Assignment

HSR Motors is a car dealership which advertises their business on multiple platforms such as Facebook, Twitter, Google, etc. Their primary goal is to get leads from people who are interested in buying a car.

To manage the leads that they receive, they are currently using a spreadsheet software. However, the spreadsheet software does not help them due to the large volume and the need for a lot of manual data entry.

Their lead management team typically consists of these types of users:

1. Call Center / Tele-calling team
   1. Goal: To reach out to the leads on phone and understand the customer’s needs.
2. Sales Assistant
   1. Goal: Be able to talk to qualified customers who are really interested in purchasing a car.
3. Business Manager
   1. Goal: Be able to get a quick-view dashboard to understand and analyze the leads data received.
4. After-Sales Specialist
   1. Goal: Have a clear view of the customer’s journey so that they can contact the customer for after-sales offers like “Free general service this weekend”.

Design a web application for desktop screens that will be a one-stop solution for the lead management team at HSR Motors.

Hints & Tips

* Use a sensible modern design for the UI/UX of your application
* You must submit a mockup as a part of this assignment - you can use hand-drawn sketches or use any wireframing/mockup tools (Balsamiq, Figma, Adobe, etc)
* Pay attention to the details of the workflow to ensure a smooth user journey
* Include nifty useful automation features in your product - to make it stand out
* Don't forget to give this product a memorable name

Submitting your application

**Assignment Template:** <https://shorturl.at/fqwK6>

Please use the above template for your submission and upload it in the form given below.

Make a copy of this template and ensure that the document sharing permissions are set as “Anyone with the link”.

**Submission form:** <https://forms.gle/SMxeN27BwYCTL1ND6>

Please note that form submission will be closed in 4 days.

**About DeltaX**

DeltaX is an advertising technology startup. We are building a cloud based platform for marketers and advertising agencies that integrates with over 10 advertising solutions through APIs. Advertisers worldwide can efficiently buy, track, attribute, optimize and report metrics across all media channels (Search, Social, Display RTB, Mobile, Video) using our revolutionary platform. More on [www.deltax.com](http://www.deltax.com)

As part of the Product Team at DeltaX - you will have the opportunity to work on multiple cutting-edge products in the ad-tech mar-tech space, collaborate with different teams and deliver great products.