

# Turbo Studio

PROOF OF CONCEPT



# Current design

The screenshot displays the TURBO application interface for a Sales Rep North America user named Alexander Pierce. The top navigation bar includes a logo, a search bar, and various notification icons. The main content area is organized into three columns: Action Flows, Actions, and Views. The left sidebar contains links to Home, App Central, Rollouts, Metrics, Object Modeler, Settings, Switch User, and a Help icon.

**Action Flows**

- Type here to filter
- New
- Opportunity Action Flow
- Lead Action Flow
- Account Action Flow

**Actions**

- Type here to filter
- New
- Move to Prospecting
- Move to Value Proposition
- Move to Proposal/Price Quote
- Move to Closed Won
- Move to New
- Move to Contacted
- Move to Qualified
- Update Account
- My Opportunities
- Recently Viewed Opportunities

**Views**

- Type here to filter
- New
- View Opportunity
- View Lead
- View Account

**Right Sidebar**

- User Guide
- Data Cubes
- Themes
- Translations

# Overview

What is the objective of the platform?

Make cross-platform applications

What it offers?

Allowing users to create mobile/web applications

What are the benefits?

Apps can be built quick and easy with zero coding knowledge

Who will be using?

IT Administrators of organizations\*

What type of apps it can make?

One can make apps which take responsive inputs from the end-users and display the necessary data

Ex: Opportunity Management, Lead Management\*

Is any relevant product?

Bubble.is\*

\* Need more research

# Problem statement

Based on the specific page

- ? How can we make the page more intuitive?
- ? How can we make the elements more organized?
- ? How can we make the process more simple and easy to use for the users?
- ? How can we find all the possible use cases and tackle them?

# Improvements

The requirements to make proof of concept for  
the single page shared.

Intuitive

Self-explanatory

Rich looking

Aesthetic

Appealing

Leverage the standards

Appropriate for the depth of functionality

Prevalent with similarities

and more...

# Design Process

## UNDERSTAND

# The platform

The Turbo platform offers IT Administrators to make cross-platform Mobile and Web application to manage and simplify their everyday works. Also, the platform makes the process of application creation simplified without using any computer programs.

- User can create an app from scratch or from the templates which Turbo has predefined.
- User can create, edit and delete multiple action flows which contains set of actions and views, which are serialized by the user.
- User can create multiple actions which can be added to one or more action flows. The actions will have set of user input interfaces such as forms, maps, checklist and etc.
- User can create multiple views which can be added to one or more action flows. The views will be defined by the user with data needs to be shown in the respective view interfaces.
- Actions can be created with multiple form fields which are predefined by the Turbo team.(this would require more clarifications when taking the whole platform into design consideration).
- User can set additional preferences such as user guide, Data Cubes, Translations and Themes & Appearances.
- User can generate/build the app by an option called 'Rollout'. Also, the user can manage and handle the rolled out apps.
- User can monitor and visualize the data as graphs and charts in the platform.

## UNDERSTAND

# The Given Page

The provided page has the follow major components,

### Action Flows

User can create, update and delete the action flows for the selected app. The action flows contain one or more actions and/or views in the order of serialized way. The given page interface has list of action flows, and the user can find a specific action flow by using keywords.

### Actions

User can create, update and delete the actions. These can be included in one or more action flows. The actions mostly contain the set of input interfaces such as form fields, checklists, etc. The given page interface should have the list of actions, and the user can find a specific action by using keywords, filtering categories, etc.

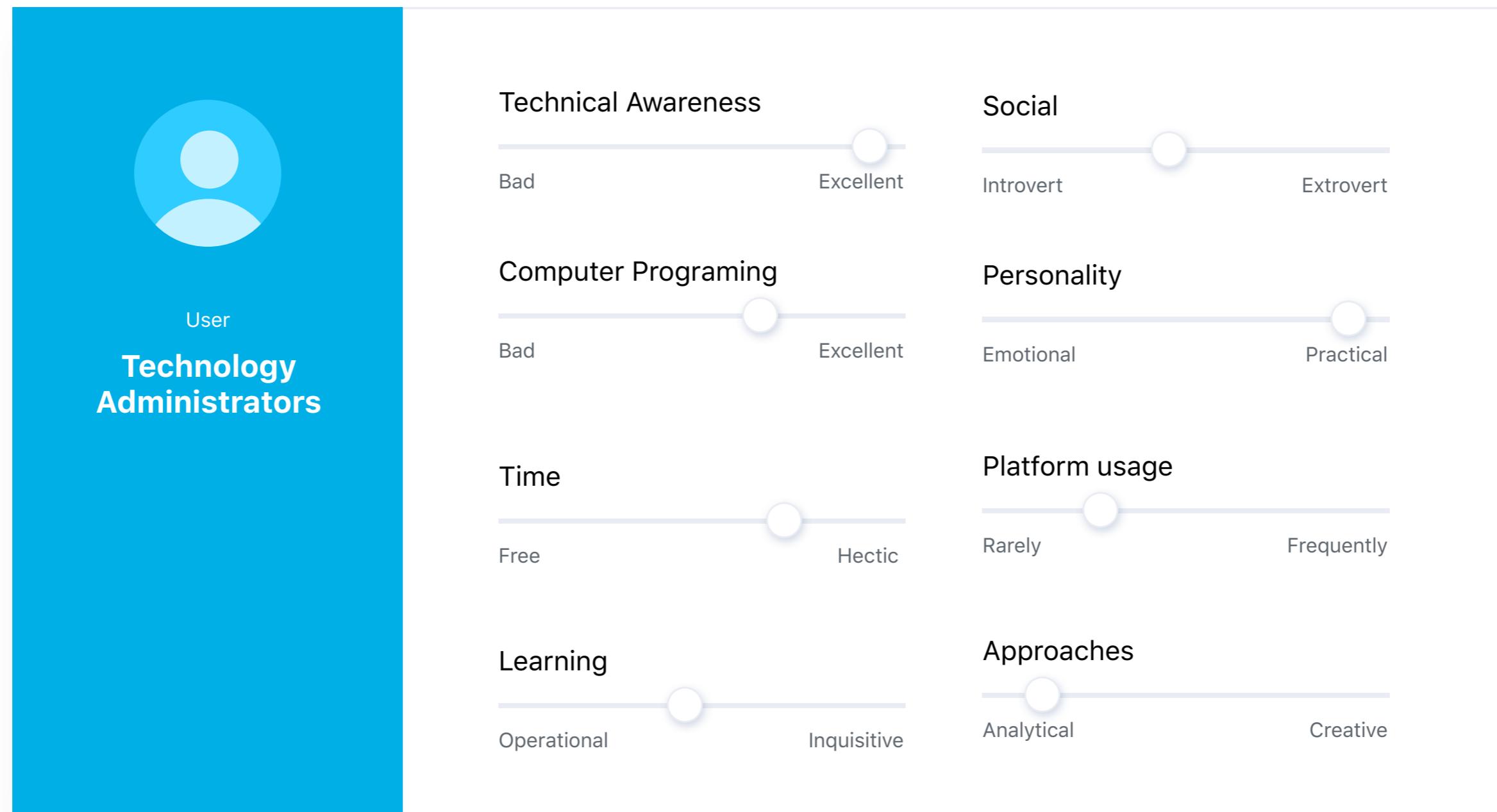
### Views

User can create, update and delete the views. The views can be included in one or more action flows. The views mostly display the set of data. The given page interface should have the list of views, and the user can find a specific view by using keywords.

