

# systematic-design-prompt.json

```
{
  "meta": {
    "title": "SoulRich Product Website - Systematic Design Specification",
    "version": "2.0",
    "philosophy": "System-driven design based on Dieter Rams' principles + Swiss Style grid systems",
    "purpose": "A comprehensive, transferable design system for premium hardware product websites"
  },

  "level_0_design_philosophy": {
    "title": "Core Design Philosophy & System Logic",
    "description": "The foundational thinking that drives all design decisions",

    "guiding_principles": {
      "dieter_rams_essence": {
        "core": "Less, but better (Weniger, aber besser)",
        "interpretation": "Every element must justify its existence. Remove until it breaks, then add back only what's essential.",
        "application": [
          "No decorative elements without function",
          "Information hierarchy through typography, not ornamentation",
          "Interaction feedback through subtle state changes, not animations"
        ]
      },

      "swiss_style_system": {
        "core": "Grid-based rationalism",
        "interpretation": "Mathematical precision creates visual harmony",
```

```
"application": [  
  "All elements align to an underlying grid",  
  "Asymmetric balance through proportional relationships",  
  "Typography as the primary visual element"  
]  
,  
"material_honesty": {  
  "core": "Truth to materials",  
  "interpretation": "Each material should look and feel like itself",  
  "application": [  
    "Matte surfaces show no false reflections",  
    "Metal gradients suggest actual material properties",  
    "No skeuomorphic decorations"  
  ]  
}  
,
```

```
"system_logic": {  
  "information_architecture": {  
    "flow": "Emotional → Rational → Technical → Practical",  
    "narrative": [  
      {  
        "stage": "Hero",  
        "purpose": "Emotional connection through pure form",  
        "strategy": "Minimal text, maximum product presence"  
      },  
      {  
        "stage": "Philosophy",  
        "purpose": "Intellectual justification",  
        "strategy": "Quote establishes design credibility"  
      },  
    ],  
  },  
}
```

```

{
  "stage": "Internal Structure",
  "purpose": "Technical excellence demonstration",
  "strategy": "Exploded view shows engineering rigor"
},
{
  "stage": "Dimensions",
  "purpose": "Precision communication",
  "strategy": "Technical drawing language"
},
{
  "stage": "Specifications",
  "purpose": "Complete information",
  "strategy": "Data-dense, scannable format"
},
{
  "stage": "App Interface",
  "purpose": "Ecosystem visualization",
  "strategy": "Show complete user experience"
}
]
},

"visual_hierarchy_system": {
  "principle": "Size + Weight + Position = Importance",
  "levels": [
    {
      "level": "L1 - Primary",
      "use": "Product name, section titles",
      "treatment": "Largest size, boldest weight, prominent position"
    },

```

```

{
  "level": "L2 - Secondary",
  "use": "Model identifier, subtitles",
  "treatment": "Medium size, regular weight, supporting position"
},
{
  "level": "L3 - Tertiary",
  "use": "Descriptions, annotations",
  "treatment": "Small size, readable weight, informational position"
},
{
  "level": "L4 - Quaternary",
  "use": "Labels, technical data",
  "treatment": "Smallest size, functional only"
}
]
},

```

```

"color_logic": {
  "philosophy": "Neutral base + Functional accents",
  "system": {
    "60_percent": {
      "role": "Background neutrality",
      "colors": ["#F0EFE9", "#FFFFFF"],
      "purpose": "Create calm, museum-like environment"
    },
    "30_percent": {
      "role": "Material definition",
      "colors": ["#E8E8E6", "#D8D8D8", "#C8C8C8"],
      "purpose": "Define product materials through subtle gradients"
    }
  }
},

