## Visual Identity

* **Primary Font:** Inter (all headings & body)
* **Color Palette:**
  + Gold (Primary Action / Highlight): #FFD700
  + Blue (Accent): #007BFF
  + Green (Success): #28A745
  + Red (Danger): #D32F2F
  + Dark Text: #1F1F1F
  + Background: #FAFAFA
  + Border/Track: #E5E5E5

## UI Design Guidelines

* **Advisor as Presence, Not Character**
  + No illustrated avatar
  + Chat interface framed as “Alva’s Desk” with gold-accented top bar or left strip
  + Pulsing gold indicator when “thinking”
* **Content Blocks**
  + Use card-based layouts for responses, not endless text
  + Headings in gold, body in dark text
* **Microinteractions**
  + Smooth fade-in of text
  + Subtle shadow on active elements
  + Gold hover/active states for buttons

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"color\_palette": {

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"blue\_accent": "#007BFF",

"green\_success": "#28A745",

"red\_danger": "#D32F2F",

"dark\_text": "#1F1F1F",

"background": "#FAFAFA",

"border\_track": "#E5E5E5"

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"active\_shadow": "0px 0px 8px rgba(255, 215, 0, 0.5)"

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"font\_size": 28,

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"value": 2,

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"border\_radius": 16,

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"hover\_color": "#007BFF"

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{

"id": "quick\_wins",

"icon": "bolt",

"tooltip": "Daily Quick Wins",

"default\_color": "#1F1F1F",

"active\_color": "#FFD700"

},

{

"id": "to\_do",

"icon": "target",

"tooltip": "To Do Board",

"default\_color": "#1F1F1F",

"active\_color": "#FFD700"

},

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"id": "settings",

"icon": "gear",

"tooltip": "Settings",

"default\_color": "#1F1F1F",

"active\_color": "#FFD700"

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"active\_state": "gold\_primary fill + light drop shadow"

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"placeholder\_color": "#D32F2F",

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"font\_weight": "700",

"color": "#1F1F1F",

"size": 22

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"section\_header": {

"font\_family": "Inter",

"font\_weight": "600",

"color": "#007BFF",

"size": 18

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"body": {

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"font\_weight": "400",

"color": "#1F1F1F",

"size": 16,

"line\_height": 1.5

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},

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"effect": "subtle gradient (optional)",

"intent": "reduce eye strain and give visual depth to the main card"

}

}

}

## **NATURAL LANGUAGE TRANSLATION**

### **Global Style**

* Use Inter as the only font (bold for headings, regular for body).
* The color system uses gold for actions, blue for links, green for success, red for alerts, dark gray text, and a soft off-white background.
* All components follow an 8px spacing grid with a 12px corner radius and a subtle drop shadow (0 2px 6px rgba(0,0,0,0.05)).
* Hover/active states lighten or darken the gold accent with a smooth 0.2s transition.

### **Top Bar**

* Height: 64px, fixed at the top, white background, subtle shadow.
* Left: “Alva” wordmark in Inter Bold, 28px, dark text.
* Right: a “Streak” badge — gold pill with black text, rounded corners (16px radius).  
  + Example: Streak 2.
* This bar remains visible during navigation (persistent header).

### **Side Navigation**

* A 72px vertical bar anchored to the left, white background, thin gray border (#E5E5E5).
* Icons (Home, Lightning, Target, Gear) in a single column, centered vertically.
* Each icon defaults to #1F1F1F, turns gold (#FFD700) on active, and blue (#007BFF) on hover.
* Hover adds a soft glow, and the active icon keeps a faint gold shadow for state awareness.
* Tooltips appear on hover (Dashboard, Quick Wins, To Do Board, Settings).

### **Main Content Card**

* The red placeholder box becomes a modular card container for each page.
* White background, 2px gray border, 12px rounded corners, 32px padding, and a soft drop shadow.
* On load, fade-in animation (0.3s ease).
* The card’s contents are injected dynamically (Marketing Plan, Quick Wins, To-Do, etc.).
* Internal components use gold headers, dark text, and clear spacing between blocks.

### **Typography**

* Heading (H1): Inter Bold, 22–28px, #1F1F1F.
* Section Headers (H2/H3): Inter SemiBold, 18–20px, #007BFF.
* Body Text: Inter Regular, 16px, #1F1F1F, line height 1.5.
* Use bold or blue for key metrics, gold highlights for action-oriented keywords.

### **Background**

* Full app background: #FAFAFA (off-white).
* The main content card floats visually with a soft drop shadow against it.
* Optional: add a very faint top-to-bottom gradient (white → #FAFAFA) for subtle depth.

