# RaptorFlow UI Component Blueprint

**Disclaimer:** This document captures the entire user-interface structure of the RaptorFlow app – every page, every major component, and how they interconnect. It is intended as a build-ready specification for designers and engineers.

---

## Table of Contents

---

## Introduction

RaptorFlow is a "strategy operating system" that turns a founder's messy context into concrete marketing strategy, ongoing moves, multi-channel execution and continuous optimisation. The UI must feel like a confident marketing entity – designer-classy, blunt and bold. Throughout this spec, we reference the product vision outlined in the *Raptorfinal Context* PDF, including the concept of the **Experience Loop** where users share wins and see instant multi-format content 【619267601571262†L5150-L5179】. The app emphasises weekly rituals and AI-generated recommendations 【619267601571262†L5448-L5456】, so the UI surfaces these loops clearly.

---

## Foundation & Layout

### Global Shell

Across all pages, the app uses a consistent shell:

- **Top bar**
  - Left: RaptorFlow wordmark and logo.
  - Centre: Page title (e.g., *Dashboard*, *Strategy*, *Content*).
  - Right: Plan badge (Free / Pro), notifications icon, user avatar.
- **Sidebar**
  - Appears on the left except during the onboarding wizard.
  - Icons and labels for the main pages: Dashboard, Strategy, ICPs, Moves, Content, Analytics, History, Support (optional), Settings.
- **Chat pill**
  - Docked at bottom right on every page.
  - Opens the universal chat interface that can execute tasks, generate content, or answer questions.

### Navigation & Visual Tone

- The palette is dark neutral (mineshaft black) with bold accent colours pulled from the brand palette (Akaroa, Barley Corn, White Rock).
- Typography is strong and modern. Large headings use Playfair Display SC; body copy uses Inter or Lexend Deca.
- Components have thin borders, minimal shadow, big margins and strong contrast. Micro-copy is blunt and sometimes sarcastic (e.g., "If this description is fluffy, expect fluffy results.").
- Navigation ensures deep links: clicking elements flows to related pages (e.g., clicking an ICP chip opens its detail drawer; clicking a move row opens move detail).

## Pages and Their Components

### Dashboard

**Purpose:** Show users what matters today. Provide the week itinerary, key tasks, and quick entry to logging, content creation or reviews.

**Layout:**

- **Today's Brief Card**
  - Displays top focus moves, today's tasks count, and streak.
  - CTAs to start weekly plan or review overdue moves.
- **Itinerary Component**
  - Two modes: *1-week* (detailed) and *2-week* (overview). Users toggle between them.

– Row per move; column per day. Each cell shows the planned content or action (post, DM, email). Click a cell → open Move detail with that day pre-selected.

- **Quick Actions Strip**
  – Buttons: *Share a win / story* (Experience Loop), *Create first moves*, *Ask Raptor* (chat suggestions).
  – Each button jumps to the respective page or opens the chat pre-seeded with a prompt.
- **Onboarding Checklist**
  – Only visible on first run. Tracks actions like completing strategy, creating a move, logging first actions, generating content.

## Strategy

**Purpose:** Display the live marketing strategy, which consists of positioning, ICPs, narrative angles, bets, guardrails, proof and linked moves. Serve as a canvas for editing and versioning strategy.

**Key Components:**

1. **Brand Spine Card**
   – Shows the one-sentence position: *For [ICP], we are the [category] that [outcome], unlike [alternatives].*
   – Buttons: *Edit* (inline editing of each slot) and *Generate variant* (AI-generated alternatives with choices like *simpler*, *aggressive*).
2. **ICP Strip**
   – Horizontal row of ICP cards (summary). Each card displays name, one-line descriptor, pain & desire chips, and channel icons.
   – Click → slide-out detail drawer (see **ICPs Detail Drawer**).
   – Button: *Manage ICPs* → opens the ICP Manager.
3. **Narrative & Angles Card**
   – Two columns: one summarising the narrative story arc (beats), another listing angles (e.g., "Boundary-setting", "Anti-agency").
   – Each angle tile shows which ICPs and channels it relates to; clicking generates hook ideas via Content Studio.
4. **Bets & Guardrails Card**
   – Left column lists strategic bets ("We bet that founders will prefer owning marketing").
   – Right column lists guardrails ("We refuse to chase vanity metrics"). These are editable.
5. **Proof Wall**
   – Gallery of evidence (wins, quotes, metrics, content examples). Each tile shows a title, type badge, description and optional link. A button to add new proof opens a modal.
6. **Strategy Status Panel (Side rail)**

- Shows goal focus (lead / authority, etc.), time horizon (e.g., Q2 2026), active ICP chips and analytics/support warnings (e.g., *"ICP 2 underperforming"*).
- Button: *Schedule strategy review* → sets reminder.

