

Xeno Homepage Redesign

Built for Decisions, Not Decoration

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Vision and Mission

“Users need speed and clarity. I design for speed and clarity.”

What Users Face

- Too many channels
- No single source of truth
- Slow actions = lost revenue
- Hard to spot urgent issues
- High pressure, limited time

What We Must Solve

- Show real-time status instantly
- 1-click access to key actions
- Surface urgent problems fast
- Remove noise, keep essentials
- Homepage = decision surface

How Top Companies Win Customers

“The winners solve pain, show value fast, and make action effortless.”

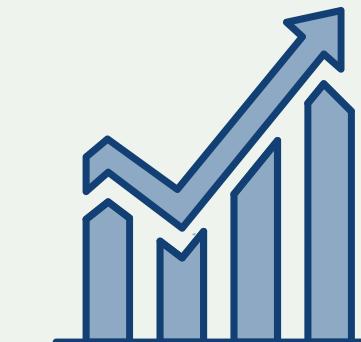
95%

Dashboards from major SaaS platforms **show key metrics instantly** – it's the first thing users see.



Surface risks early-
Prevent revenue loss before it happens.

75%



High-performing teams rely on **Give data-backed suggestions-**
Users don't need to think; the product guides them.

Limit actions to the essentials-
Less choice = faster action.

SOURCE:

Salesforce – State of Sales Report

<https://www.salesforce.com/resources/research-reports/state-of-sales/>

What Xeno Should Implement

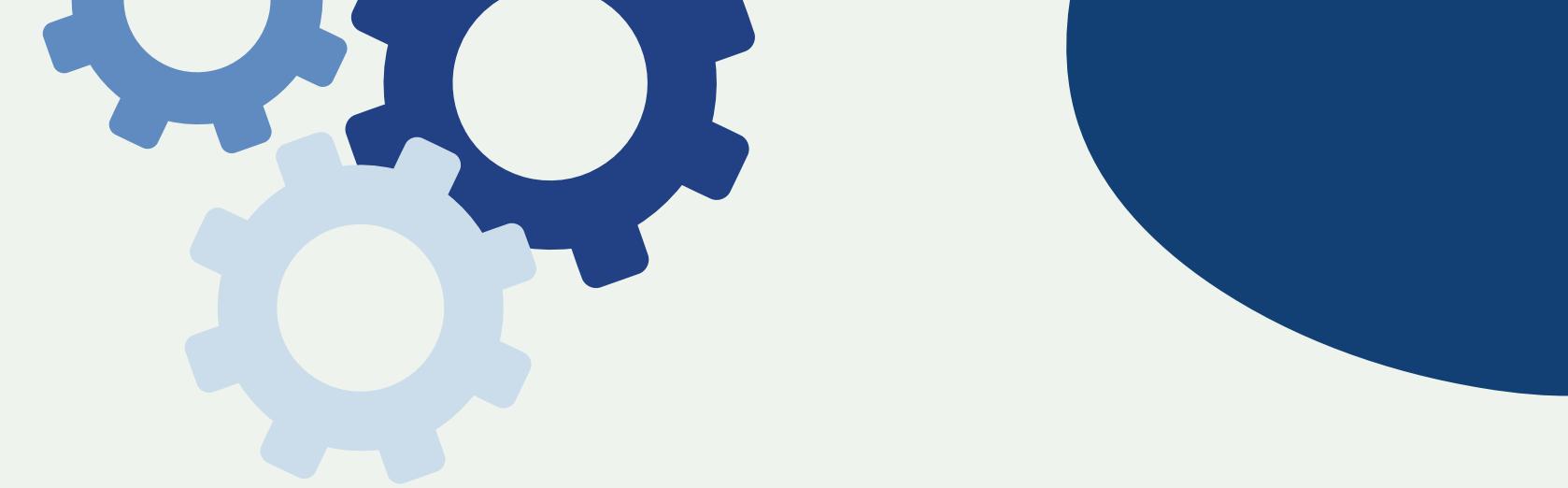
“A homepage’s job is to force the user’s next action”

Homepage Effectiveness = (Time-to-Insight + Time-to-Action)

Shorter = Better.

FUNCTIONAL COMPONENTS

(How the homepage works)



A. BASIC (The must-haves)

Real-Time Performance Panel

What it is:
Live revenue, CTR, conversions, segment activity.

How it helps:
Cuts “Time-to-Insight” to seconds → immediate clarity.

One-Click Action Bar

What it is:
4 buttons.

- Create Campaign
- Create Segment
- Create Offer
- Create Automation

How it helps:
Removes friction → lower “Time-to-Action.”

Alert Strip (Critical Issues)

What it is:
Red bar at top with warnings.

How it helps:
Prevents revenue leaks before they escalate.

Recent Campaign Snapshot

What it is:
Last 2–3 campaigns with CTR + revenue.

How it helps:
Keeps context fresh → quicker decisions.

