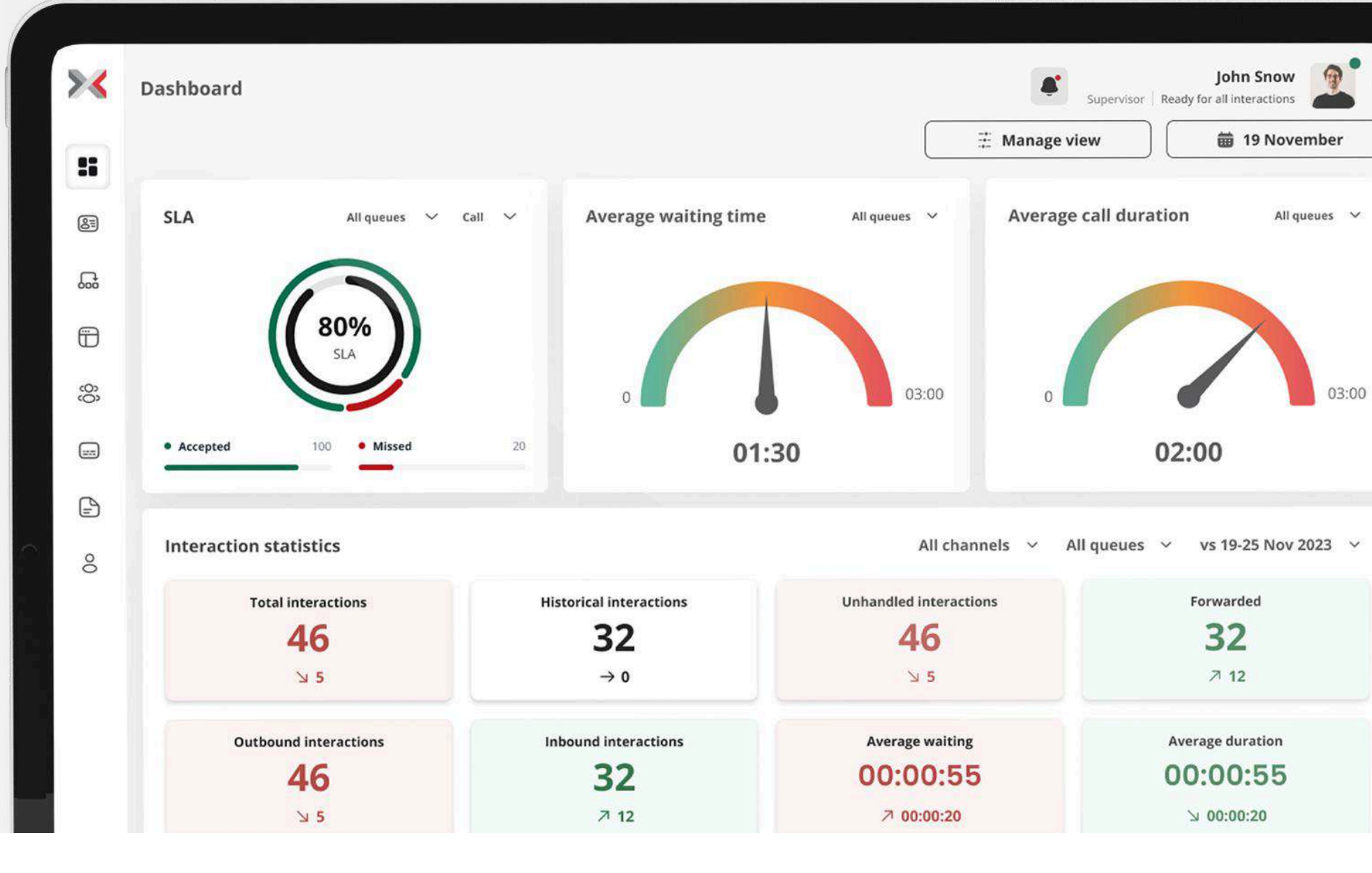
Company
OptoX Contact Center Platform

Industry
Enterprise Software

Services
Collaboration Platform UX/UI

Year
2025


Dashboard
John Snow
Supervisor | Ready for all interactions
Manage view
19 November
SLA
All queues
Call
80%
SLA
Accepted 100
Missed 20
Average waiting time
0
03:00
01:30
Average call duration
02:00
Interaction statistics
All channels
vs 19-25 Nov 2023
Total interactions 46 ↘ 5
Historical interactions 32 → 0
Unhandled interactions 46 ↘ 5
Forwarded 32 ↗ 12
Outbound interactions 46 ↘ 5
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Average waiting 00:00:55 ↗ 00:00:20
Average duration 00:00:55 ↘ 00:00:20

Unification
Intelligence
Efficiency

Designed by **AMPEROR**

01
About the Business

Product Overview

Deliverables: Admin console flows, interaction panels, workflow builder, component copy, hi-fi screens, demo content

UX Strategy · Interaction Design · Content System · Component

Problems & Solutions

OptoX unifies customer interactions across channels, reduces context switching for agents, automates CRM task creation, and gives tenant admins compact but powerful configuration tools for business hours, routing, and workforce management.

Problems

Fragmented channel data
Customer context is often scattered across chat, calls, and CRM.

Overworked agents
Manual ticketing and context-switching increases handle time.

