🌸 VALENTINE PLATFORM — DEFINITIVE DESIGN PROMPT

> Based on direct analysis of 3 screen recordings showing your existing work: **Video 1** — "Be Bold, Be Brave" Valentine creator form (railway.app) **Video 2** — "Share Your Heart" vibe-selector send page (valentine-app, railway.app) **Video 3** — "digi.pauwee.com/garden" — an infinite scrolling gallery of hand-drawn illustrated bouquets on a warm cream background

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What I Actually Saw (Honest Assessment)

Your Strengths (keep these, amplify them)

- **The illustrated bouquets on digi.pauwee.com are genuinely beautiful.** Hand-drawn, painterly, ink-outlined florals on a warm ◻ #F5F0E8 cream background. The art style is the whole brand. Sunflowers, peonies, irises, dahlias — rendered with loose watercolor fills inside confident ink lines. This is the soul of the product.
- **The vibe selector UX in Video 2 is correct.** Card-based options with emoji + label + subtitle is clean and scannable.
- **The "Share Your Heart" headline with heart icons** has the right emotional register.

What Needs to Change (be honest with yourself)

- The current pink gradient background (🔴 #FFB6C1 → white) is **generic**. Every Valentine's Day app uses this. It reads as "default Canva template."
- The forms feel like basic HTML with Tailwind classes — they don't feel *designed*.
- The bouquet gallery (digi.pauwee.com) has no UI chrome — no header, no navigation, no brand identity. It's just images floating on cream. It needs a frame.
- The two apps feel like separate projects. They need to feel like one brand.

The Design Direction: "Botanical Letter Press"

The Concept

Imagine a Victorian-era botanical press meets a modern love letter. The illustrated flowers are pressed specimens — scientific, intentional, beautiful. The typography is serif and editorial. The background has the warmth of aged paper, not the sugary pink of a candy box.

This is not *cute*. It's **romantic in a grown-up way.**

Think: a love letter written on thick cream paper, sealed with a wax stamp, illustrated with pressed flowers in the margins. That's the feeling every screen should evoke.

Why This Works for Your Product

1. The illustrated bouquets you already have **fit this aesthetic perfectly** — they look like botanical illustrations, not clipart.

2. It's completely different from NGL/Sendit/every pink anonymous app.

3. It's Instagram-worthy in a *sophisticated* way — people will screenshot it because it looks like art, not because it has confetti.

4. It signals honesty and craft — which maps directly to your ethical transparency brand promise.

Color Palette

```css
:root {
  /* Backgrounds — warm paper tones */
  --paper:       #F7F2E9;  /* Primary background — warm parchment */
  --paper-deep:  #EDE5D8;  /* Slightly darker paper — card backgrounds */
  --paper-light: #FDFAF5;  /* Near white — input fields */

  /* Ink — dark, rich, not cold black */
  --ink:       #2A1F1A;  /* Primary text — warm near-black */
  --ink-light: #6B5748;  /* Secondary text — warm brown-grey */
  --ink-faint: #B8A99A;  /* Placeholder text, borders */

  /* Botanicals — pulled from your illustrations */
  --rose:     #C8445A;  /* Deep rose — primary accent, links, CTAs */
  --blush:    #E8A0A8;  /* Soft pink — hover states, light accents */
  --sage:     #6B8C6B;  /* Green — secondary accent, nature feel */
  --ochre:    #C4862A;  /* Warm gold — tertiary accent, sunflower energy */
  --lavender: #8C7BAE;  /* Soft purple — iris/periwinkle tone */

  /* Functional */
  --wax-seal:   #8B2635;  /* Dark crimson — the most important actions */
  --leaf:       #3D5C3D;  /* Deep botanical green — success states */
  --parchment-border: #D4C4B0; /* Subtle dividers */
}
```

The rule: Never use pure white (⬜ #FFFFFF) or pure black (⬛ #000000) anywhere. Always use the warm paper and ink tones.

