

# SoloScale Application Mockups

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## Overview

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This document presents professional mockups for the key components of the SoloScale application, including the marketing landing page, the web-based admin dashboard, and the mobile quote creation interface. These mockups are designed to align with the SoloScale brand identity and demonstrate the core functionality outlined in the Product Requirements Document.

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## 1. Landing Page Mockup

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### Purpose

The landing page serves as the primary marketing and conversion tool for SoloScale. It is designed to communicate the value proposition clearly and drive visitors to sign up for a free trial.

### Key Features Demonstrated

The landing page mockup showcases the following elements that are essential for converting visitors into trial users:

**Hero Section:** The top of the page features the SoloScale logo and brand colors prominently, establishing immediate brand recognition. The headline “AI-Powered Estimating for Trades” clearly communicates the product category, while the subheading “Create Professional Quotes in Minutes, Not Hours” articulates the core value proposition in concrete, measurable terms.

**Call-to-Action:** A prominent “Start Free Trial” button in the brand orange color provides a clear path for interested visitors to begin using the product. The button placement above the fold ensures maximum visibility and conversion potential.

**Value Propositions:** Three key benefits are presented with visual icons to aid comprehension and retention. The “10x Faster Quoting” benefit addresses the time-saving aspect, “Protect Your Margins” speaks to profitability concerns, and “AI-Powered Descriptions” highlights the technological differentiator that sets SoloScale apart from traditional quoting tools.

**Product Preview:** A screenshot of the actual dashboard interface is embedded in the landing page, giving potential customers a concrete sense of what they will be using. This preview shows a professional quote being created, which helps visitors visualize themselves using the product.

**Social Proof:** The “Trusted by 500+ contractors” badge provides credibility and reduces perceived risk for new users considering the platform.

## Design Notes

The design uses a clean, modern aesthetic with ample white space to ensure readability and focus. The orange brand color is used strategically for emphasis on key elements like the CTA button and icons, while maintaining a professional appearance appropriate for business software.



Features Pricing Login

# AI-Powered Estimating for Trades

Create Professional Quotes in Minutes, Not Hours

Start Free Trial



10x Faster Quoting



Protect Your Margins



AI-Powered Descriptions

A screenshot of the SoloScale web application. On the left is a sidebar with the SoloScale logo and links to Dashboard, Quotes, Clients, and Settings. The main area shows a quote for "Johnson Renovations" with sections for "Interior Painting", "Drywall Repair", and "Materials". Each section has a "Details" button. To the right are two summary tables: "Quote Summary" and "Quote Stocks", each with "Saterial", "Text", and "Total" rows. A "Send Quote" button is at the bottom of the main area.

Trusted by 500+ contractors

Privacy Terms Contact

## 2. Admin Dashboard Mockup

### Purpose

The admin dashboard serves as the central command center for contractors using SoloScale. It provides at-a-glance insights into business performance and quick access to all major functions of the platform.

## Key Features Demonstrated

The dashboard mockup illustrates the comprehensive functionality available to users through an intuitive, well-organized interface:

**Navigation Structure:** The left sidebar provides persistent access to all major sections of the application. The navigation includes Dashboard, Quotes, Pricebook, Customers, Analytics, and Settings. Each item is accompanied by an icon for quick visual recognition, and the active section (Dashboard) is highlighted in the brand orange color.

**Top Bar Functionality:** The header includes a global search function for quickly finding quotes or customers, a notification bell icon to alert users of important events (such as accepted quotes), and a user profile menu for account management.

**Key Performance Indicators:** Four prominent metric cards display the most important statistics at a glance. The quote status breakdown shows 12 Draft quotes, 8 Sent quotes, 15 Accepted quotes, and 3 Rejected quotes. This provides immediate visibility into the sales pipeline.

**Financial Metrics:** Below the status cards, three larger cards present critical financial information. The Total Quote Value of \$127,450 shows the aggregate value of all quotes in the system. The Acceptance Rate of 78% (displayed in green to indicate healthy performance) demonstrates the effectiveness of the quoting process. The Average Margin of 32% (also in green) confirms that profitability targets are being met.