Inflexible admin controls
Tenant admins require non-developer configuration for hours, routing, and holiday handling.

Security & compliance
Enterprise clients demand strict controls and auditable workflows.

Solutions

Omnichannel routing
Voice, chat, SMS, WhatsApp, email, web chat.

Copilot AI
Intent detection, sentiment analysis, auto summaries, and real-time suggestions.

Tenant Admin Console
Business hours, holiday calendar, after-hours workflows, agent capacity, and RONA rules.

CRM Sync
auto-create action tasks with interaction metadata and route them to the correct support queues.

02
Design Approach

Design Approach

A user-centred, outcome-driven process focused on delivering a scalable Teams-native contact center that balances admin control with agent efficiency.

01
Research-Driven
We analyzed agent workflows and admin needs to design a system that improves efficiency and reduces friction across all interaction types.

02
Component-Based
A scalable component library was created to maintain consistency across the platform and support future feature expansion.

03
Simplified Complexity
Advanced capabilities like routing, capacity rules, and workflow configurations were translated into clean, intuitive UI patterns.

04
Iterative Refinement
Design decisions were validated through continuous prototyping and feedback cycles to ensure usability and real-world applicability.

03
Project Timeline

Project Timeline

A timeline refers to a structured plan that outlines the key phases and activities involved in the design and development of the Opto-X platform over a specified duration.

Week 1
Discovery
Stakeholder sessions
Agent shadowing

Week 2
Design
Wireframes
Admin panels
Interaction maps

Week 3
Prototype
Workflow builder
Interaction panel
Testing

Week 4
Handoff
Component library
Copy system
Developer assets

04
Empathy Map

Empathy Map

This map details the experience of Samira, a Contact Center Agent. Her performance suffers due to Fragmented Data, Context-Switching, and Manual Workload. The goal is quick, efficient customer resolution.

SAY

- I have to check 4 different systems just to get the complete picture on one call.
- I feel like I'm doing repetitive data entry instead of providing solutions to a customer.
- It's hard to gauge the customer's mood when they are upset, especially across different channels

THINK

- I have to check 4 different systems just to get the complete picture on one call.
- I feel like I'm doing repetitive data entry instead of providing solutions to a customer.
- It's hard to gauge the customer's mood when they are upset, especially across different channels

DOES

- Asks the customer to repeat their history when the interaction switches channels (e.g., from chat to call).
- After the call ends, manually creates and fills out the CRM Task (ticket) with interaction details.
- Prioritizes following the script over truly understanding the customer's Sentiment (emotions).

FEELS

- Asks the customer to repeat their history when the interaction switches channels (e.g., from chat to call).
- After the call ends, manually creates and fills out the CRM Task (ticket) with interaction details.
- Prioritizes following the script over truly understanding the customer's Sentiment (emotions).

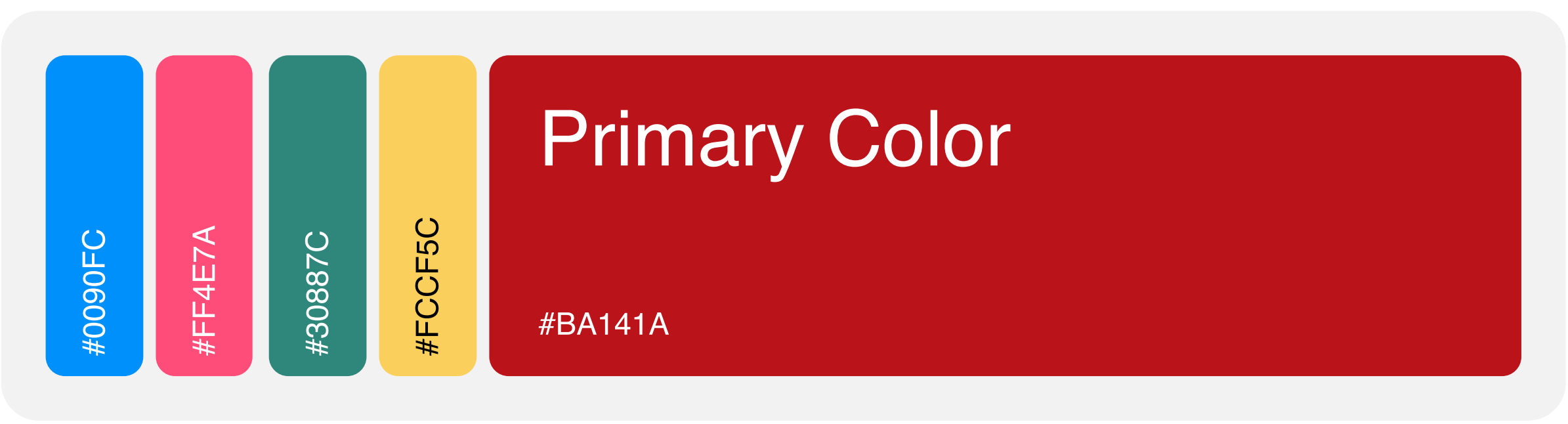
05
Typography & Color

Typography & Color

The Typography and Color Palette are designed to promote clarity, accessibility, and trust. This visual strategy is critical for managing the high volume of data on the Agent and Admin Consoles, ensuring efficient service.