USER RESEARCH

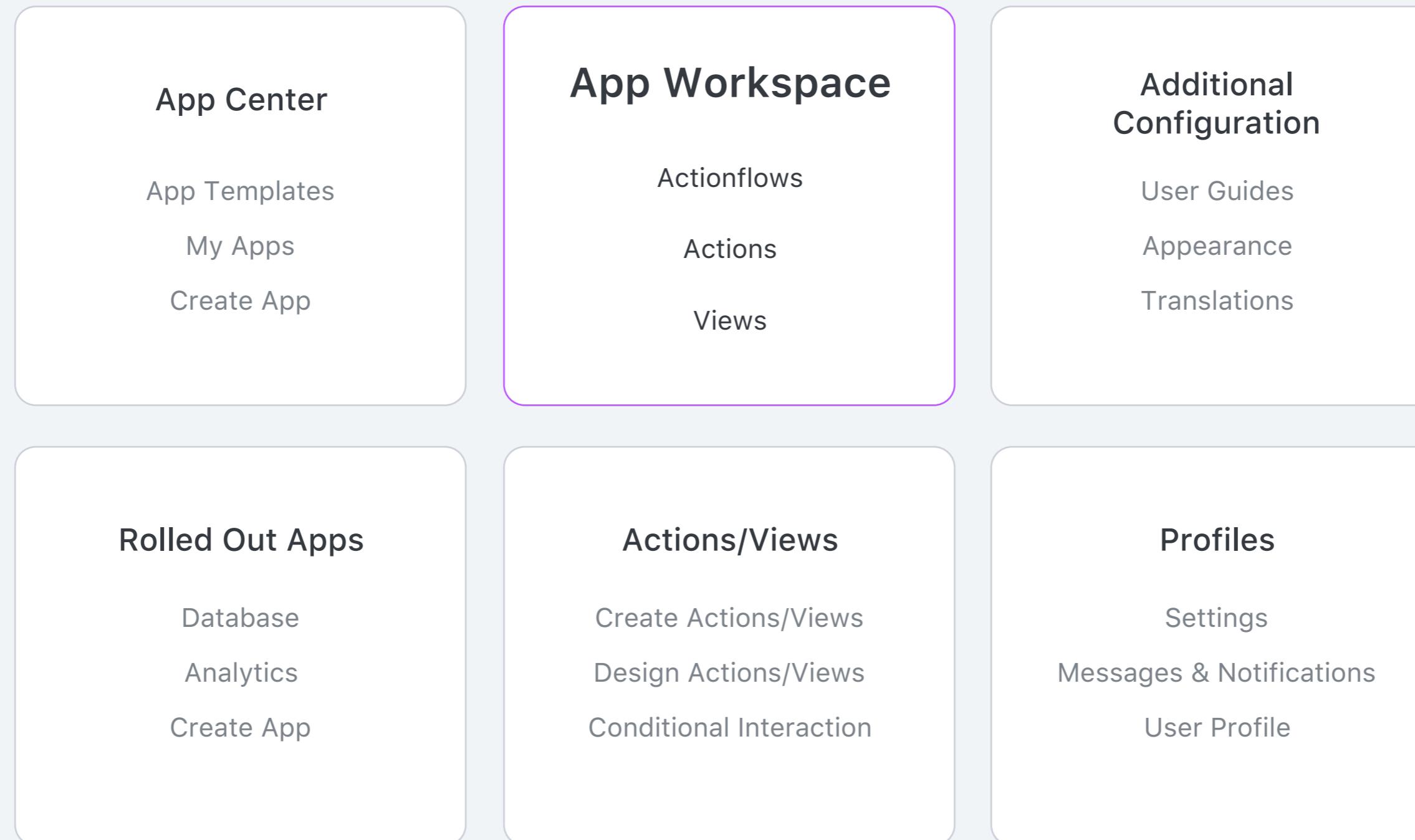
# User Persona

(Generic)