Typography

```css
/* Load from Google Fonts */
@import url('https://fonts.googleapis.com/css2?family=Cormorant+Garamond:ital,wght@0,300;0,400;0,500;0,600;1,300;1,4

/* Display / Headlines — Cormorant Garamond */
/* The most beautiful serif on Google Fonts. Editorial, romantic, slightly melancholy. */
--font-display: 'Cormorant Garamond', Georgia, serif;

/* Body / Subheadings — Lora */
/* Readable serif for longer text. Feels like a letter. */
--font-body: 'Lora', Georgia, serif;

/* UI / Labels / Small text — DM Sans */
/* Clean sans-serif for functional UI: buttons, badges, form labels, metadata. */
--font-ui: 'DM Sans', system-ui, sans-serif;
```

Type Scale

```
Hero headline:     Cormorant Garamond 600, 72–96px, tracking -0.02em
Section heading:   Cormorant Garamond 500 italic, 42–52px
Subheading:        Lora 400, 22–26px
Body text:         Lora 400, 17–18px, line-height 1.7
UI labels:         DM Sans 500, 13–14px, tracking 0.04em UPPERCASE
Captions/meta:     DM Sans 300, 12px, color var(--ink-light)
```

Background & Texture

The background is **never a flat color or gradient.** Every page has:

1. **Base:** `var(--paper)` — warm parchment
2. **Noise texture overlay:** A subtle grain/noise SVG or CSS filter at 3–4% opacity. This makes it feel like paper, not a screen.
3. **Decorative botanical elements:** Faint, low-opacity (8–12%) illustrations of single stems, leaves, or petals positioned in page corners and margins. These are `position: fixed`, `pointer-events: none`, `z-index: 0`. They frame the content without competing with it.

```css

```

```css
/* Noise texture — pure CSS, no image needed */
body::before {
  content: '';
  position: fixed;
  inset: 0;
  background-image: url("data:image/svg+xml,..."); /* SVG noise filter */
  opacity: 0.035;
  pointer-events: none;
  z-index: 1000;
}
```

Core UI Components

The Wax Seal Button (Primary CTA)

This is the signature interaction. The primary button looks like a wax seal stamp.

```
Shape:        Slightly irregular circle or pill with a subtle pressed/embossed look
Background:   var(--wax-seal) — deep crimson
Text:         DM Sans 500, 14px, uppercase tracking, white
Shadow:       inset 0 1px 0 rgba(255,255,255,0.15), 0 4px 12px rgba(139,38,53,0.35)
Hover:        Scale 1.03, shadow deepens. Feels like pressing a seal.
Active:       Scale 0.97. Tactile press feedback.
```

Paper Cards

All content cards mimic folded paper or thick card stock:

```css
css
```

```css
.card {
  background: var(--paper-deep);
  border: 1px solid var(--parchment-border);
  border-radius: 4px; /* Almost sharp — paper doesn't have big rounded corners */
  box-shadow:
    0 1px 3px rgba(42,31,26,0.08),
    0 8px 24px rgba(42,31,26,0.06),
    inset 0 0 0 1px rgba(255,255,255,0.5); /* paper highlight */
  position: relative;
}

/* Optional: fold corner effect on message cards */
.card::after {
  content: '';
  position: absolute;
  top: 0; right: 0;
  border-width: 0 18px 18px 0;
  border-style: solid;
  border-color: var(--paper) var(--paper) var(--parchment-border);
}
```

Form Inputs

```css
input, textarea {
  background: var(--paper-light);
  border: 1px solid var(--parchment-border);
  border-radius: 2px;
  font-family: var(--font-body);
  font-size: 17px;
  color: var(--ink);
  padding: 14px 16px;
  transition: border-color 0.2s, box-shadow 0.2s;
}

input:focus, textarea:focus {
  border-color: var(--rose);
  box-shadow: 0 0 0 3px rgba(200,68,90,0.12);
  outline: none;
}
```

Vibe Selector Cards

Each vibe option is a small paper card, not a pill button:

Page-by-Page Design Specs

HOME PAGE

Layout concept: A single centered column, like a letter on a desk. Maximum width 680px, centered. Generous whitespace top and bottom.