Product Font
Open Sans

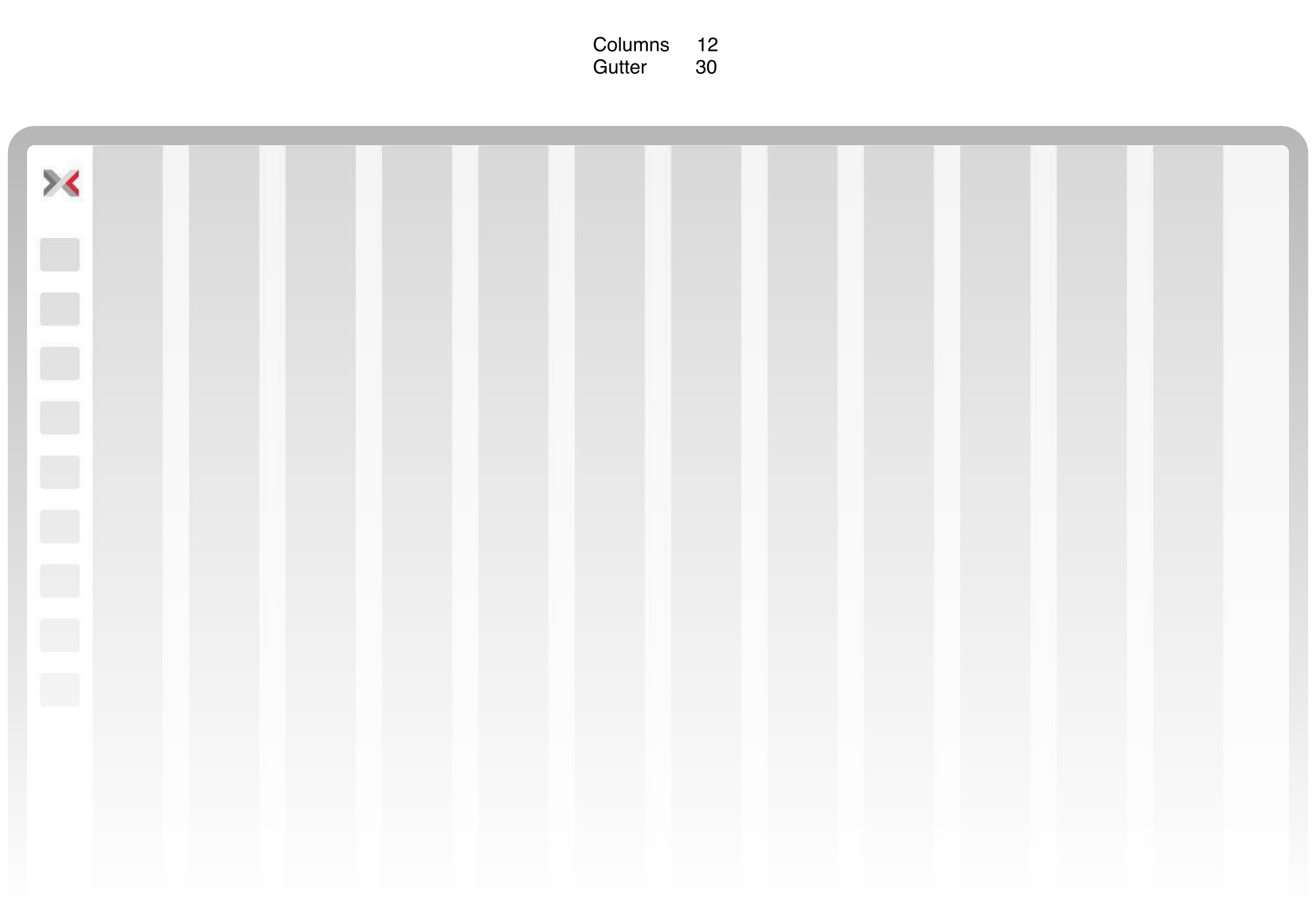
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ? /)


