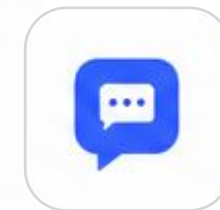


UX Case Study

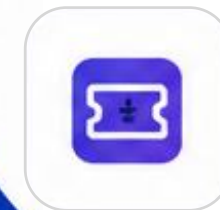
Raku (Conversational Helpdesk Assistant)

Raku is a conversational helpdesk assistant that connects employees with internal information and support services through platforms such as the web, Microsoft Teams, and Slack. Using a predefined knowledge base and guided conversation flows, Raku helps employees find approved company information, create support tickets, and manage requests without leaving their communication platform.



Raku can answer employee queries such as:

- ✓ What are company core values?
- ✓ Where can I find the project initiation form?
- ✓ Where can I see townhall videos?



Additionally, users can create cases/tickets and manage their requests without leaving the internal communication platform.



Case Summary



Product vision

- ✓ Provide employees with 24/7 access to approved answers for common workplace questions.
- ✓ Reduce dependency on managers, HR, and IT teams for repetitive requests.
- ✓ Create one centralized experience for finding information, raising support tickets, and tracking progress.
- ✓ Use guided conversational flows to help employees reach the correct information or support team with minimal effort.



Problem Statement

- ✓ Employees relied on managers, emails, phone calls, and physical visits to HR or IT for routine questions and support requests. Information was distributed across different systems, making it difficult to know where to look or whom to contact. This created delays for employees and increased repetitive work for internal support teams.

Process highlights

Project plan and responsibilities overview

**Product team**

Consisted of: UX designer, researcher/BA Analyst and Product Manager, Key Stakeholder.

**My responsibilities**

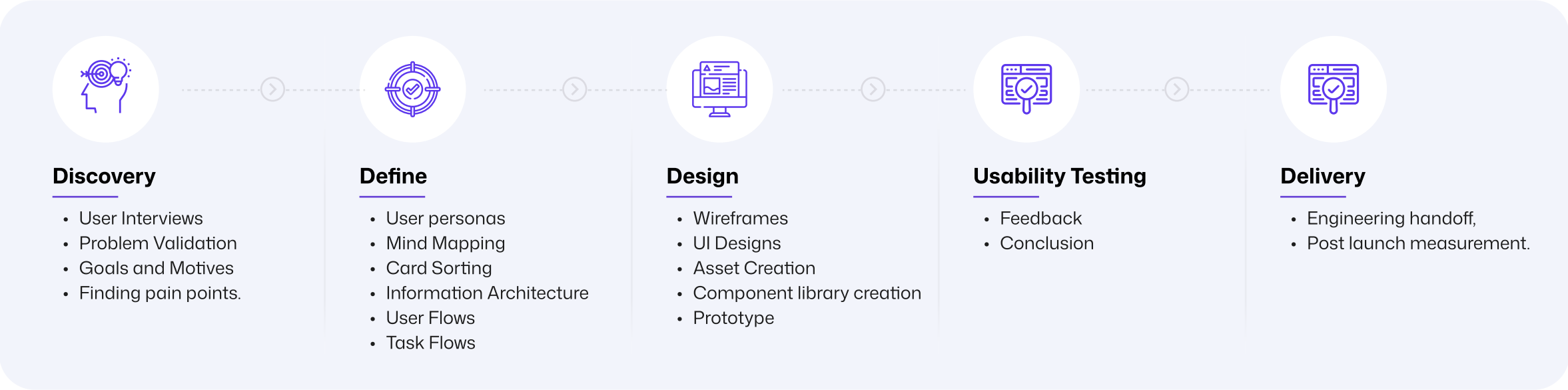
UX and hands-on product design.

**Methodology**

Design thinking driven product concept development.

**Project plan**

Three weeks of discovery and ideation, followed by a week of rapid prototyping and demonstrator production.



Product and technical constraints

 Raku did not generate new answers.

 Responses came from a predefined knowledge base manually configured by developers.

 The conversation relied on supported keywords, categories, and scripted response paths.

 Unsupported questions required a fallback response or escalation to a support ticket.

 Content updates depended on developer involvement.

Discovery

We started by interviewing our current company employees. After multiple interviews and questionnaires, we gathered plenty of data to paint a clearer picture of the issues an employee faces on daily basis. This information provided us with enough information to build user profiles for further research.



Based on the research, three personas were crafted.

These personas served to inform the design decisions during the initial phase of design & research.



Our Personas



Employees

An Employee is a person who works in an office or an organization usually faces several issues for eg: not knowing the company policies.



Goal

Get quick resolutions to their issues and clear information anytime.



Staff members

A staff member is a person who is responsible for resolving the employees issues/queries.



Goal

Resolve tickets efficiently and provide the best support.



Admin Person

Admin is responsible for managing the staff and their roles, additionally allocating the tickets to the staff members.



Goal

Manage staff, roles and ensure smooth allocation of tickets.



• EMPLOYEE

Name : **Daniel Sachs**

Job : **Staff Consultant**

Age : **35 years**

Backstory

Daniel recently joined an IT company and depends on several internal platforms every day: the pay portal, the communication portal, and SharePoint. When something breaks, he has to find the IT room and re-explain his issue to whoever happens to be free, often a different person each time. He also has open questions about project allocation, appraisals, and company policy, but is never sure who to ask. The back and forth is slow and demotivating, and it keeps pulling him away from his actual work.

"I want a single point of contact who can give me everything I need to know about the organization."

