

Dashboard Research and Strategy

Amazon Connect Admin (LAW) Experience



Edward Fu

Intro

- 1. About me
- 2. Background
- 3. Hypotheses
- 4. Interviews Finding
- 5. Current customer journey
- 6. Competitive Analysis
- 7. Conceptual Prototypes
- 8. How do we get there
- 9. What else can we do

About Me

Who's Edward?



- Internet Brands from Jan 2020 – Dec 2021
- Product Manager for nolo.com, apartmentsratings.com



- Graduated from UC Irvine in 2019
- B.S. in Informatics with a specializations of Human-Computer Interaction

- UX Researcher Summer Internship
- New York, NY

- Started school at University of Southern California in Jan 2022
- M.S. in Integrated Design, Business and Technology

Background

Why this project?



- Amazon Connect is an easy-to-use omnichannel Cloud Contact Center that helps provide superior customer service at a lower cost.
- Why this project?
 - Learn more about our admin users
 - Understand how they use our dashboard the first time and over time
 - How can we provide a better experience and utilize the dashboard space

Dashboard

[Hide the guide](#)

Configuration guide

Now that you have Amazon Connect setup, it's easy to manage your contact center reliably at any scale. Following these steps will guide you through the basics of configuring Amazon Connect for your business.



1. Explore your channels of communication

Claim a phone number in order to receive and make calls.

[Learn more](#) [View phone numbers](#)

Engage more visitors in interactions with chat.

[Learn more](#)



2. Set hours of operations

Hours of operation define when Amazon Connect resources, such as queues, are available, and may be referenced in contact flows.

[Learn more](#) [View hours of operations](#)



3. Create queues

Queues allow contacts to be routed to the best agents to service them. If you need to route contacts with different priorities or to agents with different skills, you will want to create multiple queues.

[Learn more](#) [View queues](#)



4. Create prompts

Prompts are media that can be used to play back audio to customers or agents contact flows. You can upload a pre-recorded .wav file, or quickly record one through our web interface using your computer's microphone. Updates to prompts take immediate effect in all contact flows they are referenced in.

[Learn more](#) [View prompts](#)



5. Create contact flows

Contact flows (similarly to an IVR) define the customers' experience when they contact you. Amazon Connect contact flows can integrate with other systems such as CRMs and databases to dynamically adapt the experience based on the customer and their history. Amazon Connect's contact flows integrate with Amazon Lex and provide text to speech and can enable natural language based self-service interactions.

[Learn more](#) [View contact flows](#)



6. Create routing profiles

A Routing Profile is a collection of queues that an agent will service contacts from. Routing profiles enable agents to service multiple queues with the proper priority.

[Learn more](#) [View routing profiles](#)



7. Configure users

User Management enables adding, managing, and deleting users. User specific settings like routing profiles and permissions can be assigned once the users are created.

[Learn more](#) [View users](#)

Next Steps

Once you've completed steps above, you can explore setting optional [quick connects](#) for queues, and define [security profiles](#), [agent status](#), and [agent hierarchy](#).

Dashboard stats

Last refreshed: Aug 2, 2022 9:42:23 AM | Time range: trailing previous 1 hours

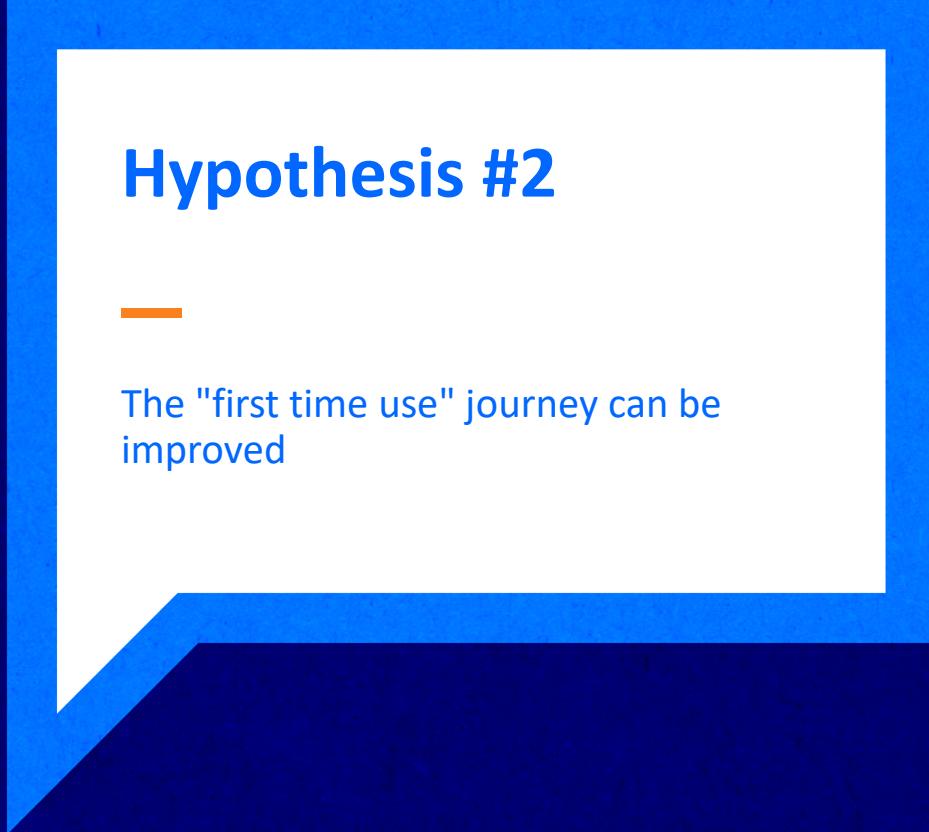
[Configure](#) ▾

Hypotheses

Hypothesis #1

Dashboard is an important page for Contact Center management teams and we are not providing as much value to them as we can on this page.

Hypothesis #2



The "first time use" journey can be improved

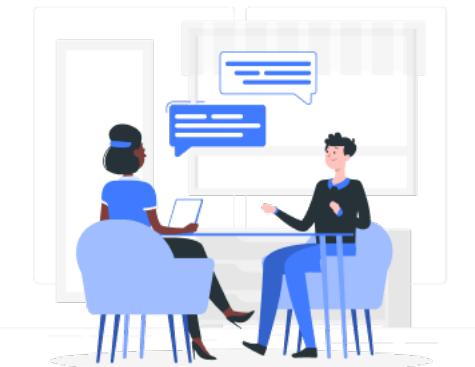
Hypothesis #3

This page should be contextual,
dynamic and allow for more
customization

User Interviews

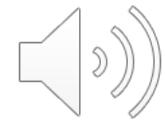


Semi-structured interviews with five Solutions Architect. Each interview lasted about an hour, and the entire interview expanded throughout a two-week period.