#0090FC
#FF4E7A
#30887C
#FCCF5C
Primary Color
#BA141A

06
Grid Style

Grid Style

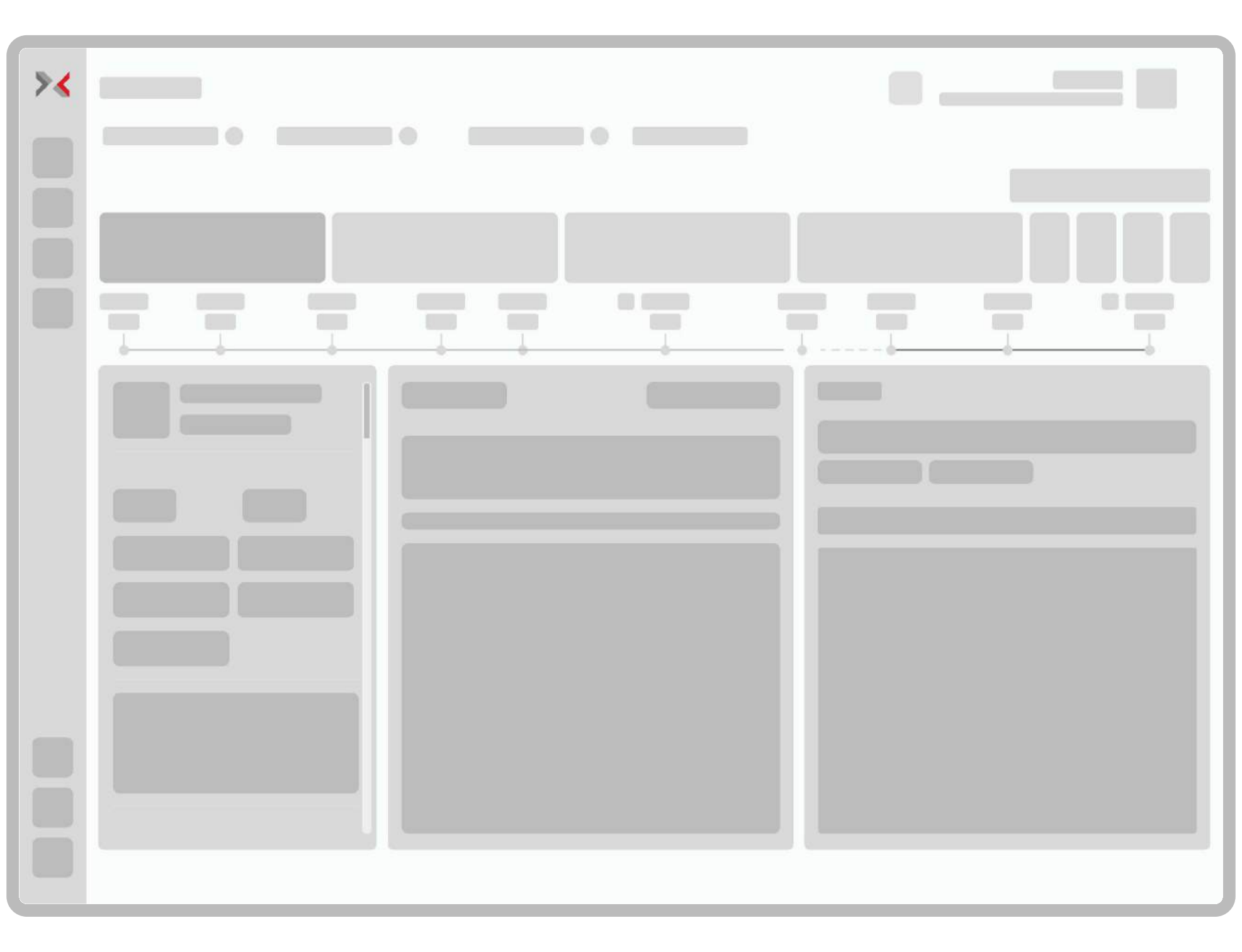
The OptoX Grid System is the interface foundation, ensuring scalability, consistency, and efficiency. A structured grid is critical for managing the high density of information required across the Agent Desktop and Admin Console.


Columns 12
Gutter 30

07
Wireframe

Wireframe

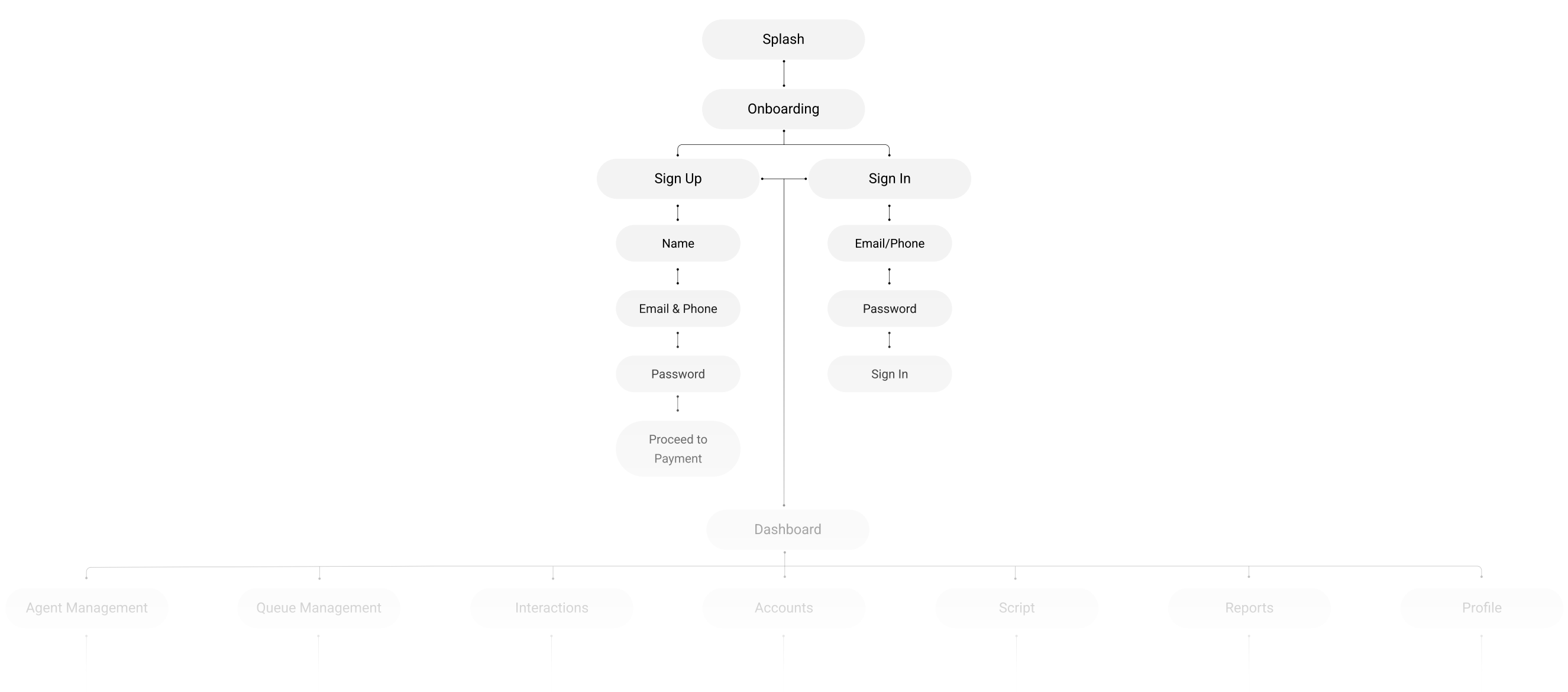
The wireframes served as the low-fidelity blueprint to validate core workflows and information hierarchy. They established functional priorities for the Unified Agent Desktop and Tenant Admin Console, ensuring key actions and data visualizations were clearly structured before final visual design.