Pain Points

- No clear person to turn to when something breaks
- Important updates are buried across scattered emails
- Senior management is often busy and hard to reach
- No visibility into project allocation or status
- Unsure where to find his profile and appraisal details
- Small questions go unasked because they feel like a bother

Goals

- Reach the right person to resolve an issue quickly
- Stay on top of important updates across the office
- Get answers from management when he needs them
- See project information and allocation status in one place
- Access his profile and appraisal details on demand



• THE STAFF MEMBER

Name : **Dalbir Singh**

Job : **IT Technician**

Age : **37 years**

Backstory

Dalbir has spent five years in IT support and takes pride in solving problems well. On busy days the volume of requests climbs faster than he can clear it, and some tickets fall outside his area entirely. Chasing unresponsive employees adds delay, so he works overtime to keep up. When a problem slips, the negative feedback lands on him even when the holdup was reachability rather than effort. The pattern has him weighing whether to stay or move on.

"If I am assigned a problem, I need to reach the employee through more than one channel, and I should not be penalized when they are unavailable."

Pain Points

- Request volume too high to resolve efficiently
- Hard to track every problem and its status
- Difficult to reach employees across channels
- Delays caused by unresponsive employees
- Tickets arrive that fall outside his skill set
- No easy way to hand work to another technician

Goals

- Manage time and workload across the day
- Keep a clear view of every request received
- Reach employees easily when needed
- Reassign tickets when busy or out of scope
- Receive only requests within his domain.



• ADMIN

Name : **Thomas Edison**Job : **Administrator**Age : **47 years**

Backstory

Thomas has more than ten years of experience and owns the day to day running of the support team. He assigns work, tracks performance, and manages roles for every staff member. With the current process he assigns tickets by hand, and as complaint volume grows it gets harder to keep everything visible and balanced. He wants a system that lets him route requests, define responsibilities, and read team performance without the manual overhead.

"I need one place to manage everything: queries, staff members, roles, and the routing in between"

Pain Points

- Hard to keep every query in view
- Manual assignment and reassignment by availability
- Limited insight into staff and customer interactions
- No simple way to build capacity profiles and schedules
- Skill based routing has to be set up by hand
- Mapping users, roles, and permissions is tedious

Goals

- Track every query in one view
- Assign and route tickets to the right staff
- Define roles and permissions per persona
- Manage staff members and their skills
- Monitor performance and interactions across the team

Synthesis & Definition

Turning research insights into product decisions

Three personas surfaced the same problems from different angles. We distilled them into clear design requirements and the core tasks each role needed, which became the direct inputs for card sorting and the information architecture.



What We Heard

Research Insights

- 1 No single place to get answers or help across the org.
- 2 Key updates stay buried and the right people are hard to reach.
- 3 Tickets lack structure, ownership, and a visible status.
- 4 Repetitive questions consume everyone's time.



What It Needed

Design Requirements

- ✓ One front door for chat, search, and tickets.
- ✓ A clear ticket lifecycle with status and ownership.
- ✓ Routing and reassignment across the team.
- ✓ Self-service access to approved answers for common and repetitive questions.



What We Designed

Core Tasks by Persona



Employee

Ask Raku or raise a ticket, then track it to resolution.



Staff Member

Pick up an assigned ticket, then resolve, return, or reassign.



Admin

Triage incoming tickets, route to the right staff, manage the team.

Feature inventory carried into card sorting - the cards we grouped to shape the IA

- Home
- Ask Raku
- Search
- Notifications
- Raise a Request
- Select Category
- Ticket Queues
- Profile
- Manage Staff & Roles
- Contact Support
- Ticket Lifecycle - Open/ Closed/ Invalid
- Assign & Reassign

Continues on the next page →



Design Challenge & Design Decisions

Because Raku relied on predefined content rather than generative intelligence, the experience needed to help users ask supported questions, understand what the assistant could do, and recover gracefully when no answer was available.



Displayed suggested questions to reduce open-ended input.



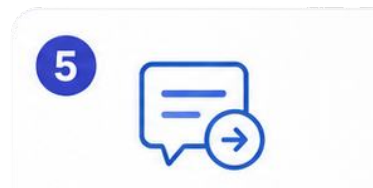
Used clear categories to guide employees toward supported topics.



Designed fallback responses for unsupported questions.



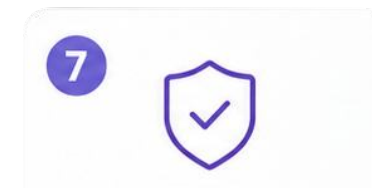
Allowed users to create tickets without restarting the process.



Preserved the original question when moving from chat to ticket creation.



Used confirmation messages to explain what happened after submission.



Kept answers controlled and approved by internal teams.