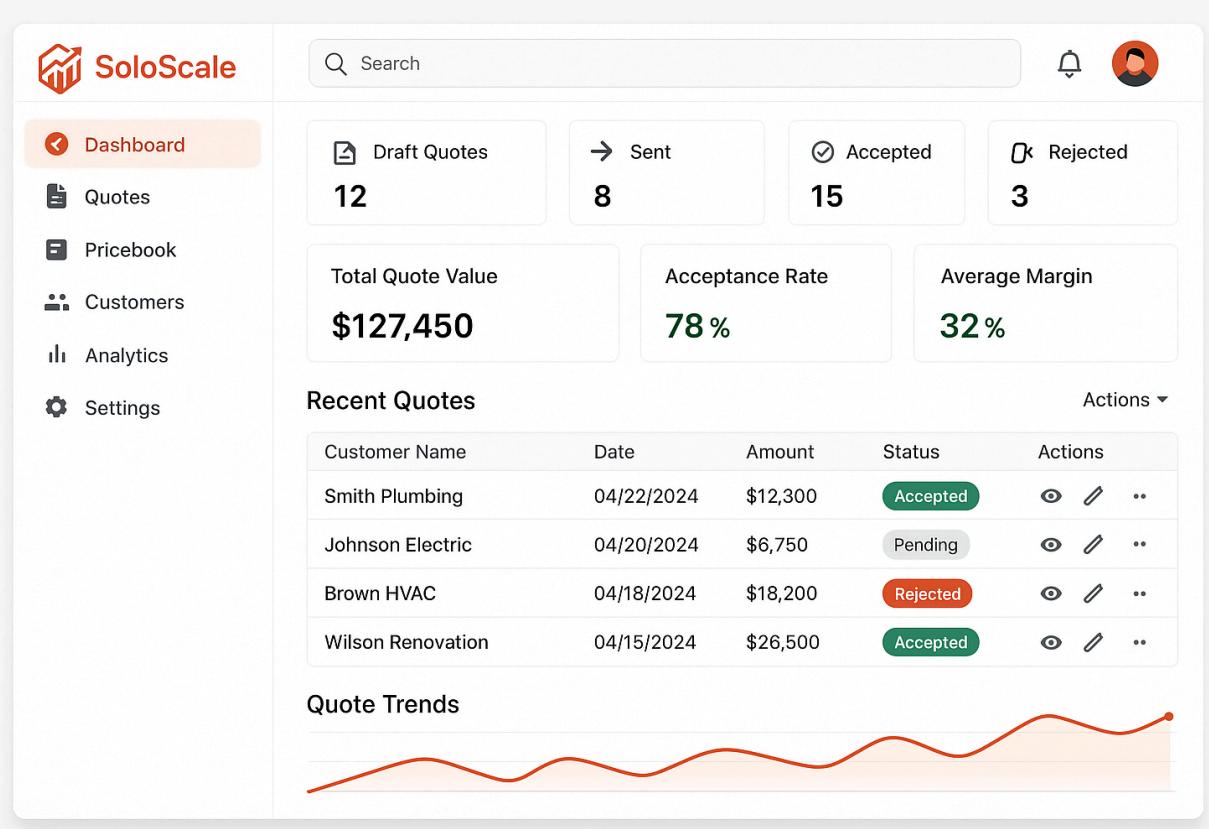
**Recent Quotes Table:** A detailed table lists recent quotes with columns for Customer Name, Date, Amount, Status, and Actions. Status badges use color coding (green for Accepted, gray for Pending, red for Rejected) for quick visual scanning. Action icons allow users to view, edit, or access additional options for each quote directly from the dashboard.

**Quote Trends Visualization:** A line chart at the bottom of the dashboard shows quote activity over time, helping users identify trends and patterns in their business. The chart uses the brand orange color for the data line.

## Design Notes

The dashboard follows modern SaaS design principles with a card-based layout that organizes information into logical, scannable sections. The use of color is purposeful,

with green indicating positive metrics, red for negative indicators, and orange for brand elements and interactive components.



The dashboard mockup for SoloScale displays the following key metrics:

- Draft Quotes:** 12
- Sent:** 8
- Accepted:** 15
- Rejected:** 3

Summary statistics:

- Total Quote Value:** \$127,450
- Acceptance Rate:** 78 %
- Average Margin:** 32 %

**Recent Quotes:**

Customer Name	Date	Amount	Status	Actions
Smith Plumbing	04/22/2024	\$12,300	Accepted	  
Johnson Electric	04/20/2024	\$6,750	Pending	  
Brown HVAC	04/18/2024	\$18,200	Rejected	  
Wilson Renovation	04/15/2024	\$26,500	Accepted	  

**Quote Trends:** A line chart showing fluctuating quote trends over time, represented by a red line on a light orange background.

