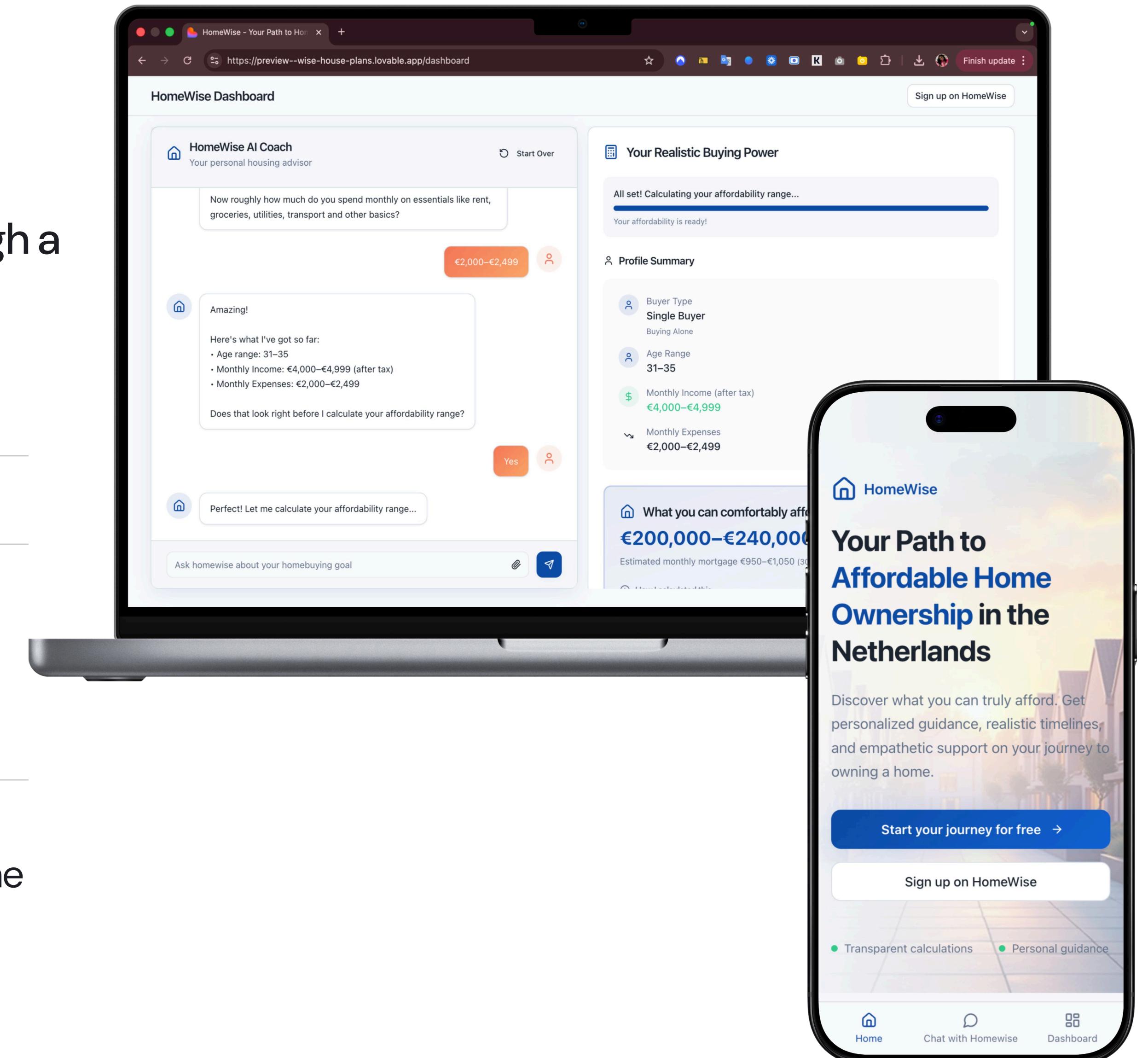


Olayinka Fadare Portfolio

AI Home Affordability & Savings Coach

Empowering home buyers in the Netherlands to understand their real home-buying potential through a clear, conversational AI experience.

Role	UX & AI Designer
Duration	6 weeks
Scope	User research · Product strategy · AI conversation design · UX flows · Visual design · Dashboard experience · Usability testing
Tools	Figma · Miro · Whimsical · ChatGPT (for conversation copy) · Lovable (for building the prototype)



Context

Buying a home in the Netherlands can feel overwhelming, especially for first-time buyers and expats unfamiliar with the local system.

While banks and brokers like Funda, ABN AMRO, ING etc offer online mortgage calculators, these tools:

- focus on numbers and limits.
- assume users already understand complex financial terms.
- do not take into account users real life situation.

Even after discovering their maximum mortgage potential, users are often left wondering:

“What do I do next? How much should I save? Where do I even start?”

Calculate your mortgage

Do you buy alone or together?

 Alone  Together

Your gross annual income

€ EUR

Energy label (if known)

A 

Maximum mortgage

€283,221



Gross monthly payment

€1,299

Interest rate 3.67%, annuity mortgage, 10 year fixed-rate period

✓ 0.20% client discount

✓ 0.15% sustainability

This calculation is an estimate only. Your maximum mortgage depends on your personal situation.

[How has this calculation been made?](#)

[Make an appointment](#)

[Continue calculation](#)

What is the maximum amount I can borrow?

Do you buy alone or together?

 Only  Together

Your gross annual income

60.000  EUR

Partner's gross annual income

80.000  EUR

Energy label

A 

[Calculate](#)

Maximum mortgage

€703,621



Gross monthly costs

€3,255

[How do we calculate this?](#)

Annuity, 10 year fixed
3.74%

Energy label
A 

This is an estimation. Make further calculations for more certainty.