08
User Flow

User Flow

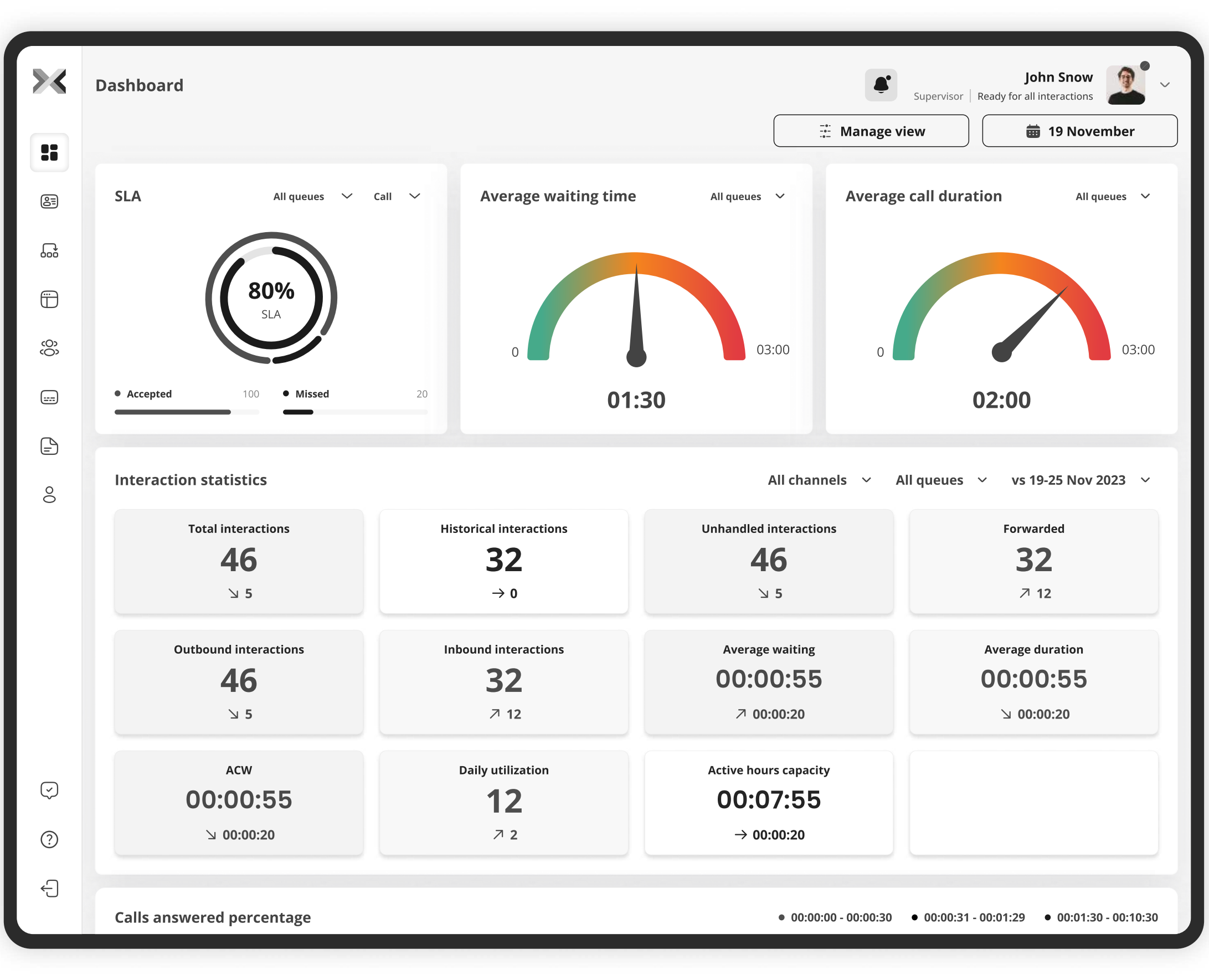
The OptoX User Flow ensures smooth, intuitive navigation for both Tenant Admins and Agents. It helps them efficiently perform key tasks and manage complex workflows, supporting productive and swift operations.


