

# Xeno Homepage Redesign

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*Built for Decisions, Not Decoration*

# Vision and Mission

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*“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.”*

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**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”*

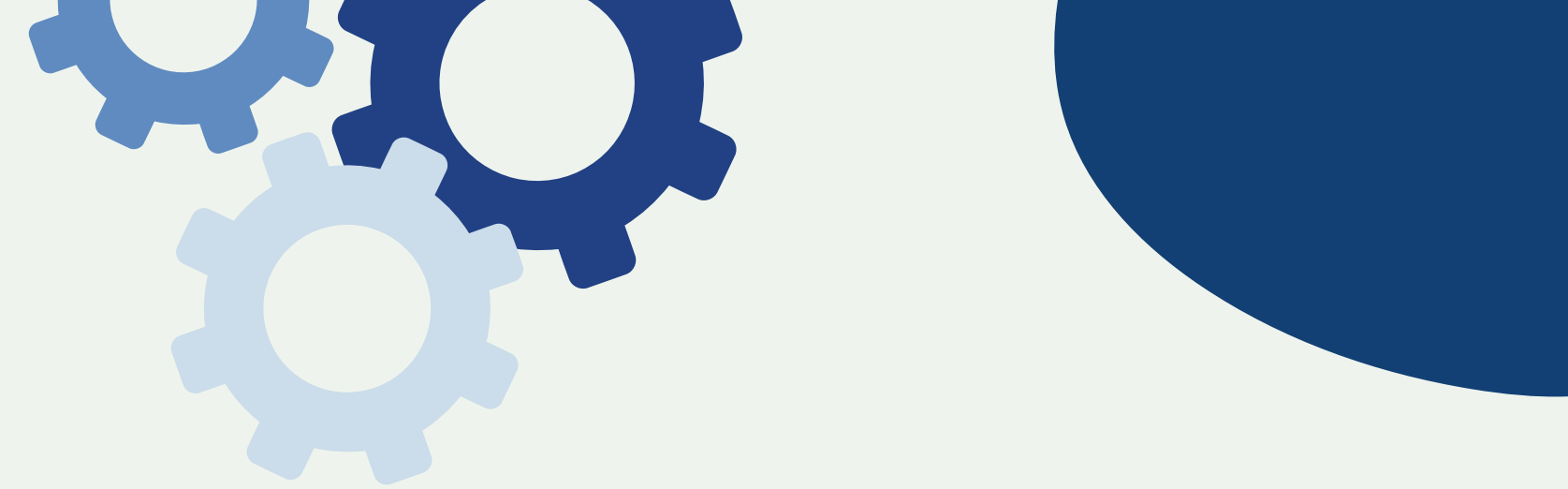
**Homepage Effectiveness = (Time-to-Insight + Time-to-Action)**

**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

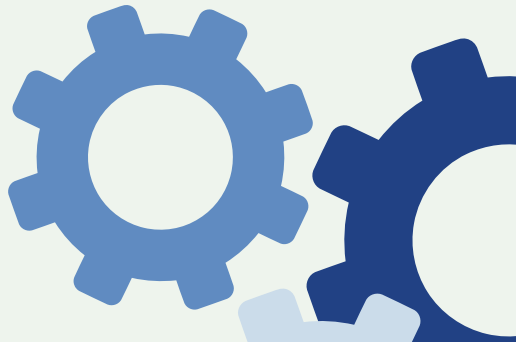
*What it is:*  
Suggests shifting spend to best-performing channel.

*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 Halff=  
Campaign Health  
Score (0–100)

CTR +  
conversions +  
revenue

### AI Guidance Panel

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

### Oppurtunities+ 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

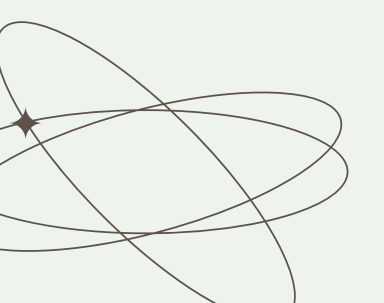


# AESTHETIC COMPONENTS

(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
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## 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
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# What We Deliberately Avoid

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*“Because adding everything helps no one”*

## 1. No Heavy Analytics on the Homepage

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

## 2. No 10+ Action Buttons

*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.*

## 4. No Tutorials, Banners, or Promos

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

# Business Impact for Xeno

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*“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.***