[Further calculations](#)

The problem

For most first-time buyers and expats, understanding what they can truly afford is just the first hurdle, acting on it is where the journey stalls.

Existing mortgage tools stop at showing the maximum mortgage amount, but fail to help users interpret, plan, or act on the information meaningfully.

Users are left without answers to key questions like:

“Where do I go from here?”

“What are the costs involved?”

How much should I actually save for the extra costs?”

“What does a realistic plan look like for me?”

The result: a fragmented, confusing experience that increases financial anxiety instead of reducing it.

The challenge

HMW design an AI-powered experience that goes beyond calculation: explain, guide, and empower users to take the next step confidently toward their goal of home ownership.

Key goals

- Simplify complexity
- Guide through action
- Personalize the experience
- Build trust, clarity, motivation and transparency

Key metrics

- % of users who report better understanding of what they can realistically afford.
- % of users who continue from affordability to savings planning.
- % of users who sign up or save their data after first use.

The solution – HomeWise

A conversational AI tool that helps first-time buyers in the Netherlands understand what they can realistically afford and how to plan for it.

Awareness Phase — “What can I afford?”

- Conversational flow that calculates realistic affordability based on age, income, and expenses.
- AI explains how numbers are derived and what they mean in simple terms.
- Visual dashboard updates dynamically with affordability range and monthly cost estimate.

Planning & Saving Phase — “How do I get there?”

- The AI transitions naturally to help users plan toward their down payment and purchase costs.
- It simulates realistic saving scenarios based on users lifestyle e.g
- A smart dashboard visualizes goals, timelines, and savings opportunities.



Your Path to Affordable Home Ownership in the Netherlands

Discover what you can truly afford. Get personalized guidance, realistic timelines, and empathetic support on your journey to owning a home.

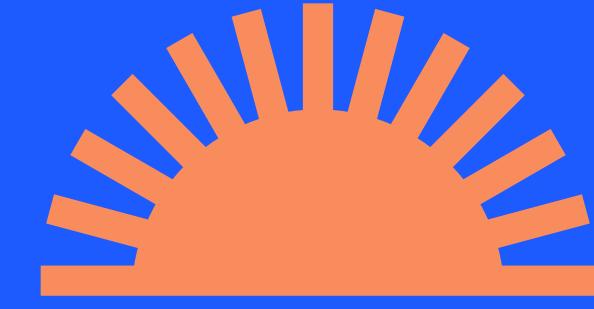
[Start your journey for free →](#)

[Sign up on HomeWise](#)

• Transparent calculations

• Personal guidance

Edit with Lovable ×



Understanding the Human Side of Home Buying

User Research – who are our users, what are their context, pain-points, needs, JTBD and how can AI solve their problems?

The target users

Age group: 25 - 40

Life stage: Early to mid-career professionals

Relationship status: Single or partnered; many buying for the first time alone

Nationality: International expats

Digital behavior: Comfortable using online tools, but prefer simplicity and guidance over technical jargon



"I have a stable job, but I don't know if I can actually afford to buy."



"I see the numbers, but I don't understand what they mean."



"I'm not buying now, I just want to know what's possible."

First-Time Buyers

Expat professionals aged 25–40 renting in major cities. Often early in their financial journey and unsure what "affordability" truly means.

Key needs

- Understand what kind of home they can afford.
- Learn how buying works in the Netherlands.
- Get a clear, trustworthy starting point.

Expats New to NL System

Professionals relocating for work, often overwhelmed by Dutch mortgage rules and legal costs.

Key needs

- Learn financial terms in plain language.
- Estimate home affordability using their real numbers.
- Compare realistic mortgage and savings options.

Explorers / Pre-Buyers

Renters or couples exploring whether home ownership is possible. They're curious but not ready to talk to a mortgage advisor.

Key needs

- Learn how affordability is calculated.
- Experiment with different income or saving scenarios.
- Stay motivated without pressure.

USER CONTEXT

- **Fragmented tools:** They switch between calculators, spreadsheets, and forums.
- **Unclear outcomes:** Tools stop at "maximum mortgage," not what it means or how to reach it.
- **Emotional uncertainty:** Users feel anxious or overwhelmed by financial jargon and decisions.
- **Desire for clarity:** They want simple, guided feedback that connects affordability with next steps, like saving or adjusting expectations.

Core user painpoints

Through research and interviews, I identified four core pain points that consistently shaped user behavior and expectations.

Users don't know where to start

Users didn't understand the sequence of steps in buying a home, from affordability to savings to mortgage approval.

"All the tools just tell me a number. I don't know what comes next."

Saving feels unrealistic

Expats and young buyers often struggle with the Dutch cost of living, making long-term saving goals feel distant or impossible.

"Even if I know what I can afford, I don't know how to get there."

Users don't know what to expect

Most users underestimated or were unaware of hidden home-buying costs e.g notary, mortgage advisor, translator, or inspection fees.

"I thought I only needed a down payment."

Language too technical

Financial terms like NHG, LTV, and gross vs net income intimidated users unfamiliar with Dutch mortgage systems.

"I had to Google half the terms before I understood what the calculator was saying."