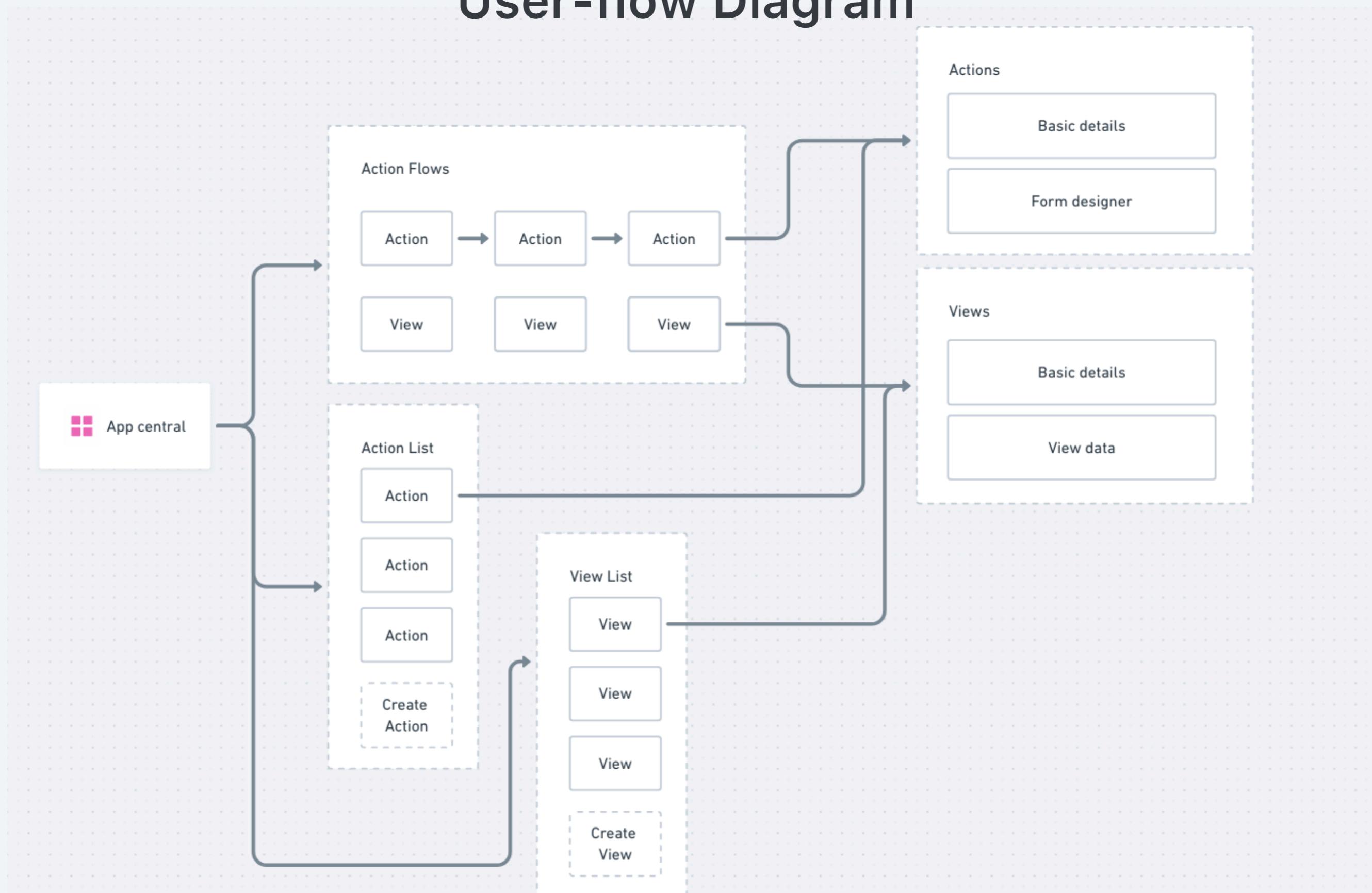
## AFFINITY MAPPING

# Core Feature Definition



## INFORMATION ARCHITECTURE

# User-flow Diagram



# Design Consistency



## CONTENT

Set and follow content standards across the entire product



## VISUALS

Finalize guidelines and set processes that help follow these guidelines



## PATTERNS

Predefine layout patterns to provide common ways to create an arrangement

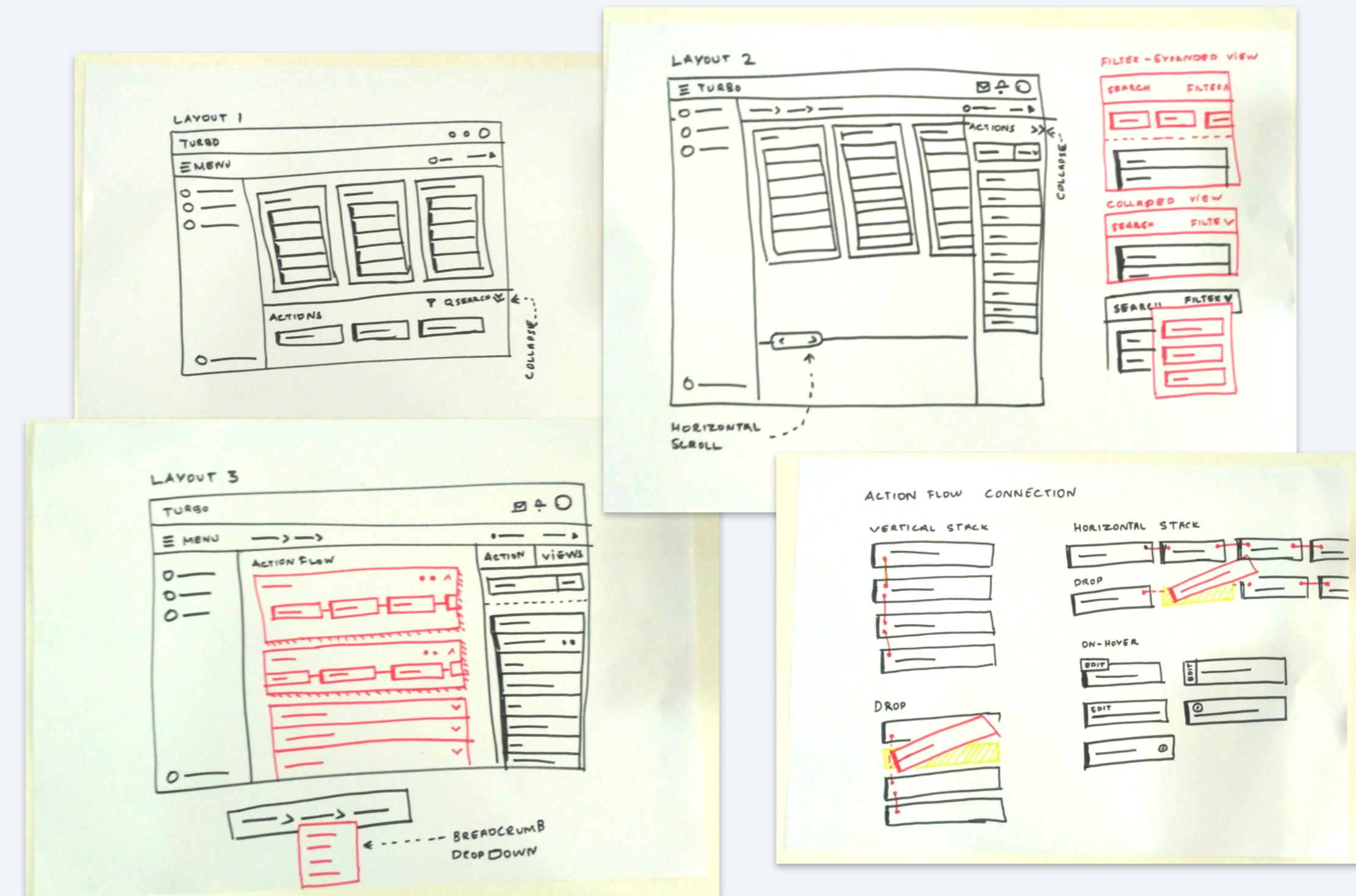


## COMPONENTS

Create components as a collection of interface elements that can be used across the system

