

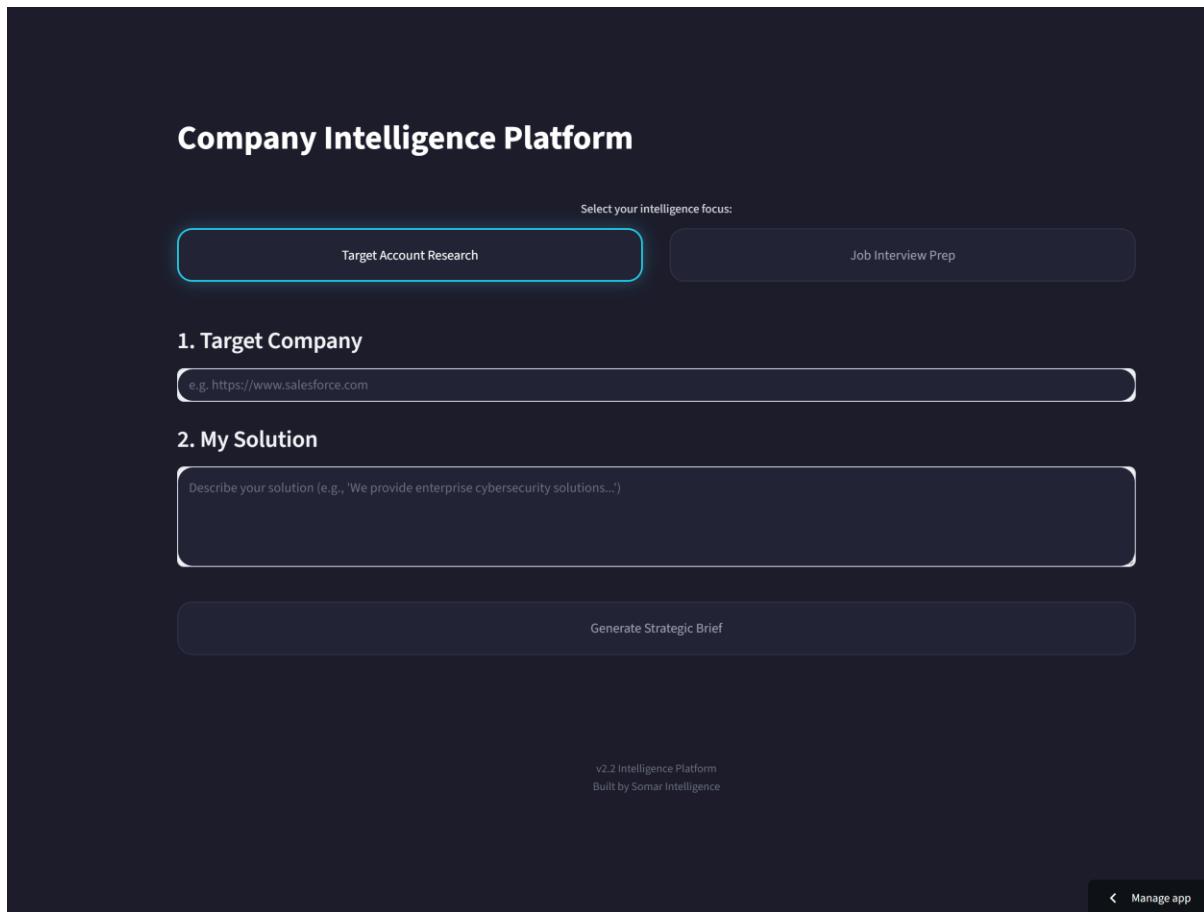
# Ongoing design/UX issues for B2B Company Analyst tool

