



## PROTOPERSONA

### Contact Center Agent - Mike

- 25-35 years Old;
- Heavy Social Media user;
- Speak more than 2 languages (English & local language);
- Communicative person;

### Key Frustration

- Hard to use cx tooling, with cluttered UI that doesn't optimize my workflow;

### Goal

- I would like to answer as many task as possible without switch context or feel overwhelming by that;

05

---

# First Designs

Designing for Efficiency

---