

# Feedle

Feed-Based Social App



# What is Feedle?

- Modern, feed-based social platform
- Consent-based calling and rating system – no friends or following required
- Privacy-first, discovery-driven interaction model
- Designed for night-time comfort

# Understanding Our Users – User Personas



## Persona 1: The Night Owl Communicator

Young professionals or students

Active evenings/nights

Values privacy, prefers discovering new people in a safe way

Wants control over who can reach them



## Persona 2: The Visual Explorer

Loves browsing media-rich content

Enjoys spontaneous social interactions (chats, calls)

Responsive to clear, bold CTAs and accessible design



## Persona 3: The Privacy-First User

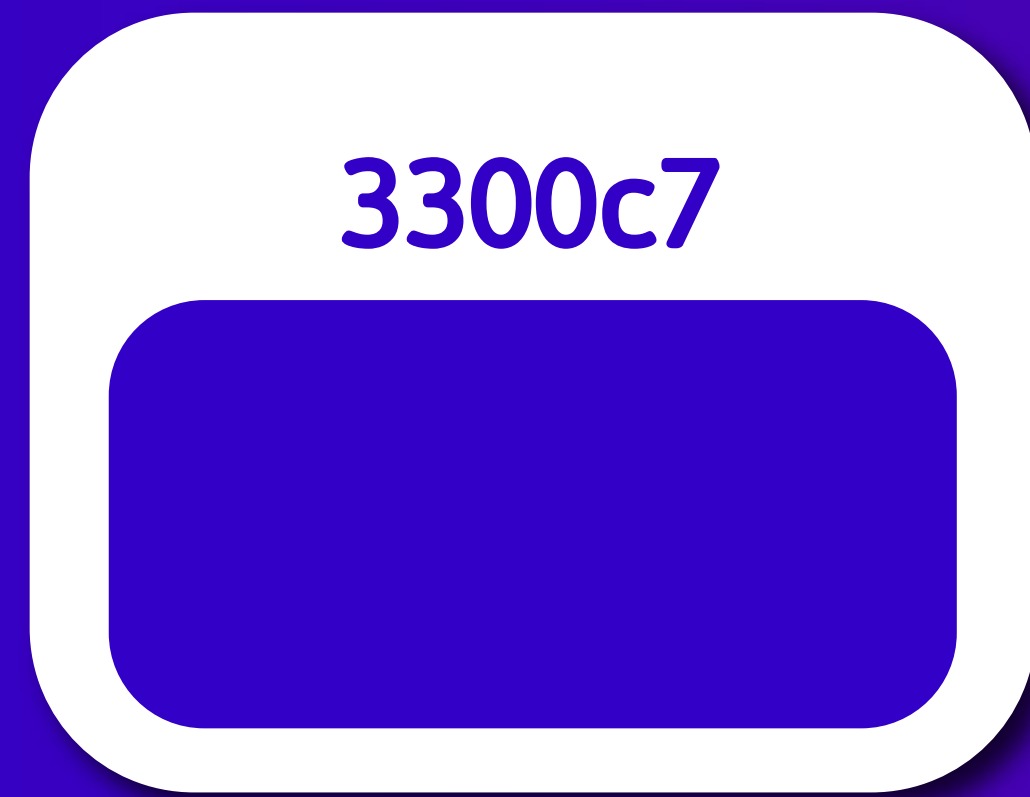
Cautious with sharing personal access

Appreciates rating and trust systems

Needs transparency and easy access to user credibility (ratings, profiles)