Journey Steps	Awareness & Exploration "Can I even afford to buy a home?"	Planning & Saving How do I reach my goal?	Readiness & Decision-Making Am I ready to buy now or should I wait?	Home Search & Comparison Which homes are actually affordable for me?
Jobs to be done	<p>Functional: Understand what I can realistically afford based on my lifestyle and income.</p> <p>Emotional: Feel informed and empowered, not overwhelmed by housing costs or uncertainty.</p> <p>Contextual: Researching housing options and costs online (e.g., Funda, Reddit, blogs) while using spreadsheets and mortgage calculators to estimate affordability.</p>	<p>Functional: Track savings progress and understand how lifestyle changes affect home-buying readiness.</p> <p>Emotional: Stay motivated and feel that progress is achievable, even if slow.</p> <p>Contextual: Users are actively saving monthly using bank apps or spreadsheets, juggling expenses and family commitments.</p>	<p>Functional: Know if I'm financially and practically ready to buy without relying solely on an advisor.</p> <p>Emotional: Feel confident and reassured that it's the right time and decision.</p> <p>Contextual: Users have accumulated savings and are comparing options or preparing to meet advisors.</p>	<p>Functional: Identify homes that truly fit within my affordability range.</p> <p>Emotional: Feel excited and optimistic, not disheartened by unrealistic listings.</p> <p>Contextual: Browsing listings (e.g., Funda) while cross-checking affordability data manually.</p>
Tasks	<ul style="list-style-type: none"> Input income, expenses, and lifestyle data Explore AI-generated affordability projection. Compare AI output with generic calculators 	<ul style="list-style-type: none"> Set saving goals and connect banking data. Adjust lifestyle choices, See trade-off simulations and forecasts. Receive progress alerts and AI recommendations. 	<ul style="list-style-type: none"> Review readiness score. Explore personalized recommendations. 	<ul style="list-style-type: none"> View curated listings. Compare homes and affordability match (%). Save favorites or share with partner.
Painpoints	<ul style="list-style-type: none"> Confusion about what's included/excluded in affordability. Overly complex input forms. Lack of clarity on how numbers were derived. 	<ul style="list-style-type: none"> Set saving goals and connect banking data. Adjust lifestyle choices, See trade-off simulations and forecasts. Receive progress alerts and AI recommendations. 	<ul style="list-style-type: none"> Uncertainty about timing and market conditions. Difficulty trusting readiness prediction. 	<ul style="list-style-type: none"> Limited housing availability. Mismatch between affordability and preferences. Incomplete or outdated listing data.
Customer Feeling	 Curious but confused	 Motivated	 Uncertain but hopeful	 Optimistic about finding the right home
AI capability mapping				
AI use cases	AI analyzes user income, expenses, and lifestyle to generate a personalized affordability range and explain why (with breakdowns and real data references).	An adaptive AI that forecasts progress, shows "what-if" trade-offs, and adjusts plans dynamically .	Combines affordability data, savings progress, and market insights (interest rates, regional price trends) to produce a Readiness Score and personalized recommendations ("You're 85% ready — here's what's left to do.")	AI integrates affordability insights with housing platforms to show curated listings within budget , including proximity, amenities, and estimated monthly cost per home.
Value added	Saves time.	Provides insight.	Provides insight.	Increase retention.
Primary KPI	<div style="border: 1px solid blue; padding: 5px;"> % of individuals and families who transition from initial awareness of the housing market to a state of financial readiness for making a purchase. </div>		<div style="border: 1px solid red; padding: 5px;"> Conversion rate of financial readiness assessments (CR-FRA). </div>	
			<div style="border: 1px solid green; padding: 5px;"> Time to financial readiness. </div>	
			<div style="border: 1px solid green; padding: 5px;"> Conversion rate of users from inquiry to financial readiness. </div>	

Best opportunities for AI

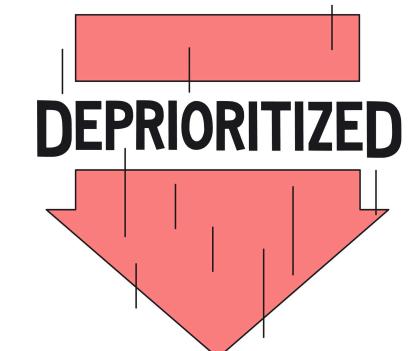
The Awareness & Exploration, Planning & Saving phases involve structured, predictable processes that AI excels at.

Users in these phases typically welcome assistance that saves time without requiring complex judgment calls.



Proceed carefully with AI

Later phases like Readiness & Decision-Making, Home Search & Comparison, often require nuanced understanding of user preferences, business context, and creative problem-solving that AI struggles with.



Users typically want to maintain control here.

The Goal-Driven Request User

This user arrives with a clear objective, they want to know how much house they can afford or how to start planning financially. They are action-oriented, usually motivated but not sure which data to provide or how calculations work.

They value **clarity**, **next steps**, and **trustworthy numbers**.



“Can you tell me how much I can afford to spend on a house?”

“What kind of mortgage would I qualify for with €4,000 monthly income?”

“How do I know if I’m ready to buy?”

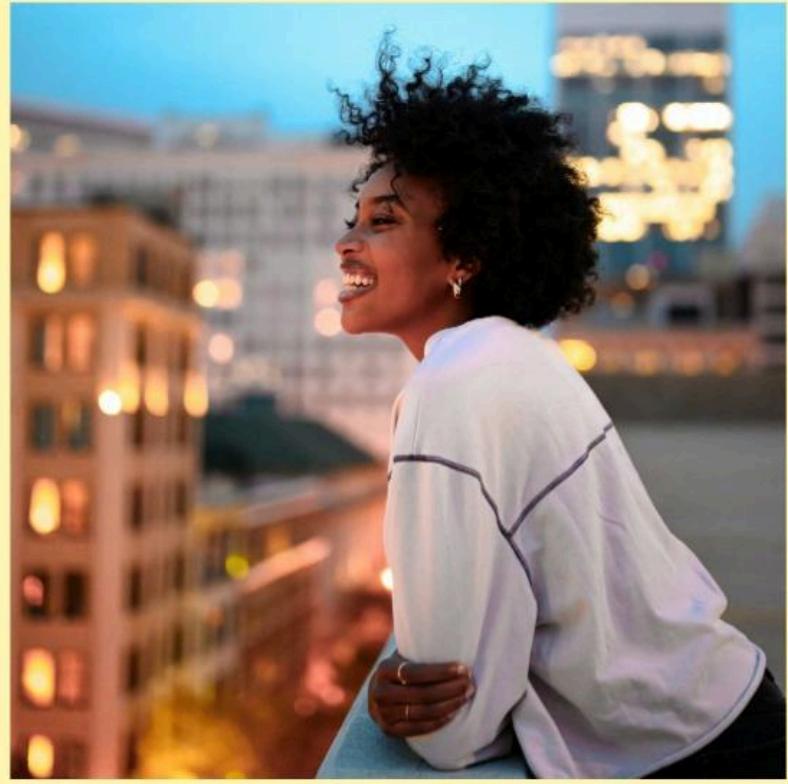
Distinct traits:

- **Functional Goal:** Get a quick, clear affordability estimate.
- **Emotional State:** Curious, hopeful, slightly anxious to confirm if buying is realistic.
- **Conversation Style Needed:** Structured, informative, and confidence-building, the AI should sound knowledgeable but friendly (“Let’s figure this out together”).

The Exploratory Inquiry User

This user isn't ready to buy but wants to **learn and explore possibilities** without commitment. They may feel overwhelmed by jargon, unsure what steps to take, or afraid of discovering disappointing news.

They need **reassurance, education, and gentle motivation**.



"I just want to see if buying is even possible for me someday."

"What hidden costs should I know about?"

"How do people usually save for a home in the Netherlands?"

Distinct traits:

- **Functional Goal:** Learn about the home-buying process in relatable, digestible terms.
- **Emotional State:** Cautious, uncertain, and seeking clarity without pressure.
- **Conversation Style Needed:** Supportive, patient, and empowering, the AI should demystify concepts and keep the tone non-judgmental ("Let's take it step by step; it's great that you're exploring early.").

The Frustrated User

This user has previously tried a mortgage calculator or spoken to an advisor and left **confused or discouraged**. They may have encountered unrealistic estimates or too much technical jargon.

Their trust is fragile, the AI should **rebuild confidence** through transparency and empathy.



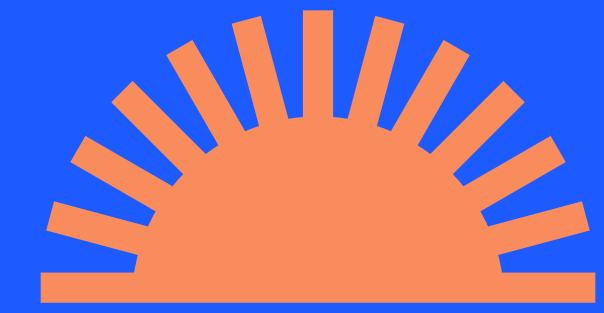
"I used a calculator before, but the numbers were all wrong."

"Why is it saying I can't afford what I want?"

"This process is so confusing; can you explain how you got these results?"

Distinct traits:

- **Functional Goal:** Understand discrepancies and get clarity on what went wrong.
- **Emotional State:** Frustrated, skeptical, possibly embarrassed or defensive.
- **Conversation Style Needed:** Calm, transparent, and empathetic, the AI must validate their feelings and offer clear, data-based explanations ("That's a fair question, calculators often skip real-life expenses like childcare. Let's include those to get a more realistic number.").



Defining the AI Strategy

Where does AI fit, and what kind of assistant should it be?

Hypothesis

User behavior

- H1: Users are more likely to **complete a financial assessment** if the process feels **conversational** and **human**, not form-like.
- H2: First-time buyers will **engage** with the tool **without prior data** if the experience feels **low-pressure** and **guided**.
- H3: Users who **see progress** will **return more often** than those shown **static results**.
- H4: Users will **adjust their savings habits** when they can see a **tangible impact** on their home goal timeline.

AI interaction & experience

- H1: A conversational flow that **progressively discloses questions** will **reduce cognitive load** and **increase completion**.
- H2: Showing **AI outputs tied to users' data** will **boost perceived accuracy** and **value**.
- H3: Allowing users to **edit assumptions mid-conversation** will **increase satisfaction** and **confidence** in AI fairness.

Hypothesis

Trust & transparency

- H1: Showing **trusted data sources** (e.g., Funda, ING, ABN AMRO) increases **user trust** in AI recommendations.
- H2: Clearly **explaining how data is used** and **stored** makes users more **comfortable sharing financial details**.

Emotional experience

- H1: Framing **outcomes as progress** ("You're 70% ready"), **not rejection**, improves **satisfaction** and **retention**.
- H2: A **calm, empathetic tone reduces anxiety** and **increases willingness** to complete the process.

Use cases

Primary use cases

Request users situation, age, income and expenses to calculate affordability.

Estimate a realistic home affordability range (not just the maximum mortgage).

Educate users about what factors affect affordability in the Netherlands.

Secondary use cases

Estimate upfront home-buying costs (advisor, makelaar, translator, inspection).

Show users how small habit changes influence their goal timeline.

Allow users to save or adjust their scenario anytime in their dashboard.

Supporting use cases

Users can create a profile to save their info, revisit calculations, and update when income or expenses change.

Users who are “just exploring” can learn how affordability works in the Netherlands, without pressure or data entry.

Display sources (Funda, ING, DutchReview) to increase transparency and credibility.

AI modality

The AI assistant uses Multimodal Interaction: text + visual reinforcement, ensuring clarity without overwhelming users.

Conversational Modality (Text-Based Chat)

Used to collect users input, simplifies the input collection & guidance

Example:

"Let's find what kind of home fits your lifestyle."