Here are the findings

Finding # 1:



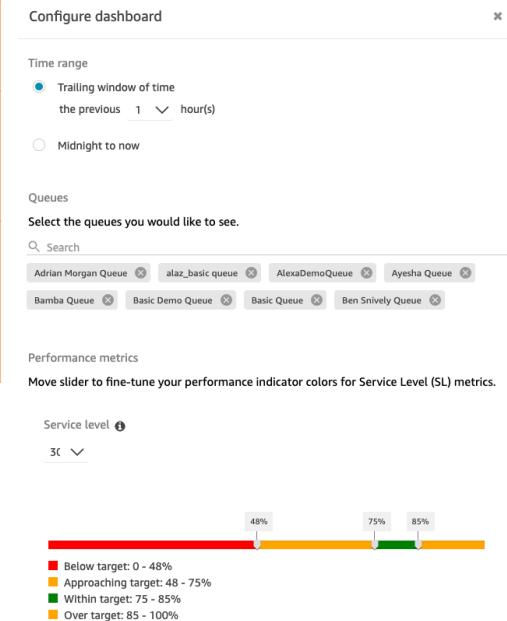
“most of my large enterprises can't use the majority of our out of the box dash boarding and the real time reporting because we don't give them the ability to segregate it by line of business and provide granular access controls, which is a hard requirement.” - SA(5)

Finding # 1: Lack of use of the metrics due to limitation

Additional Quotes

“you can only do service level as far as I know, so it's not that handy” –SA(4)

“usage of the dashboard today is very very limited. So it's not something people are regularly looking at and using day to day” – SA(3)



Finding # 2:



“99.9% of users for the bottom dashboard are not the person who's doing these seven steps”

- SA(5)

Finding # 2: Different user group between dashboard and tutorial

Additional Quotes

“most organizations now are really tightly defining the roles that they give people in their AWS account...you might have a role called connect deployer...you might have another role called connect administrator...and then you have just developers to go in and write contact flows” –SA(4)

“we have folks that do these all the time, delegated (different steps) out to different groups of people” – SA(1)

Finding # 3:



“after they have been scaled in, it's not heavily used if at all because the value it adds is relatively small” - SA(3)

Finding # 3: People are only using the 7 steps for initial setup

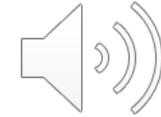
Additional Quotes

“ideally we would have a guided configuration for every part of the product” –SA(5)

“(7 steps are useful) only for brand new people, not after they are onboarded “ -SA(2)

“I don't know if it's valuable for anyone past initial setup.“ -SA(4)

Finding # 4:



“people want to see at a glance, you know how many calls in queue, how long they've been waiting...(people) create their own dashboard, like in QuickSight or Tableau”

–SA(4)

Finding # 4: People want visualizations for the metrics

Additional Quotes

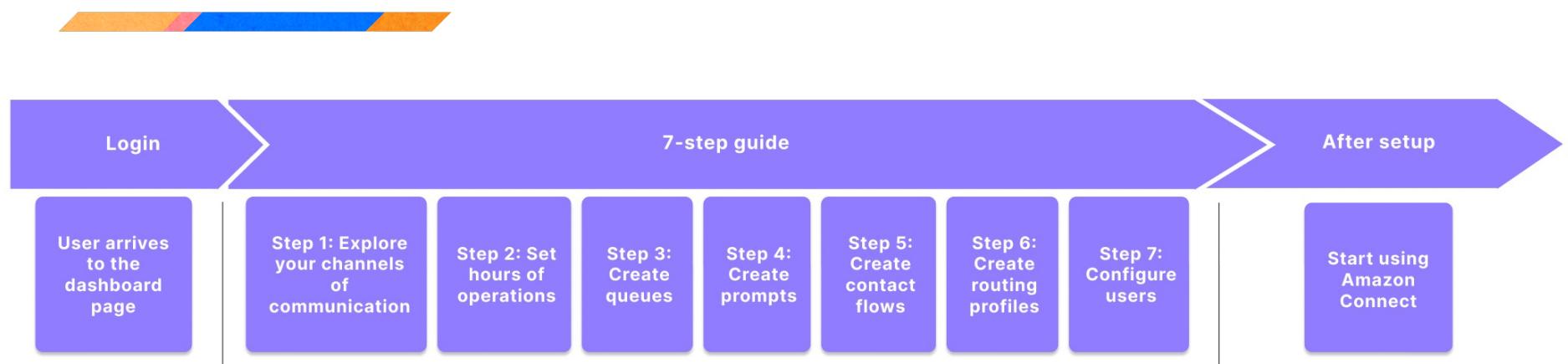
"if the dashboard would have more graphical options to display the performance of the contact center...would be more used by staff like contact center managers or team leads and so on to review the performance of the contact center" –SA(3)

"So basically anything and everything in that real time metrics page, having all of those available in the dashboard will be actually really useful rather than just a table view." –SA(1)



Current Customer Journey map

Current Customer Journey



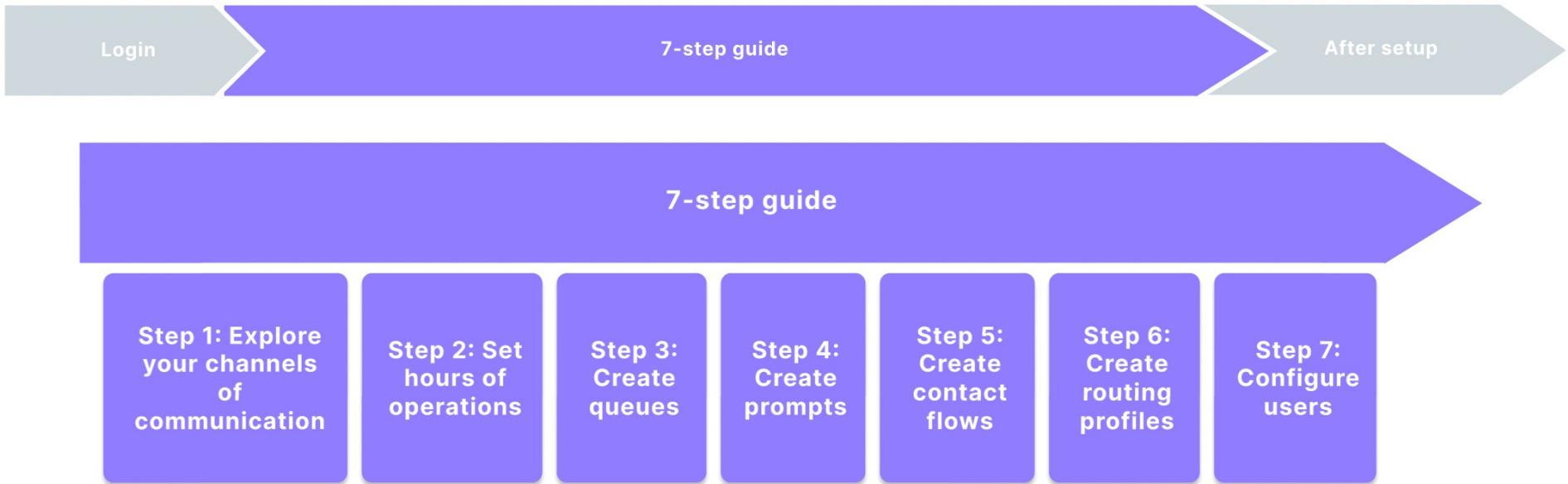


User Story:

- As a first-time Amazon Connect user, I want the system to walk me through the environment so that I will know where to start.

Feelings & Thought:

- Where should I start?
- What is all this?
- Where is the dashboard?

