

<b>Target users</b>	<ul style="list-style-type: none"> <li>• New Service Cloud users</li> <li>• Mom-and-Pop store owners (i.e., do not have dedicated people/ teams for managing Service Cloud)</li> </ul>
<b>Issue 1</b>	Currently, it can be confusing for a user (especially, a novice user) to reach the Service Cloud landing page
<b>Potential resolutions</b>	<ul style="list-style-type: none"> <li>• Make it easy for users to get to the Service Cloud landing page. For e.g., create a link called <a href="https://servicecloud.salesforce.com/login">https://servicecloud.salesforce.com/login</a></li> <li>• Once logged in, show the user that he/ she is in the Service Cloud Console with a clear logo (see top left corner in mockup below)</li> </ul>
<b>Issue 2</b>	The current startup page might not be very intuitive for new users. There are several calls to action (i.e., 5 different options on how they could get started)
<b>Potential resolutions</b>	<ul style="list-style-type: none"> <li>• Create a simple startup page (i.e., use ample whitespace)</li> <li>• Address the user by name to deliver a personalized experience</li> <li>• Provide a quick 1-minute tour option where we show the users the top-5 features of the console</li> </ul>

## Current landing page when a user logs in for the first time

The screenshot shows the Salesforce Service Cloud Lightning landing page. The browser address bar displays the URL: <https://na35.lightning.force.com/one/one.app#eyJjb21wb25lbnREz>. The Salesforce logo is in the top left, and a search bar labeled "Search Salesforce" is in the top center. The top navigation bar includes links for Sales, Home, Chatter, Opportunities, Leads, Tasks, Files, Accounts, Contacts, Campaigns, Dashboards, and More. The main content area features a large heading: "Welcome to Service Cloud Lightning. Faster, smarter customer service starts here." Below this, a subheading reads: "It's easy to give your agents powerful tools to deliver amazing service, lightning fast." A screenshot of the Salesforce navigation menu is shown, with the "Getting Started" dropdown menu open, highlighting "Cases". To the right of the menu screenshot, two bullet points provide instructions: "Simply select 'Cases' from the drop-down menu shown in the upper-left corner of this page. A list of activities will appear." and "Choose the one you'd like to try. You'll find all the instructions you need in the center of the screen." Below these instructions, the text "Where would you like to start?" is followed by a list of five options, each with a plus icon: "Manage cases in a single view.", "Automatically turn customer emails into cases.", "Deliver responsive self-service.", "Track metrics with reports and dashboards.", and "Take the next steps."

Welcome to Service Cloud Lightning.  
Faster, smarter customer service starts here.

It's easy to give your agents powerful tools to deliver amazing service, lightning fast.