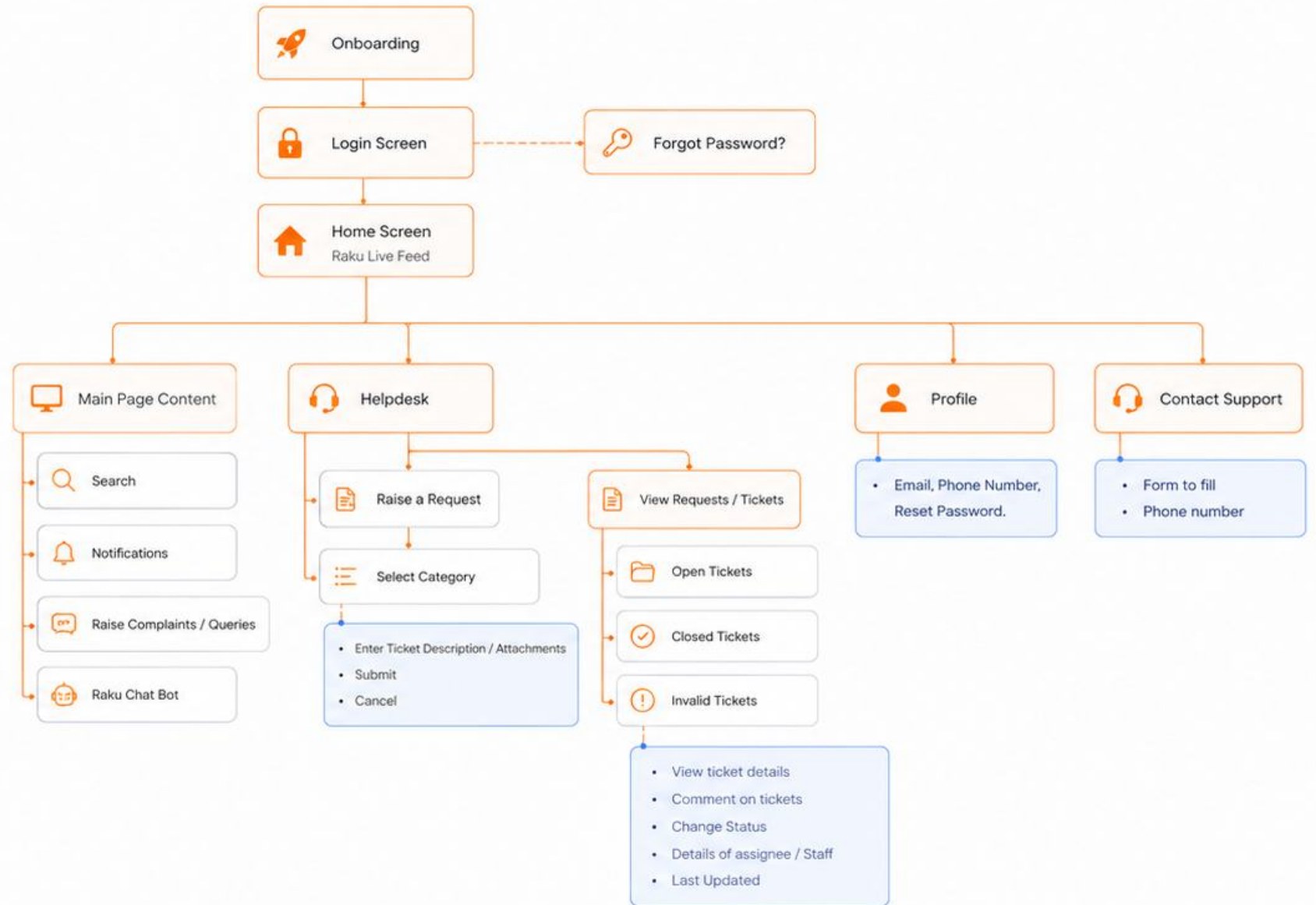


Card Sorting and Information Architecture

After gathering enough data points we gathered in one place and performed the card sorting technique which helped us data in organizing data in the best form. The outcomes from this exercise were well-maintained information architecture.