PAPER SKETCH

# Lo Fidelity Wireframe



# Solution 1

**TURBO**

- App Central**
- Rollouts**
- Metrics**
- Object Modeler**
- Settings**

App Central > **Sales Rep North America** ▾

Actionflows

Opportunity	Lead Actionflow	Account actionflow
Create Opportunity	Create Opportunity	Create Opportunity
Move to prospecting	Move to prospecting	Move to prospecting
Move to proposal/price Quote	Move to proposal/price Quote	Move to proposal/price Quote

Instances Hide >

**Actions** Views

Search actions... Filter

Create Opportunity

Move to prospecting

Move to proposal/price Quote

**Create an action**

WIREFRAME

# Solution 2

**TURBO**

The wireframe illustrates the TURBO application interface. On the left, a vertical sidebar lists navigation links: App Central, Rollouts, Metrics, Object Modeler, and Settings. The main content area shows the current view: App Central > Sales Rep North America. The central part of the screen displays 'Action Flows' with three sections: 'Opportunity Action Flow', 'Lead Action Flow', and 'Account Action Flow'. Each section contains a repeating pattern of 'Create Opportunity' actions. A 'Create an actionflow' button is located at the top right of the flow sections. To the right, there is a detailed view of the 'Opportunity Action Flow' section, which includes a search bar, a table of actions, and a 'Create an action' button at the bottom.

App Central > **Sales Rep North America** ▾

Rollout App

Action Flows

Opportunity Action Flow

Create Opportunity Create Opportunity Create Opportunity

Lead Action Flow

Account Action Flow

App Central

Rollouts

Metrics

Object Modeler

Settings

Actions

Views

Search actions... Filter

Create Opportunity Create Opportunity

Move to prospecting Create Opportunity

Move to proposal/price Quote Create Opportunity

(+) Create an action

## WIREFRAME

# Solution 3

The wireframe illustrates the TURBO application interface, specifically the Action Flows and Actions sections.

**TURBO** (Top Left): A sidebar menu with the following items:

- App Central
- Rollouts
- Metrics
- Object Modeler
- Settings

**Action Flows** (Main Area):  
A section titled "Action Flows" displays three action flows:

- Opportunity Action Flow**: A sequence of three actions: "Create Opportunity" → "Move to Prospecting" → "Move to Value Propos..". An "Add" button is located to the right of the third action.
  - Icons above the flow: ⚙️, 🗑️, ⚪
- Lead Action Flow**: A collapsed section indicated by a downward arrow.
- Account Action Flow**: A collapsed section indicated by a downward arrow.

**Actions** (Right Panel):  
A section titled "Actions" contains the following elements:

- "Create" button
- Search bar: "Search actions..." with a "Filter" button
- Category buttons: All, Forms, Maps, Views
- List of actions:
  - Create Opportunity
  - Move to prospecting
  - Move to proposal/price Quote

# Workspace

The screenshot displays the TURBO workspace interface, specifically the App Central section for the Sales Rep North America application.

**Left Sidebar:**

- TURBO** logo
- App Central** (selected)
- Rollouts**
- Metrics**
- Object Modeler**
- Settings**

**Top Bar:**

- App Central > **Sales Rep North America**
- Configurations**
- Rollout App** (with a play icon)
- Message icon
- Bell icon with a red dot
- User profile picture

**Central Area:**

### Action Flows

**Opportunity Action Flow:**

```
graph LR; A[Create Opportunity] --> B[Move to Prospecting]; B --> C[Move to Value Propos..]; D[View Opportunities] --> E[All Leads]; E --> F[Add Action]
```

**Lead Action Flow:**

**Account Action Flow:**

### Actions

**Create an actionflow**

**Search actions...** **FILTER**

- Create Opportunity
- Move to prospecting
- Move to Value Proposition
- View Opportunities
- Lead Map for Address
- All Leads
- Move to proposal/price Quote
- View Lead

# Design Components

# Navigation Menus

## Expand/collapse the navigation menu

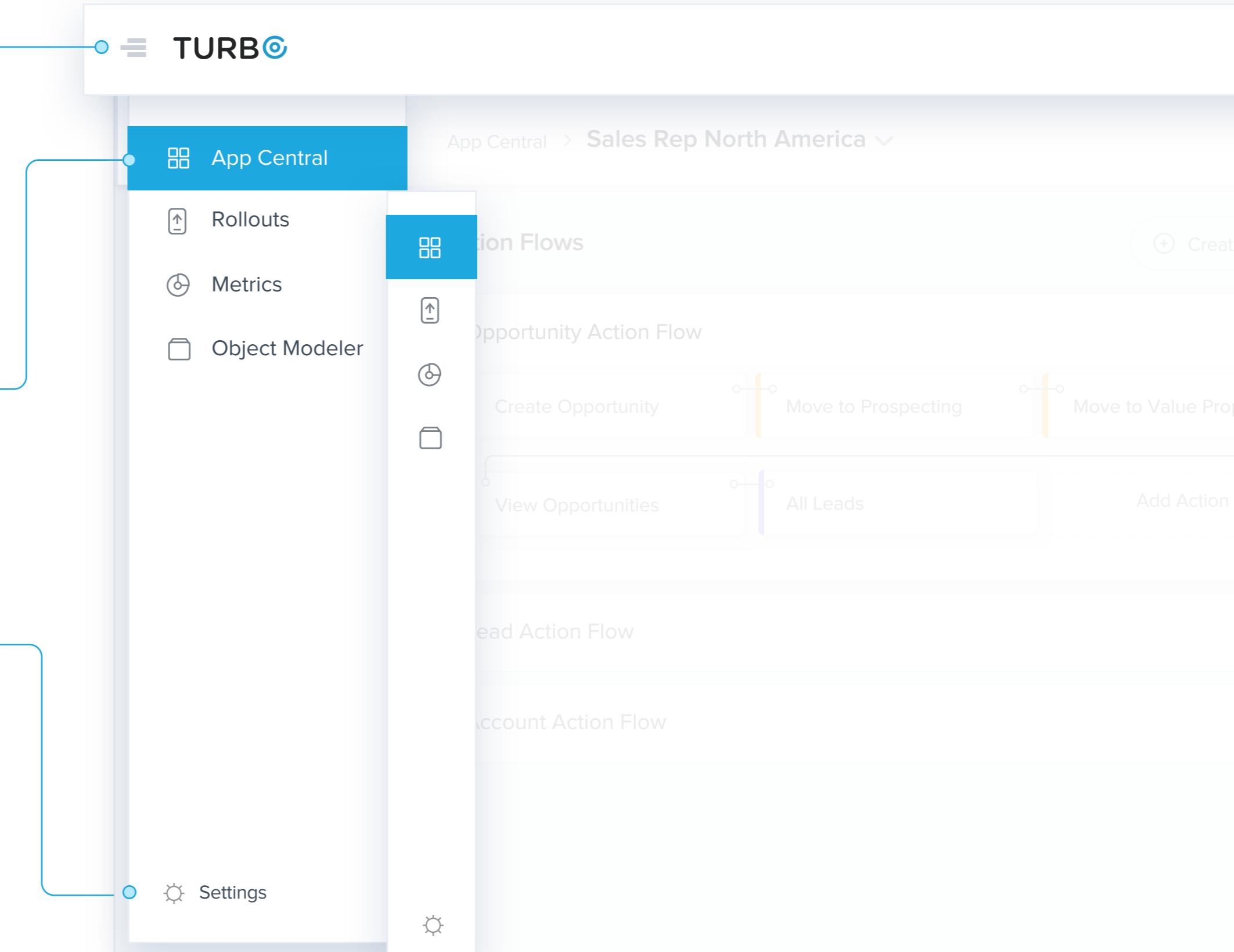
User can expand the menu which has the navigation icons with names. Also, the menu can be collapsed by showing only the icons. This will help the user to have more breathing space.