Date: 12 Jan 2026

Link to app: <https://somar-company-analyst.streamlit.app/>

## Desktop/laptop version:

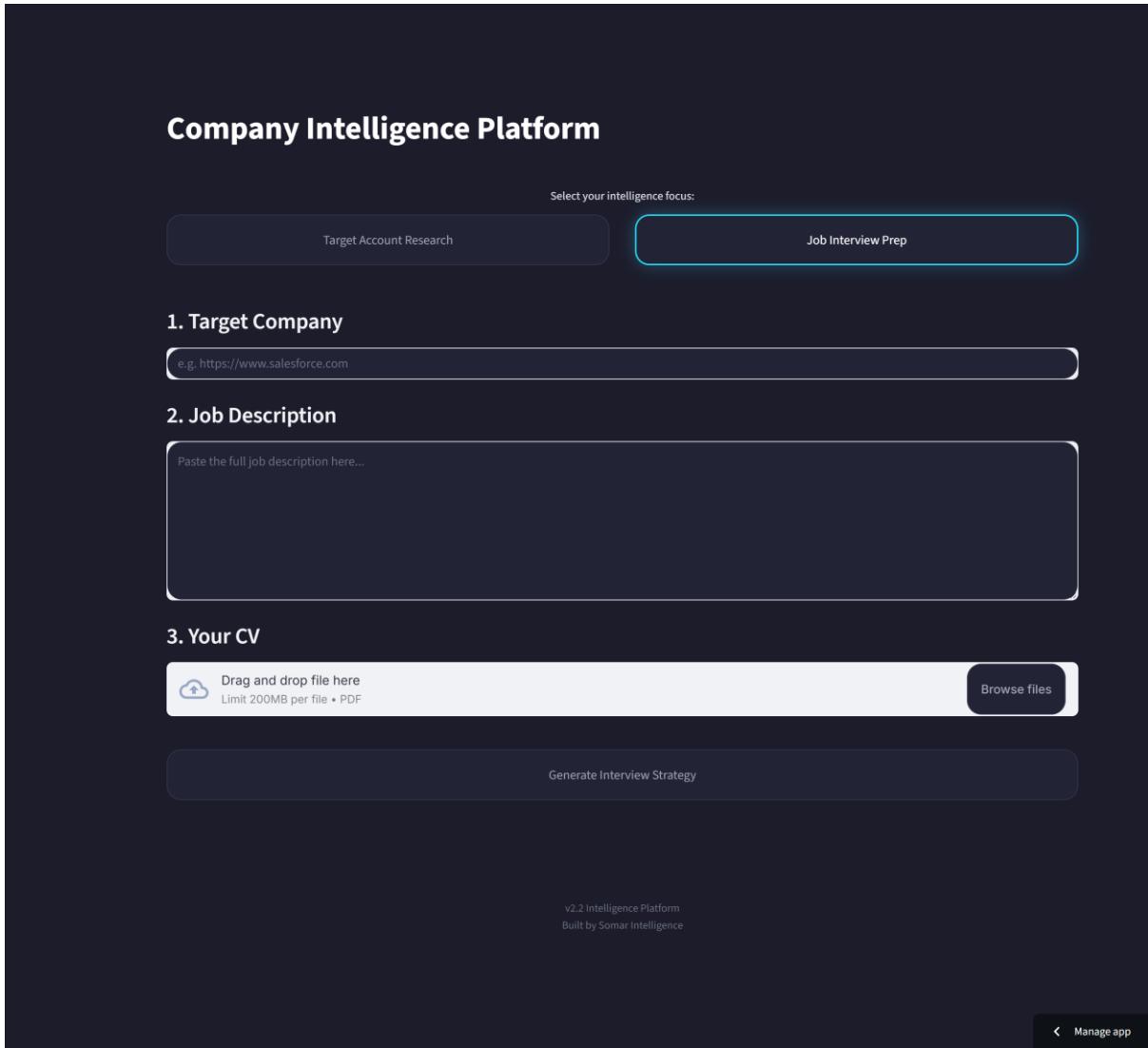
With the ‘Target Account Research’ mode selected:



## Issues:

- “Select your intelligence focus” is quite small, and perhaps needs more prominence?
- The design of the existing intelligence focus “toggle” – the two tiles next to each other (‘Target Account Research’ and ‘Job Interview Prep’) – has been updated based on changes that we were trying to make to the mobile version only. Does this new layout pass QA? Would a UX/design expert sign this off?

