

Interview assignment UX

It is very important for an premium branded automobile Company to have a team to do customer relationship management.

Car owners / customers will have various needs and they want to try to reach out to the car manufacturer for various reasons. Say for example, adding some more features into the car, remodelling the car, car Service request, customised requests, etc...

Imagine you are an ux designer asked to design an application in web and mobile platforms to maintain the relationship with all the customers automotive company has.

Let us say, The project name is 'CRMAUTO'

This application/ tool/ platform Facilitates below set of activities. create design screens for these below use cases for all these user groups (CRM admin, CRM team member, customer perspectives)

1. Car manufacturer CRM team will be able to Sending regularly newsletter to the customers and the car owners will be able to receive it and reply back in case of any queries via this tool itself.
2. Car owners / customers also able to use this tool/application for sending any kind of request to the car manufacturer CRM team . The request may be related to car remodelling, car service, adding new features , anything.
3. CRM team admin, in addition to replying back to the customers via this tool , also able to create the set of tasks to the CRM team members using this tool to be done for each particular customer requirement . For example, If Car Owner needs a specific new feature into the car, not only the salesperson has the task to call the customer.but also engineer has the task to explain the new set of features And how it will work and all the benefits of

those new features to the customer so there are two tasks here. These two tasks are created by Admin. In your prototype also show us the sample of how does this admin creates task and how admin transfers those task to their team members and how their team members are seeing it and how they're taking it forward.

4. Also CRM team admin should be able to monitor the task completion rates of each team member, the progress and also notify to CRM team members to complete the task before the deadline.

5. During birthdays of Customers, CRM team wishes them via this tool.

6. CRM team collect customers family members details as well via this tool while customer creates their profile with this application and also this tool should facilitate the customers to recommend any specific model product(car) to their friends and relatives as well to get the discount.

Design Solution for Platforms Expected: web and mobile

Expected deliverables: Interaction Design - clickable prototype.

In Invision, you can open free account using your email id and host the Visual design screens and provide us interaction flow by connecting Invision hotspots across screens.

Evaluating criteria's: How do you apply Design thinking/ UCD process to arrive to design solution, choosing the right UI patterns as per current design trends, Structure of each UI screen, Visual Aesthetics, Usage of Typography and colors, maintaining visual hierarchy to represent the prioritisation, Out of the box thinking & seamless flow across the screens.

Duration: 5 days.

Ps: If any queries on the above user stories - candidates can take creative liberty and assume scenarios on their own. While providing the results to us, kindly provide the word document written with your assumptions. Hence, it is easy for us to evaluate the output against your assumptions