Splash
Onboarding
Sign Up
Name
Email & Phone
Password
Proceed to Payment
Sign In
Email/Phone
Password
Sign In
Dashboard
Agent Management
Queue Management
Interactions
Accounts
Script
Reports
Profile

09
Dashboard

Dashboard

The OptoX Dashboard is designed to provide contact center supervisors and administrators with easy access to critical functions and real-time performance metrics at a glance. Its goal is to enable rapid decision-making regarding staffing, capacity, and service quality.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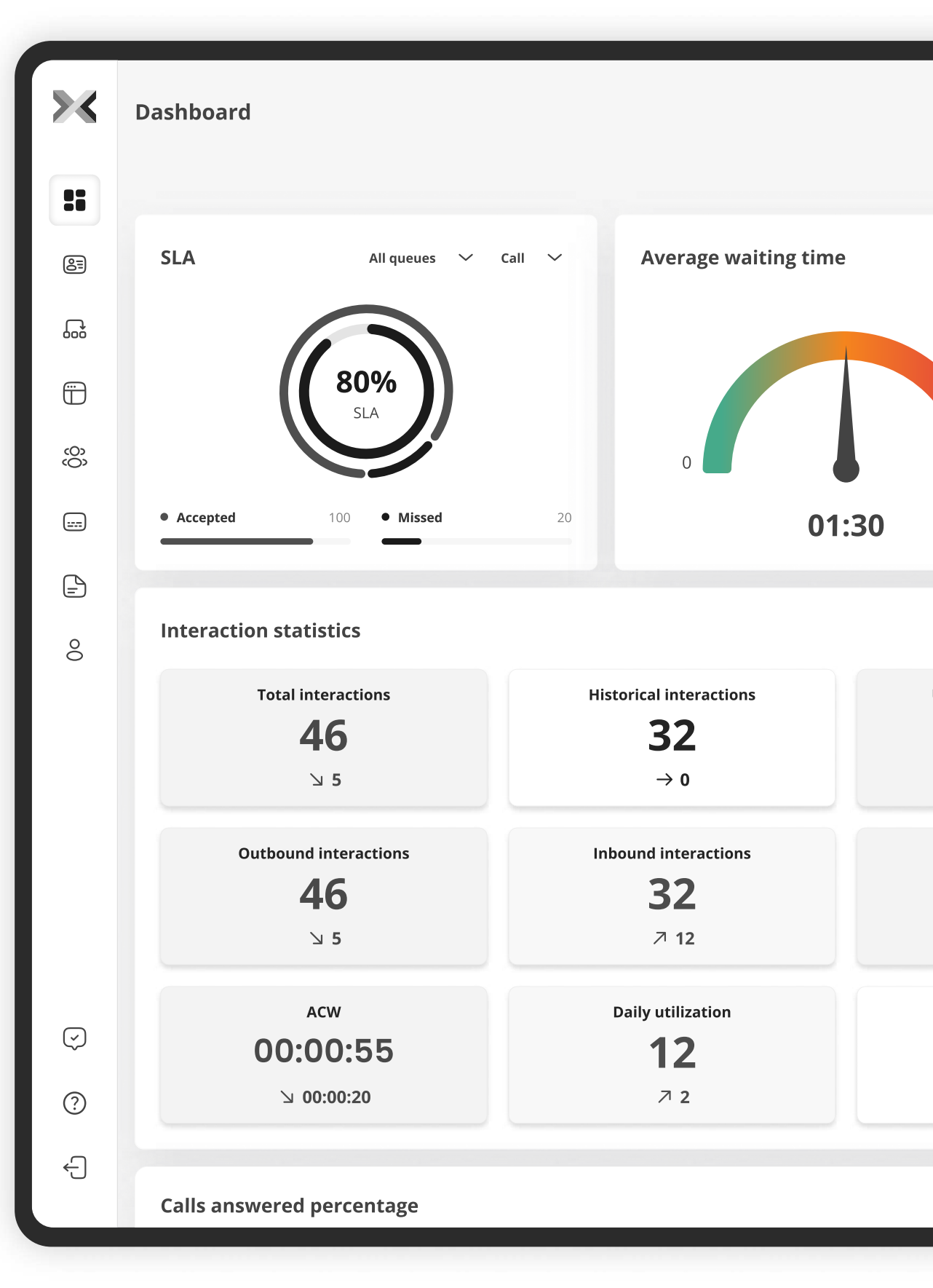
Average duration 00:00:55 ↘ 00:00:20
ACW 00:00:55 ↘ 00:00:20
Daily utilization 12 ↗ 2
Active hours capacity 00:07:55 → 00:00:20
Calls answered percentage
00:00:00 - 00:00:30
00:00:31 - 00:01:29
00:01:30 - 00:10:30

Real-time Performance Monitoring

The dashboard prioritizes at-a-glance visibility of key performance indicators (KPIs) relevant to service level and agent activity.