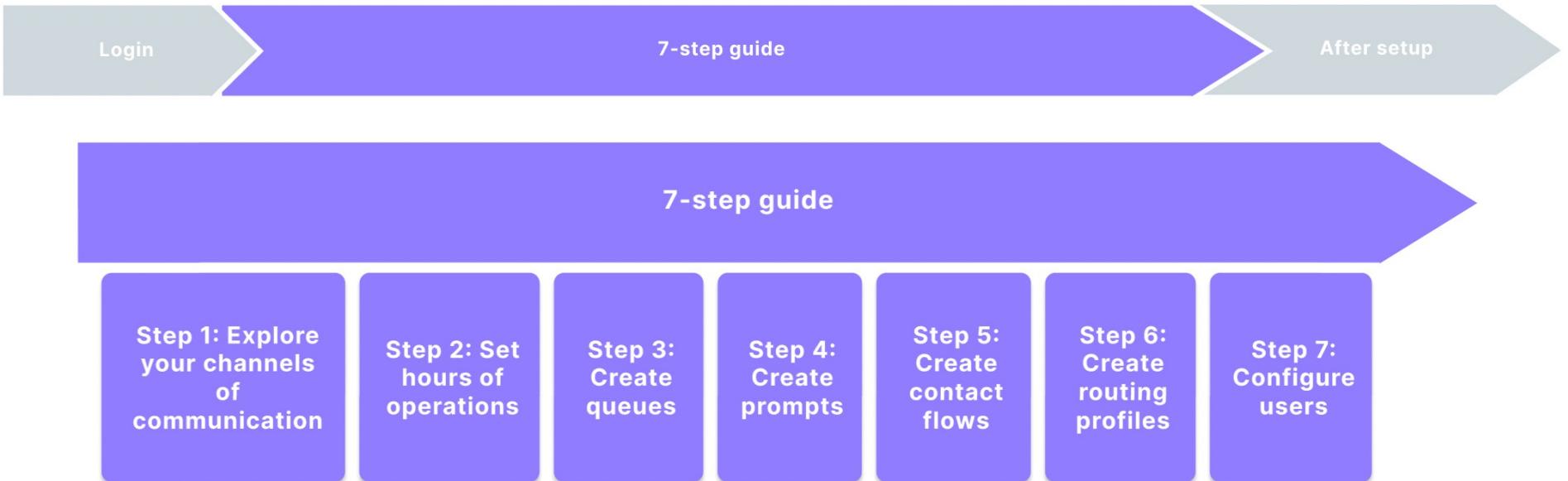


Use Case 1:

- People who wears multiple hats at the company

Feelings & Thought:

- These steps only tells me what to do but doesn't tell me how to do it



Use Case 2:

- People who specializes in a specific area (creating contact flows)

Feelings & Thought:

- Why was I assigned these steps?
- Some of these steps are not relevant to my work
- I don't even have permission

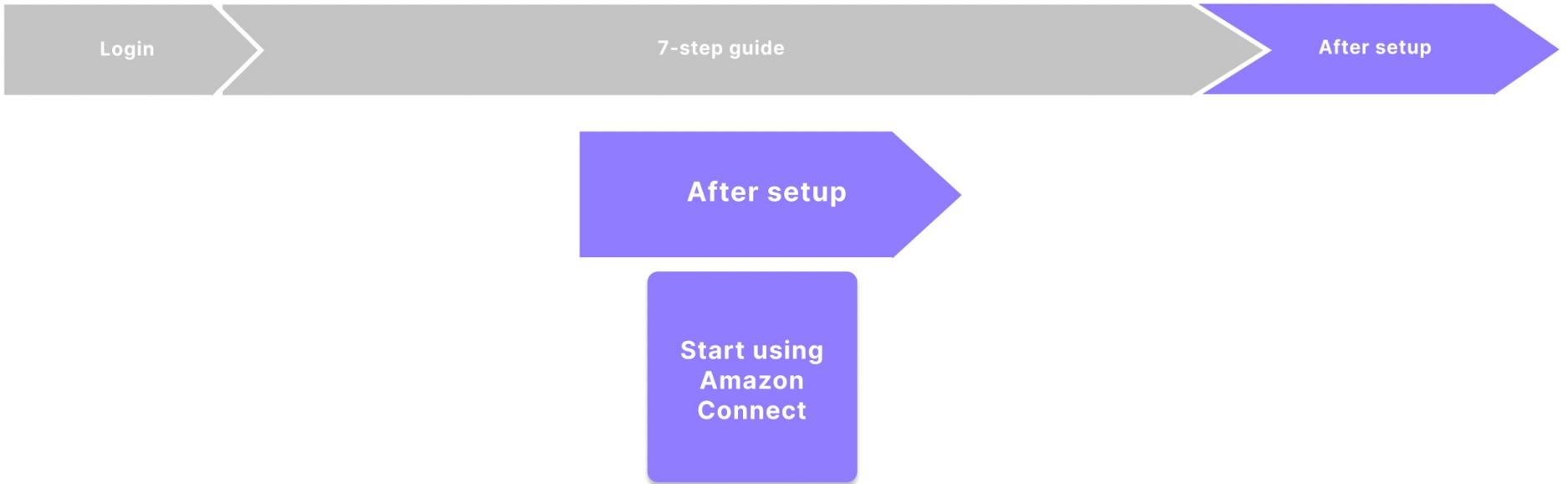


Use Case 3:

- People who only focus on the metrics that has already been created

Feelings & Thought:

- Should I be doing these steps?
- I don't even have permission when I click on them



User Story:

- As an returning Amazon Connect user, I want the dashboard to show me what is relevant to me for the call center, so that I can make a quick decision with just a glance at the dashboard.

Feelings & Thought:

- Why are these steps still here?
- This page don't provide any real value to me anymore.

Dive Deep with competitive analysis

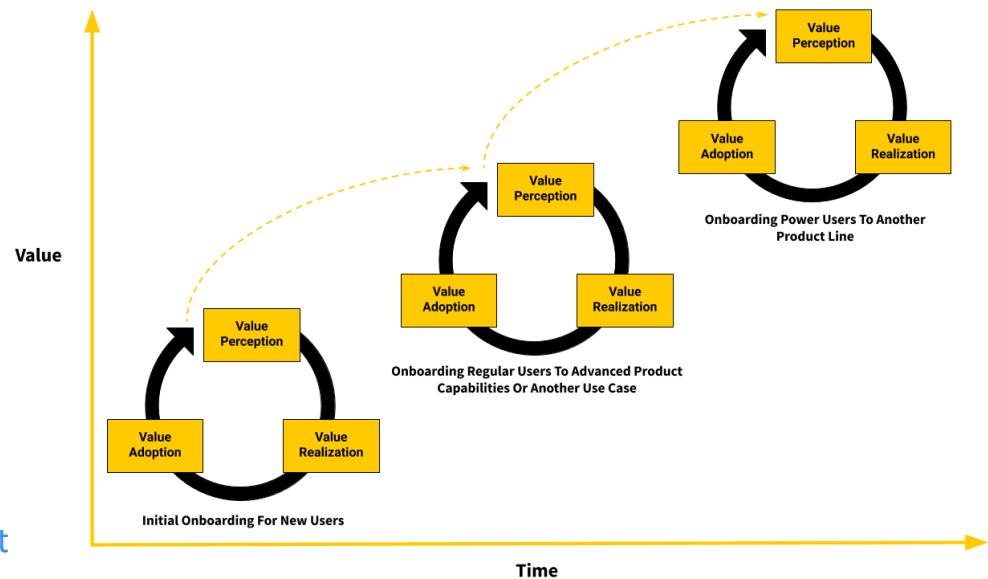
Dive Deep with competitive analysis



- What are some features needed for a better customer onboarding experience?
- How are the competitors show their dashboard page?
- What should the landing page be for Amazon Connect?