FUNCTIONAL COMPONENTS

(How the homepage works)

B. OUTSTANDING (Advanced but still realistic)

Campaign Health Score (0–100)

What it is:
Composite score of CTR, conversions, revenue per segment.

How it helps:
Users judge campaign quality instantly.

Opportunity Finder

What it is:
Detects segments with rising engagement.

How it helps:
Highlights where the next win could be.

Channel Shift Recommendation

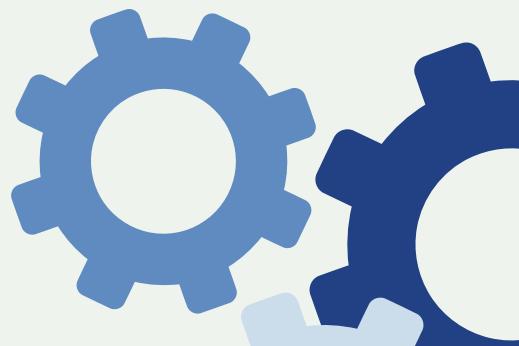
What it is:
Suggests shifting spend to best-performing channel.

How it helps:
Increases ROI with minimal thinking.

Value Leak Detector

What it is:
Spots inactive segments, broken journeys, sudden drops.

How it helps:
Reduces silent revenue leakage.



FUNCTIONAL COMPONENTS

(How the homepage works)

C. UNIQUE (Our differentiation – the two special components)

Revenue Triage Mode

What it is:

A toggle that restructures the homepage into:

- *Top 3 revenue drivers*
- *Top 3 revenue risks*
- *One recommended action per risk*

How it helps:

- *Forces prioritization*
- *Shows you understand business, not just UI*
- *No other intern will present something this ruthlessly practical*

AI Quick Actions

What it is:

One-click “fixes”:

- *Boost CTR*
- *Retain At-Risk*
- *Revive Segment*



How it helps:

Executes complex tasks without multi-step flows.



Alert Strip – Critical issues surfaced instantly- (Shows failures, overspend, sudden drops)

Real-Time Dashboard

Toggle: Performance / Segments / Channels – live metrics for immediate clarity

Campaign Quality Module

Upper half = Recent Campaign Snapshot : CTR + revenue

Lower Half= Campaign Health Score (0-100)

CTR + conversions + revenue

AI Guidance Panel

Quick action buttons -
Boost CTR
Retain At-Risk
Revive Segment

Opportunities+ leak detector (Read only)

- Recent Campaigns: quick wins + performance
- Opportunities: segments rising in engagement
- Leak Detector: inactive cohorts & broken flows

Action Bar – One-click execution

Segment

Offer

Automation

Triage Mode

AESTHETIC COMPONENTS

(Design that makes the homepage effortless)

A. Basic (Foundation)

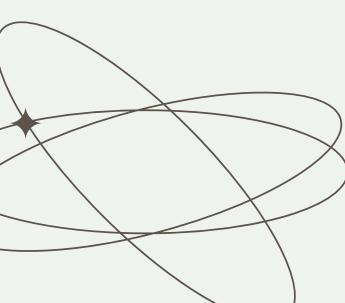
- Clean Layout
→ Easy to scan
- Minimal Colors
→ Eyes go to what matters.
- Clear Spacing
→ No visual overload

B. Outstanding (Polish)

- Micro-interactions
→ Shows what's clickable
- Data Colors (Red/Green)
→ Instant meaning
- Soft Live Updates
→ Feels real-time without noise

C. Unique (Our Signature)

- Focus Mode
→ Hides clutter and shows only what matters for use



What We Deliberately Avoid

“Because adding everything helps no one”

1. No Heavy Analytics on the Homepage

Why: Slows users down; belongs in Reports, not Home.

3. No Channel-by-Channel Deep Views

Why: Clutter; users don't need drilldowns on login.

2. No 10+ Action Buttons

Why: Slows users down; belongs in Reports, not Home.

4. No Tutorials, Banners, or Promos

Why: Burns top screen space; adds zero value to daily users.

Business Impact for Xeno

“When marketers win more often, Xeno wins automatically.”

Higher daily active users

→ Users return because the homepage saves them time.

Lower churn from confused users

→ Clarity reduces frustration and drop-off.

Xeno becomes the “source of truth”

More campaigns created

→ Faster actions directly increase platform activity.

Faster onboarding for new teams

→ Simple, guided UI reduces setup friction.

The Core Principle Behind This Homepage



“A homepage should answer one question: What now?”

Because faster insight + faster action = better results.

Bibliography

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<https://www.nngroup.com>

2. Intercom (Product & UX Insights)

<https://www.intercom.com/blog>

3. Mixpanel (Product Analytics Basics)

<https://mixpanel.com/blog>

4. Amplitude (Product Metrics & Behavioral Data)

<https://amplitude.com/blog>

Thank you.