

UI Copy Samples – Hootdesk

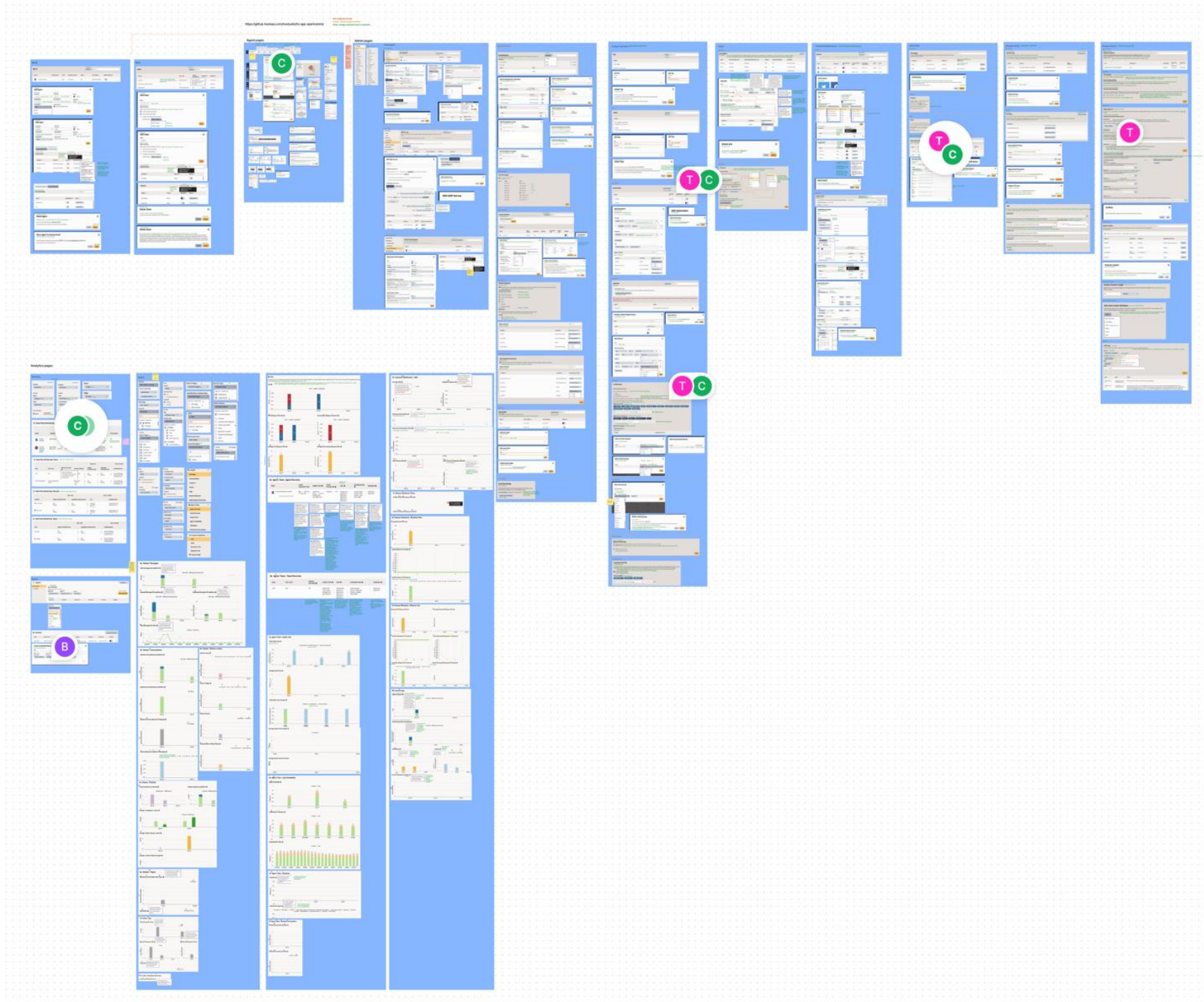
Introduction

When Hootsuite acquired Sparkcentral, we faced the task of migrating an entire social customer care product into our existing portfolio of products. As the writer assigned to this new feature area, I assumed responsibility for all end user Help content and all UI content for the new Hootsuite-branded version of Sparkcentral, which would eventually become Hootdesk.

When Hootdesk was in a stable staging environment, I began documenting my suggestions. Some of the features were new, but much of the user experience and UI can from the previous version of Sparkcentral. While the Sparkcentral team had never worked with writers before, the developers and PMs had a strong customer focus and were exceptionally receptive to change.


The following pages highlight a small portion of the process we worked out “on the fly.” While perhaps not the most elegant process, this work ultimately helped make our product, and my [Help Center collection](#), a success.