What are some features needed for a better customer onboarding experience?

- Welcome message
- Product tours
- Progress bars
- Checklists: provide an explicit list of tasks for the user to complete
- Hotspots: direct attention to certain product features
- Persona-based onboarding: tailors the product experience based on the user's responses



	Welcome message	Product tours	Progress bars to indicate your onboarding progress	Checklists: provide an explicit list of tasks for the user to complete	Hotspots: direct attention to certain product features	Persona-based onboarding: tailors the product experience based on the user's responses
Amazon Connect	X	X	X	O	X	X
IBM's Cognos Analytics	O	O	O	O	O	O
Slack	O	O	X	X	O	X
Asana	O	O	O	X	O	O

How are the competitors show their dashboard page?

Genesys

Pulse

[Customer X](#) [Agent KPIs](#) [Agent Login Exten](#) [Demo Dashboard](#) [Queue KPIs](#) [customer abc](#) [Agent KPIs Long](#) [Queue KPIs](#) [Agent Login 3](#) [Default](#)

Agent Login Status

Name	Time in Status	Login Time	Continuous Login Time	Q
Anastasio, Jae	96.35.03	00:01:49	00:01:48	
Bat, Demarcus	96.35.03	00:01:45	00:01:54	
Bufkin, Sandra	96.35.03	00:01:53	00:01:52	
Burlingame, Gr...	96.35.03	00:01:51	00:01:47	
Candy, Adrian	96.35.03	00:01:50	00:01:46	

Agent KPIs

Answered

Sutton, Alisa	6148
Kates, Wynell	6202
Hoffer, Gerardo	6228
Burlingame, Gregoria	6244
Strange, Lashawna	6256

Alert Widget

1 (10) 4 (4) 13 (13) Expired (7) Deactivated (0)

- Handle Time** for multiple Agents is $\geq 00:00:20$
Agent KPIs Random ► Demo Dashboard
Last Updated: 17:08 || Snooze Deactivate 3 Objects
- Login Time** for multiple Agents is $\leq 00:00:50$
Agent KPIs ► Demo Dashboard
Last Updated: 17:08 || Snooze Deactivate 5 Objects
- Hold Time** for asipto_test is $\geq 00:05:00$
AHT ► UX Testing
Last Updated: 17:08 || Snooze Deactivate 00:06:03

Snooze All

Agent KPIs R

Ready Time

Agent	Time
A Zolatarev, Roman	00:17:29
B Doe, John	00:17:08
C Gorbatovskiy, Dmitry	00:16:54

Agent Login

Login Time

Agent	Time
A Doe, John	00:00:46
B Gorbatovskiy, Dmitry	00:00:45

Agent KPIs Random

Login Time Random

Agent	Time	Status
Gorbatovskiy, Dmitry	00:01:22	Green
Bat, Demarcus	00:00:52	Green
Bufkin, Sandra	00:00:31	Yellow
Doe, John	00:00:05	Red

24h 60m 15m

Agent KPIs Random

Gorbatovskiy, Dmitry

Login Time

00:01:01 ✓

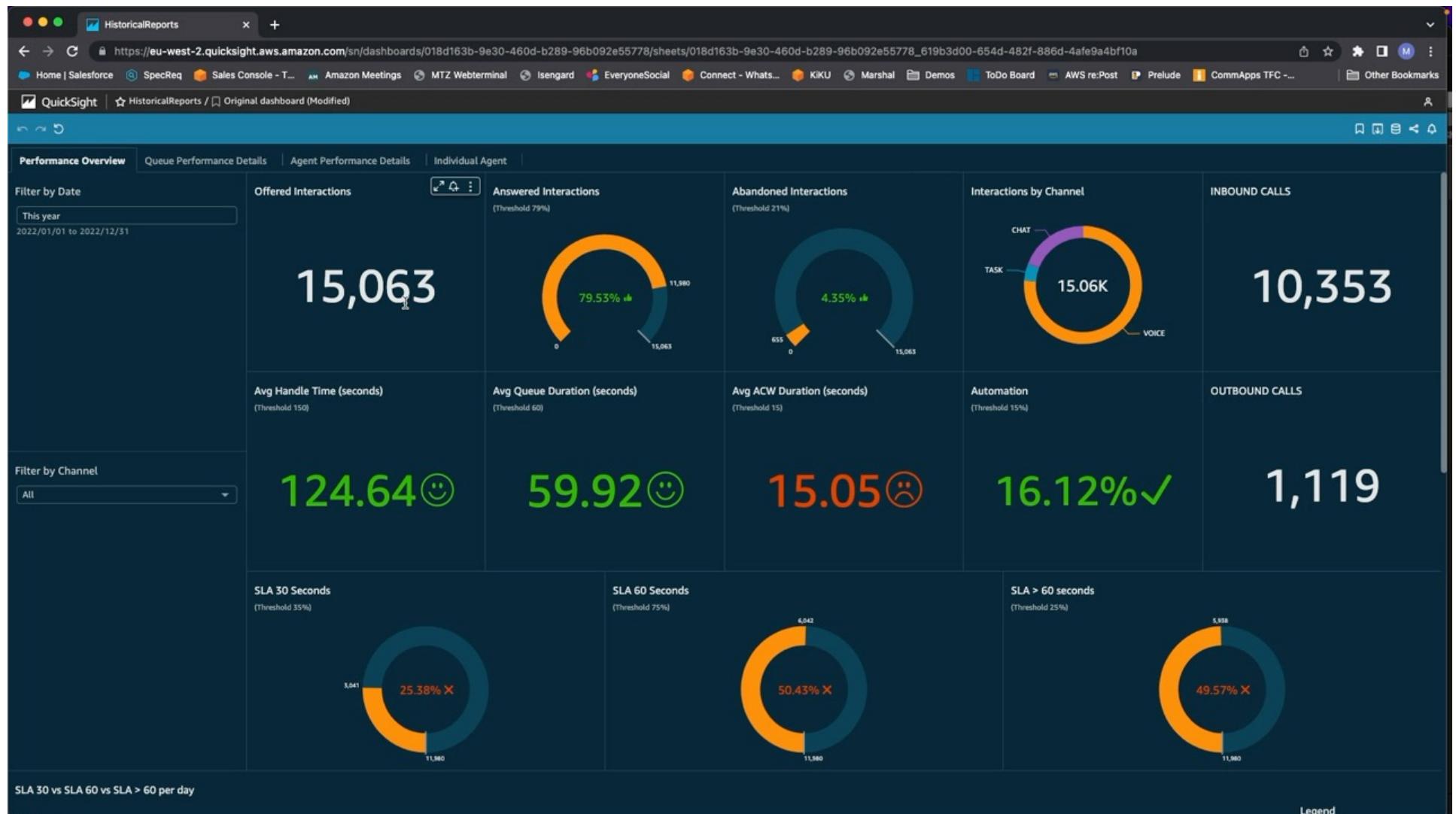
Dextra:



Amazon QuickSight :



	Shortcuts to another page in the software	Customizable(Ability to move each widget to ideal place)	Ability to open multiple tabs or different views	Color Coded	Provide different style of graphs & charts	Alert
Amazon Connect	O	X	X	O	X	X
Genesys	X	O	O	O	O	O
Dextr	X	O	O	O	O	O
Amazon QuickSight	X	O	O	O	O	X



What should the landing page be?