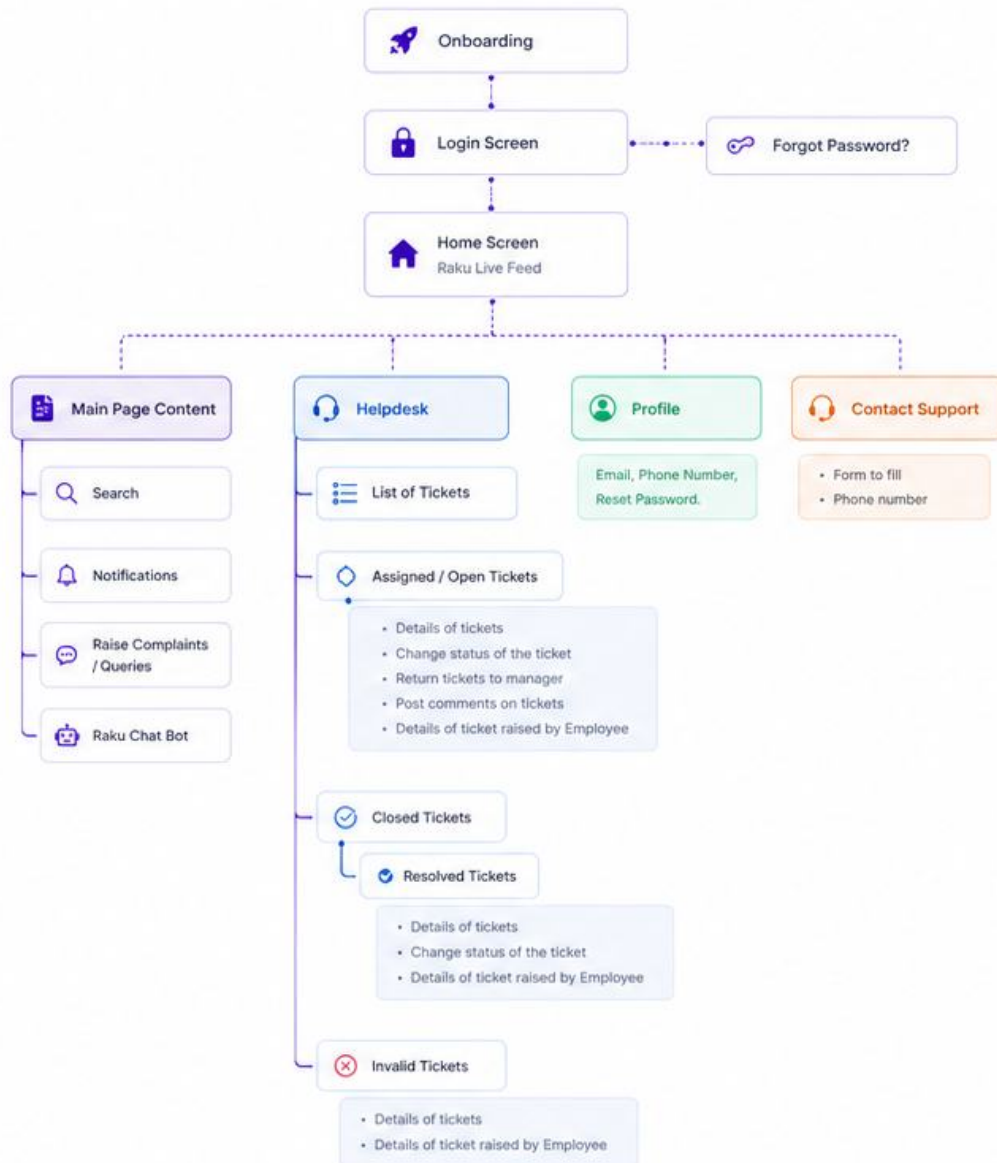


Employee Information Architecture

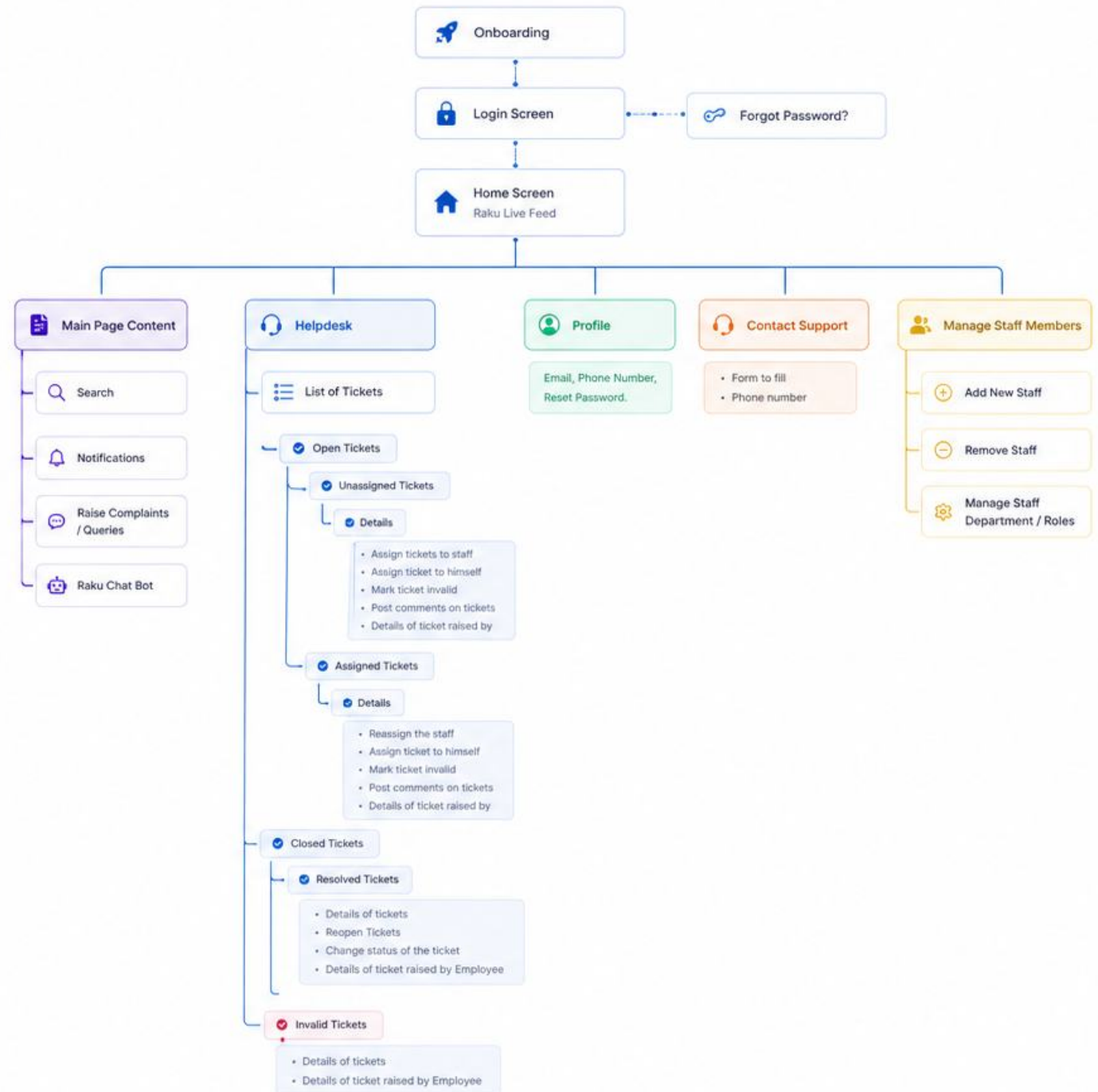


Information Architecture

Staff Information Architecture



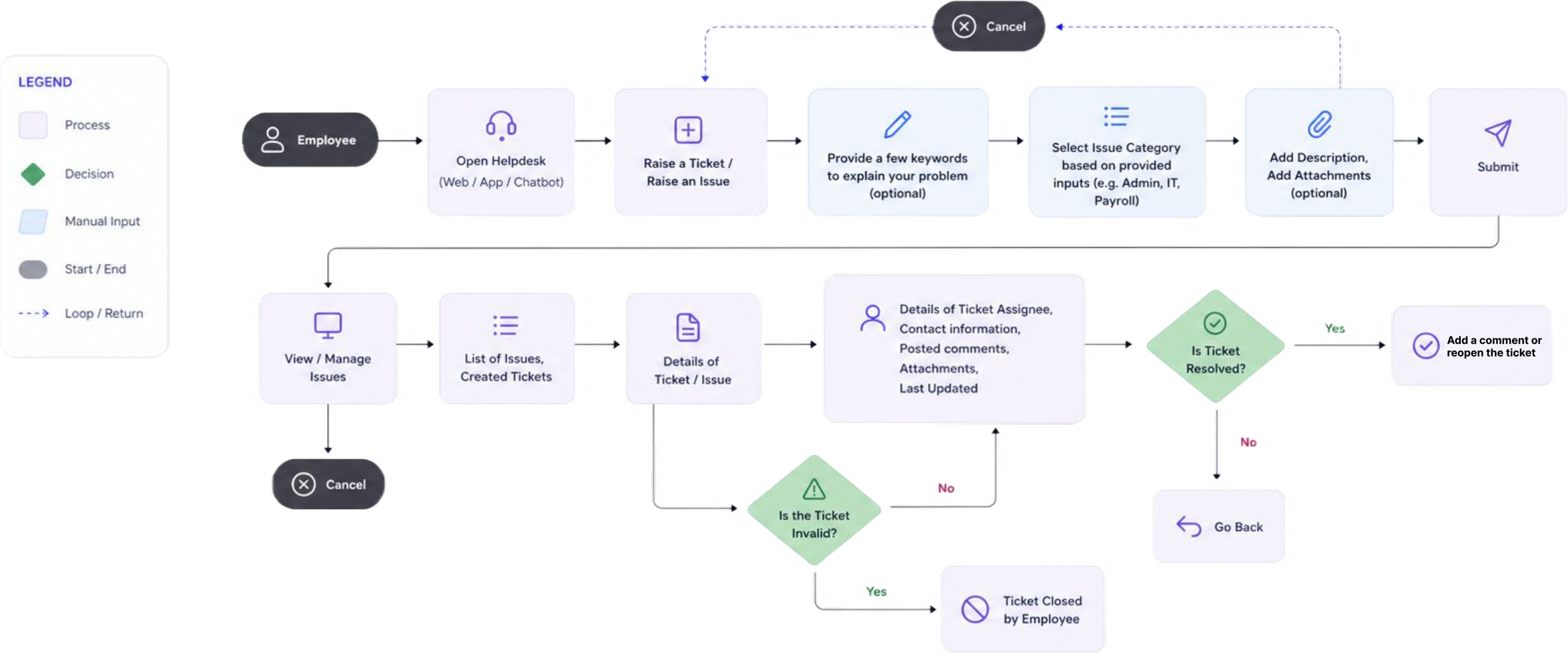
Admin Information Architecture





User flow for employees

Based on the research findings, we designed a guided conversational flow that helps employees describe an issue, select the appropriate category, submit supporting information, and track the resulting ticket.



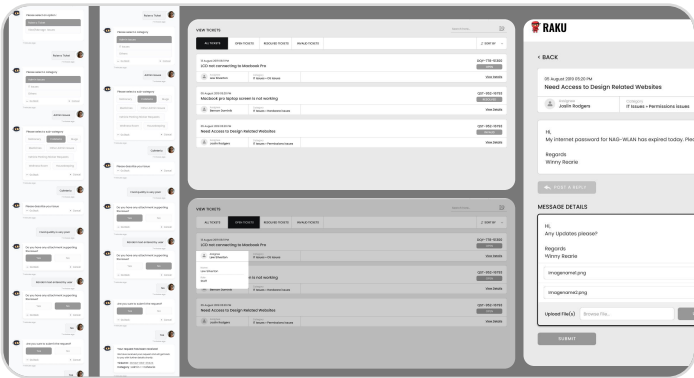
Ideate and Prototyping

Focusing on high-impact feature sets allowed us to build a story split into a few major user scenarios: connecting with staff members, raising complaints, and getting answers for queries. The previews below show the major steps taken to bring these scenarios to life.



Sketches & Wireframes

Creation of key screens and feature sets.