## Navigation menu

The navigation menu items are picked based on the core features of the product and these are organised based on most important and most frequent features.

## Settings

Least important items and things which are relevant to settings or configurations are brought under the 'Settings' menu. This menu item is placed at the bottom of the menu to give differentiation with other menus and it is easily findable.

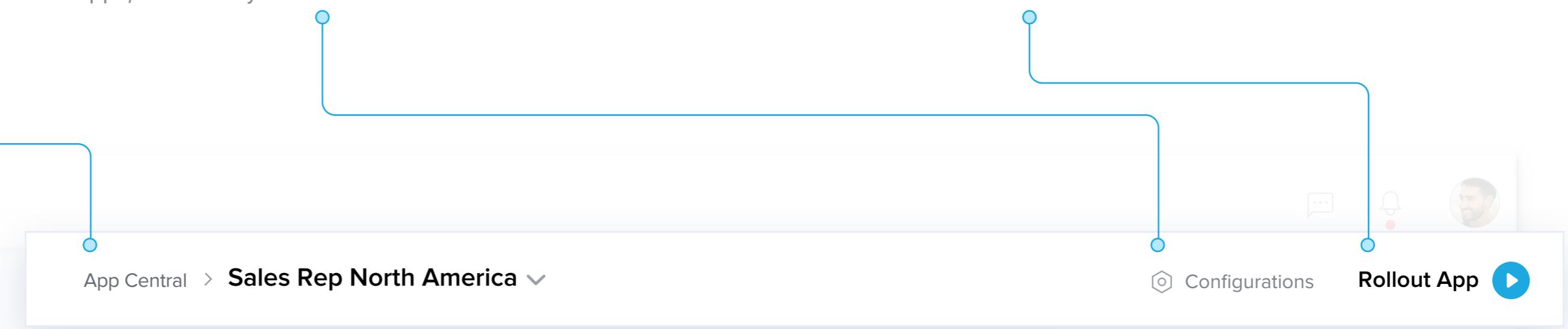
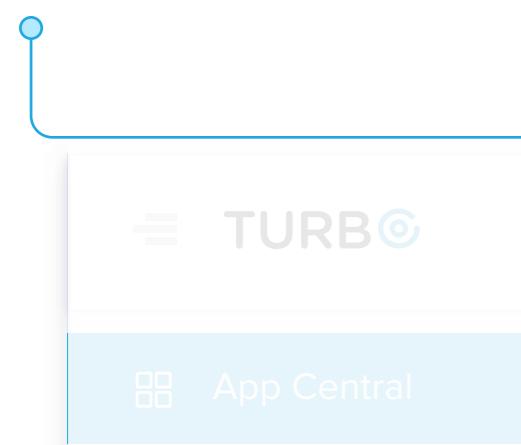


# Navigation bar

## Navigation Breadcrumb

The navigation breadcrumb has been placed at the top left of the workspace, so user can know where he/she is landed and can navigate to the parent sections in ease.

User can also switch between different apps/modules by selecting the breadcrumb items.

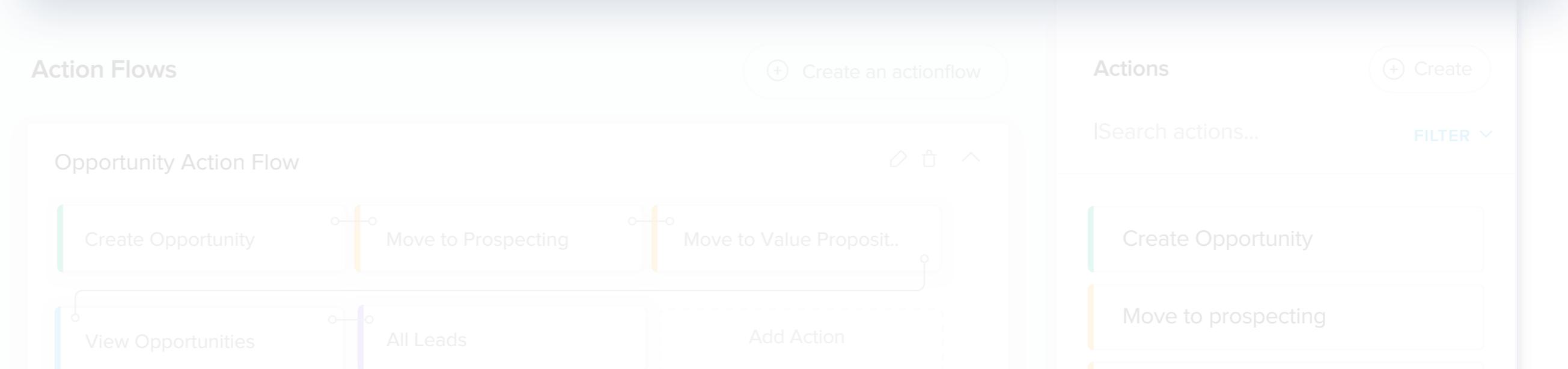


## Configurations

The additional configurations such as User Guidelines and Appearances are least frequent and mostly performed while the app is about to roll out. User can access the configurations at any time from this section.