Header / Nav:

Left: Small botanical illustration (single pressed flower, ~32px) + "Valentine" in Cormorant Garamond 500

Right: "View Inbox" — DM Sans, small, ink-light color, no button styling

Hero:

[Decorative dried flower stem illustration, right-aligned, 120px tall, positioned absolute]

Valentine
(Cormorant Garamond 600, 88px, color: var(--ink), letter-spacing: -0.02em)

for honest hearts.
(Cormorant Garamond 300 italic, 52px, color: var(--rose))

A thin horizontal rule (var(--parchment-border), 1px, 60px wide, centered)

"Share your feelings — knowing exactly what the other person sees."
(Lora 400, 19px, color: var(--ink-light), line-height: 1.7)

Create Link Form:

Container: Paper card with fold-corner effect
Heading: "Write your first letter" — Cormorant Garamond italic 32px
Fields: Display name, slug (shows valentine.app/to/...), passcode
CTA: Full-width wax seal button "Seal & Share →"

Share card (post-creation):

Animated in with a fold-open effect (height 0 → auto, opacity 0 → 1)

Shows the URL in a serif monospace-style display

Copy button styled as a rubber stamp: "COPY" in uppercase DM Sans

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SEND PAGE (/to/[slug])

The key insight from your Video 2: The vibe selector is the emotional heart of this page. Design around it.

Page header:

Faint botanical corner decorations (top-left, bottom-right)

"A letter for" — DM Sans 300 uppercase 11px, ink-faint

[Display Name] — Cormorant Garamond 600 italic 56px, rose color

"choose how you feel" — Lora italic 16px, ink-light

Tab Bar: Not a pill toggle. Instead: two words with an animated ink-underline.

💌 Confession   💐 Bouquet

The underline slides horizontally like a fountain pen stroke. 2px, var(--rose).

Vibe Selector (Confession tab):

Title: "What's your intention?" — Cormorant Garamond italic 24px

Layout: 3×2 grid on desktop, 2×3 on mobile

Each card: paper-deep background, parchment border, 4px border-radius

  - Emoji: 28px

  - Vibe name: Cormorant Garamond 500 italic, 18px

  - Subtitle: DM Sans 300, 12px, ink-light

Selected: Blush background tint + rose border + a tiny wax dot (●) top-right corner

Message Textarea:

Styled as a letter-writing area:

- Faint horizontal ruled lines (like lined paper) as background CSS

  background-image: repeating-linear-gradient(transparent, transparent 27px, var(--parchment-border) 27px, var(--parchment-border) 28px)

- Placeholder: "Write from the heart..." — Lora italic, ink-faint

- Character counter: bottom-right, DM Sans 300, 12px

- No hard border — just a bottom rule (1px, parchment-border)

Bouquet Grid (Bouquet tab):

Title: "Choose your arrangement" — Cormorant Garamond italic 24px

Layout: 3×2 grid, generous gaps

Each bouquet card:

  - Cream background (paper)

  - The illustrated bouquet image centered, filling ~80% of card

  - NO text label — the image speaks for itself

  - Selected: rose border 2px, subtle scale(1.03), wax dot indicator

Large Preview (when selected):

  - Slides in with spring animation below the grid

  - Bouquet at ~300px, centered

  - Bouquet name in Cormorant Garamond italic 22px below

Consent Modal:

Background: Full-screen paper texture overlay (not dark dimmer — use var(--paper-deep) at 95% opacity)

Modal: Paper card with folded corner, max-width 460px

Header: "Before your letter is sent" — Cormorant Garamond italic 28px

Subtext: Lora 400 16px, natural prose — not a bulleted list

The 4 data points displayed as a 2×2 grid of small cards:

  Each card: icon (20px) + label (DM Sans 500 uppercase 11px) + value (Lora 14px)

Consent checkbox: Custom styled — a wax seal circle that fills with crimson on check

Legal copy: DM Sans 300 12px, ink-faint

CTA: Full-width wax seal button, disabled (opacity 0.4) until checked

Success Screen:

Not confetti — something more elegant.

