

Sparkable AI - UX Analysis

Below are the findings on UX improvements

1) DASHBOARD PAGE

The screenshot shows the SparkableAI dashboard. On the left is a sidebar with navigation links: Dashboard (selected), Assets & Guides, Analytics, Team, and Settings. The main area features four cards:

- Create Your Brand with SparkableAI**: A card with a brief description and two buttons: "+ Create new" and "View all".
- Upload Your Brand Guide**: A card with a brief description and two buttons: "Upload" and "View all".
- Generate SparkableAI Social Assets**: A card with a brief description, social media icons (Instagram, LinkedIn, Facebook), and two buttons: "Generate Assets" and "View all".
- Start Your Design Project**: A card with a brief description and the text "Reach out to info@sparkableai.co".

Improvements Suggestion:

1. The main dashboard is visually equal, so users might not know what to do first (Create or upload or generate). A clear instruction on where the user can start (with any one of the options) might be useful.

For First Time users, a User Onboarding Guide will help them understand site navigation and reduce hesitation while interacting with the product.

2. Unlike Create Brand Guide, Generate Brand Guide opens as an overlay which becomes inconsistent. Should open as a separate layer like Create.
3. In case of repeated / returning users, there is no indication of past activity on the dashboard. The Your Brand Guide (currently present in Assets & Guide page) container should be kept on the dashboard for better visibility & navigation.
4. Currently, the dashboard card for “Upload Brand Guide” redirects users to the Assets & Guides section, creating two separate entry points for the same task and adding unnecessary clutter to the main view. Keeping this action within the Assets & Guides page aligns the navigation and reduces redundancy.

5. “Start Your Design Project” card is currently placed in the bottom-right of the dashboard grid which might get overlooked. A more prominent placement on the right side with a clear label would make the user view this step.
6. The terminology in card headings is inconsistent. “Create Your Brand with SparkableAI”, “Upload Your Brand Guide”, “Start Your Design Project”, “Generate SparkableAI Social Assets”.
7. The ‘View all’ buttons within the cards may dilute the primary call-to-action. Since the main goal is to drive users toward key actions like Create, Upload, or Generate, secondary navigation to assets and guides can be handled through the side navigation instead.
8. Only the “Generate SparkableAI Social Assets” card uses a strong pink background, making it the primary visual attractor. However, tapping other cards does not update this highlight, so the color reads as a persistent “selected” state.

2) CREATE YOUR BRAND GUIDE PAGE

The screenshot shows the SparkableAI platform interface. On the left is a sidebar with navigation links: Dashboard, Assets & Guides, Analytics, Team, and Settings. The main content area has a header "SparkableAI" and a sub-header "Assets & Guides". A "Back to dashboard" link is visible. The central part is titled "Create New Brand Guide" with the sub-instruction "Fill out the form below to create a comprehensive brand guide for your business". Below this, there are four input fields: "Tell us more about your product/service" (with placeholder "Help us understand your brand and business"), "Name *" (with placeholder "Please provide a name for your brand guide" and a text input field "Enter brand guide name"), "Who is the product/service for? *" (with placeholder "Select target audience" and a dropdown menu), and "What industry is the product/service targeted to? *" (with placeholder "Select industry" and a dropdown menu). At the bottom of the form is a text area labeled "Describe your product/service in details. *" (with placeholder "Provide a detailed description of your product or service").

Improvements Suggestion:

1. The current “Create your brand guide” screen uses a linear horizontal flow indicator, which suggests a fixed step-by-step process.

The “Create your brand guide” flow contains multiple sections (e.g., Fonts, Colors, Logos, Product). For better wayfinding and to reduce cognitive load, these sections should have a clear navigation pattern (breadcrumb-style or stepper tabs) so users can jump between sections, see where they are, and edit specific parts without scrolling through one long horizontal flow.

2. The “Back to Dashboard” control on the Create Brand Guide screen currently redirects to the Assets & Guides page instead of the main dashboard. This breaks users’ expectations. The label and destination should be aligned: either we can change the destination to the actual dashboard, or relabel.
3. During the form-filling process, the interface should actively educate users to provide more thoughtful and strategic inputs. By guiding users with examples, tips, and context, we can improve brand clarity and ensure the generated assets meet higher quality standards. This leads to more accurate outputs and a better overall user experience.