## Rollout

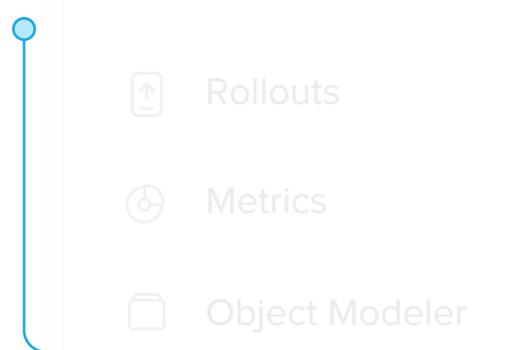
User now knows how to proceed to rollout the app once he/she is done with creating Action flows by seeing big blue icon which indicates 'go ahead'



# Action Flows

## Action Flows

Action flows are the primary aspects for building an app. So that, we used the main workspace area for action flows. List of the action flows are stacked in vertical order, which is a flexible view to show various action flows.



## Action Flows

### Opportunity Action Flow

Create Opportunity

Move to Prospecting

Move to Value Propos..

View Opportunities

All Leads

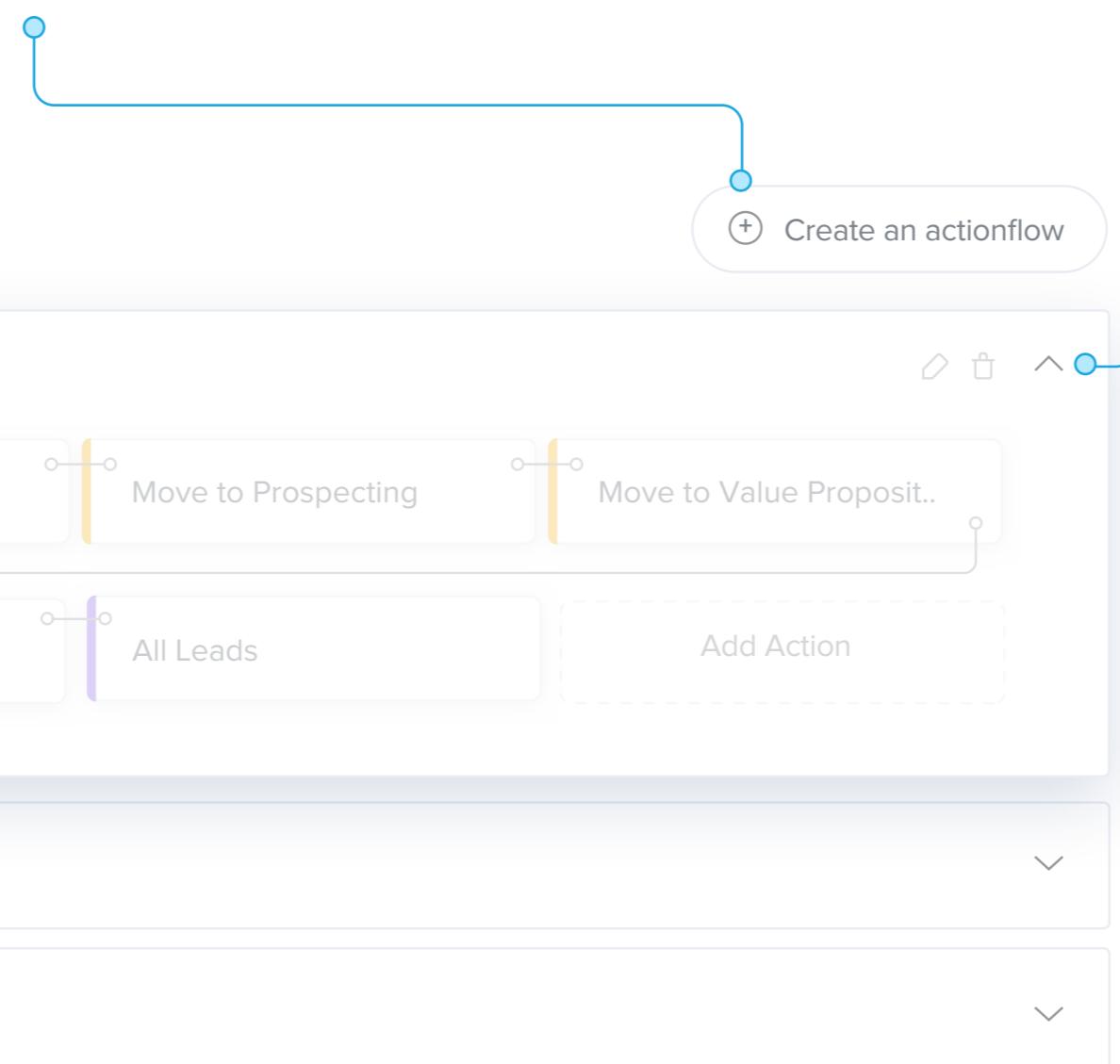
Add Action

### Lead Action Flow

### Account Action Flow

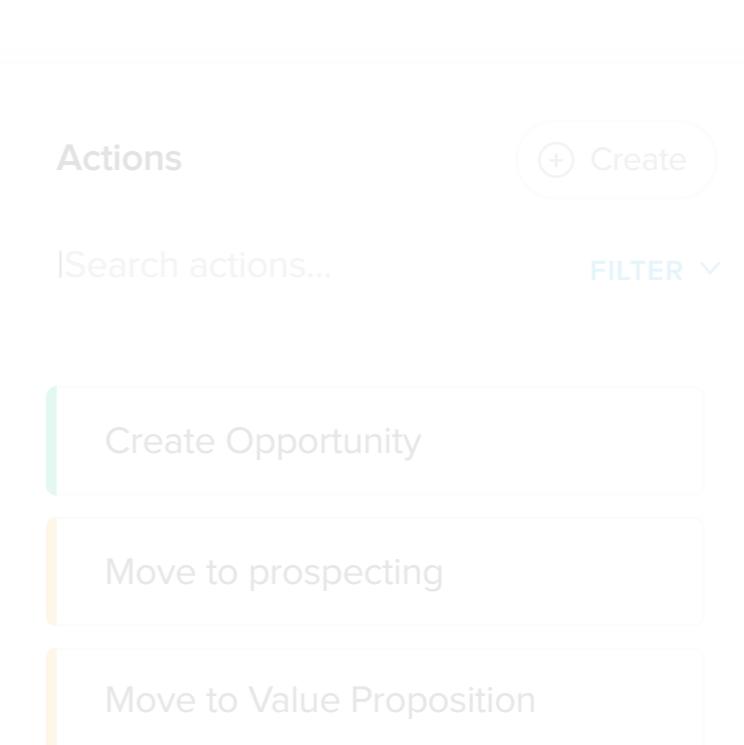
## Create an Actionflow

User can create an actionflow by clicking the 'Create an actionflow' button. Also, it allows the user to create the action flow's name, description and many.



