Aterges: UX and UI Plan

Version: 1.0
Lead: Solopreneur (acting as Head of Product & Design)
Objective: To define the user experience (UX) strategy and user interface (UI) principles that will guide the design and development of the Aterges platform, ensuring it is intuitive, empowering, and trustworthy.

1. Core UX Philosophy: "Clarity Through Conversation"

Our entire user experience is built around a single core belief: complex data analysis should feel as simple as having a conversation with a brilliant, pragmatic expert. The user should never feel overwhelmed. Every interaction should build confidence and provide clear, actionable insights.

Our four guiding principles are:

- **Clarity:** Prioritize legibility and comprehension above all else.
- **Simplicity:** Reduce cognitive load by presenting only what's necessary.
- **Empowerment:** Make the user feel powerful and in control of their data.
- **Trust:** Build a professional and secure environment that inspires confidence.

2. Design Principles (The Vercel-Inspired Aesthetic)

Our UI will be a direct reflection of our UX philosophy.

- **Minimalism as a Feature:** Less is more. We will use a clean, high-contrast design with generous white space to create a focused and uncluttered environment.
- **Typography is Paramount:** We will use the **Geist** font family. Its clean, geometric forms provide excellent legibility for both UI text (Geist Sans) and data/code (Geist Mono).
- **Conversational-First Layout:** The chat interface is not a feature; it *is* the product. It will always be the central point of interaction in the main dashboard.
- **Progressive Disclosure:** Advanced features or complex settings will be kept out of the main user flow. They will be accessible from dedicated settings pages, revealing complexity only when the user explicitly seeks it.
- **Consistency is Key:** All interactive elements—buttons, forms, modals—will have a consistent look, feel, and behavior across the entire application, following the rules established by the **Shadcn/ui** component library.

3. Target User Personas

We are designing for two primary personas, and the UI must serve both effectively.

1. **Elena, the Marketing Manager (Non-Technical User):**
    - **Needs:** Quick, clear answers to business questions. Wants to generate

reports easily.
    - **Pain Points:** Intimidated by complex dashboards and SQL. Spends too much time consolidating data manually.
    - **UX Focus:** The conversational interface must be intuitive, requiring zero technical knowledge. The answers must be presented clearly, with visualizations automatically generated.
2. **David, the Data Analyst / Tech Founder (Technical User):**
    - **Needs:** Power, speed, and control. Wants to connect multiple data sources and perform deep-dive analyses.
    - **Pain Points:** Frustrated by the limitations of traditional BI tools and the friction of API integrations.
    - **UX Focus:** Values the efficiency of the conversational AI but also needs robust features like the BYOK Integrations page and secure credential management. Appreciates a fast, keyboard-friendly interface.

4. Key User Journey Maps

Journey 1: The "Aha!" Moment (Onboarding & First Query)

- **Goal:** Guide a new user from signing up to getting their first valuable insight as quickly as possible.
- **Flow:**
    1. **Sign-up:** A simple, minimal form on the public site.
    2. **First Login:** The user lands on the /app/dashboard.
    3. **The "Empty State":** The chat history area is not blank. It contains a warm welcome message and a series of **clickable suggestion chips** (e.g., "Show me my top 10 pages from last week," "How many users did I have yesterday?"). This teaches the user *how* to ask questions without them having to think.
    4. **First Query:** User clicks a suggestion. The query populates the input, the "Send" button is clicked.
    5. **First Answer:** The AI responds with a clear, concise answer and perhaps a simple chart. This is the "Aha!" moment where the user understands the core value.

Journey 2: The Core Interaction Loop (Conversational Analysis)

- **Goal:** Make the process of asking questions and getting answers feel fluid and powerful.
- **Flow:**
    1. The user types a question in the ChatInputForm.
    2. Upon submission, the UI immediately shows the user's message and a loading

indicator for the assistant's response.
3. The assistant's response streams in token-by-token.
4. The ChatMessage component correctly renders **Markdown**, displaying lists, bold text, and, critically, **syntax-highlighted code blocks** for things like SQL queries.
5. If the response contains tabular data, the UI could offer a button to "Visualize as Chart," which would render a bar or line chart directly within the chat.

Journey 3: The Power-User Flow (BYOK Integration)

- **Goal:** Provide a secure and clear way for advanced users to connect their own data sources.
- **Flow:**
  1. User navigates to the /app/integrations page.
  2. The UI clearly shows a list of currently connected integrations.
  3. User clicks "Add New Integration."
  4. A modal or form appears with clear instructions: a field for a connection name and a large text area for pasting the service-account.json content.
  5. A "Save & Verify" button initiates the connection. The UI provides real-time feedback on whether the connection was successful or failed, with a clear error message if necessary.

5. Key Deliverables

- **Wireframes:** Low-fidelity sketches of all pages and user flows.
- **High-Fidelity Mockups:** Detailed visual designs of the entire application in Figma, respecting the brand guidelines.
- **UI Kit/Design System:** A document in Figma defining all reusable components, typography scales, color palettes, and spacing rules, which will serve as the single source of truth for the frontend developers.