- Service Level Agreement (SLA) Tracker: Displays the current percentage of calls accepted versus missed, ensuring the team is meeting service standards.
- Time Metrics: Features prominent gauges for Average Waiting Time and Average Call Duration, allowing supervisors to quickly identify bottlenecks or spikes in interaction length.
- Interaction Statistics: Provides a snapshot of volume and efficiency, including:
  - Total Interactions and Historical Interactions.
  - Unhandled Interactions and Forwarded volume.
  - After Call Work (ACW) and Daily Utilization.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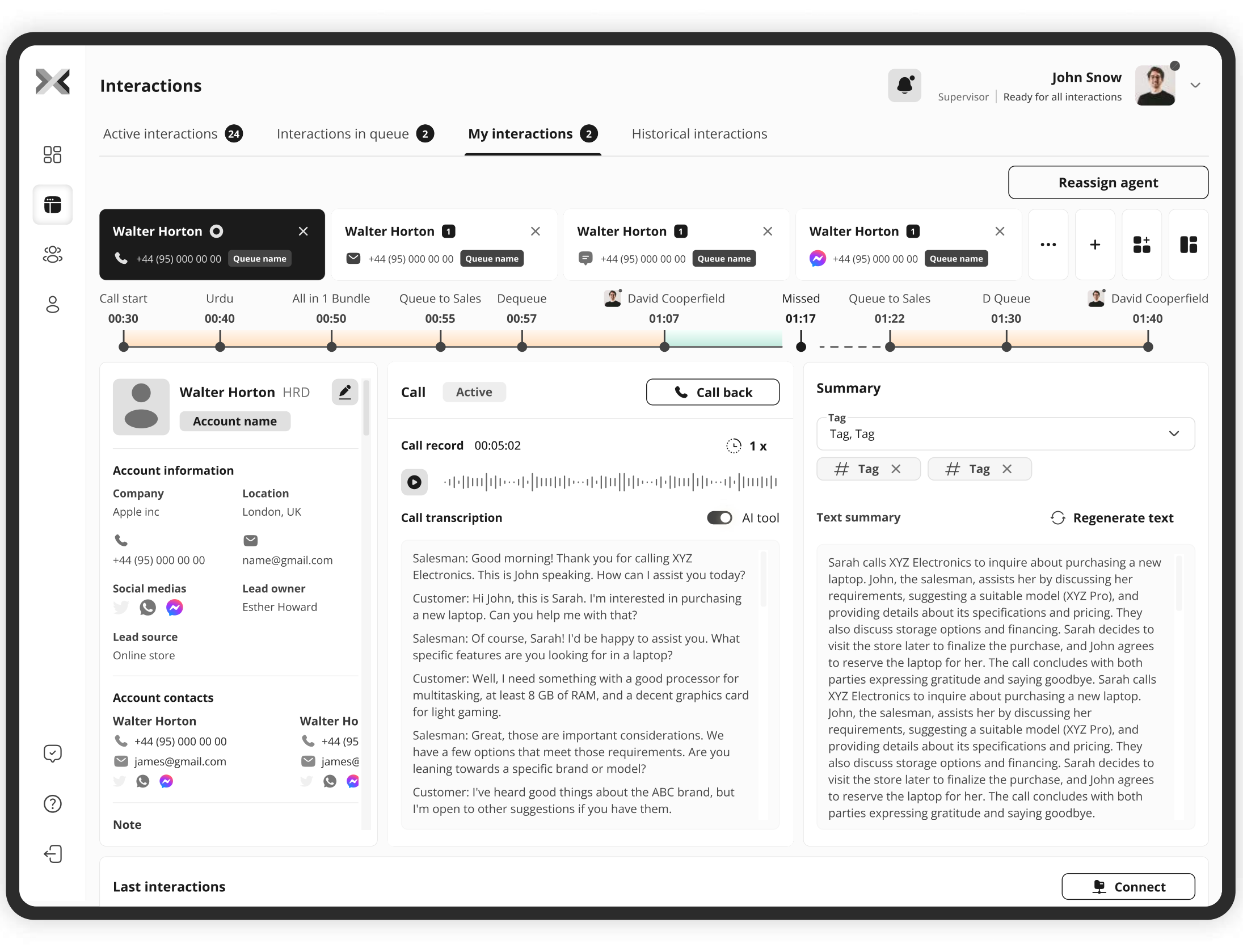
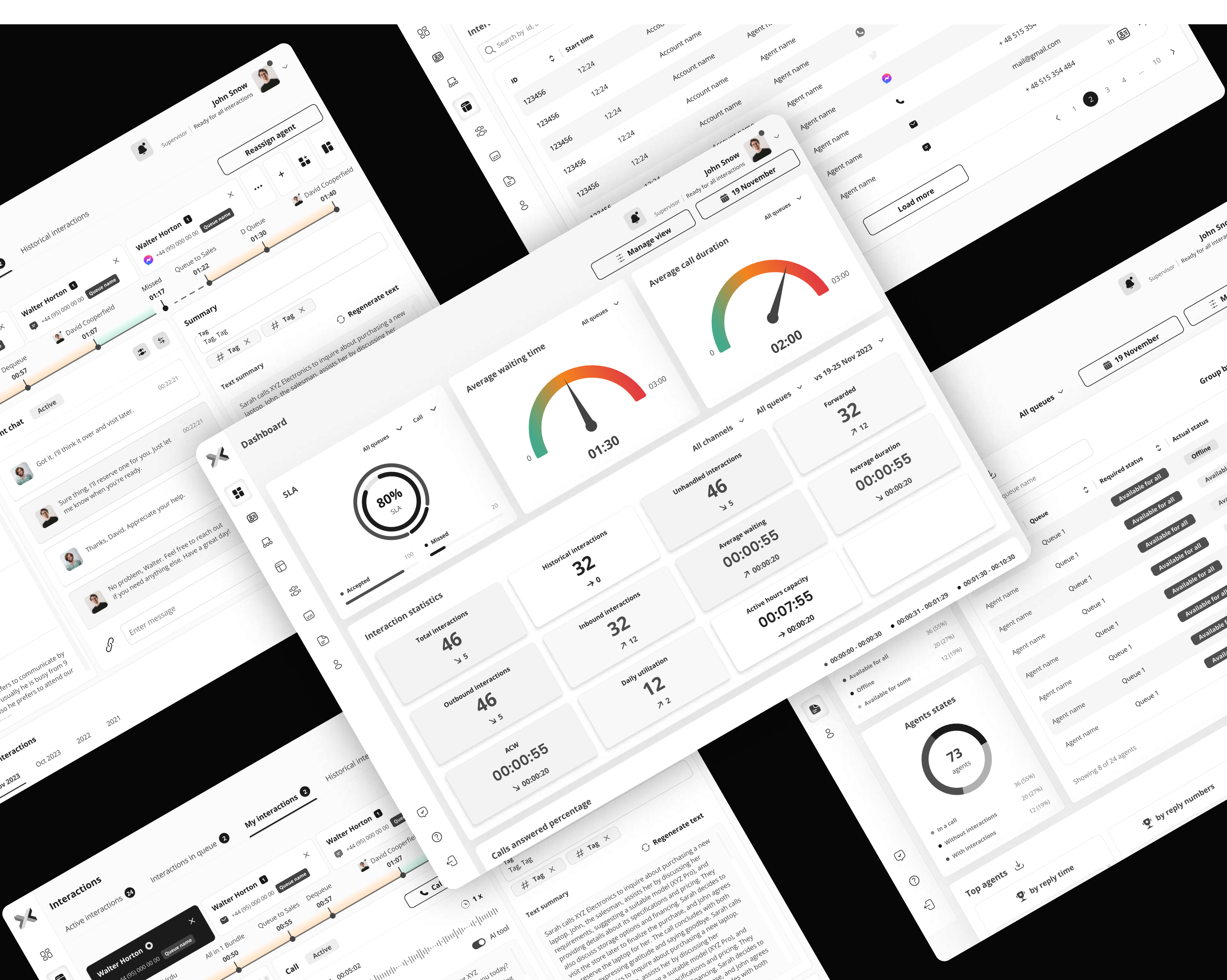
Active Interactions