## Expand/Collapse Action Flow

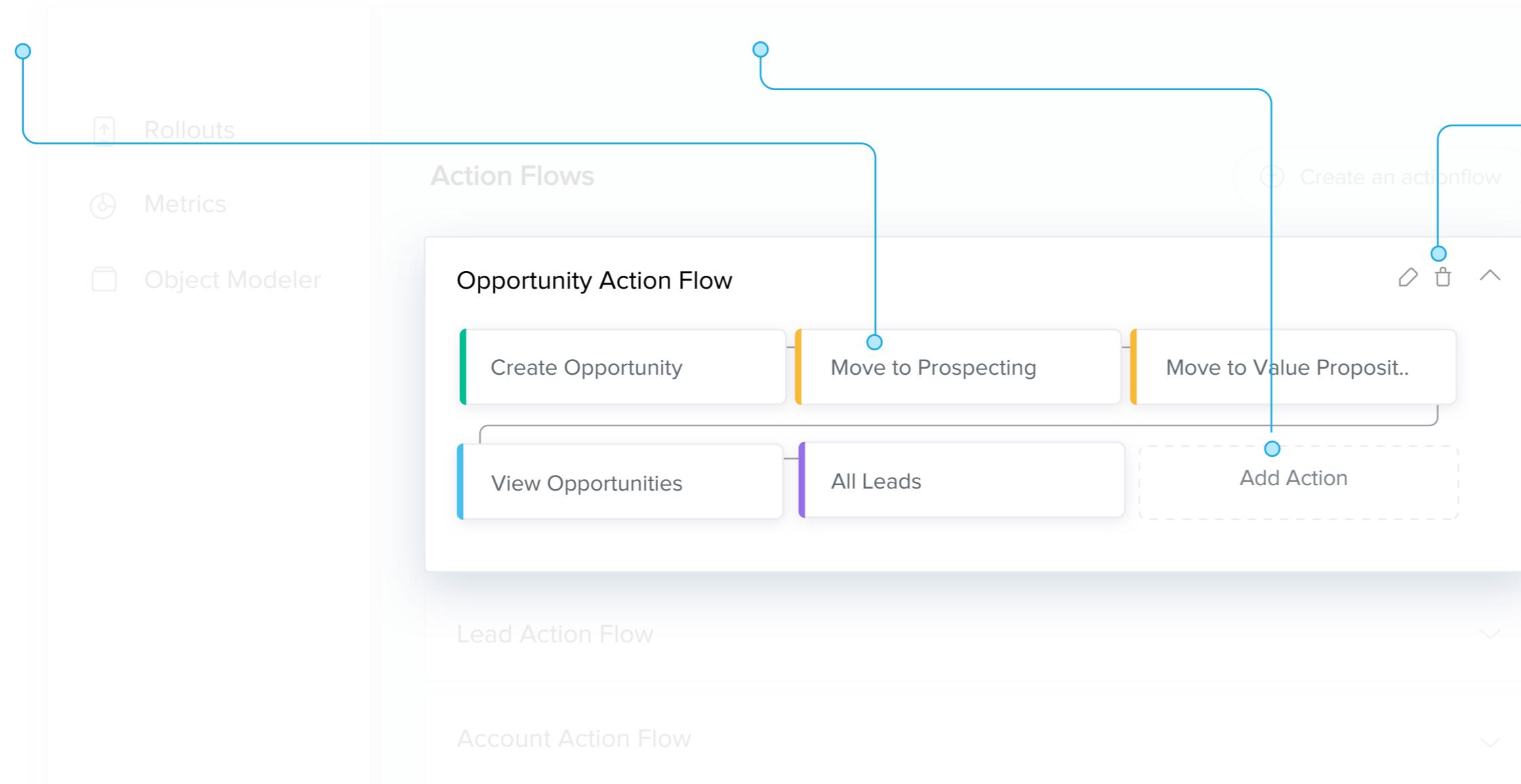
User can expand one or multiple action flow to see the serialized actions and also can collapse one or many actionflows. By default, the workspace shows the title of the actionflow in collapsed view. This will help the user to have a cleaned workspace.



# Action Flows

## Flow of Actions

One or multiple actions are shown under each of the action flows. The actions are connected with one another to indicate the serialization of the flow.