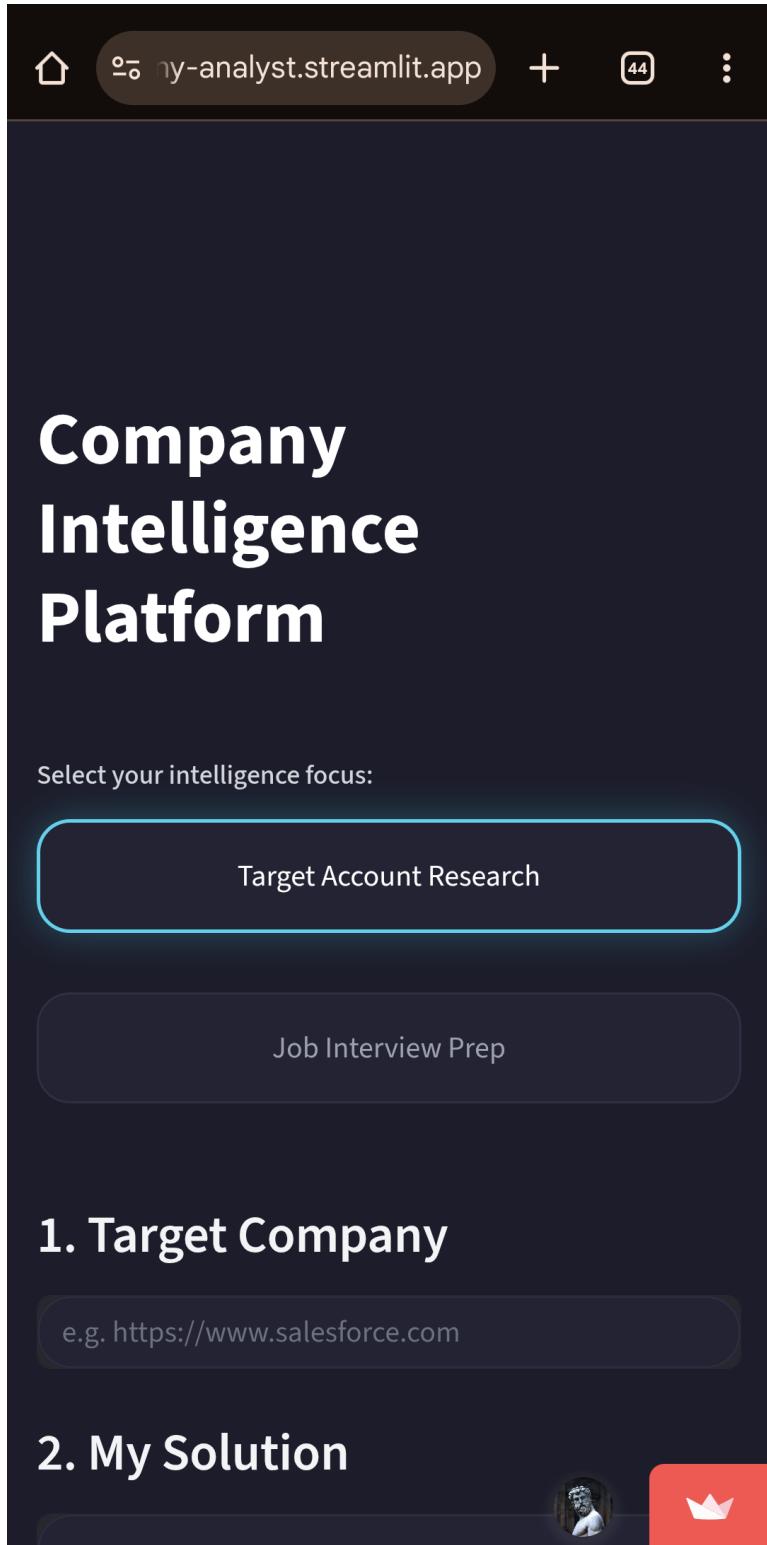
- When Antigravity updated the mode toggle layout on the mobile version, it appears to have then changed the colour of the ‘Generate Strategic Brief’ CTA button. It now has a dark background where we previously applied the accent/CTA colours (#22D3EE, #06B6D4) enclosed below in the “Brand colour & style system” notes. This needs fixing
- The same issue applies when you select the Job Interview Prep mode:



- Approaching the app UI with fresh eyes, is it clear enough what this tool does/offers? Does it need an explanatory sub-title or single explanatory sentence at the top? Ideally a subtitle I think, to save on space. If so, I want Claude to suggest some options based on what my tool does
- Also, further to the previous point, is ‘Company Intelligence Platform’ the perfect title for my app? Does it accurately cover what both modes offer? Is it instantly clear enough to a new user? Can we leave it as is, if we add a qualifying subtitle?