Visual Output

Used to summarize and simplify complex data, show trade-offs and progress.

Example:

- Real-time "Affordability Range" + "Savings Projection" cards
- "If you save €200/month → 3.3 years to goal"**
- Progress bar for progress disclosure

AI tone & personality

The tone was designed to feel empathetic, knowledgeable, and human.

- **Awareness Phase:** Curious, approachable ("Let's explore what fits your lifestyle.")
- **Affordability Phase:** Informative and transparent ("Here's how I calculated that.")
- **Savings Phase:** Motivational yet realistic ("You're closer than you think.")
- **Fallback/Error Handling:** Calm and reassuring ("That didn't quite work, let's fix it together.")

AI design principles

Transparency & Explainability

Always show reasoning clearly and be transparent about data sources and assumptions. Don't hide calculations behind generic "system decision" messages.

Adaptability & Learning

Learn from users to personalize, not to predict blindly. Don't infer sensitive data without consent or context.

Usefulness & Task Completion

Every recommendation should help users make progress, not just provide numbers. Avoid vanity insights that don't lead to action. Measure success by whether users complete key tasks.

User Control & Agency

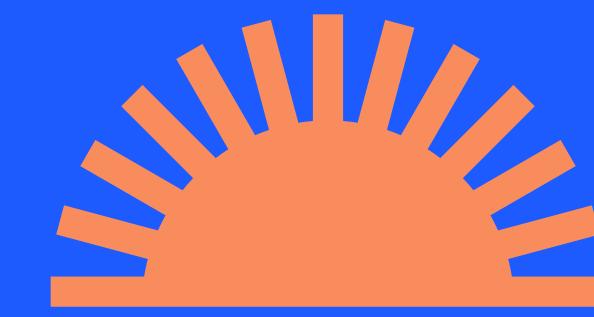
AI guides, the user decides. Enable users to adjust and validate AI suggestions. Don't lock users into one fixed AI-generated path.

Error Handling & Recovery

When the AI is unsure, guide gently and recover gracefully. Handle uncertainty transparently and politely.

Human–AI Alignment

The AI should feel like a supportive financial partner, not a cold calculator. Combine empathy with clarity. Avoid robotic, transactional phrasing.



Designs & Prototype

Conversation flow, dashboard, smart saving opportunities
and sign up flow.

Starter prompt

Instead of a cold form, users are welcomed with relatable starter prompts that reflect the user archetypes and real-life contexts:

- Single without kids – buying alone
- In a relationship – buying with partner
- Married with kids
- Married / Partnered without kids
- Single parent
- I'm just exploring
- I already know what I can afford – help me plan my savings

The screenshot shows the HomeWise AI Coach app interface. At the top, it displays the logo (a blue house icon) and the text "HomeWise AI Coach" followed by "Your personal housing advisor". Below this, there's a message from the AI coach: "Hi! I'm HomeWise, your AI Home Affordability Coach. Let's start by learning a bit about you. I'll guide you through understanding your home affordability. Could you tell me a bit about your situation? (Choose the one that best fits you)". Underneath this message are several rounded rectangular buttons representing different user archetypes: "Single without kids – buying alone", "In a relationship – buying with partner", "Married with kids", "Married / Partnered without kids", "Single parent", "I'm just exploring", and "I already know what I can afford – help me plan my savings". At the bottom of the screen, there's a text input field with the placeholder "Ask homewise about your homebuying goal" and two small icons: a blue paperclip and a blue arrow pointing right.

The screenshot shows a mobile application interface for 'HomeWise AI Coach'. At the top, it says 'HomeWise AI Coach' and 'Your personal housing advisor'. There's a 'Start Over' button. A message box says 'You selected age range "31-35". Does that look correct?'. Below it, another message box says 'Perfect! Next, I would like to know your financial details such as your income and expenses. You can either upload your financial details or type them in manually. (Upload bank statement, spreadsheet, or pay slip) Whatever feels easier and more private for you.' Two buttons are at the bottom: 'Upload financial details' (highlighted with a red border) and 'Answer here instead'. A search bar at the bottom says 'Ask homewise about your homebuying goal'.

Perfect! Uploading will make this super quick.

Here's what you can upload:

- A recent bank statement (PDF or CSV)
- An income overview or salary slip
- A budget spreadsheet (income vs expenses)
- Or an export from your banking app (like ING, Bung, or Rabobank)

Your file is processed securely, never stored. Only totals (income and expenses) are used, not personal transactions.

You can upload one or multiple files, and I'll extract only what I need.

Click to upload your file
Supports PDF, CSV, Excel, or text files (Max 20MB)

"Upload" vs "Answer here" entry

Gives users two ways to provide their financial information, based on comfort, privacy preferences, and effort level.

- **Reduce friction:** Not everyone is comfortable typing sensitive details like income or expenses. Offering an upload option simplifies onboarding for users who already track finances digitally.
- **Build trust through choice:** Giving users control over how they share data increases perceived safety and autonomy.

Dashboard experience

The dashboard transforms abstract data into something visual and personal.

As the conversation phase is ongoing users see a clear overview of their realistic home-buying power.

- Affordability Summary Card → shows their realistic price range.
- Savings Projection → visualizes how close they are to upfront costs.

Micro-interactions like progress bars, animation, and toast notifications reinforce progress.