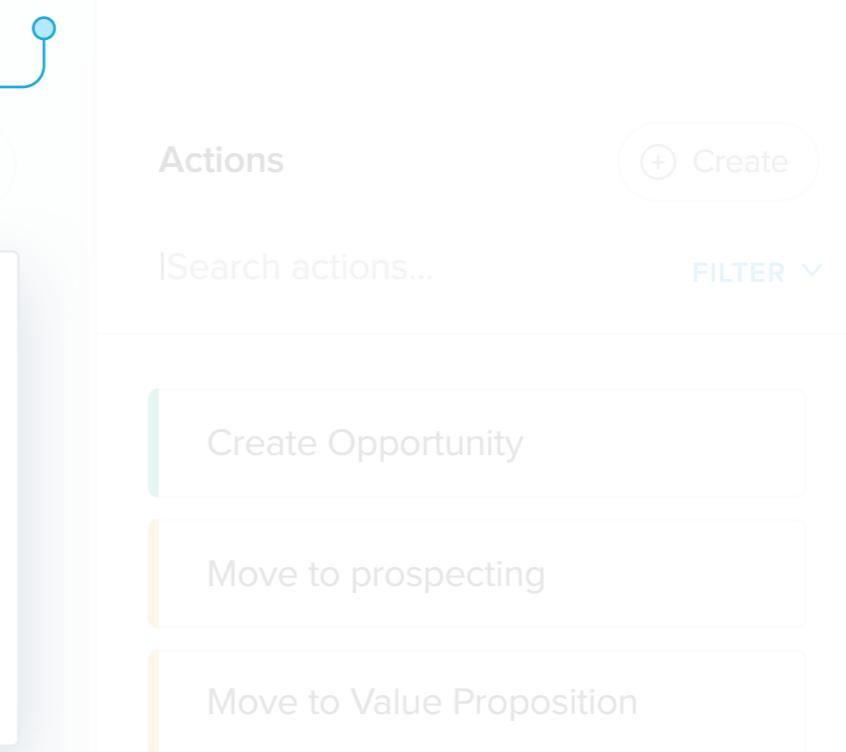


## Easy Add Actions

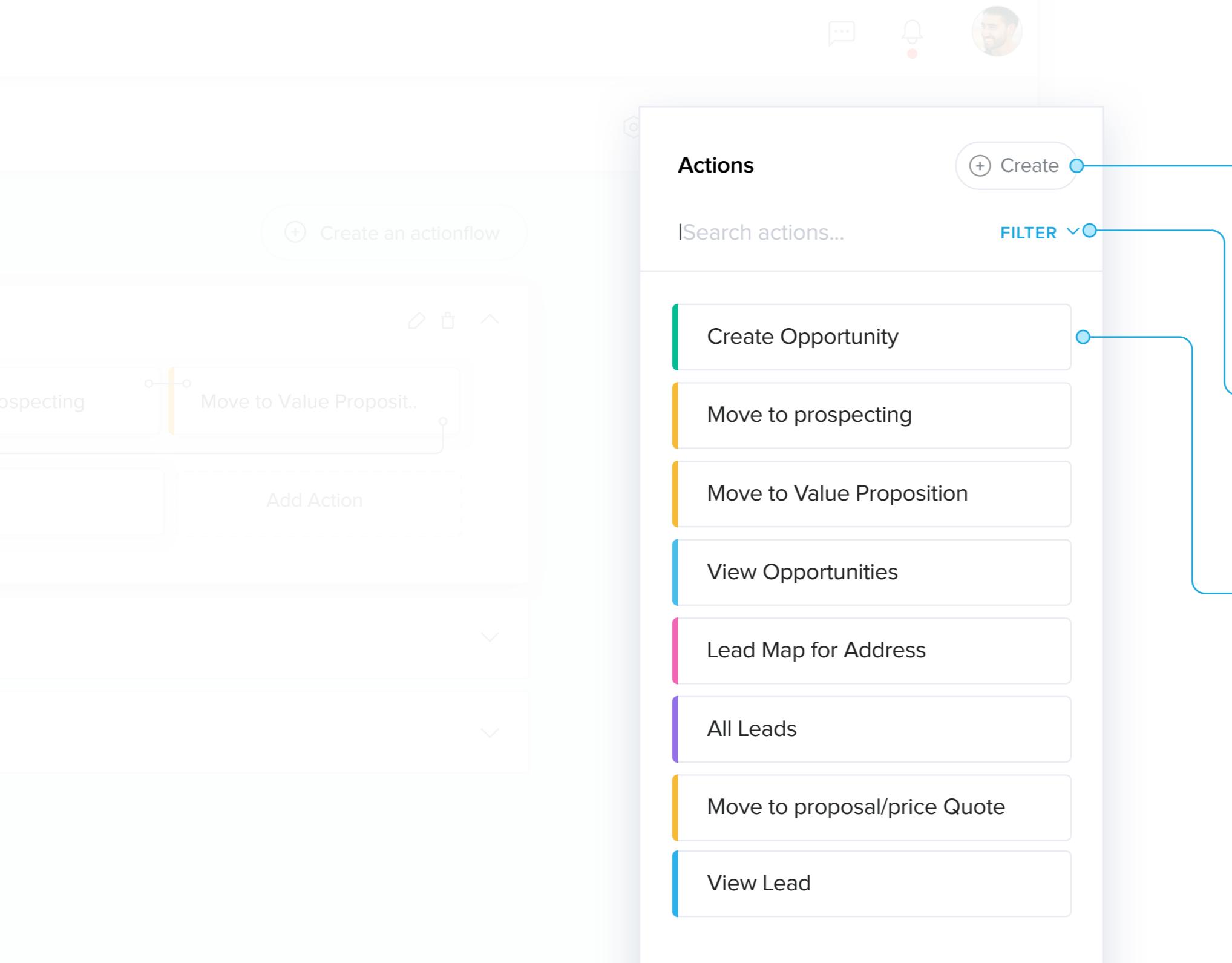
User can add the action items to the actionflow by clicking the 'Add Action', located at the end of serial. User can also drag the action items from the 'Actions side panel' and drop it at the desired place.

## Action Flow CRUD

The basic options for each action flows are edit and delete. User can edit the details of the particular action flow such as title and description. User can also delete the action flows which will remove only action flows not the action items added to the actionflow.



# Actions



## Create Actions

User can create an action item by clicking on the create button and selecting the type of action item from the dropdown.

## Search & Filter

User can quickly find the action items using the search and filter options.

## Action Items

The list of action items are shown in the actions side panel. All the type actions including create, edit, maps, views and list views are listed in the actions list.

PROTOTYPE

<https://marvelapp.com/94jfhf0>

# VISUAL GUIDELINES

## COLORS

### Primary Colors



#25B9F5

HSB (197, 85, 96)



#8ECC4D

HSB (89, 62, 80)

### Secondary Colors



### Shades of Grey

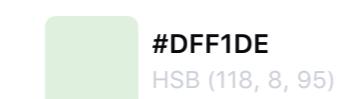


### Indicative Colors



#18B013

HSB (118, 89, 69)



#DFF1DE

HSB (118, 8, 95)



#FF9A26

HSB (32, 85, 100)



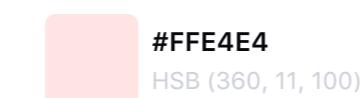
#FFEBDA

HSB (28, 15, 100)



#F14A4A

HSB (360, 69, 95)



#FFE4E4

HSB (360, 11, 100)

## TYPOGRAPHIC STYLE

# Hero Heading

30 PT • WEIGHT: 900

## Main Heading

24 PT • WEIGHT: 700

### Supporting Heading

14 PT • WEIGHT: 500

### Segment Lead

14 PT • WEIGHT: 500

Technology can be our best friend, and technology can also be the biggest party pooper of our lives. It interrupts our own story, interrupts our ability to have a thought or a daydream, to imagine something wonderful, because we're too busy bridging the walk from the cafeteria back to the office on the cell phone.

14 PT • WEIGHT: 300

### Call to Action

14 PT • WEIGHT: 300

### Buttons

Call to Action

Default

Default

## CREATE FORMS EASIER

### Inputs & Textareas

#### FIRST NAME

I

#### EMAIL ADDRESS

hello@hello



#### EMAIL ADDRESS

hello@hello



#### DATE

24 Jun 2018

#### TIME

08:00 PM



#### SELECT AN OPTION

Okay

Nope

Not now

Check Box

Check Box

Radio Button

Radio Button

Toggle

Toggle

# Thank You