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"route": "/plan",

"meta": {

"title": "90-Day Marketing Plan",

"description": "Displays the user's personalized strategy overview and key performance goals."

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"max\_width": 1200,

"margin": "0 auto",

"padding": "32px",

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"border": "1px solid #E5E5E5",

"border\_radius": "12px",

"shadow": "0px 2px 6px rgba(0,0,0,0.05)",

"animation": "fade-in 0.3s ease"

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"type": "header\_bar",

"properties": {

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"font\_family": "Inter",

"font\_weight": 700,

"font\_size": "26px",

"color": "#1F1F1F"

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"subtext": {

"text": "Your personalized strategy overview",

"font\_family": "Inter",

"font\_weight": 400,

"font\_size": "16px",

"color": "#6F6F6F"

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"action\_button": {

"label": "Regenerate Plan",

"icon": "refresh",

"style": {

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"text\_color": "#1F1F1F",

"padding": "10px 20px",

"border\_radius": "8px",

"font\_family": "Inter",

"font\_weight": 600,

"hover\_effect": {

"brightness": 0.9,

"shadow": "0px 0px 8px rgba(255,215,0,0.4)"

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}

}

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"type": "info\_grid",

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"font\_weight": 600,

"font\_size": "20px",

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{ "label": "Top Goals", "binding": "marketing\_goals.top\_goals", "color": "#1F1F1F" },

{ "label": "Target Audience", "binding": "target\_audience.custom\_description", "color": "#1F1F1F" }

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"color": "#FFD700",

"font\_weight": 600

},

"columns": [

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{ "label": "Priority", "width": "20%" },

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"font\_size": "15px",

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"border\_bottom": "1px solid #E5E5E5"

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"type": "timeline",

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"color": "#FFD700",

"font\_weight": 600

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"card\_style": {

"border": "2px solid #FFD700",

"border\_radius": "10px",

"padding": "16px",

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"hover\_shadow": "0px 2px 8px rgba(0,0,0,0.08)"

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"metric": "Email Growth",

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}

}

## **Natural Language Version**

### **Overall Layout**

* The Marketing Plan page sits inside a white container centered on a soft #FAFAFA background.
* Max width is 1200px, with 32px padding on all sides and 12px rounded corners.
* Every section fades in smoothly when the page loads.

### **Header Section**

* Title: “90-Day Marketing Plan” in Inter Bold (26px, #1F1F1F)
* Subtext: “Your personalized strategy overview” in Inter Regular (16px, #6F6F6F)
* Button: “Regenerate Plan”  
  + Gold background (#FFD700), black text, 8px radius, subtle glow on hover.
  + When hovered: brightness slightly decreases, gold glow appears.

### **Brand Snapshot**

* Section header: “Brand Snapshot” in gold (#FFD700, SemiBold, 20px).
* Two-column grid (desktop) with 24px spacing.
* Each cell contains:  
  + Label (smaller, gray text).
  + Data (dark text, dynamically populated).
* Vibe tags display as small rounded blue pills (#007BFF) with white text.

### **Channel Strategy Grid**

* Section header in gold (#FFD700, SemiBold, 18–20px).
* Table with four columns:  
  1. Channel (e.g., Instagram, Email)
  2. Priority (High/Medium/Low)
  3. Cadence (e.g., 2 posts/week)
  4. Key KPI (e.g., Engagement +5%)
* Rows have light gray borders (#E5E5E5) and hover highlight (#FAFAFA background).

### **Seasonal & Event Hooks**

* Horizontal timeline-style cards.
* Each card: white background, 2px gold border, rounded corners (10px), and drop shadow on hover.
* Cards display month and brief description of the event (e.g., “October — Spooky Drop + Glitter Promo”).
* Animation: subtle slide-up reveal when scrolling into view.

### **KPI Dashboard**

* Gold section header: “Key Performance Indicators.”
* Three evenly spaced metric cards (grid of 3, 24px gaps):  
  + Follower Growth: blue accent bar or icon.
  + Email Growth: green accent.
  + Repeat Purchases: gold accent.
* Each card: 20px padding, light background #FAFAFA, rounded 12px corners, shadow on hover.

### **Microinteractions**

* Every element fades in (0.3s ease) as it loads.
* Buttons pulse slightly on hover (brightness ↓ 10%, subtle gold shadow).
* Timeline cards slide upward slightly as the user scrolls.

This page should feel:

* Clean, structured, and premium.
* Warm gold + confident blue accents.
* Interactive but not flashy.