Master page in FigJam. Not intended to be legible, only to show scale of project. Virtually every UI string in a pre-release version of Hootdesk is include here, organized by feature area, with suggested text overlaid in color-coded fashion for review. Samples on the following pages show final, dev-ready text strings in green.




Channel access
Channel Access

Turn access on or off for all users in search results

All users
 All Users 

Toggle Access for all filtered Users

NAME ↕	ACCOUNT ROLE ↕	ACCESS ↕	ROLE ? ↕
Bart Wijnants	Admin	<input checked="" type="checkbox"/>	Supervisor ▾
Isabel Pradeep	Admin	<input checked="" type="checkbox"/>	Contributor ▾
Jeff Mesens	Admin	<input checked="" type="checkbox"/>	Contributor ▾



A **Viewer** can view and manage conversations.

A **Contributor** can view, manage, and participate in conversations.

A **Supervisor** can view, manage, and participate in conversations, and also access reporting.

A **Viewer** role can view and manage conversations, but cannot respond.

A **Contributor** role can view and manage conversations, as well as respond but cannot access reporting.

A **Supervisor** role can view and manage conversations, as well as respond and access reporting.

Delete this channel?
Delete Channel

All channel data will be permanently deleted.

Are you sure? By deleting this channel all data will be permanently lost for this channel.

Delete channel

Cancel

Delete

Resolve Reasons

Resolve reasons

- Enable Resolve Reasons for Agents. Once enabled, Agents will need to indicate a reason why they resolved a conversation.
Require agents to select a reason when resolving a conversation

Enabled Resolve Reasons

- | | |
|--|-------------------------|
| <input checked="" type="checkbox"/> Enabled resolve reasons
Resolution Provided | Resolution provided |
| <input checked="" type="checkbox"/> Response Not Required | Response not required |
| <input checked="" type="checkbox"/> Customer Didn't Respond | Customer didn't respond |
| <input checked="" type="checkbox"/> Spam | - |
| <input checked="" type="checkbox"/> Other | . |
| <input type="checkbox"/> Call-back | . |
| <input type="checkbox"/> Follow-up/Transfer | Follow-up or transfer |

Bulk resolve

Bulk Resolve

- When performing a Bulk Resolve, Agents also need to indicate a Resolve Reason
Require agents to select a reason when performing bulk resolves

Settings

- Agents can leave a comment
Allow agents to leave comments

Apply to Channels

Apply to channels

Search

CHANNEL	PLATFORM	CONVERSATION TYPES
immanuelr	Sparkcentral Messenger	No Conversation Ty... None
immanuel-test	Sparkcentral Messenger	No Conversation Ty...
ImmanuelSc	Twitter	No Conversation Ty...
In-Web Channel 1	Sparkcentral Messenger	<input type="checkbox"/> Public <input type="checkbox"/> Private

Knowledge Base = feature name. Keep little caps.
Cyril Thomas


New

Search conversations

Active channels 1 / 1

Filter ▾ Oldest - Newest ▾ ⋮


Good Job!
Good Job!
You've dealt with all new conversations matching your filters
No new conversations here



You're all caught up!
You have no conversations in this queue that match the current filters

Contact

Knowledge Base



newuhj
Jhuwen

Not validated

VIP Block Delete

Mute

Contact Attributes [Contact attributes](#)

NAME
Jhuwen

LANGUAGE

TWITTER VERIFIED
Not Verified

TWEETS
468

Conversation View ▾

- All Channels
- Audit Trails
- CSAT Surveys

Conversation view
All channels
Audit trails
CSAT surveys

Search Conversations

Active channels 1 / 1

Filter ▾ Oldest - Newest ▾ ⋮

Oldest - Newest
Newest - Oldest

Oldest first
Newest first

You have no conversations matching your filters

Search conversations [GLOBAL]

Active channels 1 / 1

Filter ▾ Oldest - Newest ▾ ⋮

FILTER [Reset](#)

- Teams
- Ownership
- Topics
- Customer Segments
- Conversation Types

new conversations matching your filters
Contact groups
Conversation types

Search Conversations

Active channels 1 / 1

Filter ▾ Oldest - Newest ▾ ⋮

Good Job!
You've dealt with all new conversations matching your filters

Bulk Resolve [Bulk resolve](#)
New Tweet [New tweet](#)

Pending

Search Conversations

Active channels 0 / 1

Filter ▾ Newest - Oldest ▾ ⋮

No Channels Currently On
Turn on your channels up above to begin responding to your customers
No channels selected
Select at least one active channel to see messages

1 agent online

Jan: uih a month ago

Bart Agent: can you hear a sound? a month ago

Bennet: test a month ago

Internal Chat... [Type a message](#)