Nice CX

The screenshot displays the CXone software interface, specifically the Queue Counter module. The top navigation bar includes the CXone logo, user profile (Nancy Kohler), and the NICE INCONTACT branding.

The left sidebar contains the following menu items:

- REPORTING
- Dashboards
- Prebuilt Reports
- Custom Reports
- Data Downloads
- Workforce Intelligence

The main content area is divided into two primary sections:

Queue Counter - All Queues

Contacts In Queue: 10

Longest Wait: 15:38:54

Agent List ALL (1338)

Agent Name	State	Time	Team
Audilia Miranda	Logged Out		SSRP Call Center
1TEST USER2	Logged Out		Admin
API User	Logged Out		Admin
Aaron Jenkins	Logged Out		CS Mutual of Omaha
Aaron Popovice	Logged Out		CS Elite FP
Abby James	Unavailable	1:55 HEA Chard Snyder SSA	
Adam Voeste	Logged Out		CS APML Under 2M
Adrian Ramos	Logged Out		SSRP Call Center
Adriana Valenzuela	Unavailable: Project	19:14 HEA Chard Snyder SSA	
Adrienne Capuano	Available	50:01 CS Elite FP	

Queue Counter

Contacts In Queue: 0

Longest Wait:

Agents Who am I monitoring today? (21)

Agent Name	State	Time	Team
Adam Voeste	Logged Out		CS APML Under 2M
Alessandro Scovenna	Logged Out		CS APML Under 2M
Carrie Kowalik	Available	5:09 CS APML Under 2M	
Dan McGuire	Unavailable: Research...	5:43 CS APML Under 2M	
Douglas Baker	Logged Out		CS APML Under 2M
George Walton	Logged Out		CS APML Under 2M
Italo Chavez	Logged Out		CS APML Under 2M
Joseph Dashiell	Unavailable: Dispositi...	1:58 CS APML Under 2M	
Kyle Bendel	Unavailable: Dispositi...	11:33 CS APML Under 2M	
Matthew Tillman	Logged Out		CS APML Under 2M

AVAYA

AVAYA

Aura® System Manager 8.1

Users | Elements | Services | Widgets | Shortcuts | breifer

Search | Bell | Menu

Home Administrators User Management

System Resource Utilization

Path	Critical	Warning	Normal	Free
opt	0	0	5	30
var	0	0	0	15
emdata	0	0	1	15
tmp	0	0	0	5
perfdta	0	0	0	28
swlibrary	0	0	3	48
home	0	0	0	8
pgsql	0	0	0	52
dev	0	0	0	10
log	0	0	0	10
audit	0	0	0	10

Notifications

No data

Application State

License Status	Active
Deployment Type	VMware
Multi-Tenancy	DISABLED
OOBM State	DISABLED
Hardening Mode	Standard

Alarms

Critical Major Indeterminate Minor Warning

Severity	Count
Critical	1
Major	1
Indeterminate	1
Minor	1
Warning	1

Information

Element	Count	Sync Status
Avaya Aura Device Services	1	Green
Avaya Aura Web Gateway	1	Green
Avaya Breeze	1	Green
AvayaAuraMediaServer	3	Green
CM	1	Green
PS	1	Green
scopia	1	Green

Current Usage:

44/25000 USERS

1/50 SIMULTANEOUS ADMINISTRATIVE LOGINS

Shortcuts

Drag shortcuts here

Help

Google Analytics

All accounts > Demo Account
GA4 - Google Merchandise ...

Try searching "how many users last month vs last year"

Analytics Home Reports Explore Advertising Configure

Home

Users 23K New users 19K Average engagement time 1m 52s Total revenue \$50K

Last 7 days Preceding period

22 Jul 23 24 25 26 27 28

View reports snapshot View realtime

Recently viewed

Reports and pages you recently visited will appear here.

View all insights

Insights

IN SIGHT Users from the source "google" and medium "organic" were 52.23% less than predicted From June 26 to July 2, 2022

We forecasted that users from the source "google" and medium "organic" would be between 3,344 and 11,651. Your actual users of 2,982 were less than this range.

Users 10K

IN SIGHT Google/organic drove the most conversions (28.96%) From June 1 to 30, 2022

Conversions by source / medium

google/organic google/cpc baidu/organic analytics.google.com/rpt-analyst

IN SIGHT Views from the source "google" were 47.96% less than predicted From June 26 to July 2, 2022

We forecasted that views from the source "google" would be between 20,604 and 72,417. Your actual views of 20,102 were less than this range.

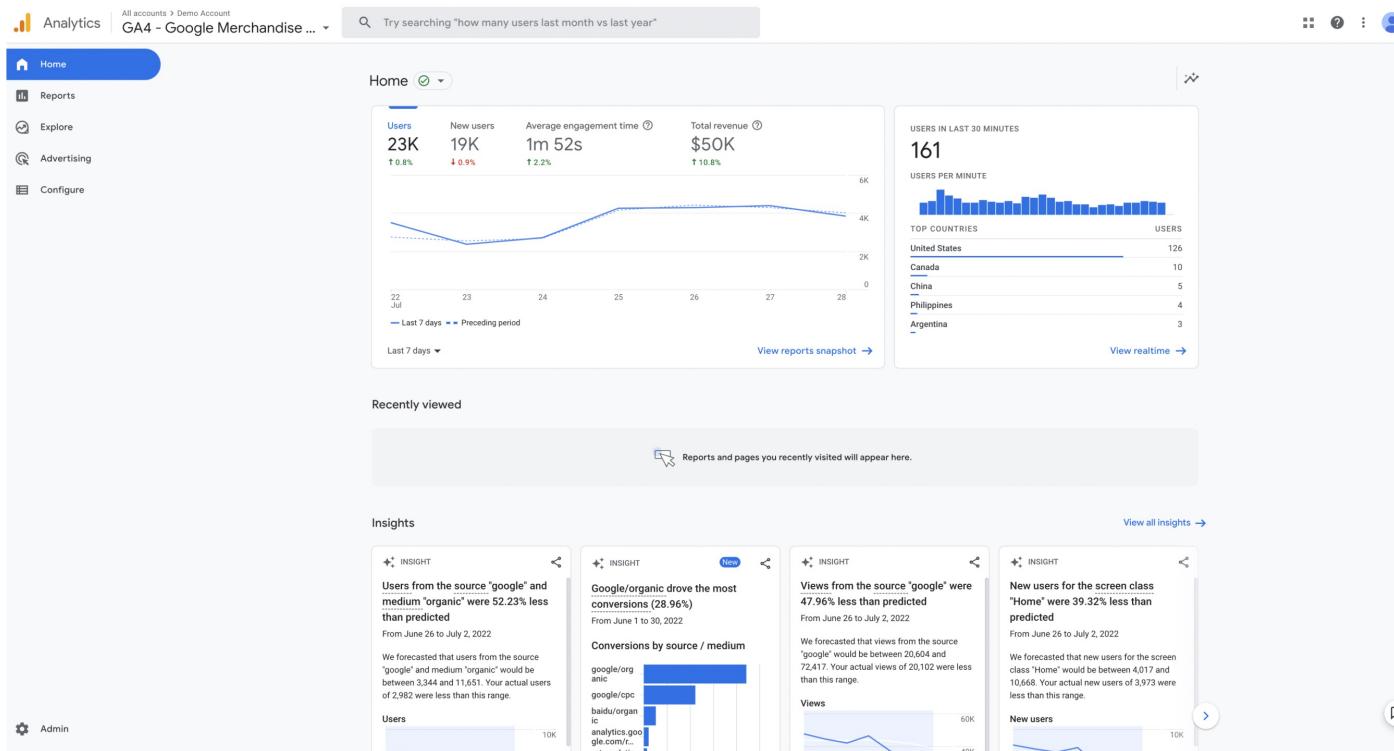
Views 60K 40K

IN SIGHT New users for the screen class "Home" were 39.32% less than predicted From June 26 to July 2, 2022

We forecasted that new users for the screen class "Home" would be between 4,017 and 10,668. Your actual new users of 3,973 were less than this range.