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"id": "to\_do\_board",

"route": "/tasks",

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"description": "A Kanban-style task management space where users organize marketing actions, synced with ClickUp if connected."

},

"layout": {

"container": {

"width": "100%",

"max\_width": 1200,

"margin": "0 auto",

"padding": "32px",

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"border": "1px solid #E5E5E5",

"border\_radius": "12px",

"shadow": "0px 2px 6px rgba(0,0,0,0.05)",

"animation": "fade-in 0.3s ease"

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"sections": [

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"text": "Action Board",

"font\_family": "Inter",

"font\_weight": 700,

"font\_size": "26px",

"color": "#1F1F1F"

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"subtext": {

"text": "Organize your current marketing actions and see what’s next.",

"font\_family": "Inter",

"font\_weight": 400,

"font\_size": "16px",

"color": "#6F6F6F"

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"inactive\_color": "#E5E5E5",

"handle\_color": "#FFFFFF",

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"label": "Add Task",

"icon": "plus",

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"font\_weight": 600,

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"columns": [

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"label": "Backlog",

"accent\_color": "#E5E5E5"

},

{

"id": "in\_progress",

"label": "In Progress",

"accent\_color": "#007BFF"

},

{

"id": "done",

"label": "Done",

"accent\_color": "#28A745"

}

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"border\_radius": "8px",

"padding": "16px",

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"size": "18px",

"color": "#1F1F1F"

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"color": "#1F1F1F"

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"font\_size": "14px",

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"font\_size": "12px",

"border\_radius": "12px",

"padding": "4px 10px"

}

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"due\_date": {

"binding": "task.due\_at",

"icon": "calendar",

"text\_color": "#1F1F1F",

"font\_size": "13px"

},

"progress\_bar": {

"binding": "task.progress",

"track\_color": "#E5E5E5",

"fill\_color": "#FFD700",

"height": "6px",

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"interactions": {

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"hover\_effect": "slight raise and glow"

}

}

}

]

},

"microinteractions": {

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"hover\_shadow": "soft",

"drag\_feedback": "card opacity 80% while dragging"

}

}

}

## **Natural Language Breakdown (To-Do Board Page)**

### **Overall Layout**

* Page framed like a clean workspace: white card on a soft #FAFAFA background.
* Max width 1200px, 32px padding, 12px rounded corners, light gray border and faint drop shadow.
* Animates in with a gentle fade (0.3s ease).

### **Header Bar**

* Title: “Action Board” — bold, 26px, Inter, dark text (#1F1F1F).
* Subtext: “Organize your current marketing actions and see what’s next.” (gray #6F6F6F).
* Right side:  
  + Toggle switch: “Sync with ClickUp”  
    - Off state: gray track, white handle.
    - On state: gold track (#FFD700), handle slides right. Smooth 0.2s animation.
  + Add Task button: gold (#FFD700), black text, 8px radius. Slight gold glow on hover.

### **Kanban Columns**

Three evenly spaced vertical columns across the screen (each about 32% width).

1. Backlog — gray accent header (#E5E5E5 border line).
2. In Progress — blue accent (#007BFF).
3. Done — green accent (#28A745).

Each column header: Inter SemiBold, 18px, dark text, padded 16px top and bottom.

Columns have a light gray background (#FAFAFA), rounded corners (8px), and 16px inner padding.

### **Task Cards**

Each task is represented as a draggable card:

* Card Shape:  
  + White background, 8px corner radius, 16px padding, and a soft drop shadow.
  + Hover: rises slightly with deeper shadow (rgba(0,0,0,0.1)).
  + Draggable — becomes 80% opaque while being moved.
* Content:  
  + Title: bold, dark text (16px).
  + Description: optional line under it in smaller gray text (14px).
  + Tag Chip: small pill (blue background #007BFF, white text, 12px font, 12px radius).
  + Due Date: small calendar icon + date text (13px, dark text).
  + Progress Bar: thin (6px height), rounded ends, gray track, gold fill for completion.

### **Interactions**

* Drag-and-Drop:  
    
   Tasks can be freely moved between columns.  
    
   Drop animation snaps smoothly with a bounce effect.
* Click: opens a detailed modal (not yet defined) with task notes and links.
* Hover: soft raise and glow to indicate focus.
* Sync Toggle: instantly pushes or pulls tasks if connected to ClickUp (indicator lights gold when active).

### **Microinteractions**

* Cards and headers fade into view sequentially when the page loads.
* Buttons pulse slightly on hover.
* When dragging, the column background slightly brightens to indicate the drop zone.