## 3. Mobile Quote Creation Mockup

### Purpose

The mobile quote creation interface enables contractors to create professional quotes while on-site with customers. This is a critical feature for field-based businesses where the ability to provide immediate pricing can be the difference between winning and losing a job.

### Key Features Demonstrated

The mobile mockup showcases a streamlined, touch-optimized interface designed for efficiency in the field:

**Header Navigation:** The orange header bar includes a back arrow for easy navigation, the SoloScale logo for brand consistency, and a three-dot menu for additional options.

This follows standard mobile design patterns that users are familiar with from other applications.

**Customer Information Section:** The first section allows users to quickly enter or select customer details including Name, Address, and Phone. Each field is accompanied by an appropriate icon (person, location pin, phone) to aid recognition and improve usability.

**Line Items Management:** Users can add multiple line items to the quote, with each item displaying the service name, quantity, and price. The interface shows “Installation” and “Maintenance” as example line items with their respective quantities and prices. An “+ Add Item” button in blue provides a clear action for expanding the quote.

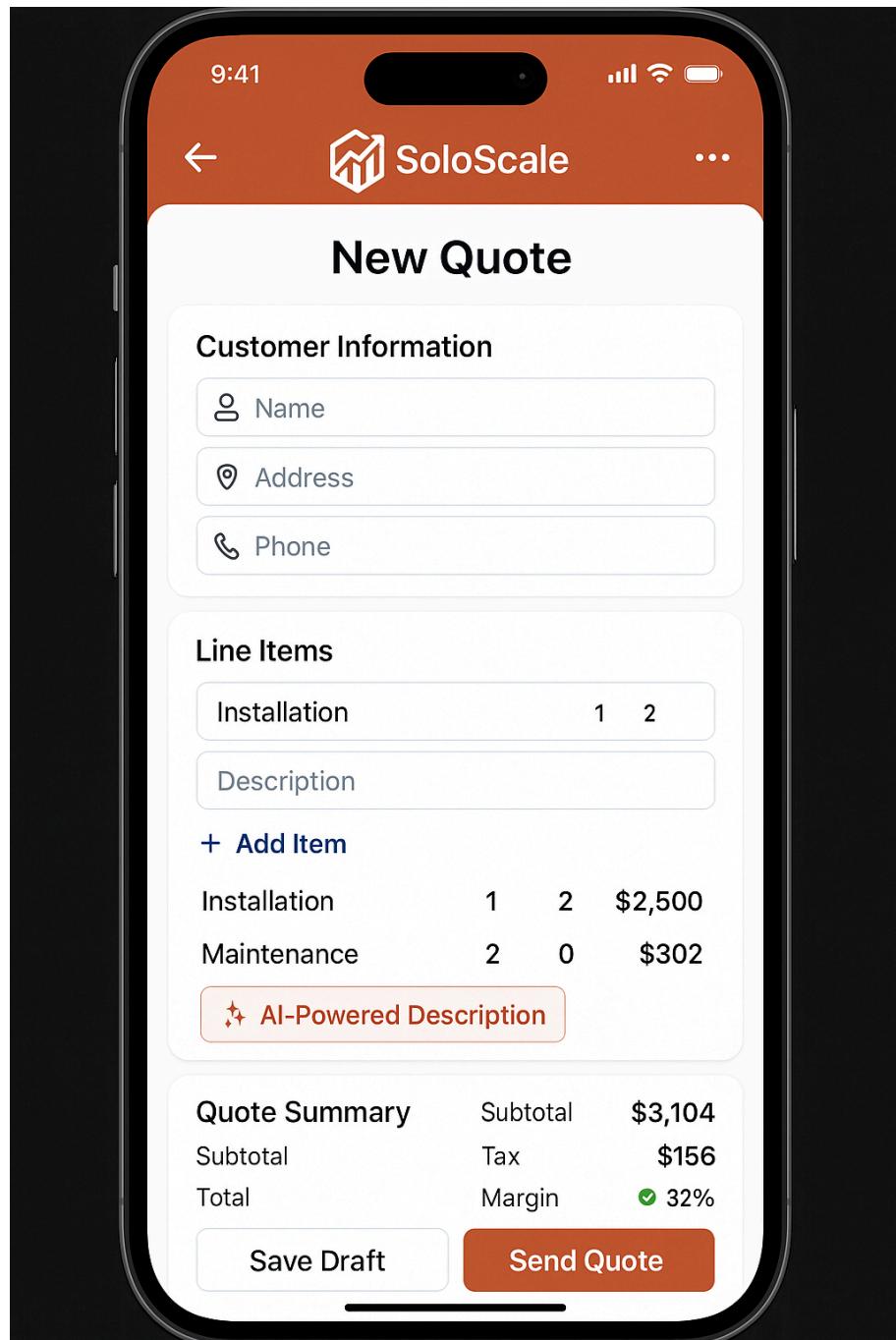
**AI-Powered Description:** A prominent button labeled “AI-Powered Description” with a sparkle icon allows users to generate professional scope-of-work descriptions with a single tap. This feature, highlighted in the brand orange color, represents a key differentiator for SoloScale and is given appropriate visual emphasis.