New users 10K

Admin



Genesys

The screenshot shows the Genesys Cloud Admin interface. At the top, there's a navigation bar with links for Activity, Directory, Documents, Performance, Reports, Apps, Admin, and Overview / Admin Home. The main content area has a title "Genesys Cloud Admin" and a large heading "Welcome to Genesys Cloud!". Below this, a section titled "Current Task" contains the text "Welcome to Genesys Cloud!" and a brief description: "The following steps walk you through the initial setup. You can find additional information for each step in the Genesys Cloud Resource Center." There are two buttons: "Begin Task" and "Mark this complete". To the right of this, there's a "Time to complete" section (30–45 minutes), a "What you'll need" section (location name, address, and emergency number; computer microphone and speaker; purchase of a DID), and a search bar. The main menu below the search bar includes sections for Account Settings, People & Permissions, Directory, Integrations, Documents, Telephony, Genesys Cloud Voice, and Contact Center. On the right side, there's a "Release Notes" panel with a "Subscribe" button, a "May 12, 2021" section for Contact center (Amazon Polly Neural TTS Voices support, returned results count from Analytics API endpoint, Elasticsearch queries, Spanish, South African English, and Indian English programs, topics, and phrases support), a "May 5, 2021" section for Communicate (search for external contacts and organizations on mobile devices), a "Contact center" section (topic manager and topic spotting support for queues and flows, configurable messaging threading timeline, export Architect flows in YAML format, external contacts bulk APIs for notes and relationships, journey aggregate query API for non-offered action states), a "Deprecations" section (CIDR IP address range for cloud media services change completed), a "April 28, 2021" section for Contact center (new columns in Interactions view, coaching added to WEM Upgrade subscriptions), a "Deprecations" section (coaching permissions change, keyword spotting endpoints deprecation, CIDR IP address range for cloud media services change), a "April 21, 2021" section for Contact center (introducing development and feedback modules for agents, gamification start date selection, transcripts Aggregate API for detected topics, transcript search API enhancements), an "Integrations" section (multiple certificates for single sign-on providers), and a "Deprecations" section.

	Landing page contains
Nice CX	Dashboard Metrics View: Queue counter, agent's entire list, Agents who am I monitoring today
AVAYA	Dashboard Metrics View: System resource utilization, alarms, service information, notification, application status, shortcuts
Google Analytics	Dashboard Metrics View: Overall users, new users, average engagements time, users in last 30 mins Others: Recently views, insights
Genesys	Dashboard Metrics View: None Others: Task tutorials, release notes, shortcut, search for a feature



“Yeah, absolutely. It uh because it will instantly, you know, logging into a production system, it will instantly give them, you know, a view of what's going on in the context. It would be much more useful than seeing this, right? Because your average connect person is not going to do these functions after, you know, after the instance has been built.”

Top insights

7-step guide



- 2 out of 5 SAs aren't aware of the "hide the guide" button.
- The 7-step guide is too static. It should be more dynamic based on completion, system permission, and user role.
- The 7-step guide is really useful, but for first-time users only.
- There are many use cases for the 7-step guide.

Metrics



- Many companies use a third-party to help them display the metrics they want to see.
- People are not using the metrics because...
 - People don't know it's there since it's below the fold.
 - Not enough configurable metrics to choose from
 - Amazon Connect is already collecting data but lacks visuals and graphs to display it.

Others



- The word "Dashboard" does not match with what is being shown.
- SA will open up workshops or create videos for customers who need additional help.

Conceptual Idea

Default Dashboard

Last refreshed: Sep 1, 2022 2:35:59 PM | Time range: From midnight to now

Queue depth

25.5%

Agents

Total:	200
Online	128
On Contact	24
ACW	24
NPT	24

Averages

- Avg abandon time
- Avg hold time
- Avg queue answer time
- Avg callback connecting time
- Avg incoming connecting time

Transferred in/out

Total Transferred 40

Average Handled Time

3 min 20 sec

Service Level %

Time	SL%
15s	30s
45s	60s
120s	240s

Contact

Total:	350
Handled	128
Inbound	112
Outbound	106
Callbacks	132
On Contact	24
ACW	24

Whats new? [Tutorial](#)

Show Incompleted Only

- Explore your channels of communication [Request access](#)
- Set hours of operations [Mark as Complete](#)
- Create queues [Mark as Complete](#)
- Create prompts [Mark as Complete](#)
- Create contact flows [Mark as Complete](#)
- Create routing profiles [Mark as Complete](#)

"I think separating these two things (metrics and 7-step guide) into two different things needs to be the first step"

Whats new? [Tutorial](#)

Show Incompleted Only

1. Explore your channels of communication [Request access](#)

You don't have access to this feature

Claim a phone number in order to receive and make calls.

[Mark as Complete](#)

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[Mark as Complete](#)

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A Routing Profile is a collection of queues that an agent will service contacts from. Routing profiles enable agents to service multiple queues with the proper priority.

[Mark as Complete](#)

“these seven steps are are um they're essentially in the way of of the dashboard, so most people don't even know they're there.”

Whats new? [Tutorial](#)

July 2022 Updates

New

Search for contacts by using the agent's first or last name

You can search for contacts using the agent's first or last name. The filter name is Agent. To view an image of this experience, see Search contacts by agent's first or last name.

Released updates for rich text format rendering

On the Contact Search and Contact Detail pages, you can now view chat transcripts that have rich text formatting, such as bold or italic font, bullet points, numbered lists, and hyperlinks. For more information about getting started with Amazon Connect Chat, see Set up your customer's chat experience.

View call transcript using the CCP or agent application

Agents can view call unredacted transcripts in the CCP and agent application. For more information, see View a call transcript during ACW.

June 2022 Updates

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View call transcript using the CCP or agent application

Agents can view call unredacted transcripts in the CCP and agent application. For more information, see View a call transcript during ACW.

“usually they (customers) would see the announcement and then they would asked for a meeting to get a demo ... or they didn't really pay attention to anything and with a new feature comes out we will alert them to see if their interested”

English | ?