VALIDATION

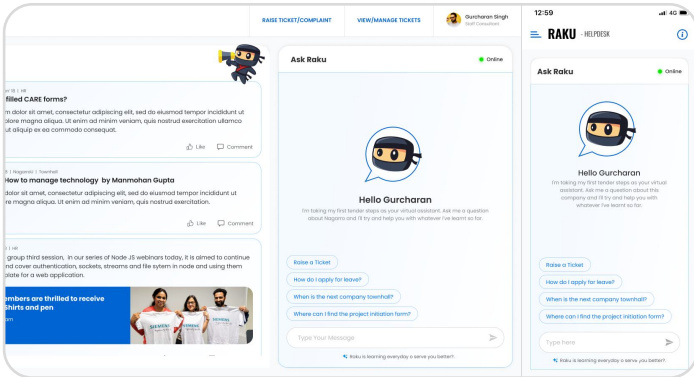
Internal Review

Aligned on flows, structure and core features.



Visual Mockups

Applying branding and bringing prototype closer to life, which allows for early user validation.



VALIDATION

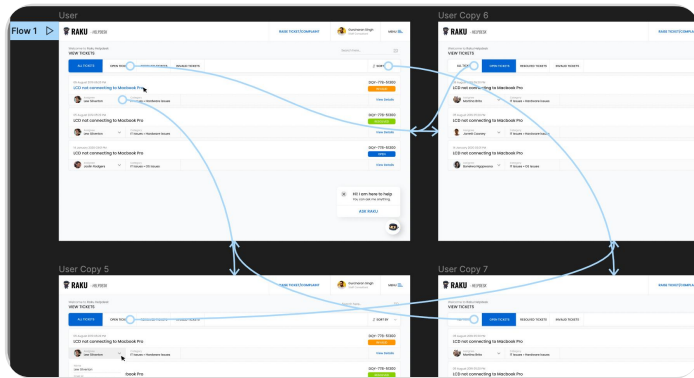
User Testing (Early)

Collected feedback on flows, content and usability.



High Fidelity Prototype

Highly interactive prototype production for in-depth user validation.



VALIDATION

User Testing (Advanced)

Tested end-to-end flows and gathered feedback on task completion, clarity, and overall usability.



What This Enabled

A clear, validated and scalable experience that solves real employee problems.



Focused on High Impact

Prioritized features that solve the most critical user needs.



Scenario-Driven Design

Built around real user scenarios for maximum relevance.