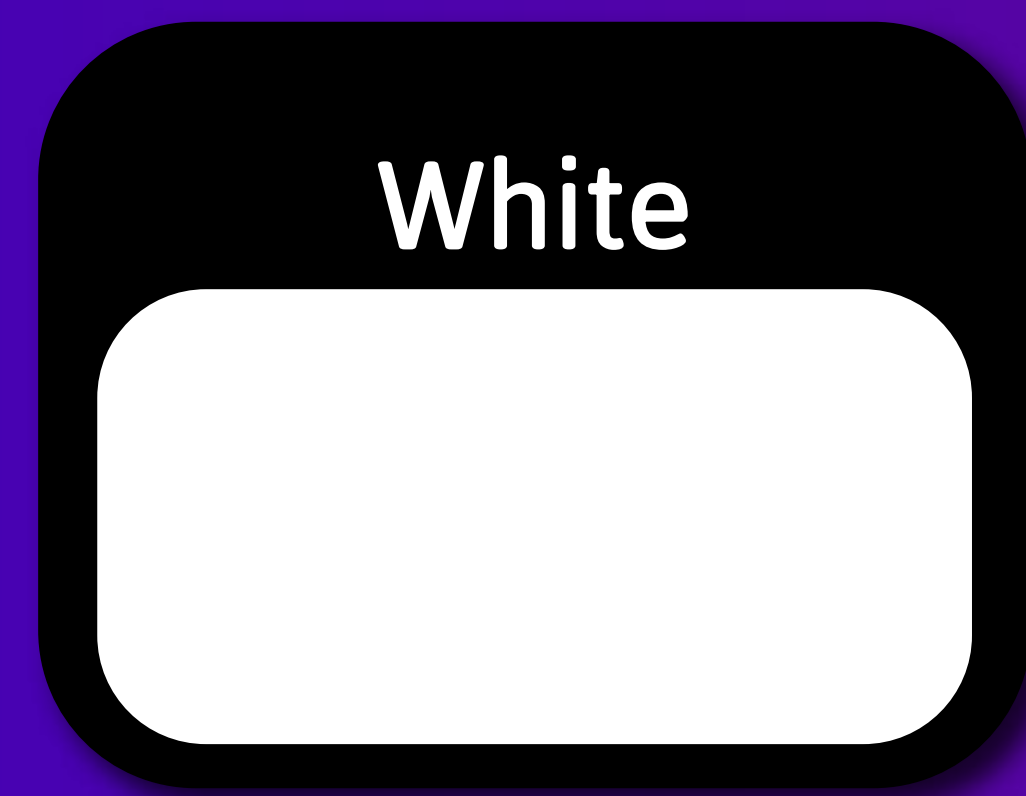
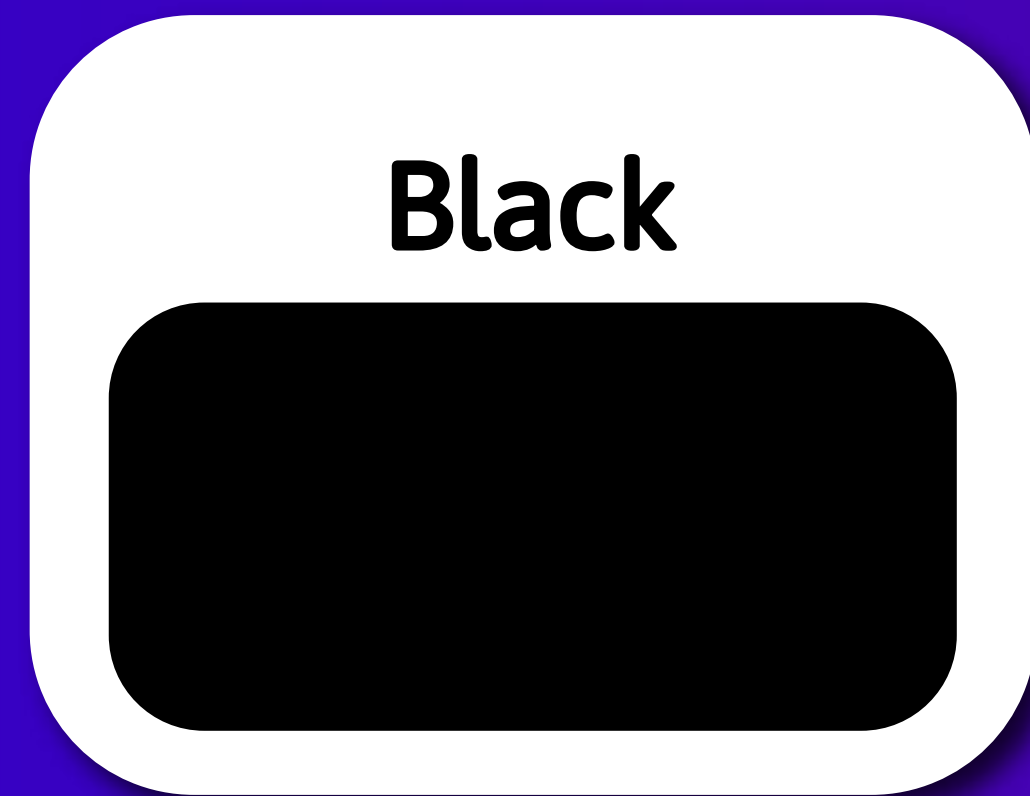
# Color Palette

## Primary Gradient:



Deep, cool colors create a calming, low-strain effect perfect for night use. They evoke creativity, trust, and safe exploration, which encourages user engagement without eye fatigue.