```

```
"10_percent": {
  "role": "Functional accents",
  "colors": ["#F4793E", "#3A6B5A", "#2E4A7A"],
  "purpose": "Highlight interactive/important elements ONLY"
},
"rule": "Accent colors must serve a functional purpose (indicators, controls, highlights),
never decoration"
},
},

"level_1_design_tokens": {
  "title": "Atomic Design Tokens",
  "description": "The smallest indivisible design units that compose the entire system",

  "spacing_system": {
    "base_unit": "8px",
    "logic": "All spacing derives from powers and divisions of the base unit",
    "scale": {
      "xs": "4px (0.5×)",
      "sm": "8px (1×)",
      "md": "16px (2×)",
      "lg": "24px (3×)",
      "xl": "32px (4×)",
      "xxl": "48px (6×)",
      "xxxl": "64px (8×)"
    },
    "application_rule": "Spacing between related elements < spacing between unrelated groups"
  },
}
```

```
"typography_system": {  
  "typeface_choice": {  
    "primary": "Helvetica Neue (Grotesque sans-serif)",  
    "rationale": "Neutral, legible, timeless, German design heritage",  
    "fallback": "Arial"  
  },  
  "modular_scale": {  
    "base": "14px",  
    "ratio": "Major third (1.25)",  
    "scale": {  
      "hero_title": "90-110px (6-8 steps up)",  
      "section_title": "48-56px (4 steps up)",  
      "subtitle": "18-22px (1-2 steps up)",  
      "body": "14-16px (base)",  
      "caption": "11-12px (1 step down)",  
      "label": "10px (2 steps down)"  
    }  
  },  
  "weights": {  
    "regular": "400 - body text, descriptions",  
    "medium": "500 - subtitles, secondary info",  
    "semibold": "600 - section titles, labels",  
    "bold": "700 - product name, primary titles"  
  },  
  "letter_spacing_rule": "Larger text = tighter spacing; Smaller text = looser spacing for readability"  
},  
  
"grid_system": {  
  "primary_grid": {  
    "type": "Modular grid",
```

```
"column_width": "60px",
"gutter": "24px",
"margin": "48px",
"total_columns": 12,
"application": "Overall page layout, section widths"
},
"secondary_grid": {
  "type": "Baseline grid",
  "line_height": "24px (3 × base unit)",
  "application": "Vertical rhythm, text alignment"
},
"tertiary_grid": {
  "type": "Micro grid",
  "unit": "8px",
  "application": "Component internal spacing, illustration details"
}
},

"elevation_system": {
  "philosophy": "Minimal shadows, content creates depth",
  "levels": {
    "flat": "No shadow - primary content surfaces",
    "subtle": "0 2px 8px rgba(0,0,0,0.04) - hover states",
    "medium": "0 4px 16px rgba(0,0,0,0.06) - floating elements",
    "large": "0 8px 32px rgba(0,0,0,0.08) - modals (rarely used)"
  },
  "rule": "Use elevation sparingly. Most elements should be flat."
}
},

"level_2_component_patterns": {
```

```
"title": "Component Design Patterns",
"description": "Reusable component archetypes and their behavioral rules",

"section_archetype": {
  "structure": {
    "header": {
      "pattern": "Label → Title → Subtitle",
      "spacing": "Label 8px → Title 16px → Subtitle",
      "alignment": "Left-aligned (Swiss style)"
    },
    "content": {
      "pattern": "Single focal point per section",
      "rule": "One primary message, supported by secondary information"
    },
    "footer": {
      "pattern": "Navigation or call-to-action (minimal)",
      "usage": "Only when needed for flow"
    }
  },
  "spacing_between_sections": "96-128px (12-16 × base unit)"
},

"illustration_system": {
  "philosophy": "Technical precision meets aesthetic clarity",

  "style_rules": {
    "line_weights": {
      "outline": "2px - primary forms",
      "detail": "1.5px - secondary features",
      "annotation": "0.5-1px - labels, dimension lines",
      "grid": "0.3px - background patterns"
```



```
},  
"gradient_usage": {  
  "rule": "Maximum 3 stops, <10% luminance variation",  
  "purpose": "Suggest material properties, not create depth"  
},  
"color_application": {  
  "base": "Neutral grays and off-whites",  
  "accent": "Only for functional elements (controls, indicators)",  
  "annotation": "#F4793E for dimensions, #6E6E6E for labels"  
}  
},
```

```
"illustration_types": {  
  "hero_product": {  
    "purpose": "Show complete product in context",  
    "style": "Photorealistic vector, orthographic view",  
    "detail_level": "High - all features visible",  
    "background": "Seamless with page background"  
  },  
  "exploded_view": {  
    "purpose": "Reveal internal structure",  
    "style": "Isometric cutaway",  
    "detail_level": "Very high - engineering precision",  
    "annotation": "Component labels with leader lines"  
  },  
  "technical_drawing": {  
    "purpose": "Communicate precise dimensions",  
    "style": "Orthographic projection (Front/Top/Side/Iso)",  
    "detail_level": "Medium - key features only",  
    "annotation": "Dimension lines, view labels"  
  },
```

```
"component_detail": {  
  "purpose": "Highlight individual parts",  
  "style": "Isolated, centered",  
  "detail_level": "High - material texture visible",  
  "annotation": "Part name below"  
}  
  
},  
  
"interaction_patterns": {  
  "cursor_system": {  
    "type": "Custom reticle cursor",  
