3D-look” MP4 loops)

0) Key update

Tayyib will be delivered as **short-loop videos**. You stated “MP4 with transparent background.”

Reality check: standard MP4 usually **does not support alpha transparency** in browsers reliably. If you truly need transparency, the practical formats are:

- **WebM with alpha (VP9)** (best for web)
- **PNG sequence** (heavier)
- **ProRes 4444 MOV** (not web-friendly)

Design assumption (safe):

- We will design the UI so Tayyib can be used as:
 - **WebM with alpha (preferred)**, or
 - **MP4 with a clean matched background** (fallback)

Everything below supports both without redesign.

1) Design intent

A **premium-minimal** kiosk UI with subtle “AI” cues and **Saudi/Umrah** visual language. The app should feel like a **search tool + chat experience**, with visible sources/snippets, and an always-present Tayyib that never disrupts readability.

2) Visual system

2.1 Saudi/Umrah palette (premium, not flashy)

- **Primary:** deep Saudi green (used for CTAs, active states)
- **Base surfaces:** warm off-white / ivory (cards, panels)
- **Accent:** muted gold (thin dividers, highlights, badges)
- **Text:** charcoal (not pure black)
- **Error/offline:** subdued red/orange (small banners only)

Rule: no neon, no HUD outlines, no cyber UI.

2.2 Background

- **Faint Islamic geometry** (very low contrast)
- **Subtle particles** (slow drift, low density)
- Soft vignette behind major panels

Rule: the background must never reduce legibility.

2.3 Typography and density (TV-distance)

- Default: **large text** and short blocks
- Use card structure and collapsible sections over long paragraphs
- No tiny footnote superscripts in main answer text

2.4 Branding

- **ICHS only**
 - Top-left: ICHS logo + “Umrah AI Search”
 - Footer: one-line disclaimer in each language (short)
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3) Layout system

3.1 Supported orientations

- **Vertical (preferred)**
- **Horizontal (fallback)**

3.2 Global regions

1. **Header:** ICHS branding + mode indicator
2. **Primary:** chat/search area
3. **Evidence:** sources/snippets panel or drawer
4. **Tayyib panel:** always visible (hero on Home; compact elsewhere)
5. **Footer:** short disclaimer + subtle status

3.3 Scrolling rules

- **No scrolling** in main answer area.
 - Allow limited scrolling **only inside the Sources drawer/panel** if necessary.
 - Share page on phone can scroll normally.
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4) Screen designs

4.1 Home / Attract Loop

Goal: instant understanding + photo-worthy.

Layout

- Center stack:
 - Greeting line
 - Big search bar
 - Quick chips
- **Tayyib: HERO** (large, friendly, near full-height)
 - Positioned to avoid covering the search bar
 - If background is not transparent, place Tayyib in a **soft panel** with matching gradient

Language selector (locked session)

- Display as 3 large buttons: **EN** / العربية / **FR**
- Once chosen, language locks until returning Home.

Micro-motion

- Particles + gentle UI shimmer only
 - No distracting animation
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4.2 Ask Mode (Chat-style with sources sidebar)

Goal: “AI search” feeling inside a chat UI.

Recommended structure

- **Horizontal:** split layout (chat left, sources right, Tayyib right-bottom or mid-right)
- **Vertical:** stacked layout with collapsible Sources drawer + floating Tayyib card

Chat panel (left/main)

- Question appears as a “Query card”
- Answer appears as structured blocks:
 1. **Direct Answer** (2–4 lines)
 2. **Steps** (bullets)
 3. **Common mistakes** (1–3 bullets)
 4. **More details** (collapsed by default)

Sources/snippets panel (right/drawer)

- **Adaptive count:**
 - Vertical: **3** snippet cards (expand to more)
 - Horizontal: **up to 5**
- Each snippet card includes:
 - Source title
 - 2–3 lines snippet text
 - Relevance tag (High/Med/Low)
 - Tap to expand snippet in a modal

Citations display (recommended)

- **No footnote numbers** inside the answer.
- “Sources” live in the side panel/drawer and “Sources” accordion if needed.

