

Improving Customer Satisfaction

Visual Mockup & Plan, v2

Designed by Nicole D. Harris, NDHarris Consulting. Assisted by AI.

Theme

A modern contact center training experience with a professional yet approachable tone. The design should feel supportive, interactive, and performance-focused while maintaining a polished corporate aesthetic.



Visual Style

Clean layouts, geometric shapes, subtle shadows, and modern UI elements



Tone

Conversational, encouraging, and coaching-oriented

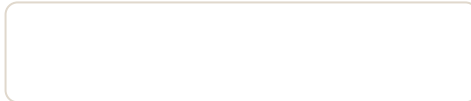


Interaction Feel

Adaptive, exploratory, and scenario-driven

I specifically chose the Articulate Journey theme template for the prototype development.

Color Palette

 Text/Background - Light 1 #FFFFFF	 Text/Background - Dark 1 #000000	 Text/Background - Light 2 #FEF6EB	 Text/Background - Dark 2 #8B8B8B
 Accent 1 #F8C262	 Accent 2 #B83449	 Accent 3 #2C3D59	 Accent 4/Control 1 #5E8D9F
 Accent 5 #60A79F	 Accent 6 #E48895	 Player Frame #2C3D59	 Player Text/Icons #FFFFFF

While this palette may seem simple, the range of colors available allowed the use of many colors in the content.

Typography

Heading

Trebuchet MS Bold, 28pt

Body

Calibri, 16pt

Callout

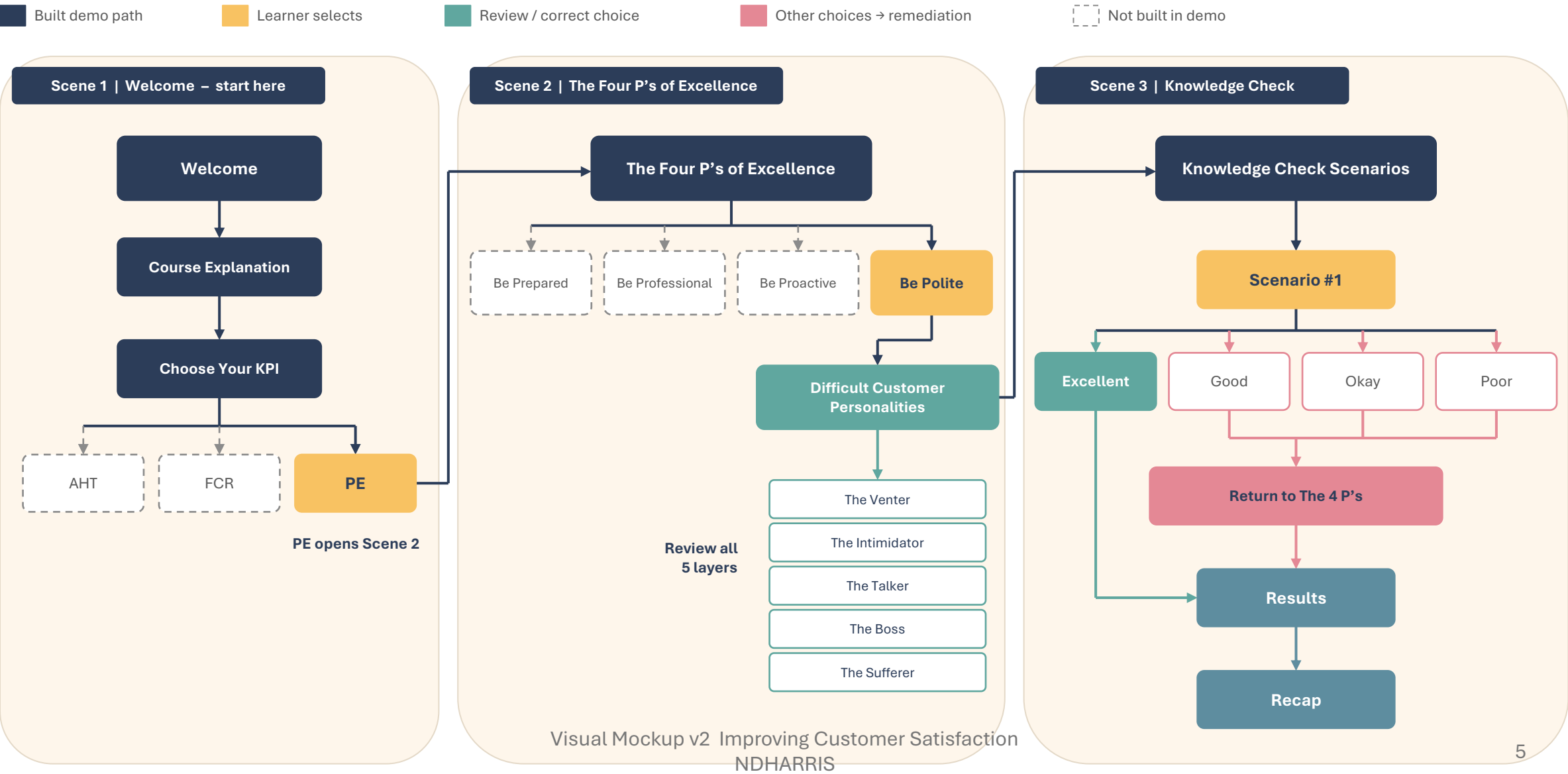
Trebuchet MS, 18pt

Decorative

Lobster Two, 24pt

Each sample is shown in its own typeface and point size.