7. **Strategy To Moves Panel (Side rail)**
   - Lists moves currently derived from this strategy. Each row has name, objective, status. Clicking opens Move detail. Button: *Generate moves from strategy* – triggers AI to propose new moves based on current ICPs, goals, channels.

8. **Strategy Chat Panel**
   - Suggests prompts like *"Explain our strategy in plain language"* or *"Propose an aggressive variant."*

9. **Versioning Control**
   - Top bar shows strategy version (e.g., v3, updated two days ago). Version drop-down allows switching between historical versions and comparing changes. *Propose change* creates a draft new version.

## ICPs Manager

**Purpose:** Show all defined and recommended ICPs; allow creation, editing, merging and splitting of ICPs. Provide a gateway to ICP insights and performance.

**Main Elements:**

1. **Header**
   - Title *ICPs*. Right side: New ICP button and Auto-recommended: N chip (opens panel with AI-suggested ICPs).

2. **ICP Grid**
   - Each ICP appears as a card with accent colour. Shows name, status pill (Primary/Secondary/Experimental), short description, pains/desires chips, channel icons and performance hints (best channel/time). Hover actions: Open, Duplicate, Archive. Click → opens the ICP Detail Drawer.

3. **Right Rail: Recommendations & Signals**
   - **Raptor recommends** panel lists AI-suggested ICPs. Each suggestion includes a name, rationale (e.g., *"Derived from 73% of your leads"*), pains and channels. Actions: *Accept, Merge, Dismiss.*
   - Additional panels for emerging segments and data source signals may follow (future).

4. **Empty state**
   - If no ICPs exist, show message: *"No ICPs yet. We built 2 for you from your context"* with buttons to review suggestions or create manually.

## ICPs Detail Drawer

**Purpose:** Present a single ICP's profile with full details, performance and editing capabilities.

**Drawer Sections:**

1. **Header Bar**

- ICP name (editable inline), status dropdown (Primary, Secondary, Experimental, Archived), optional description and close icon. Changing status updates the ICP.

2. **Profile Section**
   - Shows fields: Company types, Company sizes, Roles, Geographies, Budget band. Buttons: *Edit*, *Split ICP*. Editing opens a form with multi-select fields; Save persists changes.

3. **Pains & Desires Section**
   - Two columns of chips; lists the pains (problems) and desires (outcomes). Editing allows adding/removing chips. A link *Import from signals* shows ghost chips based on support or CRM data and allows one-click inclusion.

4. **Channels & Behaviour Section**
   - Lists primary channels (Icons) and secondary channels. Below, a performance hint from Analytics summarises best performing angles, formats and posting times. Editing allows setting primary/secondary channels.

5. **Proof & Examples Section**
   - A gallery of proofs attached to this ICP. Each proof tile shows a title, type (Win/Quote/Metric/Content) and description. *Attach proof* opens a modal to link support tickets or content.

6. **Linked Moves & Performance Section**
   - List of moves targeting this ICP. Each entry shows move name, objective, weekly target vs actual, and health status (On track / Underpowered / Overkill). A button *Create move* creates a new move pre-bound to this ICP.

7. **Footer**
   - Button: *Create move for this ICP* – shortcut to move creation flow.

8. **Split ICP Modal**
   - Wizard for splitting an ICP into two. User defines names and differentiators; on confirm, the original ICP is archived and two new ICPs are created.