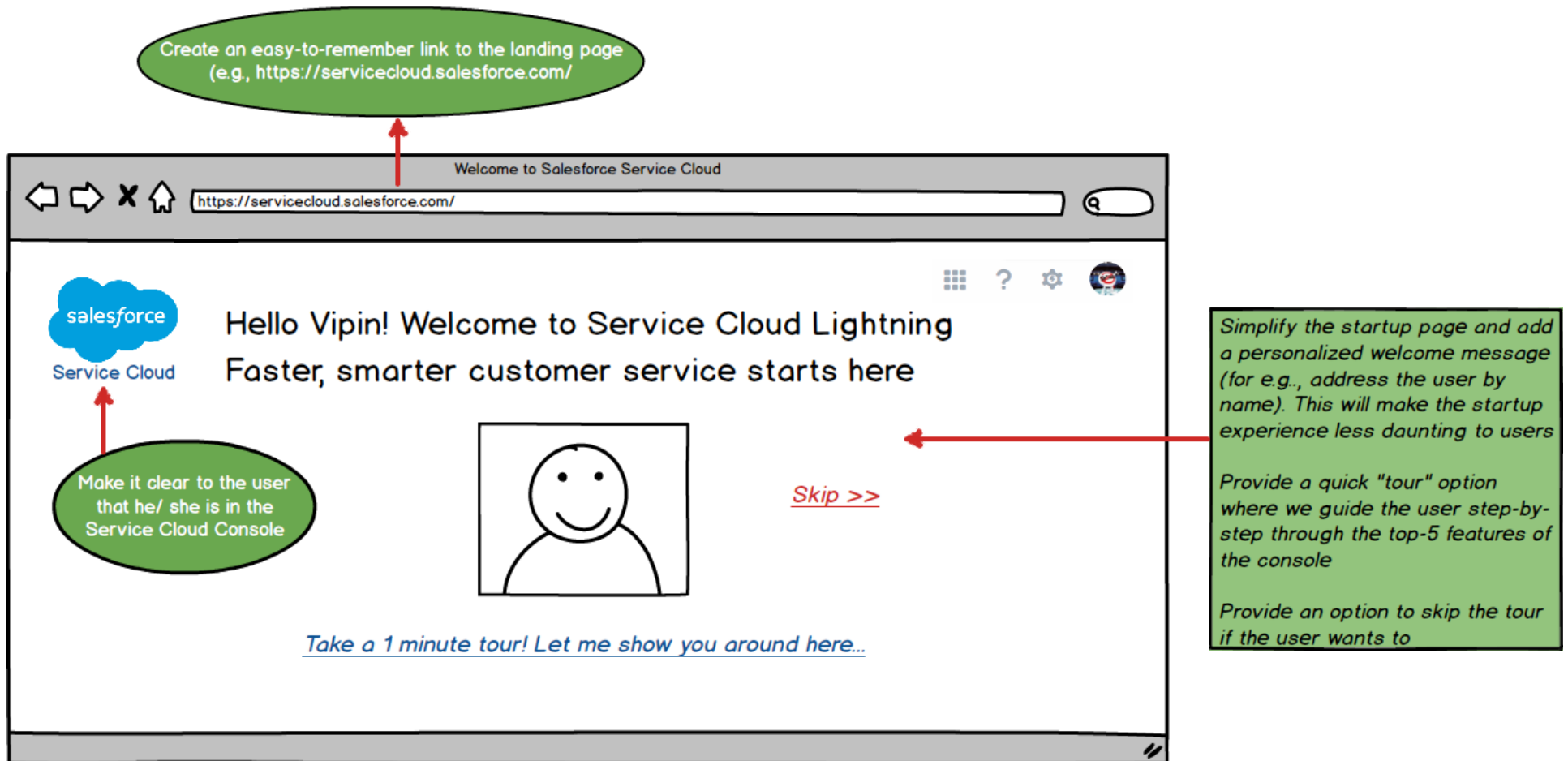
Simply select "Cases" from the drop-down menu shown in the upper-left corner of this page. A list of activities will appear.

Choose the one you'd like to try. You'll find all the instructions you need in the center of the screen.

