**Working File: Design Justification**

**Student name:** *[Your Name]*  
**Date:** *[Today’s Date]*

**Section 1: Key Wireframe Decisions (Low-Fidelity)**

**Design decision 1: KPI Selection & Top-of-Screen Placement**

**Justification:**  
We prioritized three KPIs at the top of the screen: **Quota Progress**, **Deals Closing This Week**, and **Overdue Tasks**. These directly map to what reps care about most: hitting targets, closing deals, and staying on top of urgent actions. Placing them top-center aligns with mobile eye scanning behavior (F-pattern), allowing reps to get a status check in <3 seconds.

**Design decision 2: Pipeline Visualization Using Horizontal Stage Cards**

**Justification:**  
Instead of a full funnel or chart, we used a **horizontal scrollable set of cards**, each representing a stage in the pipeline (e.g., Discovery, Proposal, Contract). Each card shows **deal count and value**. This format optimizes for small screens and thumb-friendly interactions, while giving reps a stage-by-stage pipeline snapshot at a glance. It balances clarity with space efficiency — key for mobile design.

**Design decision 3: Bottom Navigation Bar with Four Core Icons**

**Justification:**  
We implemented a persistent bottom nav bar (Dashboard, Contacts, Pipeline, Tasks). This enables one-tap access to key areas, aligning with **Microsoft’s Fluent mobile navigation pattern**. It also keeps wayfinding simple — crucial for reps working between client visits or in motion. It supports flow without adding cognitive overhead.

**Section 2: Key Mockup Decisions (High-Fidelity)**

**Design decision 1: Color Palette & Typography Choice**

**Justification:**  
We followed FlowState’s brand palette, pairing deep blues with accent greens for progress indicators and alerts. We used **Segoe UI** — Microsoft’s default — for maximum platform consistency. High contrast between background and KPI cards ensures readability outdoors or in low-light settings — a common use case for reps on the move.

**Design decision 2: Iconography & Visual Feedback**

**Justification:**  
Icons were used for nav (Home, Contacts, Pipeline, Tasks) and micro-interactions (e.g., checkmarks for completed tasks, alert badges for overdue). Visual cues align with **“visibility of system status”** — a usability heuristic — by helping users see what’s new or urgent without having to read text. Icons are familiar and consistent with Microsoft’s icon system to reduce learning time.

**Design decision 3: Application of Microsoft’s “Content is King” Principle**

**Justification:**  
We designed the dashboard to strip away unnecessary UI chrome and emphasize data. Cards and metrics have generous padding, clear labels, and visual hierarchy. By minimizing distractions and maximizing legibility, reps can absorb content fast — supporting Microsoft’s principle that UI should elevate, not obscure, the content.

**(Optional) AI Tool Usage**

We used **AI-assisted layout suggestion** via Figma’s AI plugin to auto-generate layout variants based on mobile dashboard inputs. This sped up iteration and surfaced layout options that inspired final designs — particularly for spacing and alignment across screen sizes.