HITCH Frontend Design Brief

This document is tailored for our UI/UX design team. It focuses purely on **visual and interaction design**, ensuring you capture the soul of HITCH and deliver a delightful, habit-forming experience. **No code references**—just clear design objectives and feature summaries.

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1. Design Objectives

- **Addictive Engagement:** Create moments of delight that encourage daily use (e.g., progress animations, confetti, subtle haptics).
- **Invisible Simplicity:** Embrace minimalism—only show what's necessary, use clean layouts, generous whitespace.
- **Community & Storytelling:** Surfaces user journeys and social elements prominently.
- **Trust & Safety:** Communicate security through verified badges, clear feedback, and consistent patterns.
- **Adventure & Exploration:** Convey movement and discovery in every visual element (colors, iconography, micro-motions).

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2. Key Screens & Interactions

A. Onboarding & Role Selection

- **Purpose:** Introduce HITCH's mission & collect role (Rider or Pilot).
- **Elements:** Full-screen illustrations or short animations with concise copy.
- **Interaction:** Large, friendly toggle; smooth transition to next screen.

B. Home Map

- **Purpose:** Let users discover Pilots or Riders on a live map.
- **Elements:** Custom map style (light, low-contrast), pulsing markers for users, a prominent "Request/Offer Ride" button.
- **Interaction:** Tap marker → slide-up card with profile info, ETA, and action button.
- **Delight:** Subtle map pin bounce or pulse on load.

C. Ride Flow Modals

- **Purpose:** Guide users through requesting and completing rides.
- **Elements:** Full-screen modal cards with vehicle/profile image, route overview, token preview.
- **Interaction:** Swiping or button taps to navigate steps; animated progress indicator.

D. Rewards & Wallet

- **Purpose:** Show token balances and redemption options.
- **Elements:** Tabbed interface for categories (Food, Gear, Clothing, Coupons), card grid for items, large token count display.
- **Interaction:** "Redeem" triggers a confirmation overlay with micro-confetti animation.

E. Ride Stories Feed

- **Purpose:** Surface user-generated stories and foster connection.
- **Elements:** Horizontal carousel of story cards (photo + caption), create button.
- **Interaction:** Tap to view full story, react with emoji, post new story via camera/gallery.

F. Leaderboards & Badges

- **Purpose:** Highlight top community members and milestones.
- **Elements:** List of users with avatars, badge icons, progress rings.
- **Interaction:** Tooltip on badge hover, animated ring fill when milestones achieved.

G. Community Feed & Meetups

- **Purpose:** Announce local events and group rides.
- **Elements:** Feed cards with event details, map pin previews.
- **Interaction:** "Join" button with immediate RSVP feedback.

H. Profile & Settings

- **Purpose:** Allow users to view and edit their information.
- **Elements:** Circular avatar, stats overview (rides, tokens, streaks), form fields.
- **Interaction:** Inline editing with clear save/cancel actions; haptic feedback on save.

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3. Visual Style Guide

Colors

- **Base:** White (#FFFFFF), Soft Gray (#F2F2F2)
- **Text:** Charcoal (#333333)
- **Accent:** Adventure Orange (#FF6F00) & Eco Green (#2E7D32)
- **Alert/Info:** Light Blue (#039BE5), Warning Yellow (#FBC02D)

Typography

- **Font Family:** Modern sans-serif (e.g., Inter, San Francisco)
- **Hierarchy:**
- Headline (H1): 28pt Bold
- Title (H2): 22pt Semi-bold
- Body (B1): 16pt Regular
- Caption (C1): 12pt Regular

Iconography

- **Style:** Line art with consistent stroke weight
- **Size:** 24×24px primary icons, 16×16px supplementary
- **States:** Filled accent for active, outline for inactive

Spacing & Layout

- **Grid:** 8pt baseline grid

- **Margins:** 16pt outer padding, 8pt between elements
- **Corner Radius:** 12pt on cards/buttons for a friendly feel

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4. Motion & Interaction Patterns

- **Transitional Animations:** 300ms ease-in-out for screen changes and modals.
- **Micro-Interactions:**
- Button press: quick scale-down then bounce (spring)
- Token redemption: confetti burst + token count increment animation

- Map marker: subtle pulse every 2s to draw attention

- **Feedback:**

- Success: green checkmark + haptic tap
- Error: shake animation + red underline on fields

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5. Collaboration & Delivery

- **Tool:** Figma (shared project)
- **Deliverables:**
- **Component Library:** Buttons, cards, modals, forms, icons
- **Interactive Prototype:** All key flows clickable
- **Design Tokens Export:** Colors, typography, spacing for dev

- **Redline Specs:** Measurements and asset exports (SVG/PNG)

- **Workflow:**

- Design screens → 2. Review with devs → 3. Iterate based on feedback → 4. Finalize assets

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Thank you for bringing HITCH's frontend to life. Let's craft an experience that users love every day!