The screenshot shows a mobile application interface for calculating home buying power. At the top, a progress bar indicates 'All set! Calculating your affordability range...' at 100%. Below it, a toast notification says 'Your affordability is ready!'. The main section is titled 'Profile Summary' and includes the following details:

- Buyer Type: Single Buyer (Buying Alone)
- Age Range: 31–35
- Monthly Income (after tax): €3,000–€3,999
- Monthly Expenses: €2,000–€2,499

A large callout box highlights the 'What you can comfortably afford today' section, which displays a bolded range of €200,000–€240,000. Below this, a note states 'Estimated monthly mortgage €950–€1,050 (30-year term, 4% rate)'. A link 'How I calculated this' is provided. To the right, a 'Your Home Savings Snapshot' card shows a green progress bar for a savings plan. The card details:

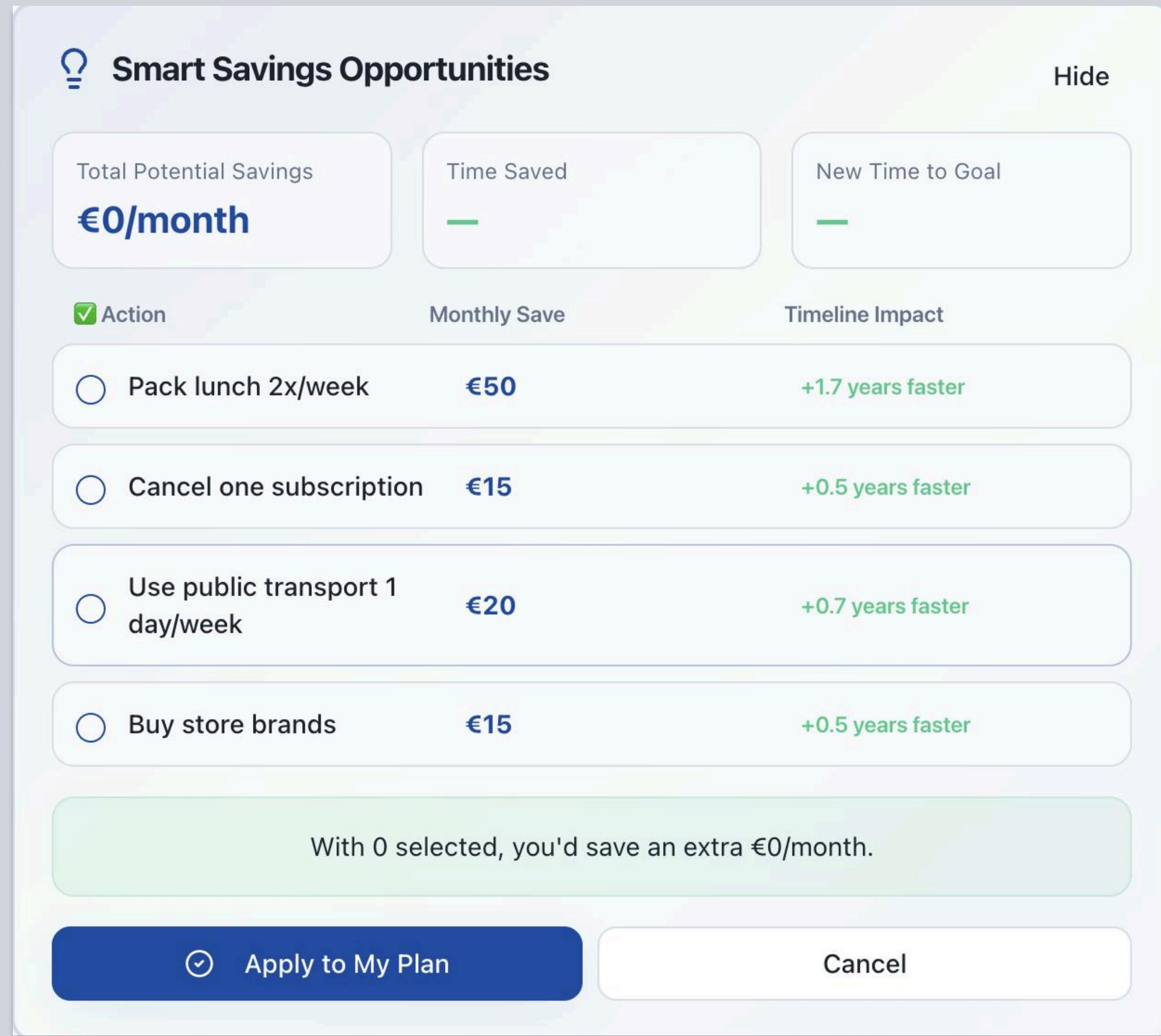
- YOUR SAVINGS PLAN
- Goal: €8,000
- You're saving: €100/month
- Timeline: 6.7 years

Text at the bottom of the card reads: 'Once you adjust your goal, target or timeline, your plan updates automatically.'

At the bottom left, a 'Total goal' section shows a green progress bar at 100%, reaching a total of €8,000. The breakdown of costs is listed as follows:

- Financial advisor — €2,500
- Makelaar — €3,600
- Translator — €750
- Home inspection — €400

Based on Dutch housing cost averages



The image shows a mobile application interface for 'Smart Savings Opportunities'. At the top left is a blue circular icon with a white question mark. To its right, the title 'Smart Savings Opportunities' is displayed in bold black font. In the top right corner is a small 'Hide' button. Below the title, there are three summary boxes: 'Total Potential Savings' (€0/month), 'Time Saved' (green minus sign), and 'New Time to Goal' (green minus sign). A 'Hide' button is located at the top right of this section. The main content area lists four actions with their monthly savings and timeline impact:

Action	Monthly Save	Timeline Impact
Pack lunch 2x/week	€50	+1.7 years faster
Cancel one subscription	€15	+0.5 years faster
Use public transport 1 day/week	€20	+0.7 years faster
Buy store brands	€15	+0.5 years faster

At the bottom of the card, a green message box states: 'With 0 selected, you'd save an extra €0/month.' At the very bottom are two buttons: a blue 'Apply to My Plan' button with a checked checkbox icon, and a white 'Cancel' button.