## Black/White Backgrounds & Text:



Ensures maximum readability and contrast. Ideal for both dark and light themes, enhancing comfort at night and overall accessibility.

# Typography Rationale

Jaro Bold for Branding/Headers:

Jaro Bold's geometric and energetic feel creates a memorable logotype and is used for app titles and primary navigation headers, anchoring the brand's personality.

**Branding/Headers: Jaro Bold – geometric, modern, memorable.**

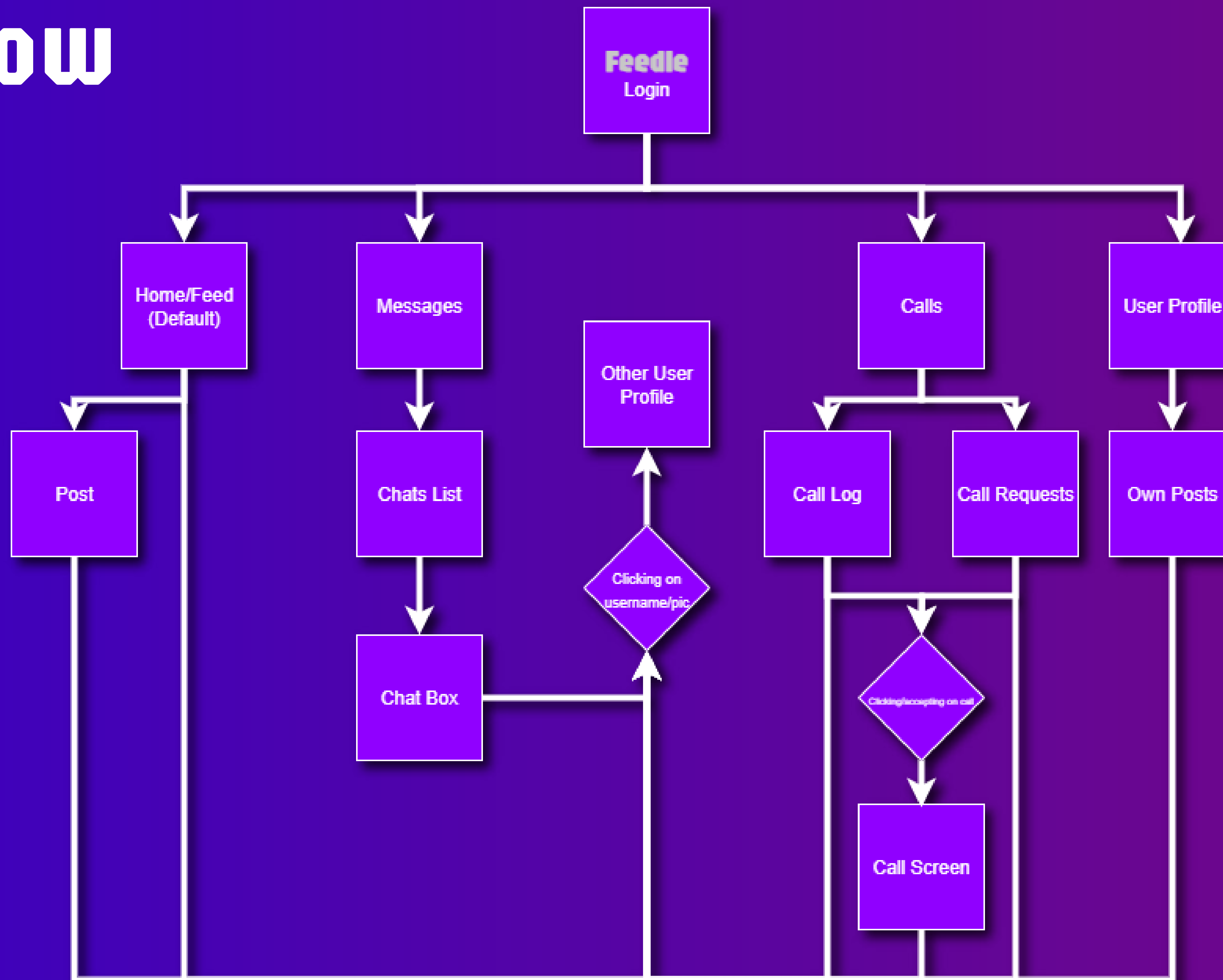
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuUuVvWwXxYyZz**

