Sparkable AI

Service-Based AI Brand Identity Generation Platform
Guided Brand Design Workflow System

Product Overview

Sparkable AI is an AI-assisted brand identity creation platform that enables users to generate end-to-end brand design guides through a structured, wizard-based input system.

Users Define
- Brand Vision
- Communication Tone
- Color Preferences
- Typography Styles
- Visual Inspiration
- Design References

Through a 16-step guided form interface, the platform collects brand-specific inputs which are then used to generate:

Generated Outputs
- Brand Guides
- Color Systems
- Logo Directions
- Mood Boards
- Visual Identity Frameworks

Post Submission Workflow
After a user submits their brand guide inputs, the Super Admin reviews the guide and assigns a Lead Designer. The Lead Designer then assigns execution team members including a Primary Designer and Secondary Designers. Designers collaborate on execution, with strict access control ensuring designers can only view their assigned guides.

Role-Based Workflow

Regular User
Creates and submits brand guide inputs via the wizard interface.

Account Admin
Manages internal team members within their account.

Super Admin
Reviews submitted guides and assigns Lead Designers.

Lead Designer
Assigns execution team including Primary Designer and Secondary Designers.

Designers
Work only on assigned brand guides. Strict access isolation is enforced.

Team Allocation

- Yash
- Siddhi
- Sanika

Sprint Context

Sprint Name:	Pikachu
Start:	Ongoing
End:	24 February 2026

Sprint Objective
Improve UX across:

- User dashboard navigation
- Brand guide creation wizard
- Assets & guides listing
- Designer workflow visibility
- Guide submission experience

Focus Area
User Journey Optimization (Input -> Assignment -> Execution)

Current Sprint Status

Blocked Tickets
None currently blocked.

Tickets At Risk
No tickets are currently expected to miss the 24 Feb sprint deadline.

Workload Observations
Team currently focused on UX-level enhancements. Minimal backend dependency observed.

Recent Development Activity (Last 2-3 Days)
- Carousel UI improvements in dashboard
- Enhanced visual navigation in brand guide flow
- Minor accessibility adjustments
- Layout refinements for guide preview components

Sprint Health:	On Track
Deadline Risk:	Low
System Stability:	Stable