

Product Requirements Document – TCall Website, Client & Admin Dashboard User Manual

1. Document Control

Field	Description
Document Title	Product Requirements Document – TCall Website, Client & Admin Dashboard User Manual
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2. Executive Summary

TCall is a cloud-based communications platform offering AI-powered voice agent automation for customer support, sales, and outbound calling. This PRD outlines the creation of a complete user manual for TCall's **public website**, **client dashboard**, and **admin dashboard**. The manual aims to guide all user types through registration, setup, usage, and advanced configurations, ensuring an optimal onboarding and operational experience.

3. Stakeholders

Role	Name	Contact
Client	ZEYNEL ABIDIN SAVRUN	
Role	Name	Contact
Product Manager	Subhajit Das	
Technical Writer	Sreosha Mallick, Jay Chovatiya	
Solution Architect	Shubendu Biswas	
Design/UI Reviewer	Santanu Mukherjee	

4. Goals and Objectives

- Deliver structured, user-friendly documentation for all user levels.
 - Improve product adoption by clarifying features and processes.
 - Reduce support tickets and errors due to lack of documentation.
 - Provide configuration guidance for Admins to manage AI agent operations.
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5. Scope

In Scope

- Website navigation and trial call walkthrough
- Full documentation of client dashboard features
- Detailed guide for admin dashboard modules and tasks

- Table of contents with page references
- Support for multilingual AI agent configuration

Out of Scope

- Telephony backend infrastructure documentation
- Source code and development workflows
- API developer documentation

6. User Personas

Persona	Description	Goals	Pain Points
New Client	First-time business user	Setup account, try AI, run campaigns	Unfamiliar UI, unclear trial steps
Admin User	Platform admin managing clients	Create agents, assign numbers, track usage	Complex multi-step configurations
Technical Support	Internal TCall team	Troubleshoot user issues	Lack of centralized docs
Sales Lead	Evaluating platform	Experience AI agent, understand pricing	Needs a demo before commitment

7. Features / Functional Requirements

ID	Feature	Description	Priority	Notes
F1	Dashboard Overview	Client dashboard layout and navigation	High	Conditional access post-approval

F2	AI Agent Management	Create, assign, and update AI agents	High	Covers both Admin and Client roles
F3	Campaign Scheduling	Batch call automation using contact groups	High	Admins can monitor all campaigns
F4	Contact Management	Manual and bulk contact/group imports	High	Supports Excel and UI form entries
F5	Website Navigation Guide	Explains pre-login features and trial setup	Medium	Includes “Speak with AI” trial
ID	Feature	Description	Priority	Notes
F6	Admin Call Logs	View, filter, and download call logs	High	Includes transcripts and recordings
F7	Subscription/Billing	View plans, billing, credits	Medium	Client-side only
F8	Admin Revenue & Status	Track platform performance metrics	Medium	Admins only

8. User Workflows

Client Workflow

1. Register on www.tcall.ai
2. Select a plan, wait for approval
3. Log in to dashboard, view numbers
4. Import contacts and create campaign
5. Analyze call logs and transcripts

Admin Workflow

1. Log into Admin Dashboard
2. Create or assign AI agent and numbers
3. Approve client profile after setup
4. Monitor platform usage, update agents
5. Manage calls, contacts, and performance metrics

9. Non-Functional Requirements

Category	Requirement
Usability	Manual must be easy to follow and visually structured
Performance	Excel loading < 2s, no more than 5 scrolls per section
Maintenance	Documentation updated with every product release
Availability	24/7 access via cloud-hosted documentation portal

10. Assumptions

- TCall Admins are trained in using Django Admin.
- Users have a verified email address and phone number.
- AI call functionality relies on third-party APIs (e.g., Twilio, Retell, ElevenLabs).

11. Constraints

- Regulated phone numbers must be manually added by Admin.
- Trial call experience depends on the user's mobile carrier compatibility.
- Third-party AI providers may impose call limits or latency.

12. Reporting & Analytics Requirements

- Admins can access:
 - Revenue reports
 - Subscription types sold
 - AI call costs (Twilio, Retell)
 - Call duration and count summaries
- Exportable CSV logs for:
 - Campaigns
 - Calls
 - Contact Groups

13. Technical Considerations

Component	Tech Stack
Website	React
Client Dashboard	Django, DRF
Admin Panel	Django Admin

Call Management	Twilio API, ElevenLabs, Retell AI
DB & Storage	PostgreSQL, S3
Auth	Email/password + JWT
Deployment	AWS, CI/CD (GitLab Actions)

14. Timeline / Milestones

Phase	Start Date	End Date	Deliverable
Content Drafting	May 20, 2025	May 24, 2025	Sectional content created
Internal Review	May 25, 2025	May 26, 2025	QA feedback and final adjustments
Publication	May 27, 2025	May 27, 2025	Final PDF/HTML manual release

15. Admin Dashboard Feature Overview

1. Dashboard Module

- **1.1 Personal Details**
Edit name, email, phone number
- **1.2 Buy a Phone Number**
Purchase unregulated numbers from panel
Add regulated numbers via Twilio manually into Django
- **1.3 Purchased Numbers**
View all numbers and assign/unassign to users
- **1.4 View Users**
Approve/reject user profiles

Must assign AI agent + number before approval

- **1.5 Status (Statistics)**

View revenue, plan breakdown, call durations, costs (Twilio, Retell), and net profit

2. Agent Module

- **2.1 Create an AI Agent**

Define type (inbound/outbound), voice, language, prompt, initial greeting

Assign agent to client

Configure agent name and save

- **2.2 View Agent Lists**

Separate inbound/outbound agent lists

Filter by client/agent ID

Assign phone number directly

- **2.3 View/Update Agent Configuration**

Change agent voice, language, and prompt

Advanced settings via Django Admin

3. Call Module

- **3.1 Campaign Management**

- **Create Campaign:** Name, group, agent, schedule

- **Campaign List:** View status (Pending, In Progress, Completed) + stats

- **3.2 Contact Management**

- **Create/Import Contacts**

- **Create Groups** manually or via file upload

- **Manual Calls** by selecting outbound agent

- **Contact/Group Lists** with filtering and update/delete options

- **3.3 Calls & Logs**

- **Unique Number List:** Assigned numbers and call summary
- **Call History:** Filter by date/agent, view transcripts, download recordings