**Mobile version:**

This is taken from my Android smartphone Google Pixel 7:



## 1. Target Company

e.g. <https://www.salesforce.com>

## 2. My Solution

Describe your solution (e.g., 'We provide enterprise cybersecurity solutions...')

Generate Strategic Brief

v2.2 Intelligence Platform  
Built by Somar Intelligence



### Issues:

- I'm not 100% certain about the mode selection toggle. It seems a little bit floaty, also there is perhaps a bit too much vertical space in-between the two buttons ('Target Account Research' and 'Job Interview Prep')? I would like a UX critique here – is the best way that we can offer the mode selection option on mobile?

- The last round of changes that I submitted to Antigravity was supposed to fix issues with the mobile UI/UX only, but it seems that the changes were applied to the desktop/laptop too. Do we need to have a single mode toggle format that must work across all devices, or can we have two design versions: one optimised for desktop and one for laptop? What would a design/UX expert do? I need my app UI to be device-responsive/optimised but also stable.
- As you can see, same issue with the CTA buttons.

## Brand colour & style system

This document defines the **Somar Consulting visual system**. It is designed to be shared with **designers, developers, and AI tools** so that all outputs are visually consistent, restrained, and on-brand.

The goal is clarity, consistency, and calm authority. This is not a moodboard. It is a working system.

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### 1. Colour system

Colours are defined by **role**, not decoration. No additional colours should be introduced unless they serve a clear functional purpose.

#### 1.1 Foundational neutrals

These form the backbone of all layouts.

- **Primary background**  
#1C1C2B  
Use for main page backgrounds and full-screen sections.
  - **Panel / surface**  
#232335  
Use for cards, containers, elevated sections.
  - **Border / divider**  
#2F3045  
Use for outlines, separators, tables, and subtle structure.
- 

#### 1.2 Typography colours

Text colour is intentionally limited to preserve hierarchy and readability.

- **Primary text**  
#FFFFFF  
Headlines, body copy, primary labels.
  - **Secondary / muted text**  
#C7C9D3  
Supporting copy, captions, helper text, metadata.
- 

### 1.3 Accent colours (action only)

Accent colours indicate **interaction and intent**. They are not decorative.

- **Primary accent / CTA**  
#22D3EE  
Buttons, links, active states.
- **Accent hover / active**  
#06B6D4  
Hover, focus, and pressed states.

**Rule:** Accent colours should appear only where user action is expected.

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### 1.4 System tokens (non-brand)

These support the UI but are not part of the brand palette.

- **Shadow**  
rgba(0, 0, 0, 0.35)
  - **Corner radius**  
18px
- 

## 2. Typography system

### 2.1 Font family

- **Primary font:** Inter

Inter is used across all touchpoints:

- Website
- Tools and apps
- Presentations

- Documentation

#### **Guidelines:**

- Use Inter Regular, Medium, and SemiBold only
  - Avoid excessive weight variation
  - Prioritise readability over visual flourish
- 

### **3. Visual style principles**

These principles guide decisions when the rules do not explicitly specify an answer.

#### **3.1 Core style**

- Clean
- Minimalist
- Calm
- Precise
- Confident

#### **3.2 What Somar avoids**

- Decorative colour usage
- Gradients unless functionally justified
- Overuse of icons
- Busy backgrounds
- Stock photography or clichéd AI imagery

#### **3.3 Layout & composition**

- Generous whitespace
  - Clear visual hierarchy
  - Grid-based layouts
  - Few elements per screen
  - Emphasis on structure over ornamentation
- 

### **4. Usage guidance for humans and AI**

When creating assets for Somar Consulting:

- Do not invent new colours
- Do not introduce additional fonts
- Use accent colour only for actions
- Prefer subtraction over addition
- When unsure, choose the simpler option

This system is intentionally restrained. Consistency matters more than novelty.

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## **5. Versioning**

- Version: 1.0
- Status: Approved
- Owner: Somar Consulting