Interactions
Active interactions 24
Interactions in queue 2
My interactions 2
Historical interactions
John Snow
Supervisor | Ready for all interactions
Reassign agent
Walter Horton
+44 (95) 000 00 00
Queue name
Call start 00:30
Urdu 00:40
All in 1 Bundle 00:50
Queue to Sales 00:55
Dequeue 00:57
David Cooperfield 01:07
Missed 01:17
Queue to Sales 01:22
D Queue 01:30
David Cooperfield 01:40
Walter Horton HRD
Account name
Account information
Company
Apple inc
Location
London, UK
+44 (95) 000 00 00
name@gmail.com
Social medias
Lead owner
Esther Howard
Lead source
Online store
Account contacts
james@gmail.com
Note
Call
Active
Call back
Call record 00:05:02
1 x
Call transcription
AI tool
Summary
Tag
Tag, Tag
Tag
Text summary
Regenerate text
Last interactions
Connect

Salesman: Good morning! Thank you for calling XYZ Electronics. This is John speaking. How can I assist you today?
Customer: Hi John, this is Sarah. I'm interested in purchasing a new laptop. Can you help me with that?
Salesman: Of course, Sarah! I'd be happy to assist you. What specific features are you looking for in a laptop?
Customer: Well, I need something with a good processor for multitasking, at least 8 GB of RAM, and a decent graphics card for light gaming.
Salesman: Great, those are important considerations. We have a few options that meet those requirements. Are you leaning towards a specific brand or model?
Customer: I've heard good things about the ABC brand, but I'm open to other suggestions if you have them.

Sarah calls XYZ Electronics to inquire about purchasing a new laptop. John, the salesman, assists her by discussing her requirements, suggesting a suitable model (XYZ Pro), and providing details about its specifications and pricing. They also discuss storage options and financing. Sarah decides to visit the store later to finalize the purchase, and John agrees to reserve the laptop for her. The call concludes with both parties expressing gratitude and saying goodbye. Sarah calls XYZ Electronics to inquire about purchasing a new laptop. John, the salesman, assists her by discussing her requirements, suggesting a suitable model (XYZ Pro), and providing details about its specifications and pricing. They also discuss storage options and financing. Sarah decides to visit the store later to finalize the purchase, and John agrees to reserve the laptop for her. The call concludes with both parties expressing gratitude and saying goodbye.

The Agent Desktop is the Unified Workspace integrating all channels and customer data. It features real-time transcription and Copilot AI assistance to minimize context switching and automate tasks, maximizing agent focus and efficiency.