Validated at Every Stage

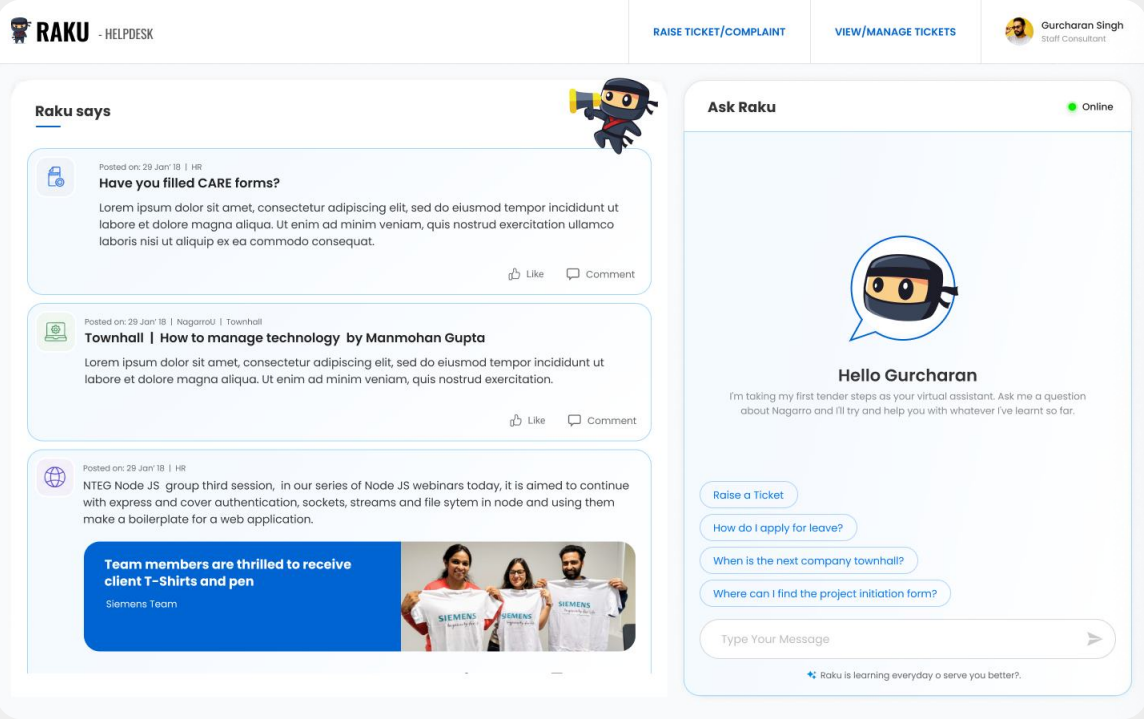
Continuous feedback loops ensured better usability and outcomes



Faster to Scale

A strong foundation for future features and growth.

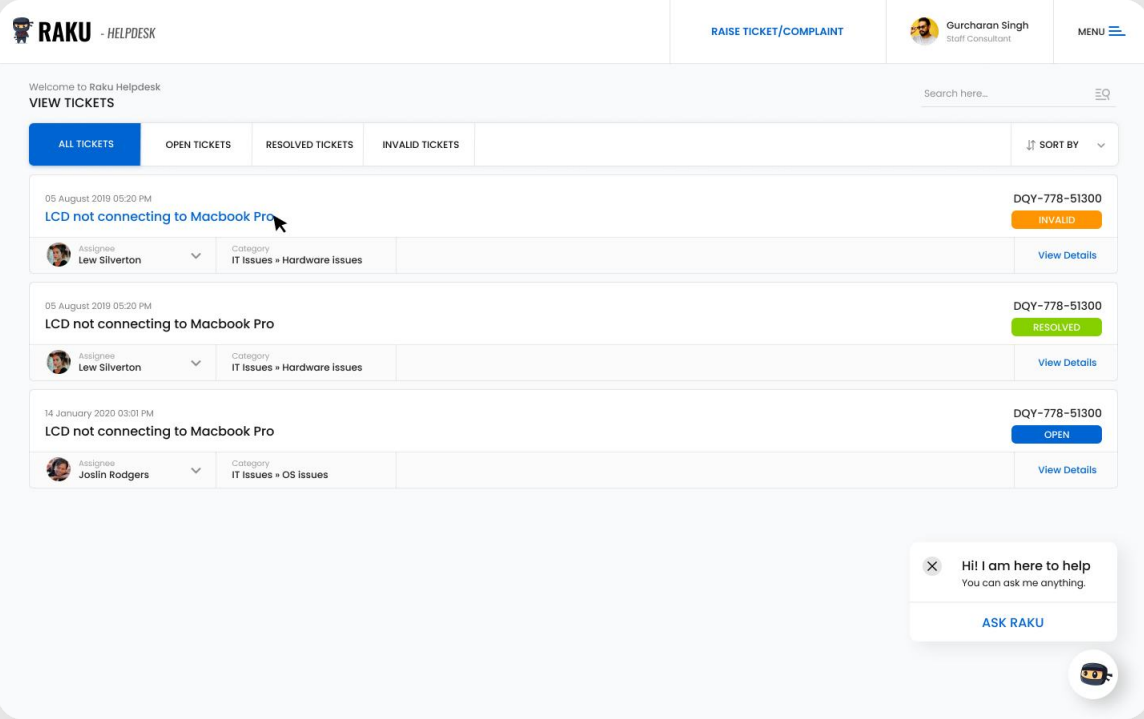
Visual Designs



Home Page



Raku home page to display important notifications for employees. Employees can use Raku to retrieve approved answers to common questions or begin a guided support request when additional assistance is required.