Jaldi Family (Regular, Bold, Italic): Jaldi is a clear, modern sans-serif Google font with excellent legibility. It supports dynamic content and user-generated posts, chat text, form labels, and buttons—offering comfort for prolonged reading on small screens and clarity for accessibility.

Jaldi family

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP  
pQqRrSsTtUuVvWwXxYyZz**

# User Flow



# Feedle Interface Design - Home/Feed

The Home Feed is the heart of discovery in Feedle. It's a vertically scrolling, card-based feed designed for effortless browsing.

- **Media-First Post Design:** Each post card gives prominence to the user-uploaded image or media. The text is secondary.  
**Why:** This directly appeals to the Visual Explorer persona. It makes the feed engaging and dynamic, encouraging users to stop and interact rather than just scrolling past text.
- **In-Post Call Request Toggle:** Every post features a clear, interactive toggle switch (e.g., a phone icon that fills with the gradient color when enabled).  
**Why:** This is a critical feature for the Privacy-First User and the Night Owl Communicator. It gives creators granular control, allowing them to invite interaction on specific posts without opening themselves up to constant requests. It puts control at the point of content creation, not buried in a settings menu.
- **Tappable Profiles on Every Post:** The user's avatar, name, and star rating are displayed on their post and are always tappable.  
**Why:** In an app with no friends or followers, trust must be established instantly. This feature allows any user to immediately vet a poster's credibility by viewing their profile and ratings before deciding to interact, a key requirement for all personas.



# Feedle Interface Design - Calls

This section is more than a call log; it's the central hub for managing consent-based communication. It is organized into two clear tabs: Logs and Requests.

- **Requests Tab:** This screen displays incoming call requests as individual cards. Each card shows the requester's profile picture, name, star rating, and a brief introductory message. Large, thumb-friendly "Accept" and "Decline" buttons are the only primary actions.  
**Why:** This design empowers the user with all necessary information to make a safe, informed decision. There is no ambiguity. This directly serves the Privacy-First User by eliminating unsolicited calls entirely.
- **Post-Call Rating System:** After a call concludes, a non-intrusive prompt appears for both users to rate the interaction using the yellow star system.  
**Why:** This closes the feedback loop and is the engine of Feedle's self-regulating trust economy. It ensures that interactions remain respectful and high-quality, as every user knows their behavior is accountable.



# Feedle Interface Design - Messaging

The messaging interface is designed to be clean, clear, and secure, always keeping user trust at the forefront.