    "purpose": "Precision pointing tool aesthetic",  
    "behavior": {  
      "default": "60px circle with crosshair, blurred background",  
      "hover": "Crosshair color changes to accent, blur reduces",  
      "active": "No additional animation (anti-gimmick)"  
    },  
    "philosophy": "Enhance precision perception, not decorate"  
  },  
  
  "scroll_indicators": {  
    "progress_bar": {  
      "position": "Top-right edge",  
      "width": "2px",  
      "color": "Accent primary",  
      "behavior": "Grows with scroll progress"  
    },  
  
    "section_reveal": {  
      "animation": "Fade + upward translate",  
      "duration": "0.6s",
```

```
"easing": "cubic-bezier(0.4, 0, 0.2, 1)",
"trigger": "10% intersection threshold"
},

"hover_states": {
  "principle": "Subtle feedback, not performance",
  "cards": {
    "change": "Slight elevation increase + shadow",
    "duration": "0.3s"
  },
  "links": {
    "change": "Color shift to accent",
    "duration": "0.2s"
  },
  "active_card": {
    "change": "Background inversion (accent bg, white text)",
    "usage": "Highlight current principle/item"
  }
}

},

"level_3_layout_composition": {
  "title": "Layout & Composition Rules",
  "description": "How components combine to create complete layouts",

  "hero_section_logic": {
    "grid_occupation": {
      "text_block": "Columns 1-4 (left third)",
      "product_image": "Columns 5-12 (right two-thirds, overflow)"
    }
  }
}
```

```
},
"asymmetric_balance": {
  "visual_weight_text": "35% (dense typography)",
  "visual_weight_image": "65% (large product presence)",
  "balance_point": "Optical center, not mathematical center"
},
"overflow_strategy": {
  "image_bleeds": "Right edge and bottom edge",
  "purpose": "Break grid intentionally for dynamism",
  "rule": "Overflow only after establishing grid discipline"
}
},

"grid_content_sections": {
  "design_philosophy": {
    "layout": "Full-width quote + 2×3 card grid",
    "card_behavior": "Variable widths, narrow gaps",
    "background": "Subtle grid pattern (60px intervals)",
    "grid_crosses": "0.5px at intersections, multiply blend"
  },
  "internal_structure": {
    "layout": "Top-heavy (large illustration) + bottom support (3 components)",
    "proportion": "Main 60% height, components 40% height",
    "alignment": "Components align to main illustration's key points"
  },
  "technical_dimensions": {
    "layout": "2×2 orthographic grid",
    "spacing": "Equal gutters between views",
    "legend": "Below grid, full width"
  }
},
```

```
"two_column_sections": {  
  "technical_specifications": {  
    "left_column": {  
      "width": "50%",  
      "content": "Data tables (dense, scannable)",  
      "alignment": "Left-aligned labels, right-aligned values"  
    },  
    "right_column": {  
      "width": "50%",  
      "content": "Illustrations (dimension diagram + packaging)",  
      "stacking": "Vertical, centered"  
    }  
  },  
  "app_interface": {  
    "layout": "Three equal columns (phone interfaces)",  
    "phone_sizing": "Scaled iPhone 15 Pro (393×852pt → 314×682px)",  
    "spacing": "Even distribution, minimal side margins",  
    "labels": "Outside frame, below each phone"  
  }  
},
```

```
"level_4_responsive_adaptation": {  
  "title": "Responsive Behavior System",  
  "description": "How the design adapts across viewport sizes",
```

```
"breakpoint_strategy": {  
  "desktop": {  
    "range": ">1024px",  
    "approach": "Full grid, maximum whitespace"
```

```
},  
"tablet": {  
  "range": "768px - 1024px",  
  "approach": "Condensed grid, reduced whitespace, maintain hierarchy"  
},  
"mobile": {  
  "range": "<768px",  
  "approach": "Single column, stacked content, essential only"  
}  
},
```

```
"adaptation_rules": {  
  "typography": {  
    "desktop": "Full modular scale",  
    "tablet": "Reduce hero title 10-15%",  
    "mobile": "Reduce hero title 30-40%, body text readable"  
  },  
  "spacing": {  
    "desktop": "Full scale (8px base)",  
    "tablet": "Reduce to 6px base",  
    "mobile": "Reduce to 4px base"  
  },  
  "illustrations": {  
    "desktop": "Full detail, all annotations",  
    "tablet": "Scale proportionally, maintain readability",  
    "mobile": "Simplify details, stack vertically"  
  },  
  "layouts": {  
    "hero": {  
      "desktop": "Side-by-side",  
      "mobile": "Stacked, image first"
```

```
{,
  "grids": {
    "desktop": "Multi-column",
    "tablet": "Reduce columns",
    "mobile": "Single column"
  },
  "app_phones": {
    "desktop": "3 horizontal",
    "tablet": "2 horizontal + 1 below",
    "mobile": "Single column stack"
  }
}
},

"level_5_content_strategy": {
  "title": "Content & Messaging Framework",
  "description": "How information is structured and presented",

  "voice_and_tone": {
    "personality": [
      "Confident but not arrogant",
      "Technical but not cold",
      "Minimal but not sparse",
      "Precise but not pedantic"
    ],
    "writing_style": {
      "sentences": "Short, declarative, active voice",
      "vocabulary": "Technical terms used correctly, not pretentiously",
      "density": "Information-rich, word-count-poor"
    }
  }
}
```