## Moves List

**Purpose:** Show all moves (marketing behaviours) with quick status overview and allow filtering and creation.

**Components:**

- **Header**: Title and button New Move. Filters: Status (Active/Planned/Paused/Completed), ICP and Objective.
- **Move Cards Grid/List**: For each move, display name, ICP tags, status pill, weekly targets summary and progress bar. A vertical bar shows actions (Play/Pause, Duplicate, Archive). Click → open Move Detail.
- **Empty state**: For new users, show recommended moves based on strategy and a button to accept them.

## Move Detail Page

See the detailed specification earlier in the conversation. Key features summarised:

1. **MoveHeaderBar** – shows name, status, objective, targets, ICP chips, weekly progress and edit button.
2. **MoveTabs** – four tabs: Overview, Daily Log, Weekly Review, Assets.
3. **Overview Tab** – summarises objective, weekly targets and a sparkline of actions/outcome metrics.
4. **Daily Log Tab** – form for logging daily actions for each weekly target. Shows last 7 days streak. Save logs updates analytics.
5. **Weekly Review Tab** – runs weekly review ritual: summarises last week (planned vs done), shows AI recommendation and rationale, and asks user to decide (Scale/Tweak/Kill/Maintain). Accepting suggestions updates the move's configuration.
6. **Assets Tab** – lists all content pieces tied to this move (draft/scheduled/published). Allows filter by channel/status and provides Create content button to jump to the Content Studio pre-filtered for this move.

## Content Studio

**Purpose:** Provide an integrated environment for generating hooks, drafting posts/emails, scheduling content, managing assets and turning raw stories into multi-format campaigns.

**View Modes:**

1. **Studio View** (default)
   – **Filters Rail**: Select Move, ICP, channels, statuses and date range. Filters apply across Hook Studio, Editor and content list.

   – **Hook Studio Panel**: Generate hooks based on current Move & ICP. Show AI-suggested angles from strategy. Each hook displays text, channel hints and actions (Use, Star, Variations).

   – **Editor Panel**: Write posts/emails/threads. Fields: Channel selector, Move/ICP selectors, Hook/title, Body, CTA. AI assist buttons provide quick rewrites (sharpen, shorten, adjust tone). Save as draft or schedule via date/time picker. Status dropdown controls content state (Draft/Scheduled/Published/Archived).

   – **Content List**: Table or card view of all drafts, scheduled and published items matching filters. Selecting a content item loads it into the editor. A ContentList component can also appear below the main grid if needed.

2. **Calendar View**
   – Toggle at the top switches to a 1-week or 2-week calendar grid. Days across columns; each content item appears as a pill on its scheduled day/time. Drag & drop to reschedule; click to edit. A callout shows counts of drafts, scheduled and published posts.
3. **Asset Factory Flow** (New from story)
   – Step 1: Input a story, rant or win. Choose Move/ICP context, tone (safe / unfiltered) and anonymity options.

– Step 2: Generate assets – the system produces multiple pieces across channels (LinkedIn post, X thread, IG caption + carousel, email). Each asset appears as a card with preview and actions (Open in editor, Accept & schedule). Selecting assets adds them to drafts and optionally schedules them.

4. **Context & Performance Rail**
   – **Context Panel**: Shows current Move/ICP context and provides quick selection dropdowns.
   – **ICP Performance Panel**: Summarises top performing angles, channels and time windows for the active ICP based on analytics. Clicking an angle chip applies that angle filter in Hook Studio.
   – **Guardrails Panel**: Displays guardrails from strategy to ensure content stays on brand ("We refuse to do X").

## Analytics

**Purpose:** Analyse performance of moves, ICPs and channels; generate data-driven recommendations; allow users to act on those recommendations (route-back).

**Components:**

- **Headline Metrics**: Actions vs targets, leads/signups (if integrated), streaks.
- **Move Leaderboard**: Table of moves ranked by impact; each row shows total actions, outcome proxies and AI recommendation (Scale/Maintain/Fix/Kill). The recommendation appears as a card with reasons and an Apply change button.
- **Channel Performance**: Breakdown of metrics by channel. Hovering reveals top performing content types.
- **ICP Performance**: Summarises outcomes and engagement per ICP.
- **Recommendations Panel**: Consolidated list of AI suggestions with Apply change actions. Accepting a suggestion triggers an update to move targets or strategy. This implements the "route-back" subloop.