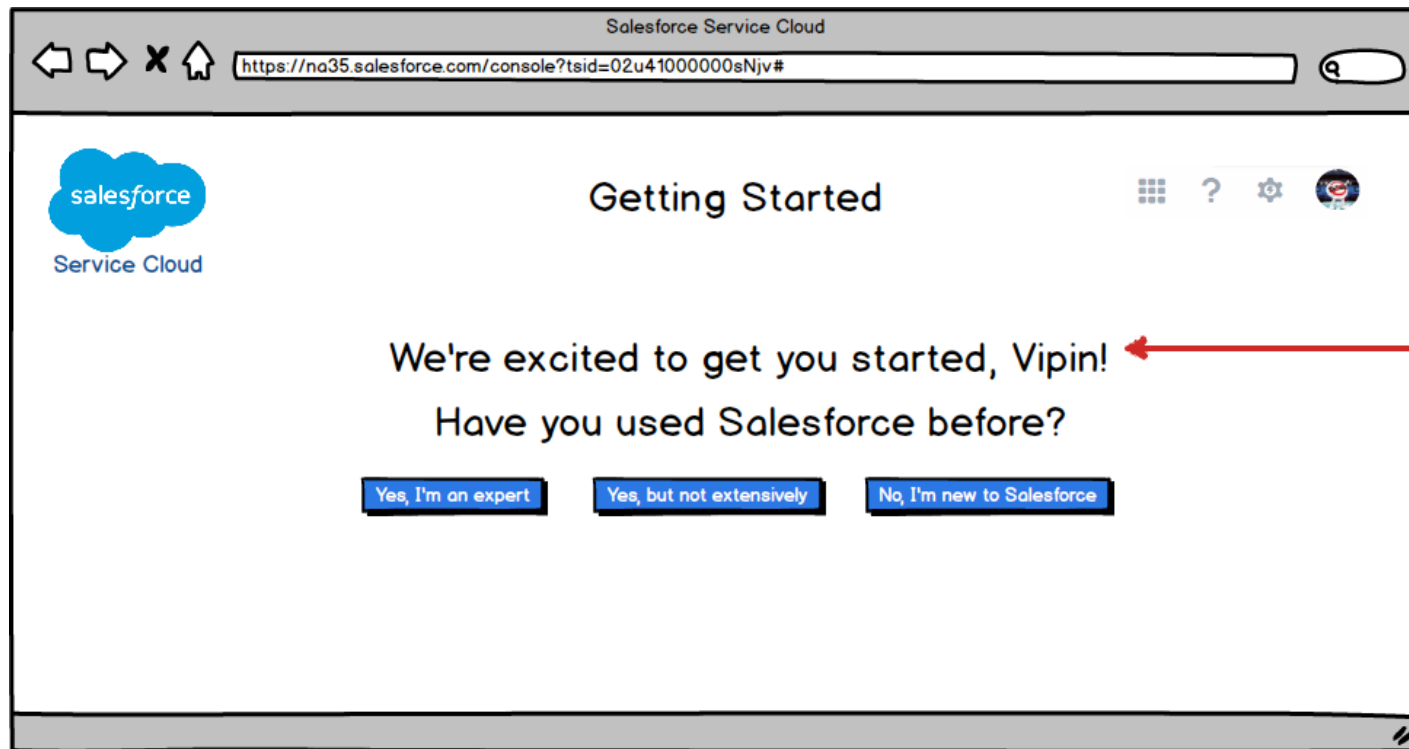
Where would you like to start?

- + Manage cases in a single view.
- + Automatically turn customer emails into cases.
- + Deliver responsive self-service.
- + Track metrics with reports and dashboards.
- + Take the next steps.