Whats new? [Tutorial](#)

Show Incompleted Only

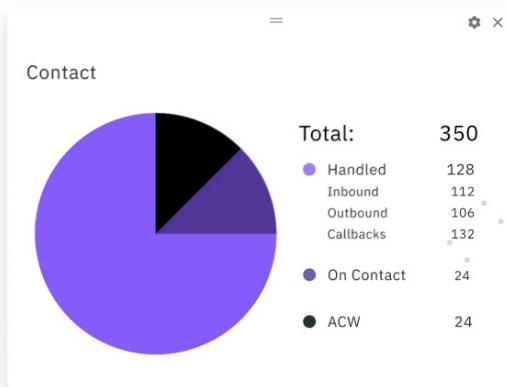
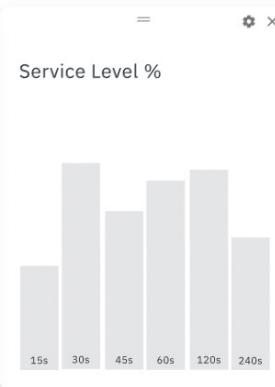
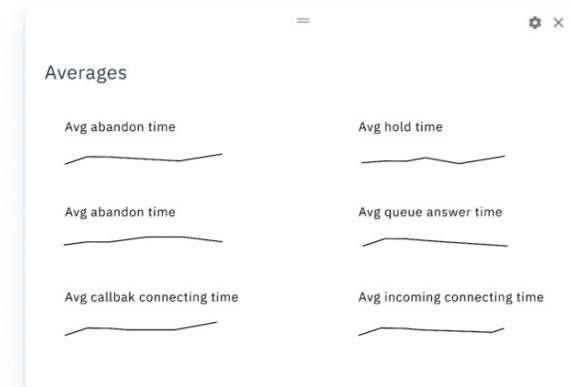
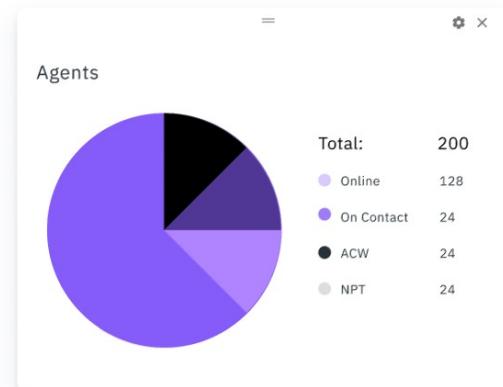
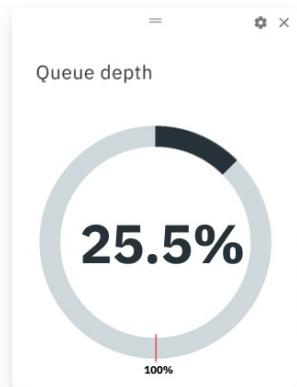
1. Explore your channels of communication	Request access
You don't have access to this feature	
Claim a phone number in order to receive and make calls.	
2. Set hours of operations	<input checked="" type="checkbox"/> >
3. Create queues	<input checked="" type="checkbox"/> >
4. Create prompts	<input checked="" type="checkbox"/> >
5. Create contact flows	<input checked="" type="checkbox"/> >
6. Create routing profiles	<input checked="" type="checkbox"/> >
7. Configure users	<input checked="" type="checkbox"/> >
>	

This design allows users to mark any tutorials that are completed, shows users when he/she does not have permission for a step, and allows them to request access on the spot.

Default Dashboard ▾

Last refreshed: Sep 1, 2022 2:35:59 PM | Time range: From midnight to now

+ Add Widget All Queues Channel Filter All Teams Today Live



Software Tour

Last refreshed: Sep 1, 2022 2:35:59 PM | Time range: From midnight to now

CC

Default Dashboard

+ Add Widget All Queues Channel Filter All Teams Today Live

Queue depth 25.5%

Agents

Welcome to Amazon Connect Beth

We have tailored your on boarding experience based on your security profile.

To begin tour simple click on the button below or you may skip the tour and resume back at a better time.

Begin Tour Skip the Tour

Transferred in/out Total Transferred 40

Average Handled Time 3 min 20 sec

Service Level %

Contact

Total:	350
Handled	128
Inbound	112
Outbound	106
Callbacks	132
On Contact	24
ACW	24

Whats new? Tutorial

July 2022 Updates

New Search for contacts by using the agent's first or last name

You can search for contacts using the agent's first or last name. The filter name is Agent. To view an image of this experience, see Search contacts by agent's first or last name.

Released updates for rich text format rendering

On the Contact Search and Contact Detail pages, you can now view chat transcripts that have rich text formatting, such as bold or italic font, bullet points, numbered lists, and hyperlinks. For more information about getting started with Amazon Connect Chat, see Set up your customer's chat experience.

View call transcript using the CCP or agent application

Agents can view call unredacted transcripts in the CCP and agent application. For more information, see View a call transcript during ACW.

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English | ?

Dashboard

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What type of tour are you looking for?
(Select all that apply)



Give me a high level tour of the software

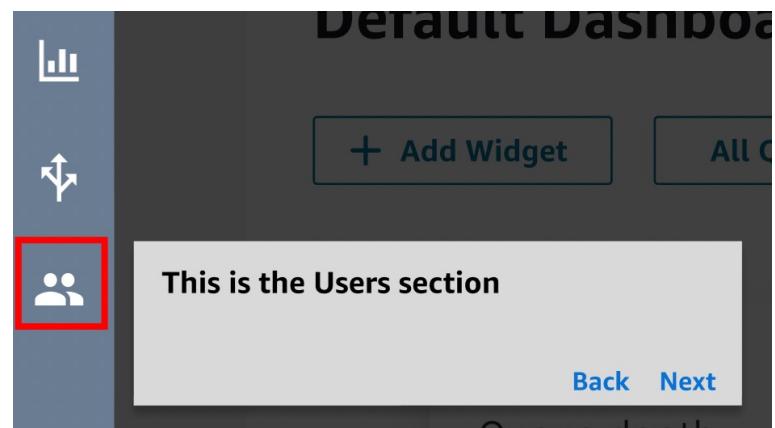
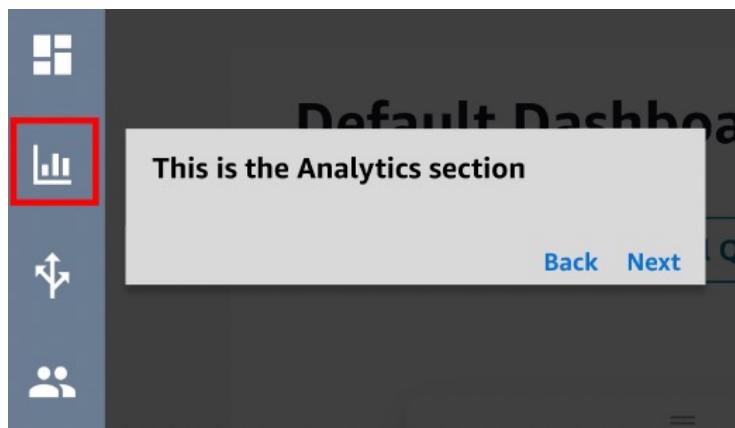
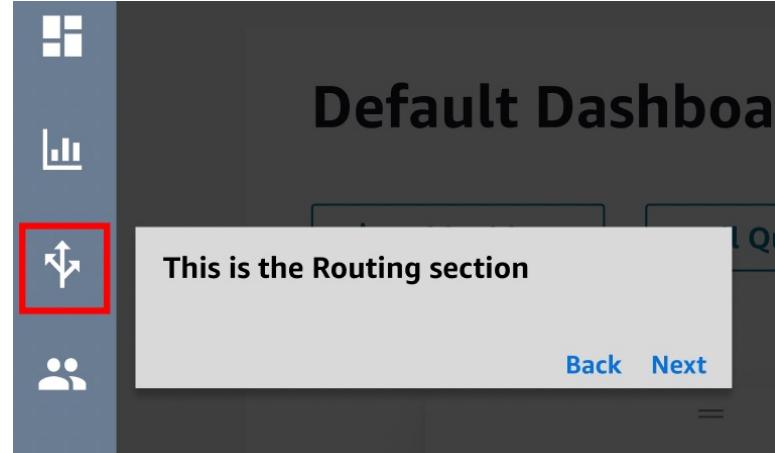
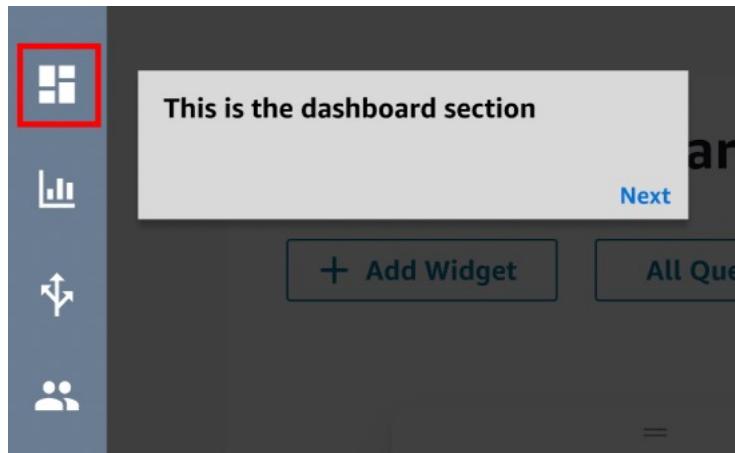
Show me how to setup the dashboard metrics