A single large illustrated bouquet (or the bouquet they chose) fades in, centered.

Below it, their sent message appears in a paper card with a fold animation.

Headline: "Sent with love." — Cormorant Garamond 600 italic 52px, rose

Subtext: "Your letter is on its way." — Lora italic 18px

Petals drift downward (CSS only; 6–8 petal shapes falling at different speeds and angles — not hearts)

Two text links below (no buttons): "Send another" | "Go home"

INBOX GATE PAGE

Full page: paper background, botanical corner decorations

Centered content:
"Your garden." — Cormorant Garamond 600 italic 64px
(connecting to the /garden metaphor from digi.pauwee.com)

A small illustrated bouquet from the gallery above the headline

Input: "Enter passcode" — single field, paper-light background
CTA: Wax seal button "Open →"

Wrong passcode: The input shakes + a small pressed-wax error dot appears left of input
"Wrong passcode — try again"

INBOX DASHBOARD

This is where the garden metaphor fully blooms.

Stats Bar:

3 cards in a row, styled as small botanical tags (like plant labels on stakes):
📫 24 Letters
🌱 17 Unique Senders
🚫 2 Blocked

Font: Cormorant Garamond for the number, DM Sans for the label

Message Feed:

Each message card = a letter / pressed specimen card
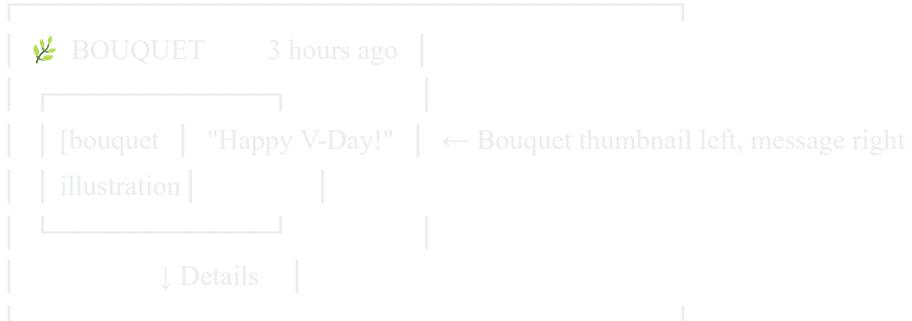
Left border treatment:
  - Confession: 3px rose left border + a tiny 💌 wax-stamp icon top-left corner
  - Bouquet: 3px sage left border + a tiny 🌿 botanical icon top-left corner

Card anatomy (confession):

```
┌──────────────────────────┐
│ ● COFFEE DATE   2 hours ago  │ ← DM Sans uppercase 11px badge + timestamp
│                          │
│ "I've had a crush on you since  │ ← Lora italic 17px, ink color
│  our study session last..."  │
│                          │
│              ↓ Details   │ ← DM Sans 12px, ink-light, right-aligned
└──────────────────────────┘
```

Card anatomy (bouquet):

```
┌──────────────────────────┐
│ 🌿 BOUQUET       3 hours ago │
│  ┌──────────────┐         │
│  │ [bouquet │  "Happy V-Day!" │ ← Bouquet thumbnail left, message right
│  │ illustration │          │
│  └──────────────┘         │
│              ↓ Details   │
└──────────────────────────┘
```

Metadata Panel (expanded):

Slides open with smooth height animation (not a modal — inline expand)
Background: paper-deep, slightly indented left margin (24px padding-left)
Vertical timeline-style layout with a faint left border line (parchment-border)

Each data point:
  ● [icon] LABEL (DM Sans uppercase 11px, ink-faint)
      Value (Lora 400 15px, ink)