## My mockup of a new landing with suggestions for improvement



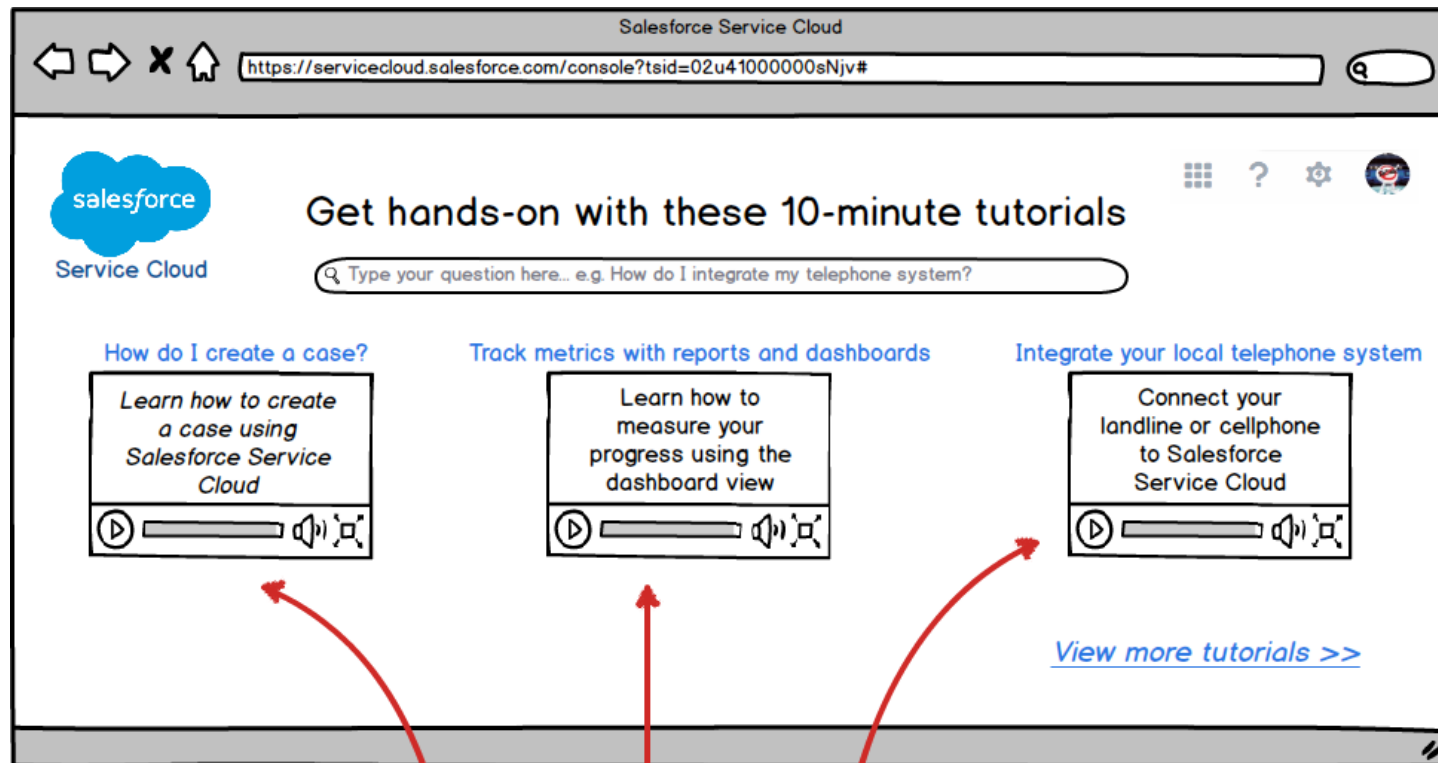
<b>Target users</b>	<ul style="list-style-type: none"> <li>• New Service Cloud users</li> <li>• Mom-and-Pop store owners (i.e., do not have dedicated people/ teams for managing Service Cloud)</li> </ul>
<b>Issue</b>	The Salesforce Service Cloud can take a while for users to get familiarized with
<b>Potential resolutions</b>	Get the user started with a simpler console (i.e., less features and buttons) if they are new to using Salesforce



*The Salesforce Service Cloud is very powerful. But that's both a good thing and a bad thing! There is a lot going on in the software so it takes a while for new users to get familiarized with everything.*

*So, ask questions to the user and use this information to show a minimal set of features, moderate set of features or the complete set of features.*

<b>Target users</b>	Any user (i.e., expert or non-expert) who wants to learn “how-to-do” something
<b>Issue</b>	User manuals can be lengthy and users find it difficult to figure out how to use a certain feature or how to accomplish something they want
<b>Potential resolutions</b>	<ul style="list-style-type: none"> <li>• Create short (10-minutes or less) video tutorials which walk the user step-by-step through a feature</li> <li>• Learning what videos a user watches will also help us predict the expertise level of the user and deliver relevant content in the future</li> </ul>



*Get the user to engage with features one at a time*

*Behind the scenes, we can categorize videos based on difficulty level (easy, medium, hard). Depending on the videos watched by the user, we can understand the user's goals and expertise and tailor the onboarding experience for each user*