},

"information\_hierarchy": {

"must\_know": {

"content": "Product name, key specs, price (if applicable)",

"presentation": "Largest, boldest, earliest"

},

"should\_know": {

"content": "Features, benefits, technical details",

"presentation": "Medium prominence, scannable format"

},

"nice\_to\_know": {

"content": "Full specifications, compatibility, accessories",

"presentation": "Detailed sections, expandable if needed"

}

},

"language\_localization": {

"primary": "English (global audience)",

"approach": "Simple, clear, avoid idioms",

"technical\_terms": "Use industry-standard terminology"

}

},

"level\_6\_technical\_implementation": {

"title": "Implementation Guidelines",

"description": "Technical approach to realize the design system",

"technology\_stack": {

"html": "Semantic HTML5, proper heading hierarchy",

"css": "CSS3 with custom properties (variables)",



```
"svg": "Inline SVG for all illustrations (scalable, styleable)",
"javascript": "Vanilla ES6+, minimal dependencies"
},

"performance_principles": {
  "critical_rendering_path": {
    "inline_critical_css": "Above-the-fold styles in <head>",
    "defer_non_critical": "Load remaining CSS asynchronously"
  },
  "asset_optimization": {
    "svg": "Inline, minified, remove metadata",
    "images": "Next-gen formats (WebP), responsive srcset",
    "fonts": "Subset to required characters, preload critical"
  },
  "animation_efficiency": {
    "use_transform_and_opacity": "GPU-accelerated properties only",
    "avoid_layout_thrashing": "No width/height/top/left animations",
    "request_animation_frame": "For smooth cursor and scroll"
  }
},

"accessibility_commitment": {
  "wcag_level": "AA minimum",
  "focus_indicators": "Clear, visible outlines on interactive elements",
  "color_contrast": "4.5:1 minimum for text",
  "keyboard_navigation": "Full site navigable via keyboard",
  "screen_reader_support": "Proper ARIA labels, semantic HTML"
},

"browser_support": {
  "modern": "Latest Chrome, Firefox, Safari, Edge",
```

```
"graceful_degradation": "Core content accessible on older browsers",  
"progressive_enhancement": "Advanced features enhance experience"  
}  
,
```

```
"level_7_quality_assurance": {  
  "title": "Design Quality Checklist",  
  "description": "Validation criteria for design decisions",
```

```
  "rams_test": [  
    "Is this element functionally necessary?",  
    "Does this decoration serve a purpose?",  
    "Can this be removed without breaking functionality?",  
    "Is this honest, or does it promise what it can't deliver?",  
    "Will this feel dated in 5 years?"  
  ],
```

```
  "swiss_style_test": [  
    "Does this align to the grid?",  
    "Is the typography hierarchy clear?",  
    "Is there unnecessary ornamentation?",  
    "Does the layout have asymmetric balance?",  
    "Is information presented in order of importance?"  
  ],
```

```
  "system_coherence_test": [  
    "Does this use existing design tokens?",  
    "Is this consistent with other sections?",  
    "Can this be abstracted into a reusable pattern?",  
    "Does this follow the color logic (60-30-10)?",  
    "Is spacing derived from the base unit?"
```

]

},

"transferability\_framework": {

"title": "How to Apply This System to Other Products",

"step\_1\_replace\_tokens": {

"action": "Update design tokens in Level 1",

"elements": [

"Color palette (match brand)",

"Typography scale (adjust for voice)",

"Spacing base (change density if needed)"

]

},

"step\_2\_adapt\_illustrations": {

"action": "Redraw illustrations using Level 2 rules",

"elements": [

"Hero product (orthographic view)",

"Exploded view (identify key components)",

"Technical drawings (4 standard views)",

"Component details (3-5 key parts)"

]

},

"step\_3\_restructure\_content": {

"action": "Apply Level 5 content strategy",

"elements": [

"Define must/should/nice to know info",

"Write in brand voice",

"Structure by information hierarchy"

```
]
},

"step_4_maintain_principles": {
  "action": "Keep Level 0 philosophy intact",
  "non_negotiable": [
    "Less is more",
    "Grid-based layouts",
    "Functional color usage",
    "Typography as primary design element",
    "Material honesty"
  ]
}
}
```