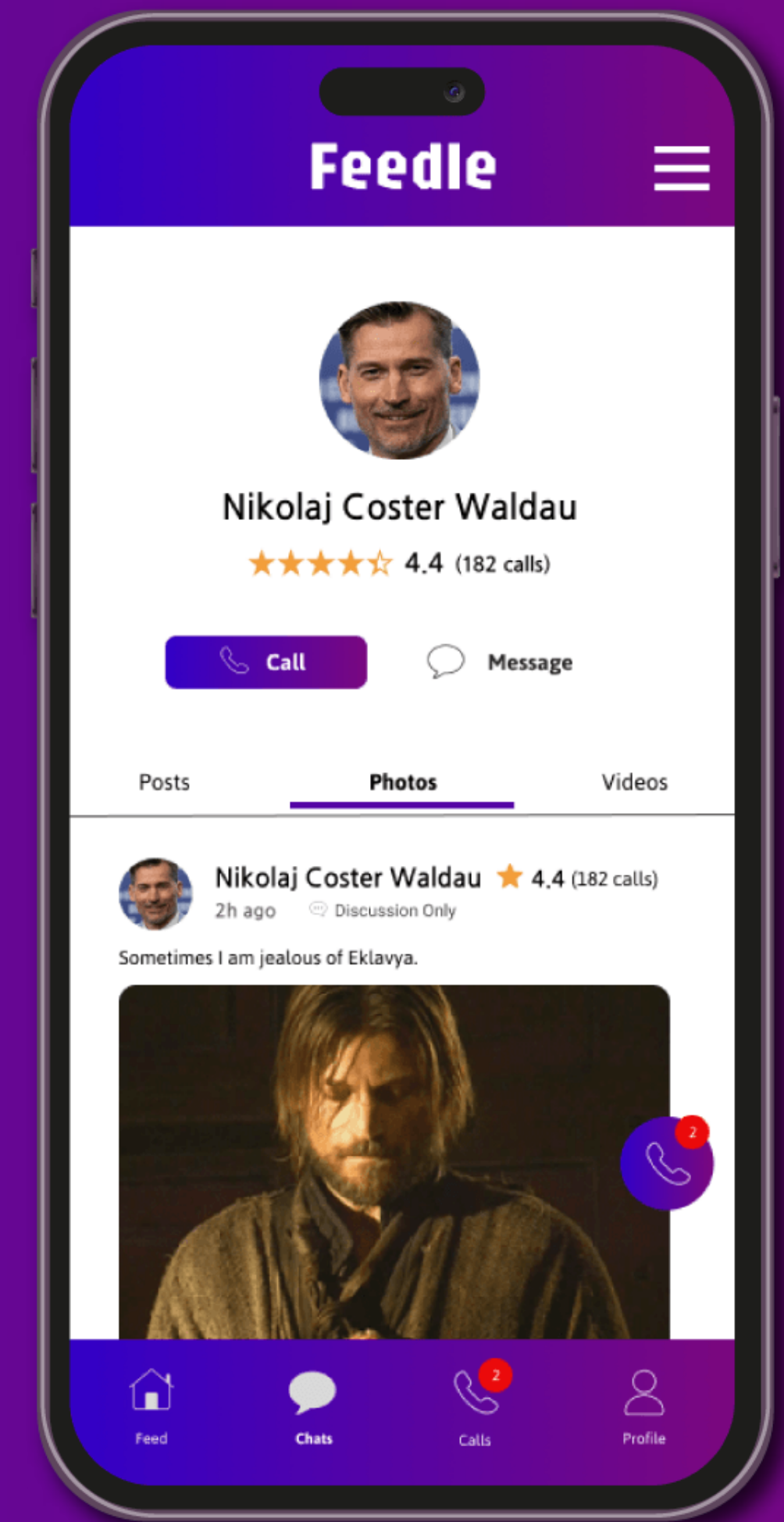
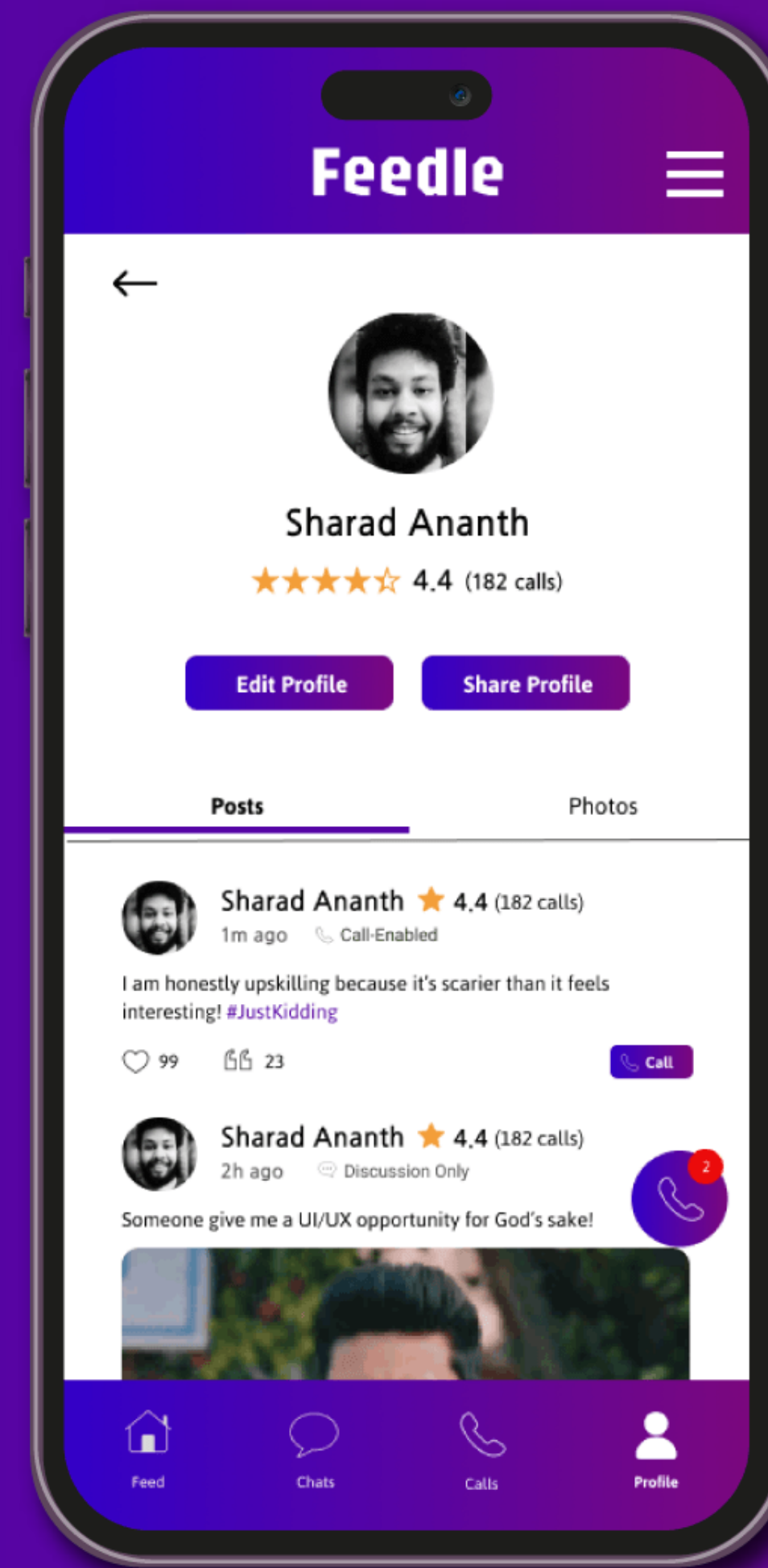
- **One-Tap Profile Access from Chat:** The chat header prominently displays the other user's avatar, name, and star rating. This entire header is a tappable button that leads to their full profile.  
**Why:** Trust isn't a one-time check. This allows a user to re-verify who they are talking to at any point during a conversation, providing continuous reassurance.
- **Clarity and Readability:** The design uses high-contrast chat bubbles (e.g., white text on a black background) and the legible Jaldi font, ensuring conversations are easy to follow, especially during night-time use.



