

UI / UX Design Considerations

The user interface of Project S is designed to support **clarity of decision-making**, not exploration or discovery. Its primary function is to provide immediate situational awareness, allowing users to understand public sentiment quickly and confidently, without technical interpretation or training.

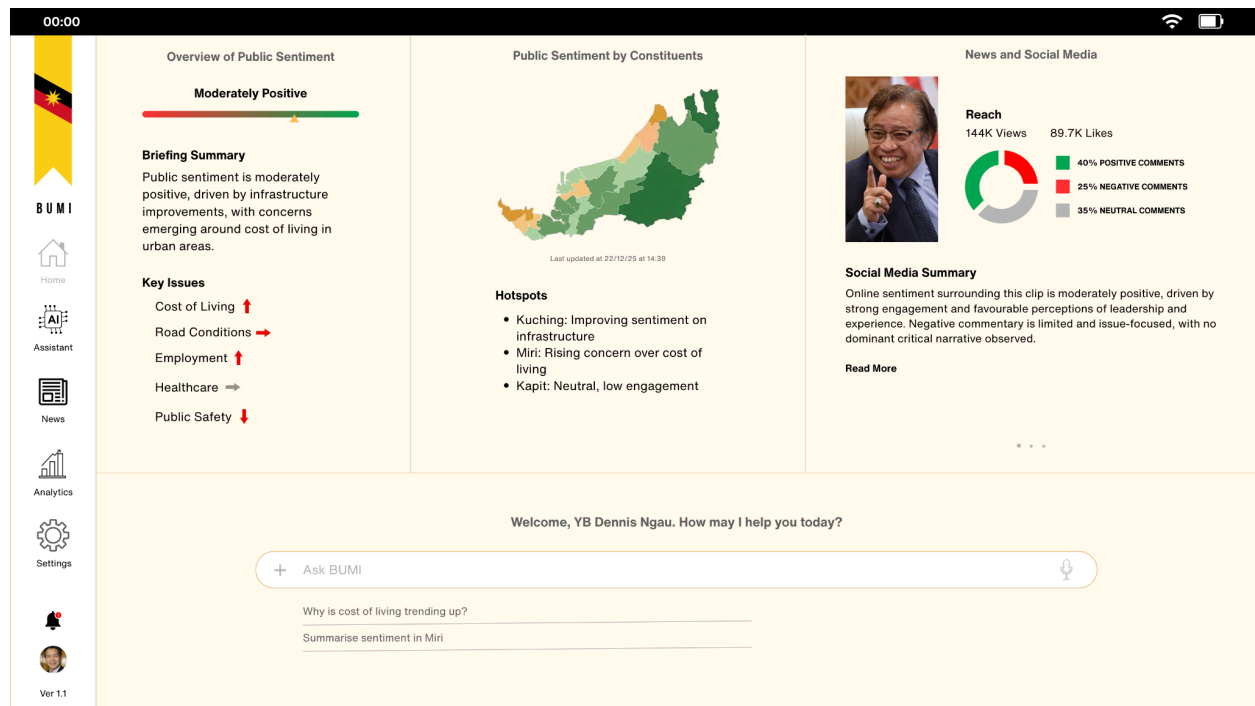
Given the nature of its users and use cases, the interface prioritises **reassurance over novelty**. Every design decision is intended to reduce cognitive load, eliminate unnecessary interaction, and present information in a way that feels familiar, calm, and dependable.

Accordingly, the UI/UX design is guided by the following principles:

- **Single-screen comprehension**, ensuring core insights are visible upon launch
- **Plain-language hierarchy**, favouring readable summaries over dense data visualisation
- **Minimal interaction by default**, reducing reliance on navigation, filters, or hidden controls
- **Neutral visual tone**, avoiding urgency, alarm, or performance-driven cues
- **Tablet-first layout**, reflecting real-world briefing and on-the-go usage

The interface is intentionally restrained, functioning as a **digital briefing board** rather than a traditional analytics dashboard. This ensures that Project S remains accessible to users of varying technical familiarity, while maintaining credibility in formal and sensitive decision-making environments.

Project S — Home Screen Rationale



The design shown is not final and is subject to change.

The Project S home screen is designed as a **single-glance intelligence dashboard**, built to prioritise clarity, accessibility, and immediate situational awareness.

The guiding principle is simple: **open the app, understand the landscape.**

Users should be able to access the most critical insights—public sentiment, key issues, geographic trends, and media context—**without navigating away from the home screen.**

One Screen, Complete Context

Project S consolidates all essential information into a single dashboard view. This removes the need for menu exploration, filtering, or technical interpretation, ensuring the platform remains accessible to users of varying digital familiarity.

Rather than behaving like a complex analytics tool, the home screen functions as a **digital briefing board**—similar to a prepared summary one would receive before a meeting.

Structured for Decision-Making

Information is intentionally arranged to reflect how decisions are made:

- **Overall Public Sentiment** answers *“What is the current mood?”*
- **Key Issues** answers *“What are people responding to?”*
- **Constituency Map & Hotspots** answers *“Where are changes occurring?”*
- **News & Social Media Summary** answers *“What narratives are influencing perception?”*

Each section is deliberately concise, using plain language and restrained visuals to avoid misinterpretation or overload.

Minimal Interaction by Design

The home screen is designed to be **non-exploratory by default**. Users are not required to click, filter, or drill down to understand the core message.

This approach:

- Reduces cognitive load
- Builds trust in the data
- Ensures immediate usability without onboarding or training

Deeper analysis is available in secondary views, but never required to gain situational clarity.

Optimised for Tablet and Briefing Use

Project S is optimised for tablet use in real-world scenarios such as:

- Pre-meeting reviews
- On-the-go briefings
- Quick reference before public engagements

The 16:9 layout, restrained colour palette, and intentional whitespace support readability and reduce visual fatigue, reinforcing a calm and authoritative presentation.

Accessibility Without Compromise

Rather than simplifying information, Project S simplifies **decision friction**.

The interface assumes:

- Users value clarity over novelty
- Confidence comes from visibility, not complexity
- Familiar layouts encourage repeat use

This ensures the platform is accessible without feeling oversimplified or condescending.

Home Screen as the Anchor of Trust

By placing all critical indicators on a single screen, the home dashboard becomes the **primary reference point** within Project S. Users are not required to search for insights—the platform surfaces them proactively.

This positions Project S as a quiet decision-support system, designed to inform rather than distract.