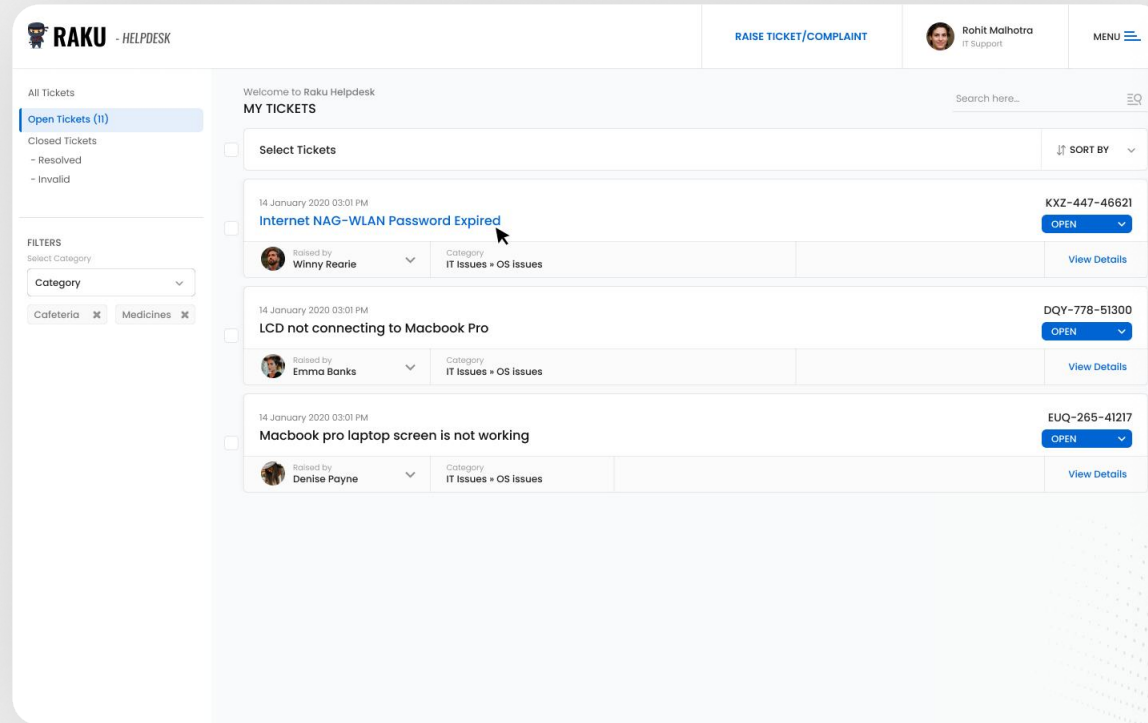


Employee



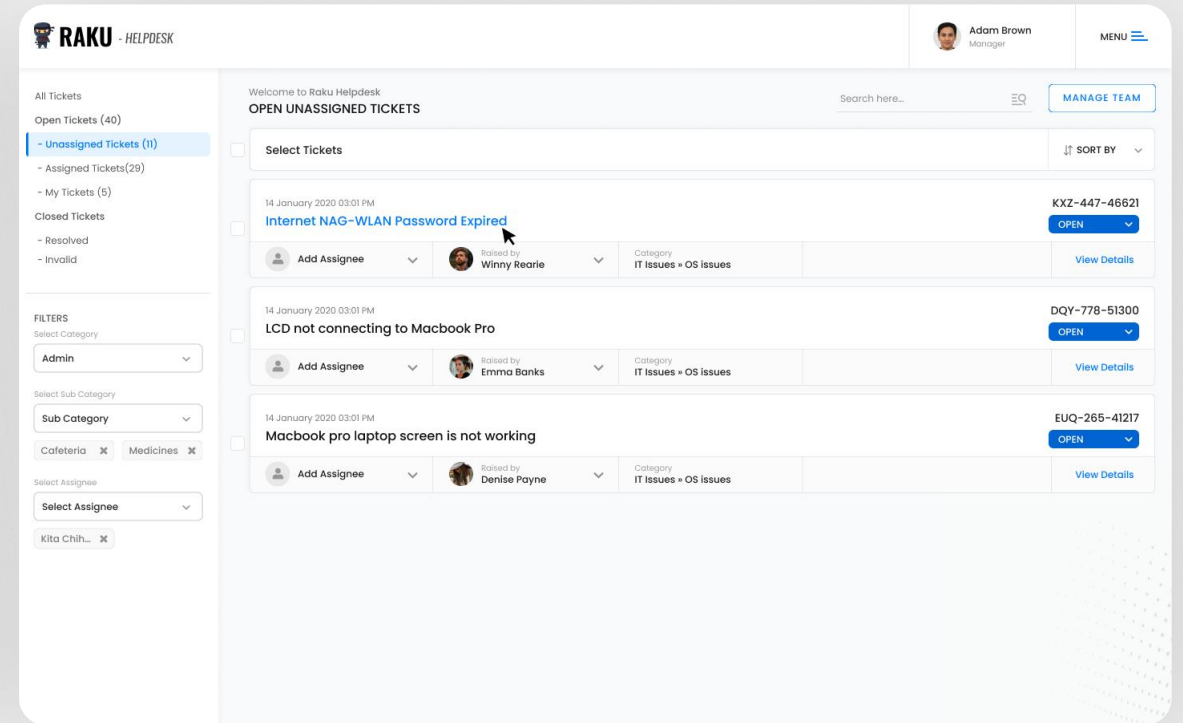
Helpdesk screen to view and manage their support tickets.

Visual Designs



Staff Member

Helpdesk home screen to review and manage assigned tickets.



