**Design Rationale Document**

**Project Overview**

The design of this project aims to create a visually appealing, user-friendly, and responsive web interface for a sales performance dashboard. The interface is designed to be consistent with our brand guidelines, ensuring a cohesive user experience across all platforms. The key features include a dark mode toggle, a top navigation bar, a user profile section, and a table displaying sales performance data.

**Color Scheme**

# Primary Colors

- Primary Blue (#1E90FF) : This color is chosen for its strong and vibrant feel, representing trust and professionalism. It is used for primary buttons, links, and highlights to draw user attention to key actions and elements.

- Dark Blue (#0B3D91) : This darker shade complements the primary blue and is used for headers, footers, and primary text in dark mode. It provides a strong contrast, enhancing readability and focus.

# Secondary Colors

- Light Gray (#F5F5F5) : Used for backgrounds, form inputs, and card backgrounds, this color offers a clean and neutral base, ensuring content stands out without distraction.

- Medium Gray (#CCCCCC) : This color is used for borders and secondary text, providing a subtle contrast to differentiate secondary elements from primary content.

- Dark Gray (#4D4D4D) : Used for primary text in light mode, this color ensures readability and a balanced contrast against the lighter backgrounds.

# Accent Colors

- Green (Success, #28A745) : This color is used to indicate success, such as achieved targets, due to its positive and vibrant connotation.

- Red (Error, #DC3545) : Used to highlight errors or unmet targets, red is chosen for its strong visibility and association with warnings.

# Neutral Colors

- White (#FFFFFF) : A key color for backgrounds and text in dark mode, ensuring high contrast and readability.

- Black (#000000) : Used for primary text in light mode and icons, providing a clear and sharp contrast against lighter backgrounds.

**Typography**

# Primary Font: Open Sans

- Weights : 400 (Regular), 600 (Semi-Bold), 700 (Bold)

- Usage : General text, buttons, headings

- Rationale : Open Sans is chosen for its readability and modern appearance, fitting well with both professional and friendly content.

# Secondary Font: Roboto

- Weights : 400 (Regular), 500 (Medium), 700 (Bold)

- Usage : Sub-headings, labels, secondary text

- Rationale : Roboto complements Open Sans, offering a slightly different feel that helps differentiate between primary and secondary text.

**Font Sizes**

- Headings (H1 to H6) : Ranging from 32px to 16px, providing a clear hierarchy and structure to the content.

- Body Text : Regular (14px) and Small (12px), ensuring readability and comfort.

- Buttons and Labels : Sized to match body text, ensuring consistency and usability.

**Line Heights**

- Headings : 1.2 for tight and impactful presentation.

- Body Text and Buttons : 1.5 and 1.2 respectively, ensuring readability and aesthetic balance.

**Layout and Components**

# Top Navigation Bar

* Includes : Dark mode toggle switch, user profile section
* Rationale : Positioned at the top for easy access and visibility, enhancing user experience by providing quick access to essential controls and information.

# Dark Mode Toggle

* Rationale : Offers users the flexibility to switch between light and dark modes, catering to different preferences and lighting conditions.

# Sales Performance Table

* Columns : Name, Sales Performance, Targets, Achieved Target
* Styling : Green badge for achieved targets, red badge for unmet targets
* Rationale : The table provides a clear and organized view of key performance metrics, with color-coded badges for quick visual assessment.

**Responsive Design**

* Approach : Mobile-first design, ensuring optimal performance and usability across all device sizes.
* Techniques : Flexible grids, media queries, responsive typography
* Rationale : Ensuring accessibility and usability on various devices, from mobile phones to desktop monitors, enhances user experience and broadens the audience reach.

**Brand Consistency**

* Adherence to Guidelines : Colors, typography, and layout choices are aligned with our brand guidelines to ensure a cohesive and professional appearance.
* Rationale : Consistency across all digital platforms reinforces brand identity and trust.

**Known Issues and Troubleshooting**

* Issue : Minor rendering differences across browsers
* Solution : Use cross-browser testing tools to identify and fix discrepancies.
* Issue : Performance lag on older devices
* Solution : Optimize images and minimize the use of heavy scripts.

**Conclusion**

This design rationale document outlines the decisions made to create a cohesive, user-friendly, and visually appealing web interface. By adhering to brand guidelines and focusing on usability, the design aims to provide a seamless experience for all users.