**Quote Summary Card:** The bottom section presents a clear financial summary showing Subtotal (3,104), Tax(156), and Total (\$3,260). Critically, the Margin percentage (32%) is displayed with a green checkmark, providing immediate feedback that the quote meets profitability requirements. This margin protection feature helps prevent the common problem of under-pricing.

**Action Buttons:** Two prominent buttons at the bottom allow users to either “Save Draft” (for quotes that need more work) or “Send Quote” (to immediately deliver the proposal to the customer). The “Send Quote” button uses the brand orange color to indicate it as the primary action.

## Design Notes

The mobile interface prioritizes simplicity and efficiency, recognizing that users may be working in challenging field conditions. Large touch targets, clear typography, and logical information hierarchy ensure that the app is easy to use even with gloves or in bright sunlight. The design works equally well on both iOS and Android platforms while maintaining the SoloScale brand identity.



## Design System Summary

### Brand Colors

The mockups consistently apply the SoloScale brand color palette:

Color	Hex Code	Usage
Primary Orange	#C65D3B	Logo, primary buttons, active states, key accents
Dark Gray	#333333	Body text, icons, secondary elements
Light Gray	#F5F5F5	Backgrounds, card surfaces, subtle separators
White	#FFFFFF	Primary backgrounds, card content areas
Success Green	#4CAF50	Positive metrics, accepted status, margin indicators
Warning Red	#E53935	Rejected status, low margin warnings
Accent Blue	#4A90E2	Secondary actions, informational elements

## Typography

The mockups use a modern sans-serif typeface that provides excellent readability across all screen sizes. Headings use bold weights to establish clear visual hierarchy, while body text uses regular weights for comfortable reading. Font sizes are optimized for each platform, with larger touch targets on mobile devices.

## Spacing and Layout

Consistent spacing creates visual rhythm and improves usability. The mockups use a modular scale for padding and margins, ensuring that elements are neither cramped nor too spread out. Card-based layouts provide clear content boundaries and make complex interfaces easier to scan and understand.

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## Implementation Notes

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### Responsive Design

While the landing page and dashboard mockups show desktop layouts, both should be fully responsive and adapt gracefully to tablet and mobile screen sizes. The mobile quote creation mockup demonstrates the mobile-first approach that should inform all interface design decisions.

## Accessibility Considerations

All mockups follow accessibility best practices including sufficient color contrast ratios, clear focus indicators for keyboard navigation, and semantic HTML structure. Icons are paired with text labels where appropriate, and interactive elements meet minimum size requirements for touch targets.

## Performance Optimization

The final implementation should prioritize fast load times and smooth interactions. Images should be optimized and served in modern formats, JavaScript bundles should be code-split for faster initial page loads, and the mobile app should cache data locally to function in offline or low-connectivity scenarios.

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## Next Steps

These mockups serve as visual specifications for the development team and should be used in conjunction with the Product Requirements Document to build the SoloScale MVP. The design system established in these mockups should be documented in a style guide to ensure consistency as new features are added to the platform.

## Recommended Development Sequence

The suggested order for implementing these interfaces is as follows:

- 1. Phase 1 - Core Dashboard:** Begin with the admin dashboard and quote creation workflow, as these represent the core value proposition of the product.
- 2. Phase 2 - Mobile Applications:** Develop the native mobile apps for iOS and Android, ensuring feature parity with the web application for quote creation.
- 3. Phase 3 - Landing Page:** Build the marketing landing page once the product is stable and ready for user acquisition.

This sequence allows for rapid iteration on the core product while delaying customer-facing marketing materials until the product experience is refined.