Confidence bar:
  Label: "DEVICE MATCH CONFIDENCE" DM Sans 11px uppercase
  Bar: Thin 4px bar, rose fill on paper-deep background
  Score: Cormorant Garamond 500 24px, rose color

Linked messages:
  "This device sent 3 letters" — Lora italic 15px, sage color

Actions:
  [🚫 Block this sender] — DM Sans 13px, ink-light, underline on hover. No button frame.
  Confirmation: A small inline "Are you sure?" that appears in the same line

Motion Language

The Philosophy

Animations should feel like paper: **slow, deliberate, physical.**

- Things fold open, not slide.
- Things settle, not snap.
- Easing: always ease-in-out or spring — never linear, never bounce-heavy.

Key Animations

```javascript

```

```
// Page enter — everything fades up slowly, staggered
const pageVariants = {
  hidden: { opacity: 0, y: 12 },
  visible: { opacity: 1, y: 0, transition: { duration: 0.6, ease: [0.22, 1, 0.36, 1] }}
}

// Card list — staggered reveal like letters being dealt
const stagger = { visible: { transition: { staggerChildren: 0.07 }}}

// Bouquet preview — spring settle, like placing something on a table
const bouquetReveal = {
  hidden: { opacity: 0, scale: 0.92, y: 16 },
  visible: { opacity: 1, scale: 1, y: 0,
    transition: { type: 'spring', stiffness: 260, damping: 24 }}
}

// Metadata panel — accordion open
// Use Framer Motion's AnimatePresence + height animation
// duration: 0.35s, ease: easeInOut

// Wax seal button press
// onTap: scale 0.96, duration 0.1
// onTapEnd: scale 1.0, duration 0.2, type: spring

// Success petal fall — CSS only
@keyframes petalFall {
  0%   { transform: translateY(-20px) rotate(0deg); opacity: 1; }
  100% { transform: translateY(100vh) rotate(180deg); opacity: 0; }
}
// 6 petals, each: random left%, animation-duration 4–7s, animation-delay 0–2s
// Shapes: oval with border-radius 50% 0 50% 0 (petal shape), var(--blush) and var(--sage)
```

Responsive Behavior

Mobile (< 640px) — The Primary Experience

- Single column always
- Bouquet grid: 2 columns
- Vibe cards: 2 columns
- Metadata panel: full screen slide-up sheet (not inline expand)
- Success screen: bouquet fills 80% of screen width
- Wax seal button: always full width

Desktop (> 1024px)

- Max-content-width: 700px, centered
- Inbox: max-width 760px
- Bouquet grid: 3 columns
- Vibe cards: 3 columns, or 6 in a horizontal row

What Makes This Unforgettable

One thing: **the botanical illustration on the send page header.**

When someone visits `valentine.app/to/sarah`, the top of the page shows:

- Sarah's name in huge Cormorant Garamond italic
- And below or beside it, one of the hand-drawn illustrated bouquets from the garden — rendered large, like a gift already waiting for her

The sender sees the bouquet before they even write anything. It sets the emotional tone immediately. It makes the platform feel like it's already celebrating the recipient.

No other anonymous messaging app makes the recipient feel *honored* before a single message is sent. That's the differentiator you build the whole brand around.

Existing Work to Carry Forward

From your three videos, keep these exactly:

1. **The illustrated bouquets** (digi.pauwee.com/garden) — These are the brand. Use them everywhere. The hand-drawn, ink-outlined, watercolor-fill style is genuinely beautiful and unique.
2. **The vibe card pattern** (Video 2) — Emoji + label + subtitle stacked in a card. Keep the structure, upgrade the styling to match the botanical aesthetic.
3. **"Share Your Heart" as a concept** — Good emotional headline. In the new design it becomes the send page headline, rendered in Cormorant Garamond italic.

The One-Sentence Pitch to Your Designer

> "Design Valentine like a love letter written on parchment paper, illustrated with pressed botanical flowers, and sealed with wax — built for the Instagram generation who wants romance without deception."