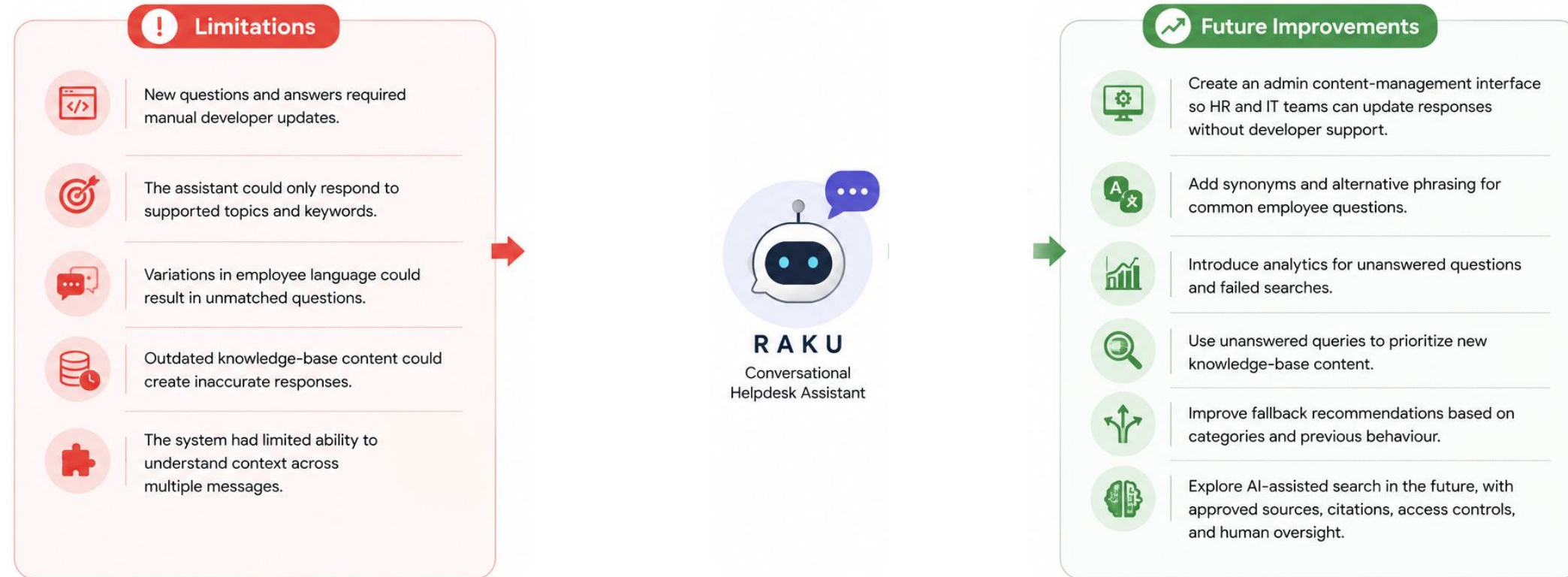
Admin

Screen to view received tickets and assign them to the staff members

Limitations and future improvements section

Raku is a rule-based conversational assistant powered by a manually maintained knowledge base.

While it delivers structured and reliable support, there are current limitations and clear opportunities for future growth.



Our Goal

Continuously improve the experience by expanding the knowledge base, enhancing discovery, and introducing intelligent capabilities-while maintaining accuracy, security, and trust.

Delivering Value for Employees and Enterprises

We discovered a unique opportunity to deliver value to both employees and enterprises. Here are the key outcomes of the Raku Helpdesk solution.

**Instant Answers**

Provided a quick way for employees to look up answers without waiting.

**Self-Service Information**

Users can access company information with Raku without asking or wasting others' time.

**Raise Queries / Tickets**

Raku can raise queries or tickets for any office issue - technical, HR, admin, or others.

**Efficient Admin Management**

Admins can easily manage all employee queries and provide effective solutions.

**Data Related Questions**

Raku can answer any questions related to data instantly.

**Automated Help Desk**

An automated help desk that works 24/7 to support employees.

**Canned Responses**

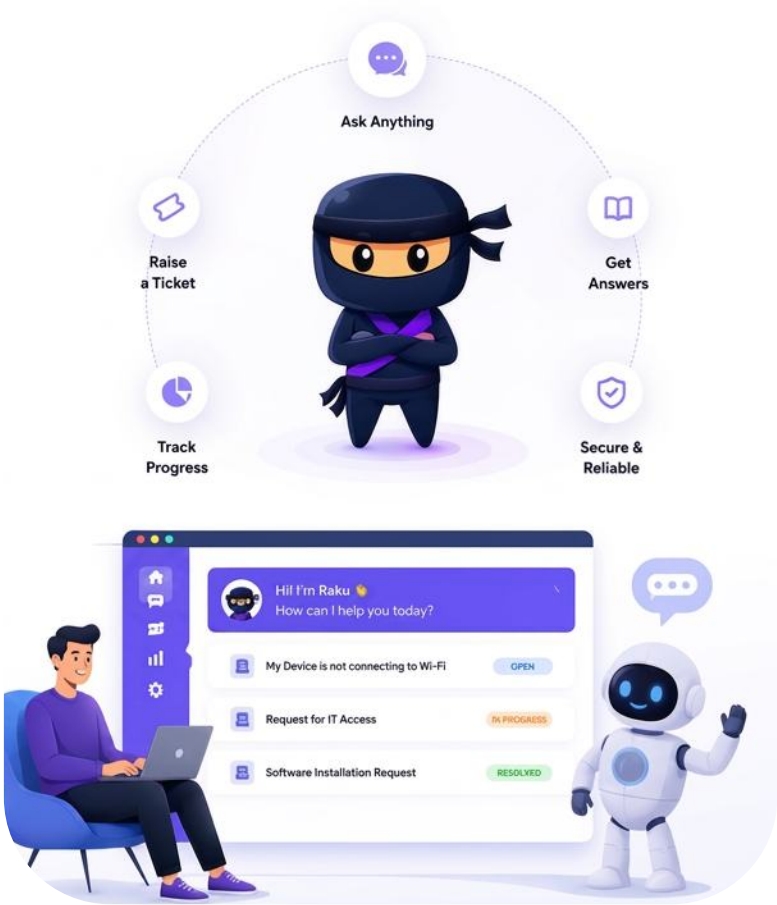
Prepare and reuse answers to repetitive questions and speed up response time.

**Audit Trail**

Complete audit trail for every action for transparency.

**Reduced Call Volume**

Significantly reduced the volume of calls to the help desk, improving productivity and employee satisfaction.



**24/7**

Always available support

**40%**

Reduction in help desk calls

**35%**

Faster response with canned replies

**Higher**

Employee satisfaction and productivity

**100%**

Audit trail for every action