



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

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. ^[5]
^[7] ^[13]

c. Risk Visualizations

- **Visual:** Color-coded chips (R/G/Y/Red), shaded tiles, "at-risk" badges. Icons for urgency (, , ).
- **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] ^[11]

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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