Smart Savings Opportunities

Not everyone can double their savings overnight, so the AI suggests realistic pathways instead of generic advice.

AI recommendations are behavioral, not financial.

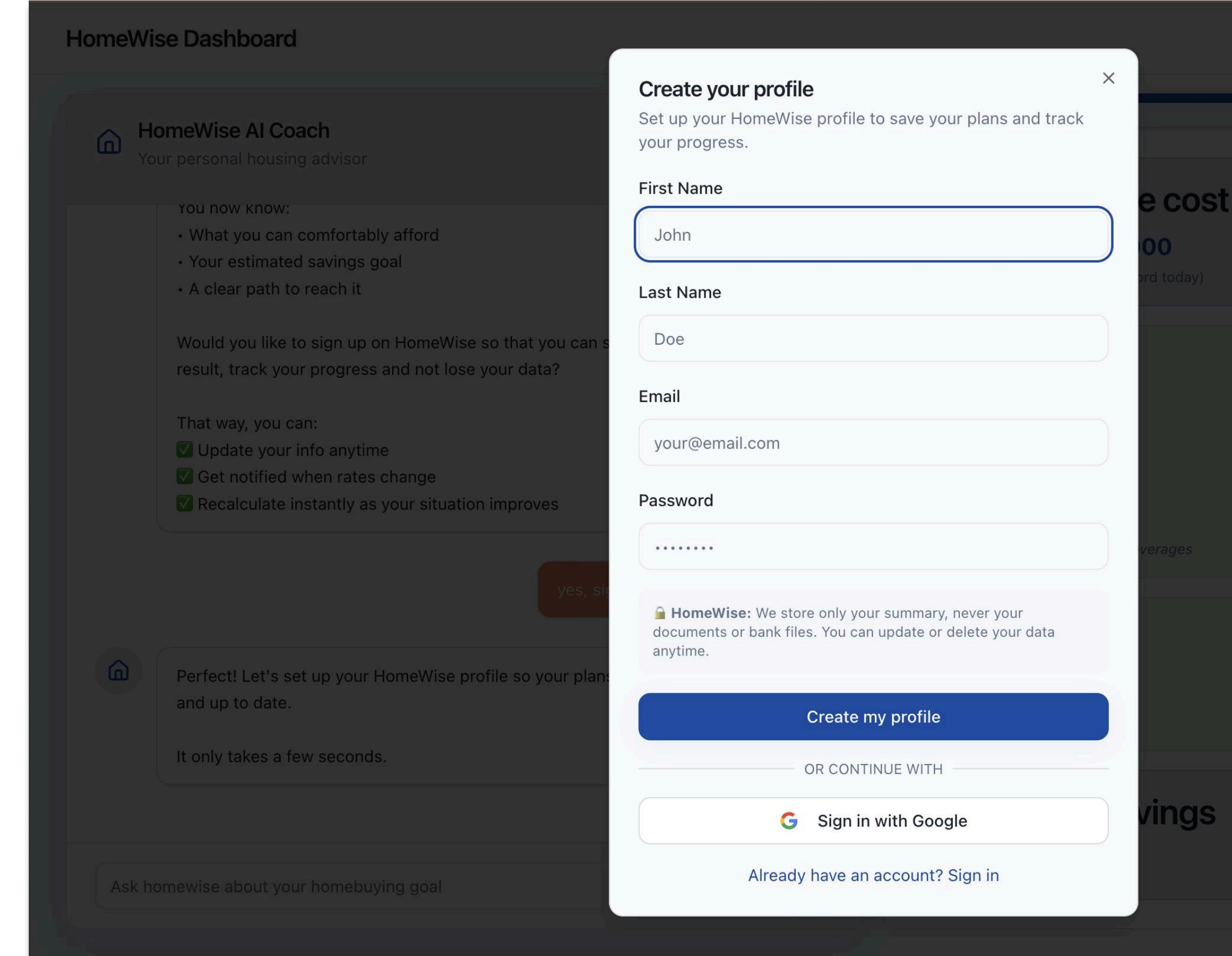
When users click "Apply to My Plan," the dashboard updates dynamically, but the Smart Savings card stays visible as a reminder and motivator.

Sign up & Context Retention

To create continuity and trust, HomeWise remembers, but only with permission.

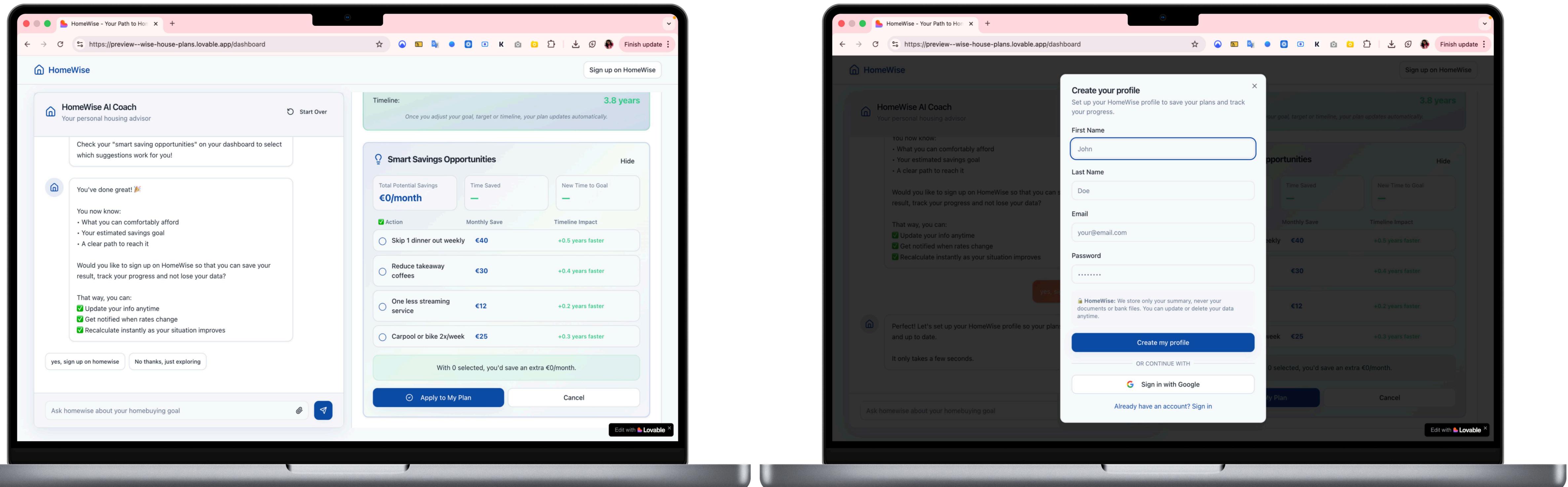
Users can choose to save their age, income, and expenses securely in their profile by signing up.