Walk me through the realtime and historical reports

Show me about Contact Lens

Next

Back



The image displays two side-by-side screenshots of the Amazon Connect Chat interface, specifically the 'What's new?' section.

Screenshot 1 (Left):

- Header:** English, ?
- Section:** July 2022 Updates
- Item 1:** Search for contacts by using the agent's first or last name
 - Description: You can search for contacts using the agent's first or last name. The filter name is Agent. To view an image of this experience, see Search contacts by agent's first or last name.
 - Section: Released updates for rich text format rendering
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Screenshot 2 (Right):

- Header:** English, ?, Help Doc, System Tour, Whats New, Tutorials
- Section:** You may also access what is within the collapse menu here
- Item 1:** Search for contacts by using the agent's first or last name
 - Description: You can search for contacts using the agent's first or last name. The filter name is Agent. To view an image of this experience, see Search contacts by agent's first or last name.
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You may see all the new features here

English | ?

Whats new?

Tutorial

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Agents

Averages

Avg abandon time

Avg hold time

Time

necting time

5%

0%

/out

tal
ferred

3 min
20 sec

Total: 350

Handled: 128

Inbound: 112

Outbound: 106

Callbacks: 132

Thank you for taking the tour

You may revisit the tour anytime by clicking on the "?" at the top right corner

To begin, you may start by completing any of the tutorials you have on the right side.

Start tutorials

This image shows a user interface for a call center performance monitoring tool. The main area displays several key performance indicators (KPIs) in a dark-themed dashboard:

- Agents:** Shows a small icon of two agents talking.
- Averages:** Shows icons for average abandon time and average hold time.
- Time:** Shows a chart with a single data point labeled "necting time".
- Progress:** A large circular progress bar showing "5%" completion.
- Call Statistics:** A pie chart showing the distribution of calls: Total 350 (Handled 128, Inbound 112, Outbound 106, Callbacks 132).
- Performance Metrics:** A large circular progress bar showing "3 min 20 sec".

A central modal window is open, displaying a thank-you message and instructions:

- "Thank you for taking the tour"
- "You may revisit the tour anytime by clicking on the "?" at the top right corner"
- "To begin, you may start by completing any of the tutorials you have on the right side."
- A "Start tutorials" button.

How do we get there



Stage 1

- Change the landing page from “Dashboard” to home.
- Make the separation between the 7-step guide and dashboard stats more clear
- Make the “hide the guide” button more obvious

Stage 2

- Remove the dashboard stats section and replace it with any report in the saved report section.

Stage 3

- Remove the 7-step guide from the homepage
- Create the collapsible panel on the right with “news” and “7-step guide”

Stage 4

- Remove everything on the homepage and create the dashboard with the following feature
 - Ability to segregate by line of business
 - Provide granular access controls

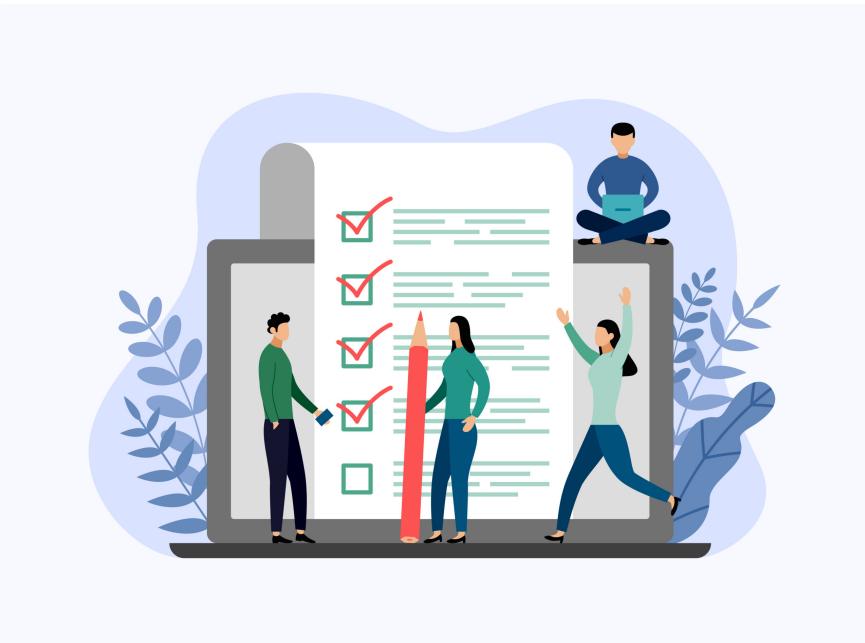
Stage 5

- Provide additional tutorials for the new feature
- Create the product tour feature

What else can we do

What's Next?

- Create and show the prototypes to the SAs and make improvements according to their feedback
- Go in-depth on what kind of tutorials should be added, how can we onboard based on the different use cases, does the charts/visuals make sense with the metrics that's being shown
- Bring the prototypes in front of actual users
 - Usability testing
 - Cognitive walkthrough
 - Alpha testing



Wrap Up

Things I learned/ suggestions

- Amazon Connect is lacking in quantitative data (button clicks, time spent on the page).
- The SAs really understand the needs and wants of the customers.
- It is really easy to set up a quick chat with the SA, but more difficult if I want a formal interview.

Thank You