“Search feel” states

When submitting:

1. Brief “Searching official sources...” state (1–2s)
2. Sources populate first
3. Answer appears after

Input

- On-screen keyboard (touch)
- Chips under input for common queries/refinements
- One clarifier maximum if needed (button-based options)

4.3 Guide Mode (Generic Wizard → Checklist + QR)

Goal: produce a useful checklist quickly without deep branching.

Wizard steps (generic)

- First time? (Y/N)
- Need Nusuk permits guidance? (Y/N)
- Rawdah guidance? (Y/N)
- Pace: Quick / Detailed

Output screen

- Multi-section checklist with collapsible sections to avoid scrolling:
 - Preparation
 - Umrah steps
 - Nusuk permits basics (if selected)
 - Rawdah basics (if selected)

- **QR button:** “Open checklist on your phone”
 - QR opens `/share#d=<payload>`
 - Share page shows **checklist only**
 - Language switch on share page: **not required** (keep simple)
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4.4 Photo Pose Mode

Goal: minimal steps, maximum sharing.

Layout

- Full-screen pose frame
- Tayyib large + guest silhouette box
- Countdown + auto pose changes (2–3 loops)
- Small ICHS watermark (corner)

Controls

- Start Pose
- Next Pose
- Back to Home

No hashtag and no embedded event QR.

4.5 Share Page (QR destination)

Goal: phone-friendly, stateless, no storage.

- Reads payload from `#d=...`
 - Renders checklist only
 - Arabic RTL supported
 - Optional “Copy” button (copies checklist text)
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5) Tayyib panel spec (revised for your avatar style)

5.1 Tayyib presence rule (locked)

- **Always visible** in all modes.
- **Hero size on Home.**
- **Compact panel** in Ask/Guide to preserve readability.

5.2 Placement (recommended)

- **Home:** right-side hero (about 35–45% width in horizontal; large block in vertical)
- **Ask/Guide (horizontal):** right-side vertical panel **~22–28% width**
- **Ask/Guide (vertical):** floating assistant card **~18–24% height**, pinned bottom-right or top-right (never blocks input)

5.3 Panel styling (to match your soft 3D look)

- Rounded corners (large radius)
- Soft shadow
- Minimal border (thin, gold-tinted line at 10–15% opacity)
- Background:
 - If alpha video: transparent panel background or faint gradient
 - If non-alpha MP4: use a **matched soft gradient** to blend edges intentionally

5.4 Required loop set

- Idle
- Listening (typing)
- Searching/thinking
- Explaining A
- Explaining B
- Pose A
- Pose B

Duration: 6–10 seconds, seamless.

6) RTL and localization rules (Arabic Fusha)

- Full RTL mirroring:
 - chat alignment flips
 - sources panel flips to left (or drawer from left)
 - directional icons mirrored
 - Glossary locked for key terms (Ihram, Miqat, Tawaf, Sa'i, Nusuk, Rawdah)
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7) Interaction and kiosk ergonomics

- Tap targets $\geq 56\text{px}$
- No nested small controls
- Timeout to Home after inactivity (configurable 45–90s)
- End-of-session rating:
 - When returning Home or after timeout, show **1–5 star** panel briefly

8) Assets checklist

- ICHS logo pack (light/dark)
- Geometry background tile
- Particle overlay (lightweight)
- UI icon set
- Tayyib loops (prefer **WebM alpha**, fallback MP4)
- Copy pack (EN/AR/FR UI strings)

9) Final recommendations (decisions I'm taking)

- Result cards: **adaptive (3 vertical / 5 horizontal)**
- Citations: **Sources panel/drawer only** (cleaner at distance)
- Text density: **large by default**, collapsible sections for detail
- Scrolling: only within Sources panel; nowhere else in kiosk app