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OVERVIEW

HSR Motors currently handles their incoming leads through spreadsheets which leads to manual errors, inefficiency and lack of collaboration across the sales team and business managers. Their sources of leads include digital platforms like Facebook, Twitter, Google and offline campaigns.

To address these challenges, I designed a business web application called **GearLead** which is tailored for desktop use. The goal of this solution is to simplify how leads are managed, tracked and analyzed. GearLead allows the sales team to efficiently qualify and update leads, while offering business managers a centralized dashboard for insights and reporting.

FEATURES

Lead Listing View

- Displays all leads with filtering options (Status, Source)
- Search functionality to quickly locate specific entries
- Real-time status visibility (New, Contacted, Not Interested, etc.)

Lead Detail View

- Shows comprehensive details about the selected lead
- Includes communication history and actions taken
- Quick navigation between different lead records

Lead Management View

- Enables users to update lead status and assign to team members
- Add internal notes and schedule follow-ups

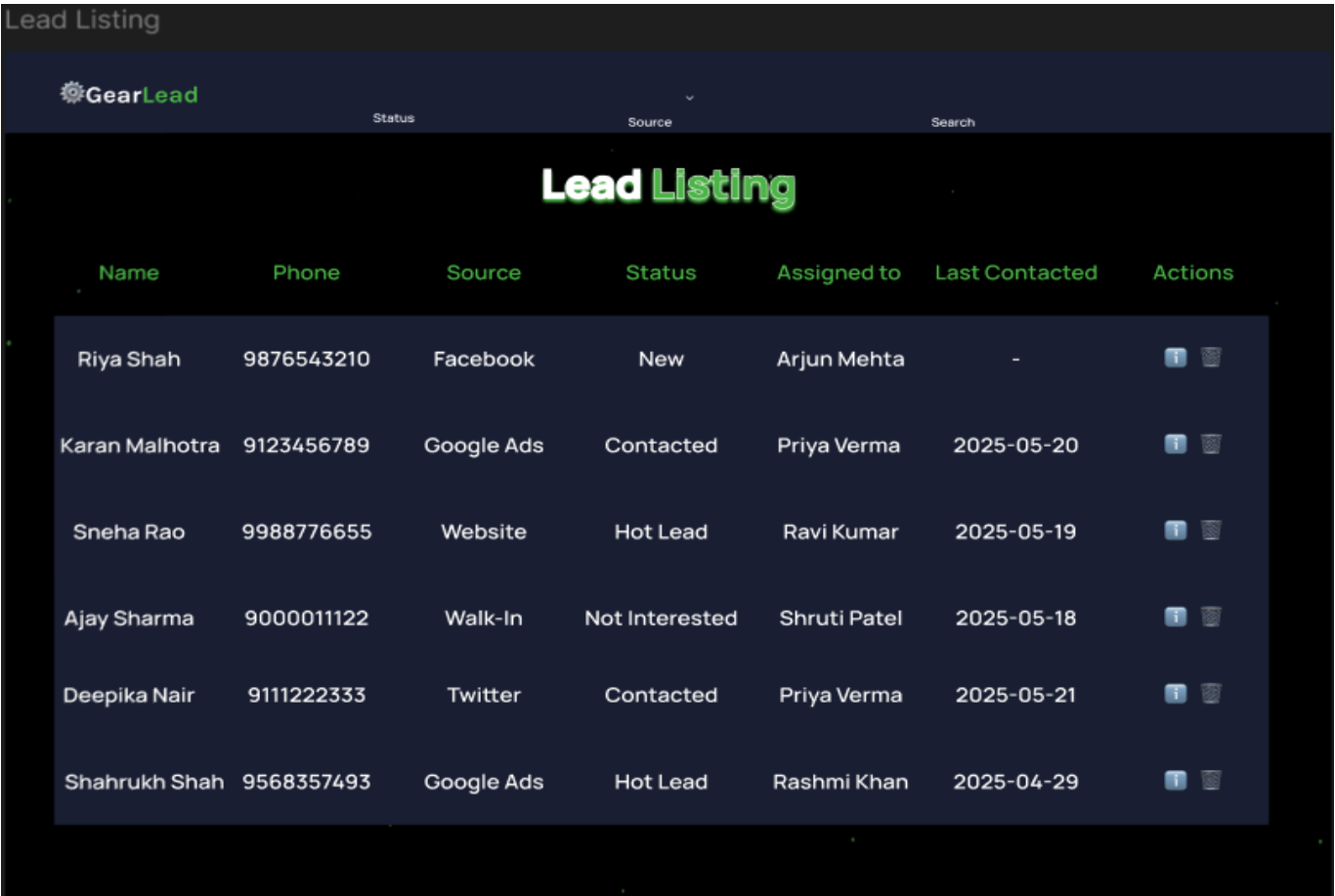
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- Supports activity logging for traceability

Dashboard View

- Summarized key performance indicators like Total Leads, Converted, etc.
- Helps managers make data-driven decisions

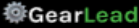
WIREFRAME / MOCKUP / PROTOTYPE

- 1. **Lead Listing Screen** – Grid view with filter options and search bar





2. Lead Details Screen – Profile of a selected lead and related history

Lead Details




Lead Details


Lead Information

Field	Value
Name	Riya Shah
Phone	9876543210
Email	riya.shah@email.com
Source	Facebook
Status	 New
Assigned To	 Arjun Mehta


Lead Activity


+ Add Note


 21 May – “Lead asked for test drive schedule”


 20 May – “Initial call done. Requested brochure.”


Action Panel

 Contacted

 Send WhatsApp / Email

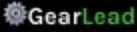
 Not Interested

 Schedule Test Drive

Manage Lead 

3. Lead Management Screen – Form-based interface to update lead info


Lead Management



Lead Management

Lead Management Form

Section	Elements
Name	<input type="text" value="Riya Shah"/>
Update Status	<input type="text" value="New"/>
Assign To	<input type="text" value="Shruti Patel"/>
Schedule Follow-up	<input type="text" value="2025-05-29"/>

 Save

4. **Dashboard Screen** – Summary cards and charts showing performance metrics



USER FLOW

1. The **Sales Team** begins at the Lead Listing page to explore or filter leads
2. Upon selecting a lead, they view the **Lead Details** page
3. From there, they open the **Management View** to update status, add notes, or assign tasks
4. The **Business Manager** primarily uses the **Dashboard** to get a quick overview of performance, trends, and actions pending

OTHER LINKS

Figma Prototype:

<https://www.figma.com/design/NlwaJnR3Q5HJXuWXQTz2Qu/HSR-Motors---Lead-Management-App?node-id=0-1&t=qiewZhSA8GMUvBx1-1>