## Support & Feedback

**Purpose:** Capture and analyse customer issues; attach them to moves and strategy; inform product and messaging improvements.

**Features:**

- **Support Inbox List**: Shows support tickets/chats by type (Billing, Bug, Feedback) and status (Open/In progress/Resolved). Each ticket row displays a title, sentiment chip, ICP classification (if inferred), and timestamp.
- **Ticket Detail Drawer/Page**: Displays transcript, AI summary, themes and sentiment. Buttons: Create move to address this theme, Add as pain point (links to ICP), Tag as known issue.
- **Support Analytics**: Charts summarising ticket volume, average response time, top issue categories and satisfaction scores. Integrates into the recommendation engine.

## History

**Purpose:** Provide a chronological audit trail of all changes and actions across strategy, moves, content, support and billing.

**Features:**

- **Filter Bar**: Filter by entity type (Strategy/ICP/Move/Content/Support/Billing), date range and user.
- **Timeline List**: Each entry records an event (e.g., "Mar 10 – Strategy v2 created", "Mar 12 – Move 'Authority Sprint' scaled: posts/week 3→5", "Mar 16 – Support: 3 tickets flagged 'Onboarding confusion'"). Clicking an entry opens the relevant entity.
- **Version Diff**: For strategy and ICP changes, show a diff view highlighting what changed. Buttons: Revert to this version (for strategies) and View in context (for moves or content).

## Settings & Subscription

**Purpose:** Manage account details, subscription plan, billing and integrations.

**Sections:**

- **Profile & Workspace**: Edit workspace name, owner, collaborators.
- **Subscription**: Show plan (Free/Pro), moves used versus quota, and billing details. Buttons to upgrade/downgrade. Payment handled via Razorpay or Stripe.
- **Integrations**: Connect CRM, calendar, social platforms, email marketing. Show current status and manage tokens.
- **Team & Permissions**: Invite teammates, assign roles.
- **Legal & Security**: Provide terms, privacy, refund and cookie policy links. Two-factor authentication toggle and API keys management.

## Onboarding / Strategy Engine Wizard

**Purpose:** Turn first-time context into a draft strategy via a guided multi-step flow.

**Steps:**

1. **Business Snapshot**: Collect product/service description, category and geography. Explain messy input is fine and will be refined.
2. **Goals & Constraints**: Ask for primary goal (Leads/Revenue/Authority/Community/Retention), time horizon (3/6/12 months), weekly time budget and allowed channels.
3. **Audience Seed (ICP seed)**: Gather initial ICP details – role, company size, stage, geography, pains and desired outcomes. Allow adding multiple ICPs.
4. **Processing & Strategy Reveal**: Show a loading indicator while AI synthesises strategy. Then reveal the positioning statement, ICPs, narrative and recommended moves with CTAs: *Accept & continue* (which saves as v1 and creates moves) or *Edit details* (modifies fields inline).

After acceptance, onboarding ends and the user lands on the Dashboard with the strategy and recommended moves loaded.

## Additional Notes and References

- The **Experience Loop** described in the RaptorFlow context converts weekly wins into multi-format content. This influences the dashboard's *Share a win* CTA, the Content Asset Factory, and emphasises that AI should turn raw stories into posts and case-study material 【619267601571262†L5150-L5179】.

- Weekly rituals are reinforced through the **Weekly Review tab** in the Move Detail page. Users explicitly decide to scale, tweak or kill a move based on AI recommendations 【619267601571262†L5448-L5456】.

- Integration of signals from Support and Analytics loops ensures that strategy and ICP definitions evolve based on real customer feedback and performance. Warnings on the Strategy page and suggestions in ICP Pains sections reflect this philosophy.

- The tone of the app is intentionally sharp, confident and sometimes blunt. Micro-copy across pages reminds users of priorities and consequences (e.g., "If you can't list their pains, you're not selling – you're guessing."). This reinforces the brand voice and sense of urgency.

---

This blueprint should act as a comprehensive guide for building RaptorFlow's user interface. Each page defined here ties back to the underlying loops (Strategy, Move, Execution, Optimization, Support, Onboarding, Knowledge & Chat) and provides enough detail for implementation without leaving room for ad-hoc decisions.