### **Design Feel**

Think Trello meets Notion, but with Alva’s gold and blue identity layered on top — clean, premium, not noisy.

It should feel like a calm digital workspace — structured yet flexible.

{

"page": {

"id": "daily\_quick\_wins",

"route": "/quickwins",

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"title": "Daily Quick Wins",

"description": "Short, high-impact marketing actions with streak tracking and motivation elements."

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"layout": {

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"margin": "0 auto",

"padding": "32px",

"background\_color": "#FFFFFF",

"border": "1px solid #E5E5E5",

"border\_radius": "12px",

"shadow": "0px 2px 6px rgba(0,0,0,0.05)",

"animation": "fade-in 0.3s ease"

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"properties": {

"title": {

"text": "Daily Quick Wins",

"font\_family": "Inter",

"font\_weight": 700,

"font\_size": "26px",

"color": "#1F1F1F"

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"subtext": {

"text": "Small actions. Big momentum.",

"font\_family": "Inter",

"font\_weight": 400,

"font\_size": "16px",

"color": "#6F6F6F"

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"right\_actions": [

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"padding": "8px 18px",

"font\_family": "Inter",

"font\_weight": 600,

"hover\_effect": {

"brightness": 0.9,

"shadow": "0px 0px 8px rgba(255,215,0,0.4)"

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"padding": "24px",

"margin\_bottom": "32px",

"shadow": "0px 2px 8px rgba(0,0,0,0.05)"

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"style": {

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"shadow": "0px 0px 8px rgba(255,215,0,0.4)"

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"font\_family": "Inter",

"font\_weight": 600,

"font\_size": "18px",

"color": "#FFD700"

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"item\_card": {

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"padding": "16px",

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"font\_weight": 600,

"font\_size": "15px",

"color": "#1F1F1F"

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"description": {

"binding": "item.preview",

"font\_weight": 400,

"font\_size": "13px",

"color": "#6F6F6F"

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"gap": "16px"

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"type": "info\_card",

"title": {

"text": "Tip of the Day",

"font\_family": "Inter",

"font\_weight": 600,

"font\_size": "18px",

"color": "#007BFF"

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"icon": {

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"color": "#007BFF",

"size": "24px"

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"border\_radius": "12px",

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},

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}

}

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## **Natural Language Breakdown (Daily Quick Wins Page)**

### **Overall Layout**

* White page card centered on a pale background #FAFAFA, 1200 px max width, 32 px padding.
* Rounded 12 px corners, faint border #E5E5E5, soft shadow for depth.
* Smooth fade-in on load; all buttons use gold hover glow.

### **Header Bar**

* Title: “Daily Quick Wins” — Inter Bold 26 px, dark text #1F1F1F.
* Subtext: “Small actions. Big momentum.” — Inter Regular 16 px, medium gray #6F6F6F.
* Right-side button: “View All” — gold background #FFD700, black text, subtle glow when hovered.

### **Hero Card (Today’s Win)**

* Featured box across the top: soft gray #FAFAFA with a 6 px gold left border.
* Padding 24 px, rounded 12 px corners, light shadow.
* Icon: yellow bolt (28 px).
* Title: bound to quickwin.today.title, bold dark text 16 px.
* Description: quickwin.today.description, muted gray text 14 px.
* CTA Button: “Mark Complete” — gold #FFD700 background, black text, 8 px radius, glow on hover.  
    
   When clicked → incrementStreak() + brief confetti animation.

### **Upcoming Carousel**

* Header: “Upcoming Wins” in gold (#FFD700, 18 px bold).
* Horizontal scroll of small cards (250 × 140 px) with 16 px gaps and snap behavior.
* Each card:  
  + White background, 10 px corners, 1 px gray border #E5E5E5.
  + Title bold 15 px dark; short description 13 px gray.
  + Slight lift and shadow on hover.

### **Tip of the Day Card**

* Blue header “Tip of the Day” with lightbulb icon.
* Background: pale blue #F5F9FF, rounded 12 px corners.
* Displays dynamic copy from quickwin.tip.
* Padding 20 px, subtle shadow.

### **Streak Tracker**

* Section header “Your Streak” in gold.
* Row of flame icons (up to 14 days).  
  + Active flames glow gold #FFD700.
  + Inactive flames gray #E5E5E5.
  + Each flame pulses slightly when streak increments.
* Container: light gray background, rounded 12 px, 1 px border #E5E5E5.

