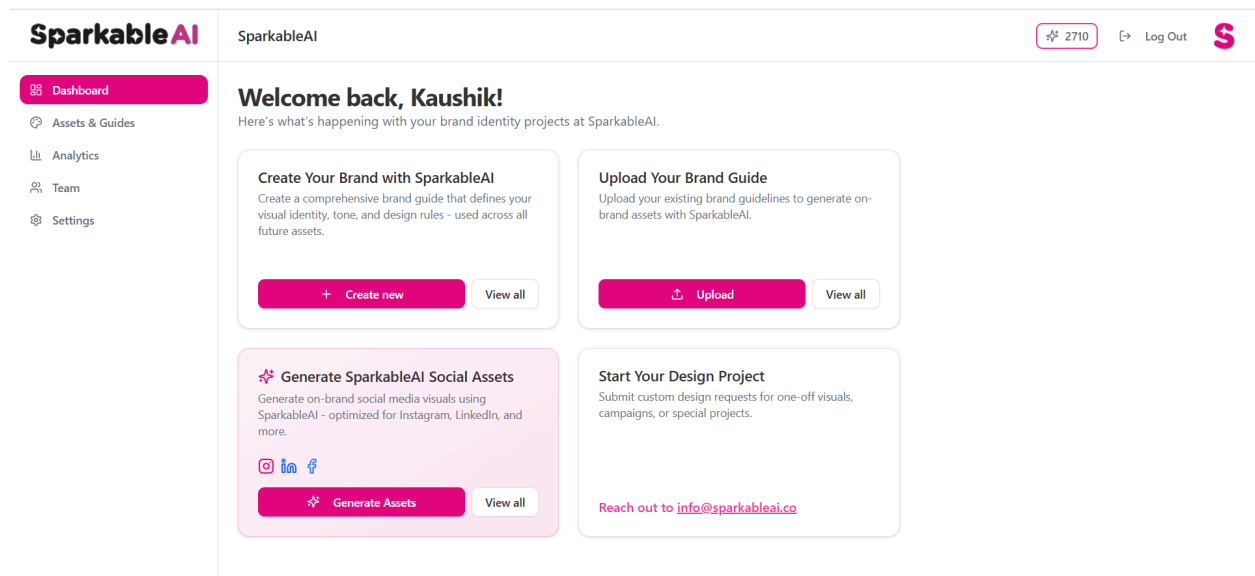# Sparkable AI - UX Analysis

Below are the findings on UX improvements

1) DASHBOARD PAGE

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

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
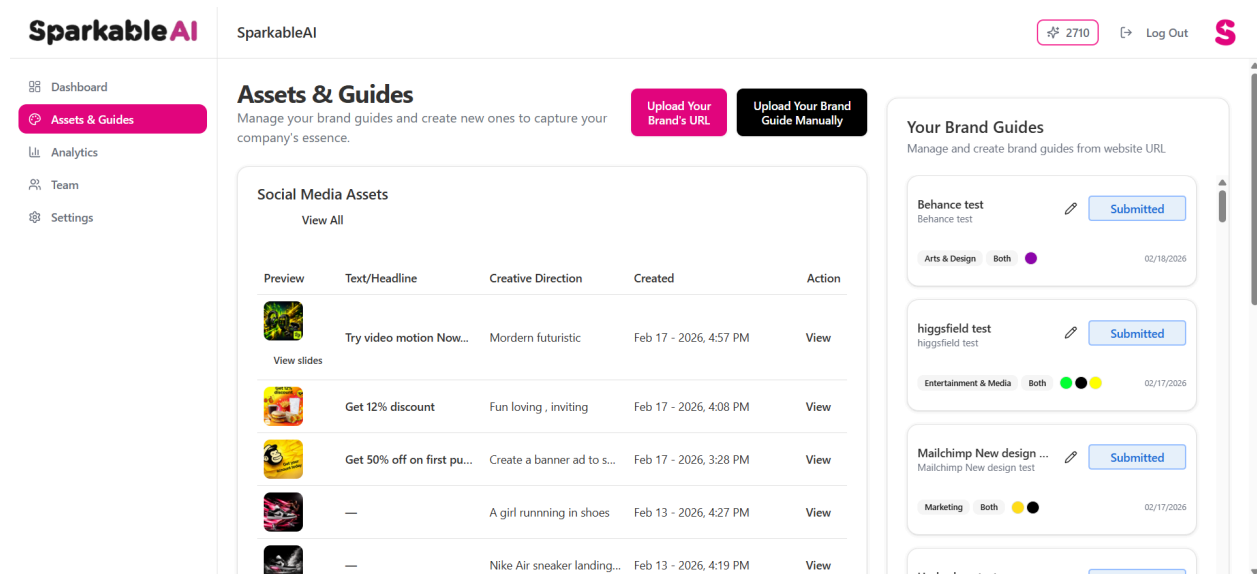
Improvements Suggestion:

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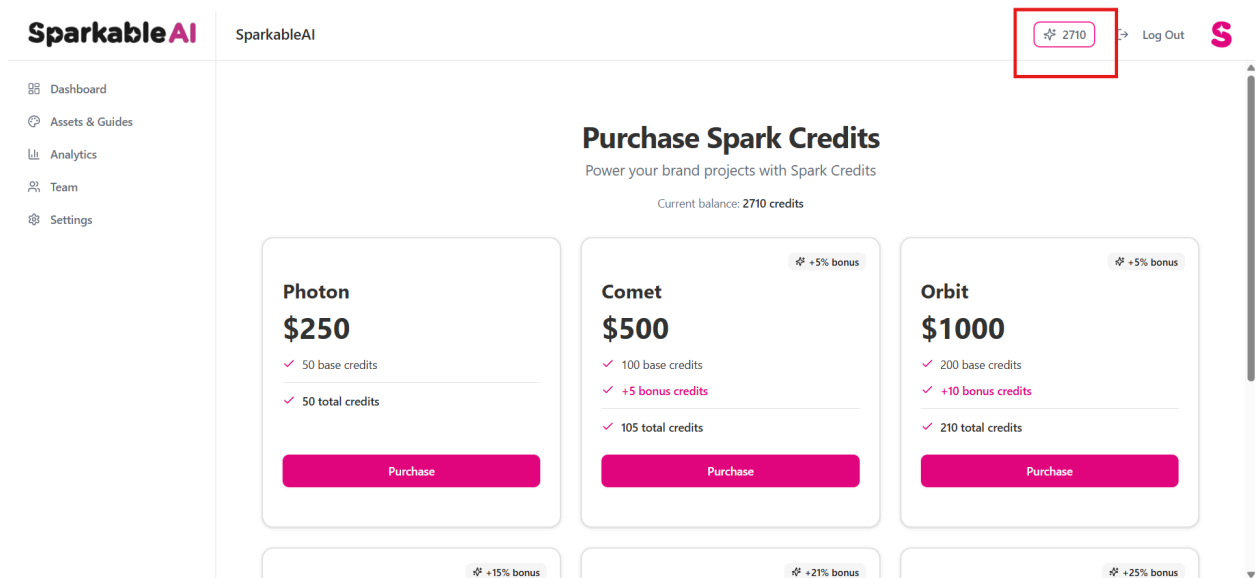
1. The credits indicator in the header currently shows the remaining token balance. On clicking it navigates to the "Purchase Spark Credits" page.

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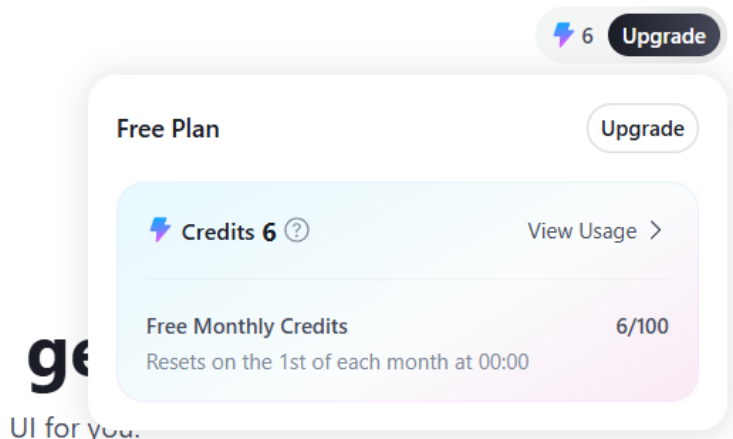
2. Optimized Plan Selection Guided Tiers: Add "Best For" labels (e.g., "Pro," "Growth," "Enterprise") to clarify which plan suits specific user needs.

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).