Learning Pathway Map – Course Experience Flow



Personas

Jose

Course guide

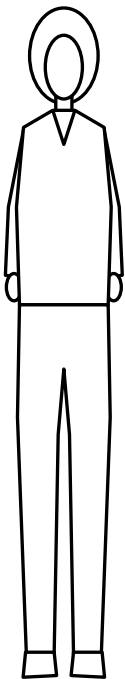


The guide starting in the 4P's of Excellence to the end of the course. He gives a friendly face. Alt Text Description: Young Latino male who is a supervisor at the call center. He's dressed business casual and is standing.

Visual selected

Marcy Fields

Learner



A new customer service representative, she's only been on the floor for a couple of weeks. She is having problems with her Phone Etiquette KPI score. It's 55%. Note: At this point there is no visual for Marcy. The Design Team will confirm a visual before storyboarding. We are looking for a Black woman, business casual, working in a call center at a desk

Visual pending design review

Visual Imagery

	SLIDE TYPE	SUGGESTED IMAGERY
	Welcome Screen	Diverse customer service representative wearing headset
	KPI Dashboard	Animated dashboard graphics with KPI indicators
	Four P's of Call Handling Excellence	Icon-based infographic layout
	Customer Personalities	Character illustrations or avatar set
	Scenario Activity	Simulated customer call interface
	Feedback Layers	Positive coaching badges and conversational feedback panels
	Recap	Achievement/progress visuals

Journey Theme

Journey



Welcome



Section Title



Instructions



Objectives



Main Menu



Major Point



50/50



60/40



70/30



Grid



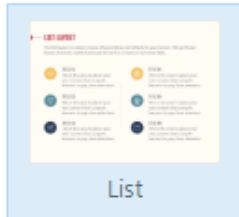
Three Column



Four Column



Labels



List



Infographic



Graphic Metaphor



One-Person Scenario



Two-Person Scenario



Multiple Choice



Multiple Choice



Multiple Choice



Drag-and-Drop



Drag-and-Drop



Quiz Results



Likert



Survey Results



Timeline



Process



Tabs



Related



Media



Summary



Contact



Exit

Prototype Notes

These are my notes for the prototype. My goal is to turn the project around in 2 days, reviews included. Audio is minimal, programming is limited, and the look comes from the Articulate Storyline 360 Journey template. Content will be modified from web research to spark the conversation on the content.

WHAT'S AHEAD

Scene 1



Welcome

Scene 2



The Four P's of
Call Handling Excellence

Scene 3



Knowledge Check

Close



Recap

Prototype Notes – Scene 1

SCENE 1 | GETTING STARTED



Course Cover

Using the Journey Opening slide with some modification to the background.



Instructions

Sets the stage. Reviewers get quick instructions and introduced to Marcy Fields, then begin the course. This provides context for the course for reviewers. Journey slides: Welcome & Instructions



Which KPI?

Three badges open three different paths, Average Handle Time, First Call Resolution, and Phone Etiquette. For this demo, only the Phone Etiquette path is built. Journey slide: Infographic

Prototype Notes – Scene 2

SCENE 2 | THE FOUR P'S OF CALL HANDLING EXCELLENCE



The Four P's of Call Handling Excellence

An interactive overview introduces each path: Be Prepared, Be Professional, Be Proactive, and Be Polite. Only the Be Polite is built. The feedback layers are incorporated into the slide with a description of each concept. Journey slide: Labels



Be Polite

A simple explanation of the concept. The full content is still to come.



Difficult Customer Profiles

Click and reveal interaction. Each icon opens a layer describing that personality type. Journey slide: Graphic Metaphor

Prototype Notes – Scene 3

SCENE 3 | KNOWLEDGE CHECK



Scenario Question

A multiple-choice question with an audio scenario, plus feedback layers for correct and incorrect answers.
Journey slide: Multiple Choice



Incorrect Feedback

Coaching feedback given. Continue sends the learner to a refresher on empathy and acknowledgement. Not built for this demo.
Journey slide: Multiple Choice



Correct Feedback

Coaching feedback given. Continue takes the learner straight to the Results slide.
Journey slide: Multiple Choice



Results

Learners see their score and can retry or move on to the next lesson. Paths not built in this demo.
Slide leads to the Recap slide. Journey slide: Quiz Results

Recap

Wraps up the course with clear action items for what learners should do next. Journey Slide: Summary