



## FACE Deep Comparative Analysis — Executive Decision Layer UX & Evidence-Based Design

### 1. Competitor Decision-Layer UX Patterns

#### Common, Validated Executive Dashboard Patterns:

Platform	Decision-Layer Key Patterns	Sources
Northbeam	Custom dashboard tiles for KPIs (Spend, Revenue, etc.); unified, cross-channel view; breakdowns & saved views	<a href="#">[1]</a> <a href="#">[2]</a> <a href="#">[3]</a> <a href="#">[4]</a>
TripleWhale	"Summary Page" aggregates KPIs; interactive filters, tooltips, custom dashboard templates; explainability dialogue	<a href="#">[5]</a> <a href="#">[6]</a>
Madgicx	AI-powered asset ranking (top-worst), predictive budget automation, risk iconography (scissors, money note); threshold triggers	<a href="#">[7]</a> <a href="#">[8]</a>
Motion	Insight cards for project health, risk/roadblock prediction, real-time visualizations; custom widgets and summaries	<a href="#">[9]</a> <a href="#">[10]</a>
Klaviyo	Pre-built summary dashboards; actionable insight cards; predictive churn/kPI cards; custom card layouts; multi-channel	<a href="#">[11]</a> <a href="#">[12]</a>
HubSpot	Predictive scoring, object-level explainers, status summaries, modular dashboard components	<a href="#">[13]</a> <a href="#">[14]</a>
Pardot/Salesforce	Lead scoring, customizable dashboard lenses, KPI tiles, drag-and-drop layouts; narrative/alerts integration	<a href="#">[15]</a> <a href="#">[16]</a>
GA4/Google Ads	Flat KPI dashboards, custom reporting, funnel analysis, predictive metrics, attribution modules	<a href="#">[17]</a> <a href="#">[18]</a>
TikTok/Meta Ads	KPI bar/line charts; asset rankings; winner/loser visuals (leaderboards); status chips for risks/confidence	<a href="#">[8]</a>
Shopify/Amazon	Performance cards, attribution splits, "next best actions" listed with impact, product winners/losers leaderboard	<a href="#">[6]</a> <a href="#">[18]</a>

#### Core UX Elements Across Leading Platforms:

- **Insight Cards:** Modular, usually tile-based, summarizing key signals (KPI, risk, change, impact).
- **Predictive Visualization:** Sparklines/trends, shaded risk bars, badges for severity.
- **KPI Summarization:** Above-the-fold, TLDR tiles for core stats (MER, ROAS, LTV).
- **"Next Best Actions":** Recommendation lists, call-to-action cards, impact badges.

- **AI Explanation:** Tooltip popouts, “why” dialogs, natural language summary lines.
- **Winner/Loser Visualization:** Sorted leaderboards or color-coded tables, trend icons (up/down).
- **Confidence/Uncertainty:** Chips/badges/icons (color, text, % or “High/Med/Low”), muted visuals for uncertainty.
- **Executive Signal Handling:** TLDR and narrative elements always above fold; customizable for different personas (CMO, VP, Technical).

## 2. White-Space Opportunities for FACE

### Unmet Needs in Existing Platforms:

- **Predictive Creative Fatigue:** Few show early warnings for ad/creative fatigue.
- **Predictive ROI Drop:** Visual, trend-based ROI decline (“about to break”) absent in most.
- **Audience Decay/Saturation:** Only deep CRM solutions hint at audience exhaustion; not surfaced as dashboard alert.
- **Subscription LTV Volatility:** Rarely surfaced as KPI trend or flagged.
- **CMO Briefing/Narrative:** Little focus on “1-glance, 3-sentence” executive summary tuned for speed.
- **Time-to-Decision Optimization:** No UX designed for “fastest actionable path” (Musk-level reduction).
- **Budget Misallocation Forecast:** Most show spend, few show “misallocation risk.”
- **Cross-Channel Priority:** “Winners/losers” usually siloed; clear cross-channel priority ranking not surfaced.
- **Narrative Summarization:** AI-generated plain-language summaries of risk/action/impact is not a standard module.

## 3. Evidence-Backed FACE Design Specification

### a. Insight Card Templates

- **Card Structure:** Title (signal), numeric impact (KPI/\$), status badge (risk/confidence), TLDR summary (why/action), history sparkline.
- **Variation:** Use persona/context (CMO, VP) to vary copy, not layout.

