Evoke Hub

Research & Finding

By researching about different sites I knew about growing needs for streamlined solution & efficacy in these type of platforms. I have identified key pain points such as time-consuming campaign management processes, disjointed CRM Integration. Additionally, our research highlights the importance of data-driven insights and analytics in informing decision-making and maximizing calling performance. After gathering all these information I tried to design this website.

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Olivia Rhye
SUPER-ADMIN

CRM Integration

+ Add Twilio Account   + Add Agent

| All | 120 | | Draft | 60 | Archived | 40 |

#	Customer Name	Email Id	Annual Revenue (USD)	Company Description	Status	Actions
1	ABC Corp	abc@example.com	$500,000	Lorem Ipsum is simply dummy text of the printing	COMPLETED	...
2	ABC Corp	abc@example.com	$500,000	Lorem Ipsum is simply dummy text of the printing	COMPLETED	...
3	ABC Corp	abc@example.com	$500,000	Lorem Ipsum is simply dummy text of the printing	PENDING	...
4	ABC Corp	abc@example.com	$500,000	Lorem Ipsum is simply dummy text of the printing	COMPLETED	...

Total 85 items   1 .. 4 5 6 7 8 .. 50 >   20 / page

Campaigns Source

Whatsapp	Lorem Ipsum	22 Calls
Whatsapp	Lorem Ipsum	22 Calls
Whatsapp	Lorem Ipsum	22 Calls
Whatsapp	Lorem Ipsum	22 Calls

List of services

John Doe(Agent)	Campaign related to boost sales	COMPLETED
John Doe(Agent)	Campaign related to boost sales	PENDING
John Doe(Agent)	Campaign related to boost sales	COMPLETED
John Doe(Agent)		

The rationale behind my design choices.

**My design in mainly based users pain paint & I tried to design this site user friendly, efficient & easy to use.
By prioritizing minimalistic design principles, we aim to reduce cognitive load and streamline navigation, allowing users to focus on their core tasks without unnecessary distractions.**

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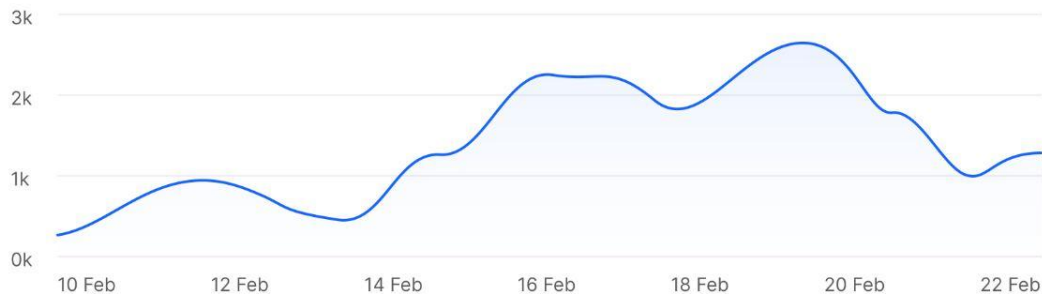- Help

Olivia Rhye
SUPER-ADMIN

Dashboard

Response rate

Total
21

● Live calls		6
● Ringing calls		4
● Waiting calls		3
● Call in message		5
● Call In IVR menu		1
● Calls on Hold		2

Calling tend over time
Based on VOC analysis

Last 14 days

3k

2k

1k

0k

10 Feb   12 Feb   14 Feb   16 Feb   18 Feb   20 Feb   22 Feb

OBD Campaigns

#	Agent	DID	Start time		Total records	Status	Actions
1	John Doe	5652358292197	Apr 19, 2022 4:29 PM		4	COMPLETED	···
2	Rishabh Ray	5652358292197	Apr 19, 2022 4:29 PM		2,431	COMPLETED	···
3	Jonita S	5652358292197	Apr 19, 2022 4:29 PM		34,223	PENDING	···
4	Sanket Kumar	5652358292197	Apr 19, 2022 4:29 PM		0	COMPLETED	···

How Enhancing user needs

My design approach is simple & easy to understand & it meets all user needs. For example, the inclusion of a script playground feature allows users to experiment with scripts & can change it in live chat calls. Additionally our focus on advanced analytics and call details option helps users to save all details & data about the agent, & campaigns. By addressing these user needs and enhancing their experience, our design ultimately empowers calling agents to achieve greater success and productivity in their outreach endeavors.

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Olivia Rhye
SUPER-ADMIN

Campaign

General setting for creating campaign, adding agent

+ Create Campaign

Search

Today

⟳ Refresh

User	DID	Campaign name	Start time	Toal	Response rate	Status	Actions
John Doe	5652358292197	Lorem Ipsum is	Apr 19, 2022 4:29 PM	43,232	64%	COMPLETED	⋯
Rishabh Ray	5652358292197	Lorem Ipsum is	Apr 19, 2022 4:29 PM	43,232	64%	COMPLETED	⋯
Jonita S	5652358292197	Lorem Ipsum is	Apr 19, 2022 4:29 PM	43,232	64%	PENDING	⋯
Sanket Kumar	5652358292197	Lorem Ipsum is	Apr 19, 2022 4:29 PM	43,232	64%	COMPLETED	⋯

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My Inspiration

My design decisions have been influenced by a variety of sources, including industry-leading platforms like Five9, as well as insights from academic research and industry reports. For example, we observed the user-friendly interface and advanced features of Five9, which inspired us to prioritize simplicity and functionality in our own design.

(https://www.figma.com/file/nD7m6Cwxf5RF5RpJ7IWzfP/Evoke-Hub?type=design&node-id=44%3A841&mode=design&t=j0n2weuci0tsuDg9-1)