# Feedle Interface Design - User Profile

A user's profile is their identity and credibility hub within Feedle. It's designed to provide a transparent, at-a-glance summary of who they are on the platform.

- **Prominent Star Rating:** The most visible element after the profile picture and name is the aggregate star rating, rendered in the bright yellow accent color.  
**Why:** This immediately communicates a user's reputation. It's the first piece of information a user will seek when deciding whether to connect, making it the most important element on the screen.
- **Actionable & Conditional CTAs:** The "Request a Call" or "Send Message" buttons are dynamic. If the profile owner has disabled call requests, the button will appear greyed out or explicitly state "Call Requests Disabled."  
**Why:** This manages user expectations and prevents frustrating dead-end interactions. It respects the profile owner's boundaries and communicates them clearly to others, reinforcing the principle of consent.



# Analysis

- The primary gradient (#3300c7 → #790880) is deep, cool, and soothing, ideal for night usage as it reduces eye strain compared to brighter hues.
- Black/white backgrounds and text ensure maximum legibility in both dark and light modes.
- Yellow accent for ratings is reserved and minimal, used only where focus is needed, so it doesn't overwhelm.
- Jaro and Jaldi fonts maintain crispness and clarity at night due to their strong geometric shapes and spacing.

# Conclusion

Yes, this palette is particularly well-suited for users at night. The cool purples/blues are easier on the eyes than warmer, more saturated colors, and black/white backgrounds reduce fatigue. Ensure the app defaults to a dark mode or offers theme toggling for optimal comfort and use accessibility tools to double-check contrast ratios.