#### **Objective:**

To redesign the UI/UX of the given CRM dashboard (as shown in the attachments) for better usability, visual appeal, and efficiency in lead management.

#### **Part 1: Heuristic Evaluation**

Perform a heuristic analysis using Jakob Nielsen's 10 usability heuristics. Identify at least **5 usability issues** in the current interface. Focus on areas like:

* Visual hierarchy and layout
* Button prominence
* Use of colors and highlights
* Search/filter functionality
* Accessibility and clarity

#### **Part 2: Redesign Proposal**

Create **wireframes or mockups** for an improved version of the dashboard that addresses the issues identified in Part 1. Your redesign must include:

* A clean, modern layout for the lead table
* Improved status indicators (color-coded tags, badges, or progress bars)
* Enhanced search and filter UX
* Better grouping of actions (e.g., "Bulk Edit", "Assign", etc.)
* Consideration for responsive/mobile views

Use tools like **Figma**, **Adobe XD**, or **Sketch**.

#### **Part 3: Justification and User Flow**

Explain the rationale behind your redesign decisions. Your explanation should include:

* At least **3 user personas** (e.g., sales manager, caller, lead owner)
* A sample **user flow** showing how a user might perform a key task (e.g., assigning a lead, filtering today's enrolled leads)

#### **Deliverables:**

1. Heuristic evaluation report
2. Wireframes or mockups of the redesigned UI
3. Design justification and user flow document

#### **Deadline: ASAP, Submit in cuvette chat**

