

Redesign of Campaign Schedule UI

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Current Schedule UI

- Awkward interaction to set single schedule
- Unclear terminology confuses customers



Current UI with additional buttons

Campaign Status: Has not run

Smartlist Mode: Batch

Qualification Rules: Run flow once

Smartlist Status: No complete rules. This will affect ALL

leads!

Total count is around 32 existing leads

(May change over time)

Around 1 are blocked from mailings

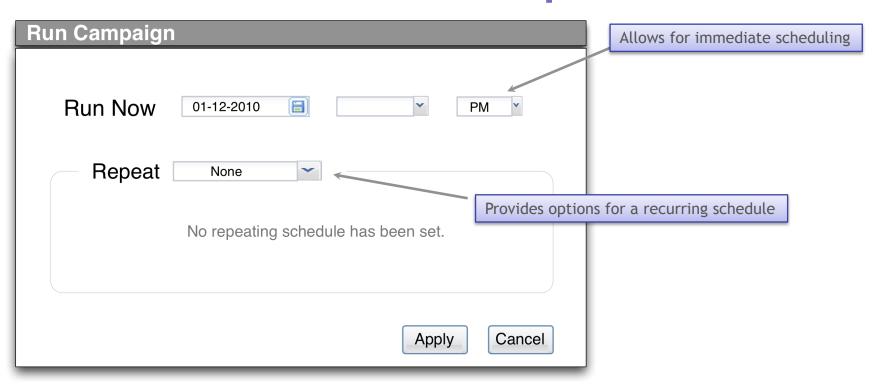
Recurrence: No repeating schedule has been set yet.



Buttons can get hidden

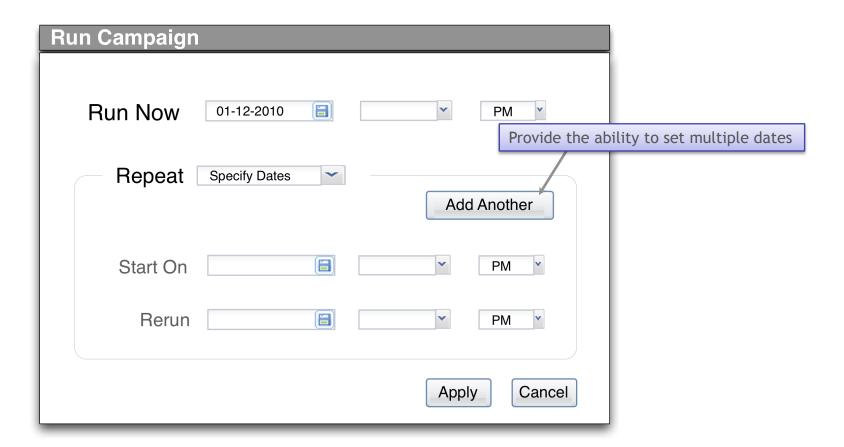


Initial Wireframe Concept



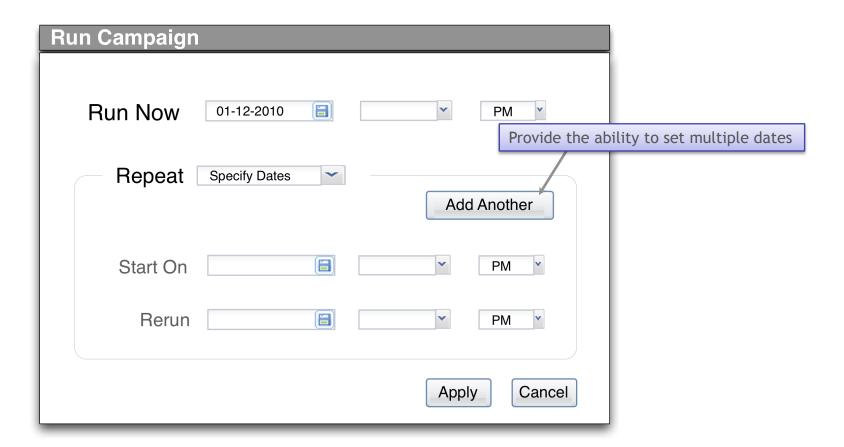


Initial Wireframe Concept





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Analysis

- Pros
 - Increased flexibility
 - Increased clarity of terminology
- Cons
 - Too much on one screen
 - Too complicated interaction for multiple purposes