3) ASSETS & GUIDE PAGE

The screenshot shows the SparkableAI interface. On the left, there's a sidebar with navigation links: Dashboard, Assets & Guides (which is highlighted in pink), Analytics, Team, and Settings. The main content area has a header "Assets & Guides" with sub-instructions "Manage your brand guides and create new ones to capture your company's essence." Below this are two buttons: "Upload Your Brand's URL" (pink background) and "Upload Your Brand Guide Manually" (black background). The central part of the screen displays "Social Media Assets" with a "View All" link. A table lists five assets with columns: Preview, Text/Headline, Creative Direction, Created, and Action. The first asset is "Try video motion Now..." with a preview image of a person. The second is "Get 12% discount" with a preview image of a person. The third is "Get 50% off on first pu..." with a preview image of a person. The fourth is "A girl running in shoes" with a preview image of a person. The fifth is "Nike Air sneaker landing..." with a preview image of a shoe. To the right, there's a sidebar titled "Your Brand Guides" with a sub-instruction "Manage and create brand guides from website URL." It shows three guides: "Behance test" (status: Submitted), "higgsfield test" (status: Submitted), and "Mailchimp New design ..." (status: Submitted). Each guide entry includes a preview image, title, category (e.g., Arts & Design, Entertainment & Media, Marketing), status (Both), and a date (02/19/2026, 02/17/2026).

Improvements Suggestion:

1. “Upload Your Brand’s URL” and “Upload Brand Guide Manually” buttons are placed above social media assets which triggers confusion. It should be placed above Your Brand Guides.
2. Both Assets & Guides share the same space diminishing the value of the other. Showing them using different tabs on the same page will keep the content at the same level, reduce competition and will be easier to understand.
3. The ‘Submitted’ state is styled as a status pill but behaves as a button.
4. Your Brand Guides” container currently behaves like an endless vertical list. Instead, showing only a small set (for example, the most recent guides), add filters or sorting controls, and provide a clear “View all guides” link that takes users to a dedicated management view where the full list can be browsed with proper pagination and filtering.

This step won't be needed incase we are grouping Assets & Guides as separate Tabs

4) PURCHASE PLAN PAGE

The screenshot shows the 'Purchase Spark Credits' page. At the top right, there's a red box highlighting the '2710' credit balance indicator. Below it, there are three purchase plan options:

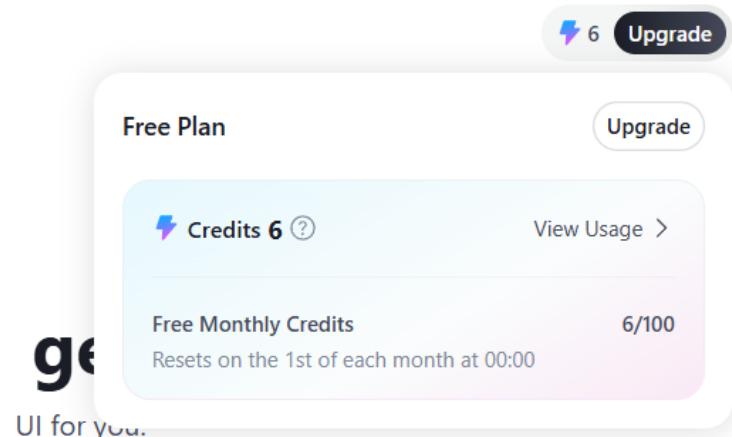
- Photon**: \$250. Includes 50 base credits and 50 total credits. A 'Purchase' button is available.
- Comet**: \$500. Includes 100 base credits, +5 bonus credits, and 105 total credits. A 'Purchase' button is available.
- Orbit**: \$1000. Includes 200 base credits, +10 bonus credits, and 210 total credits. A 'Purchase' button is available.

Each plan also includes a note about a '+5% bonus'.

1. The credits indicator in the header currently shows the remaining token balance. On clicking it navigates to the “Purchase Spark Credits” page.

Users who only want to check their balance may hesitate to click it, or feel surprised when they’re taken directly into a buying flow. It should either have a separate way to show the purchase plan or a label beside the token to upgrade or view plan & show the available balance of the token when hovering on it.

See below image for reference.



2. Optimized Plan Selection Guided Tiers: Add "Best For" labels (e.g., "Pro," "Growth," "Enterprise") to clarify which plan suits specific user needs.

5) SETTINGS PAGE

1. **Unified Profile Card:** Combine the user's name, company, and role into one clean display area. **Edit Action (Profile):** Place a prominent **Edit Icon** (pencil) next to the profile details; clicking this launches an **overlay (modal)** containing the fields for Full Name, Company Name, and Role. **Change Password Trigger:** Add a secondary "**Change Password**" **button** within the same section that opens a separate **overlay** dedicated to security updates.
2. **Pagination Implementation:** Replace the infinite scroll/long list with pagination controls (e.g., 10, 20, or 50 entries per page). This improves page load performance and allows users to navigate historical data predictably. **Advanced Filtering & Search:** Introduce a filter bar to allow users to segment their history by: Transaction Type: (e.g., Credit Additions, Purchases, Usage). Date Range: Specific periods (e.g., Last 30 days, Custom Range). Status: (e.g., Completed, Pending, Failed).