

User-Friendly UI Design for AI-Driven Marketing Content Generator

Login and User Management

- **Login Panel:**
 - Simple login interface with Username and Password fields.
 - Forgot Password feature with secure reset via email.
- **User Administration:**
 - Admin dashboard to manage user accounts (Create, Edit, Delete).
 - Role-based access controls (Admin, Editor, Viewer).
 - Permission settings to define access levels to projects, campaigns, and activities.

Dashboard

- **Welcome Panel:**
 - Clear headline: “Create High-Impact Marketing Content Effortlessly”
 - Brief subtitle: “SEO-optimized blog posts, social media updates, and web pages—tailored instantly.”
- **Project Management Quick Actions:**
 - Prominent buttons/cards:
 - “New Project”
 - “New Marketing Campaign”
 - “New Marketing Activity”
- **Recent Activity:**
 - List of recently generated content with statuses (Draft, Completed)

Project and Campaign Management

- **Project Hierarchy:**
 - Clearly displayed hierarchy: Projects > Campaigns > Marketing Activities.
 - Easily expandable/collapsible views to manage hierarchy and visibility.

- Select multiple Projects, Campaigns, or Activities for batch operations (checkboxes).
- **Collaboration and Sharing:**
 - Share Projects or specific Campaigns/Activities with individual users or user groups.
 - Granular permission settings (View, Edit, Admin).
- **Shared Access:**
 - Visibility and access to own projects and projects/campaigns/activities shared by others, based on permissions.
- **Archive and Delete Functionality:**
 - Easily archive or permanently delete selected Projects, Campaigns, or Activities.
 - Confirmation prompts to avoid accidental deletions.

Marketing Activity Creation

Step-by-Step Guided Process:

1. **Navigate Hierarchy:**
 - Select or create Project → Select or create Campaign → Create Activity.
2. **Select Activity Type** (Card-based selection within a campaign):
 - Blog Post | LinkedIn Post | X Post | Web Page
3. **Activity Details Form (Dynamic Based on Selection):**
 - Clearly labeled input fields:
 - **Topic / Title** (text input)
 - **Primary Keywords** (tag-based input with suggestions)
 - **Tone & Style** (Dropdown: Professional, Conversational, Educational, Persuasive)
 - **Length / Format:**
 - Blog: Short (500 words), Medium (800 words), Long (1200+ words)

- LinkedIn/X: Standard (~150-300 words)
- Web Page: Landing Page, Product Page, About Us
- **Upload Tone Reference Document (PDF/Word)** (optional, clearly labeled drag-and-drop)

4. Generate Content Button:

- Clearly visible CTA: “Generate Content Now”

5. Loading and Feedback:

- Animated loading indicator with helpful tips (“Optimizing for SEO...”, “Refining tone of voice...”, etc.)

Generated Content Preview

- **Result Display:**

- Clearly formatted preview area (rich text / HTML rendered)
- Toggle views (“Preview” vs “Raw HTML”) for web pages/blog posts

- **Quality Check Indicators:**

- Originality Score (Green/Yellow/Red indicators)
- SEO Optimization Score (Percentage-based)
- Tone Match Level (Percentage-based)

- **Edit and Refine Tools:**

- Inline editing (WYSIWYG)
- Easy “Regenerate” buttons for sections that need improvement

Action Panel

- **Quick Export Options:**

- “Copy to Clipboard”
- “Export to WordPress” (Draft Post/Page)
- “Download as PDF/HTML/Markdown”

- **One-click Social Sharing:**

- LinkedIn, X integrations to directly share posts (optional, secure OAuth)

Settings and Customization

- **Integration Settings:**
 - Easily enable/disable cloud LLMs (ChatGPT, Claude, Mistral)
 - API Key management clearly accessible with secure inputs
- **Local Model Management:**
 - Ollama model selection (dropdown)
 - Clear status indicators for model availability
- **User Preferences:**
 - Default content length, preferred tones, default SEO settings

Navigation and UX Best Practices

- **Sidebar Navigation:**
 - Dashboard
 - Projects
 - New Content
 - Content Library
 - User Management (Admin Only)
 - Settings
- **Breadcrumbs:**
 - Visible navigation paths at the top of each page for easy backtracking
- **Responsive & Accessible Design:**
 - Mobile/tablet optimized views
 - Accessibility standards (contrast, ARIA labels, keyboard navigation support)

Consistent Branding and Visual Identity

- Modern, minimalist UI using consistent colors, typography, and ample white space for readability.

- Use subtle animations to indicate interactivity without distracting users.