### b. Predictive Modules

- **Required:** Fatigue predictor, ROI decay projector, LTV volatility radar, cross-channel comparative leaderboard.
- **Evidence:** AI “forecast” modules (TripleWhale, Madgicx, HubSpot) improve action speed.<sup>[15]</sup>  
[\[7\]](#) [\[13\]](#)

### c. Risk Visualizations

- **Visual:** Color-coded chips (R/G/Y/Red), shaded tiles, "at-risk" badges. Icons for urgency ( $\triangle$ ,  $\square$ ,  $\square$ ).
- **Severity/Confidence:** "High/Med/Low"; confidence as chip, faded text, or % badge.

### d. Executive Narrative Elements

- **Design:** Above-fold, persona-tuned TLDR, money impact always bold, narration in plain English (e.g., "You're at risk of losing \$18K if you don't act now").[\[11\]](#) [\[6\]](#)

### e. Recommendation Elements

- **Display:** Ranked list, top-3 actions, impact badges ("Save \$8K/week"), urgency chips ("Do Now").
- **Action Copy:** Direct, bold, active voice ("Shift 10% from TikTok to Meta Retargeting").

### f. Confidence/Uncertainty UI

- **UI:** Chips/badges (color + text), AI explanation tooltips, faded icons/text for "Low" confidence.[\[7\]](#) [\[5\]](#)

### g. KPI Prioritization

- **Standard:** MER, ROAS, LTV at top; channel-level breakdowns below; risk/urgency badges per channel.[\[1\]](#) [\[1\]](#)

### h. Color Semantics

- **Evidence:** Mature dashboards use R/Y/G for risk/health; blue for information; grey for neutral/uncertain.
- **Guideline:** Red = high risk/urgent; yellow = medium/pending; green = good; blue = info; grey = muted/uncertain.[\[19\]](#) [\[5\]](#) [\[7\]](#)

### i. Layout Patterns (Mobile/Desktop)

- **Mobile-First:** Vertical stacking, sticky summary bar, card collapse/expand, 1-click "See actions," progressive disclosure (show most urgent, hide detail).
- **Desktop:** Horizontal summary strip, grid/column cards, drag-reorder, TLDR top, deep-dive bottom.[\[4\]](#) [\[6\]](#) [\[19\]](#)
- **Custom Views:** Allow persona toggling; user can filter by KPI, risk, or action.

## j. 80/20 MVP vs Stretch Scope

- **MVP:** Top summary strip, memory (what happened), oracle (risk), curiosity (actions/impact); all single page, persona toggle.
- **Stretch:** Dynamic creative snapshot, historical trend explorer, action annotation, deep audience science, multi-channel filter customizer.

## k. Ranked Feature Priority List

Priority	Feature	Impact
1	Top summary strip (KPI, \$\$, TLDR risk)	Immediate clarity, fast exec decision
2	Risk cards (predictive, urgency, impact \$)	Prevents loss, enables proactive action
3	Recommendations (top-3, impact badge)	Direct guidance, conversion optimization
4	Persona toggle (copy/context)	Exec-specific focus, speed
5	Creative fatigue/ROI volatility modules	Early warning, higher ROI
6	AI narrative summaries (plain English)	CMO speed, lowers cognitive load
7	Confidence/uncertainty indicators	Reduces bad decisions, focus on "what's sure"
8	Action annotation/bulk edits	Advanced, post-MVP
9	Historical trend explorer	Advanced, adds context

## 4. FACE Layout (Mobile + Desktop Example)

### Mobile:

- Sticky top summary (KPI, risk, persona selector)
- Scrollable cards for risks, actions, impact
- Collapse/expand for detail
- "Do Now" button always visible

### Desktop:

- Horizontal summary strip
- Main column for risk + action cards
- Sidebar for leaderboard, creative snapshot
- Persona toggle at top right
- Action list left-aligned, impact badges bold

## 5. MVP vs Stretch Scope Table

Scope	Features
MVP	Top KPI/TLDR summary strip, risk cards, actions, impact, persona toggle
Stretch	Creative leaderboard, historic trends, action annotations, bulk edit, custom view builder

## Citations

All UX patterns and recommendations grounded in direct executive dashboard evidence from Northbeam, TripleWhale, Madgicx, Klaviyo, HubSpot, Salesforce/Pardot, GA4, Shopify/Amazon, Motion, and best-practice dashboard research. [3] [2] [9] [13] [16] [17] [6] [8] [10] [12] [14] [15] [18] [1] [19] [5] [7] [11] [4]

**FACE for Omnify: A Tesla-level C-suite executive surface — fast, predictive, action-oriented, with dollar impact clarity and evidence-driven design.**

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1. <https://docs.northbeam.io/docs/executive-team>
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