### **Microinteractions**

* Every block fades in (0.3 s ease).
* Buttons glow gold on hover.
* Completing a win → confetti burst + flame pulse animation.
* Carousel slides smoothly with snap alignment.

### **Overall Feel**

This page should feel motivational, quick, and gamified — like a daily booster.

Visually light, with bright gold for reward, cool blue for focus, and airy spacing to keep the experience calm but energetic.

SETTINGS PAGE

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"label": "Weekly Pulse Summary",

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"binding": "subscription.billing\_portal",

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"price": "Free",

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"features": [

"Full onboarding experience",

"Static Brand Blueprint PDF",

"Basic profile storage",

"Upgrade prompts for Pro access"

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"price": "$19/mo",

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"features": [

"Live AI chat interface",

"Editable marketing plan dashboard",

"Task board and quick wins",

"Email and push notifications"

]

},

{

"name": "Director+",

"slug": "enterprise",

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"description": "Everything in Pro plus advanced integrations and team collaboration.",

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"Multi-user team access",

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]

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"description": "Choose a plan that fits your growth stage.",

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"style": "gold\_primary",

"action": "processUpgrade()"

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"style": "outline",

"action": "closeModal()"

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}

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## **Natural Language Breakdown (Settings Page)**

### **Page Purpose**

The Settings page is Alva’s control center — the user’s personal workspace for branding, integrations, notifications, and subscription management.

Everything follows Alva’s clean, gold-accented brand identity (Inter font, dark text on white, subtle shadows).

### **Layout Overview**

* Container: white background (#FFFFFF), soft border (#E5E5E5), rounded corners (12px), 32px padding.
* Global Style: gold section titles, dark body text, card-based structure, smooth fade-in (0.3s ease).
* Microinteractions: toggles slide, buttons glow gold on hover.

### **Sections**

#### **1. Header Bar**

* Title: “Settings & Integrations” — bold, 26px dark text.
* Subtitle: “Customize your workspace and connections.”
* Clean, no avatars — fits the “Advisor as Presence” principle.

#### **2. Profile & Branding**

* Gold section title.
* Two-column form layout: Business Name, Vibe Tags, Primary Colors, Font.
* Input fields highlight gold when active.

#### **3. Integrations**

* Header in gold with a soft gray description: “Connect tools to automate workflows and sync data.”
* Three integration tiles (Google Calendar, ClickUp, Email).
* Each tile uses OAuth connect buttons that turn green when linked.
* Columns evenly spaced with subtle hover shadow.

#### **4. Notifications**

* Two toggle switches:  
  + Daily Quick Win Reminder
  + Weekly Pulse Summary
* Toggles slide from gray (off) to gold (on) with smooth animation.
* Pulse animation when activated.

#### **5. Subscription & Billing**

* Gold header “Subscription & Billing.”
* Displays:  
  + Current Plan: pulled from "subscription.current\_tier".
  + Manage Billing: blue link with arrow icon.
  + Upgrade Plan: gold button with black text and glow on hover.
* Clicking “Upgrade Plan” opens the new upgrade modal (see below).

### **Integrated Subscription System**

#### **Free Tier — “Discover”**

* Default for all new users.
* Unlocks onboarding + personalized “Brand Blueprint PDF” download.
* Encourages upgrade via embedded CTA banners.

#### **Pro Tier — “Direct”**

* Enables full Alva interface (chat, 90-day plan, task board, daily quick wins).
* Dynamic, editable marketing experience.

#### **Enterprise Tier — “Director+”**

* All Pro features plus integrations (Google Calendar, ClickUp, Mailchimp).
* Prepares for future AI Receptionist and team access.

### **Upgrade Modal**

Triggered by "openUpgradeModal()".

* Title: “Upgrade Your Plan”
* Description: “Choose a plan that fits your growth stage.”
* Three tier cards (Free, Pro, Enterprise) populate dynamically from the subscription.tiers array.
* Cards: white background, gold left accent, hover glow.
* Each displays plan name, price, feature list, and a gold “Upgrade Now” button.
* Modal closes via the outline “Cancel” button.

### **Developer Notes**

* Modal should be globally accessible (not re-rendered each page).
* subscription.current\_tier controls what features the user sees throughout the app.
* Empty tier array defaults to a “Coming Soon” message.
* Connect processUpgrade() to payment flow (Stripe or Paddle later).
* Maintain fade-in and gold hover effects consistently for UI cohesion.

✅ Summary:

This updated schema keeps your existing Settings Page intact, while adding a modular subscription and upgrade flow that can be switched from placeholder → full monetization without redesign. It future-proofs your SaaS.