Kumari Priya

U19KU22S0062

LeadMaster

25 April 2025

# OVERVIEW

HSR Motors, a leading car dealership, currently uses spreadsheets to manage sales leads from multiple platforms (social media, website, offline events). The manual approach leads to inefficiencies, poor real-time collaboration, and limited insights.  
  
To solve this, I designed LeadMaster, a centralized web-based lead management system tailored to the needs of both the sales team and business managers. The system enhances collaboration, enables lead tracking, and provides insightful dashboards.

# FEATURES

1. Lead Listing Screen  
- Filterable and searchable lead table  
- Columns: Name, Contact, Status, Source, Last Contacted, Lead Score  
- Bulk Actions: Update Status, Export, Delete

2. Lead Details Screen  
- Detailed lead information including contact details and source  
- Timeline view of all past interactions (calls, emails, meetings)  
- Quick status and interest-level updates

3. Lead Management Screen  
- Kanban-style board with lead stages: New, Contacted, Not Interested  
- Drag-and-drop to update status  
- Add reminders or notes per lead  
- Pre-built email template selection

4. Dashboard Screen  
- Visual analytics: conversion rates, top lead sources, team performance  
- Filters for time range (daily, weekly, monthly)  
- Exportable reports for managers

# WIREFRAME / MOCKUP / PROTOTYPE

Figma Mockups:  
- Lead Listing: https://www.figma.com/file/tUVlR1VZ3HTvhV0IR8ihHi/LeadMaster---HSR-Motors?node-id=1%3A2  
- Lead Details: https://www.figma.com/file/tUVlR1VZ3HTvhV0IR8ihHi/LeadMaster---HSR-Motors?node-id=4%3A19  
- Lead Management: https://www.figma.com/file/tUVlR1VZ3HTvhV0IR8ihHi/LeadMaster---HSR-Motors?node-id=6%3A41  
- Dashboard: https://www.figma.com/file/tUVlR1VZ3HTvhV0IR8ihHi/LeadMaster---HSR-Motors?node-id=8%3A61

# USER FLOW

1. Sales Executive Login → Sees all assigned leads on the Lead Listing Screen  
2. Click on a lead → Opens Lead Details Screen to view full information  
3. Move leads across stages using Lead Management Screen (Kanban-style)  
4. Business Managers use the Dashboard for real-time team insights and performance analysis

# OTHER LINKS

Figma Public Link: https://www.figma.com/file/tUVlR1VZ3HTvhV0IR8ihHi/LeadMaster---HSR-Motors