It helps users first, then invites them to sign up only after it has provided meaningful value.

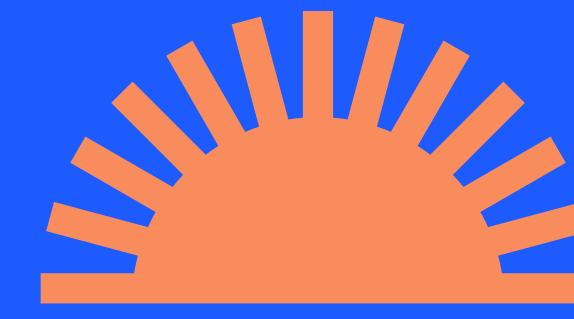


The image shows two laptops displaying the HomeWise dashboard prototype. Both screens have a light blue header bar with the HomeWise logo and a 'Sign up on HomeWise' button. The left laptop screen shows the 'HomeWise AI Coach' section, which includes a welcome message, a 'Getting started' section with a 'Welcome to HomeWise' card, and a 'Savings Plan' section. The right laptop screen shows the 'Your Realistic Buying Power' section, which includes a 'Profile Summary' card and a large 'What you can comfortably afford today' section with a bolded range of €200,000–€240,000.

▶ [Link to Lovable prototype](#)



▶ [Link to Lovable prototype](#)



Edge cases in Conversation

Disambiguation, error handling, system responses, context retention, fallback and recovery.

Disambiguation

When user input is unclear, HomeWise asks gentle follow-ups instead of guessing.

“Got it — when you say ‘a lot,’ would you say that’s closer to €1,500 or €2,500 per month?”

Impact:

Builds trust by ensuring accuracy through understanding.

Error handling

Handles invalid inputs or upload errors with empathy and clear next steps.

“Oops — I couldn’t read that file. I can process PDFs or CSVs. Want to try again or type it instead?”

Impact:

Keeps users confident and reduces frustration when things go wrong.

System responses

Responses adapt based on the user’s tone, journey stage, and previous inputs.

“You mentioned earlier your income is €3,000 — should I use that for this estimate too?”

Impact:

Makes the AI feel consistent, thoughtful, and aware.

Context & retention

HomeWise remembers key details like income, expenses, and timeline, with permission.

“Welcome back! Last time we estimated your affordability around €240K. Want to update it with your new salary?”

Impact:

Reduces repetition, makes the experience feel personal and seamless.

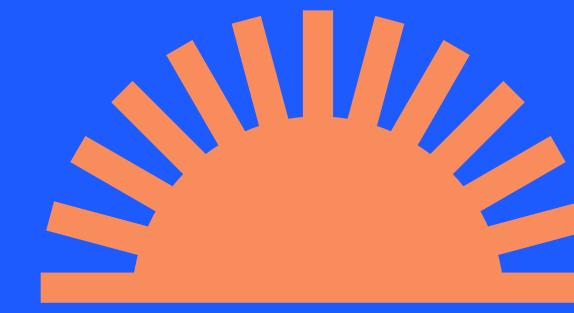
Fallback & recovery

When the AI gets lost, it gracefully recovers or offers an easy restart.

“Looks like I got a bit mixed up — let’s go back to where we left off. You were updating your expenses, right?”

Impact:

Maintains conversation flow and trust, even when errors occur.



Validating - User Testing

Testing, learning, and refining

Goal

To evaluate whether HomeWise's designs feel clear, trustworthy, and genuinely helpful to first-time homebuyers.

Method

- **Type:** Moderated usability testing (remote).
- **Participants:** 6 first-time buyers living in the Netherlands (expats).
- **Format:** 30-minute sessions using an interactive prototype built in Lovable.

Test tasks

- Start the conversation with HomeWise and choose a scenario that best represents you (Single without kids).
- Provide affordability inputs using either the “upload” or “quick-select” pill options.
- Review the calculated affordability range and interpret the result.
- Continue to the savings phase to explore what it would take to afford a home in your range.
- Adjust variables and observe how the dashboard updates.
- Attempt a recovery action to test disambiguation and fallback responses.

Evaluation focus

- **Clarity:** Do users understand each step and the reason for each question?
- **Trust:** Does transparency about data sources and AI calculations build credibility?
- **Comfort:** Are users comfortable entering personal financial details?
- **Usability:** Can users navigate between typing, uploading, and editing with ease?
- **Emotional Experience:** Do users feel guided and reassured throughout the process?

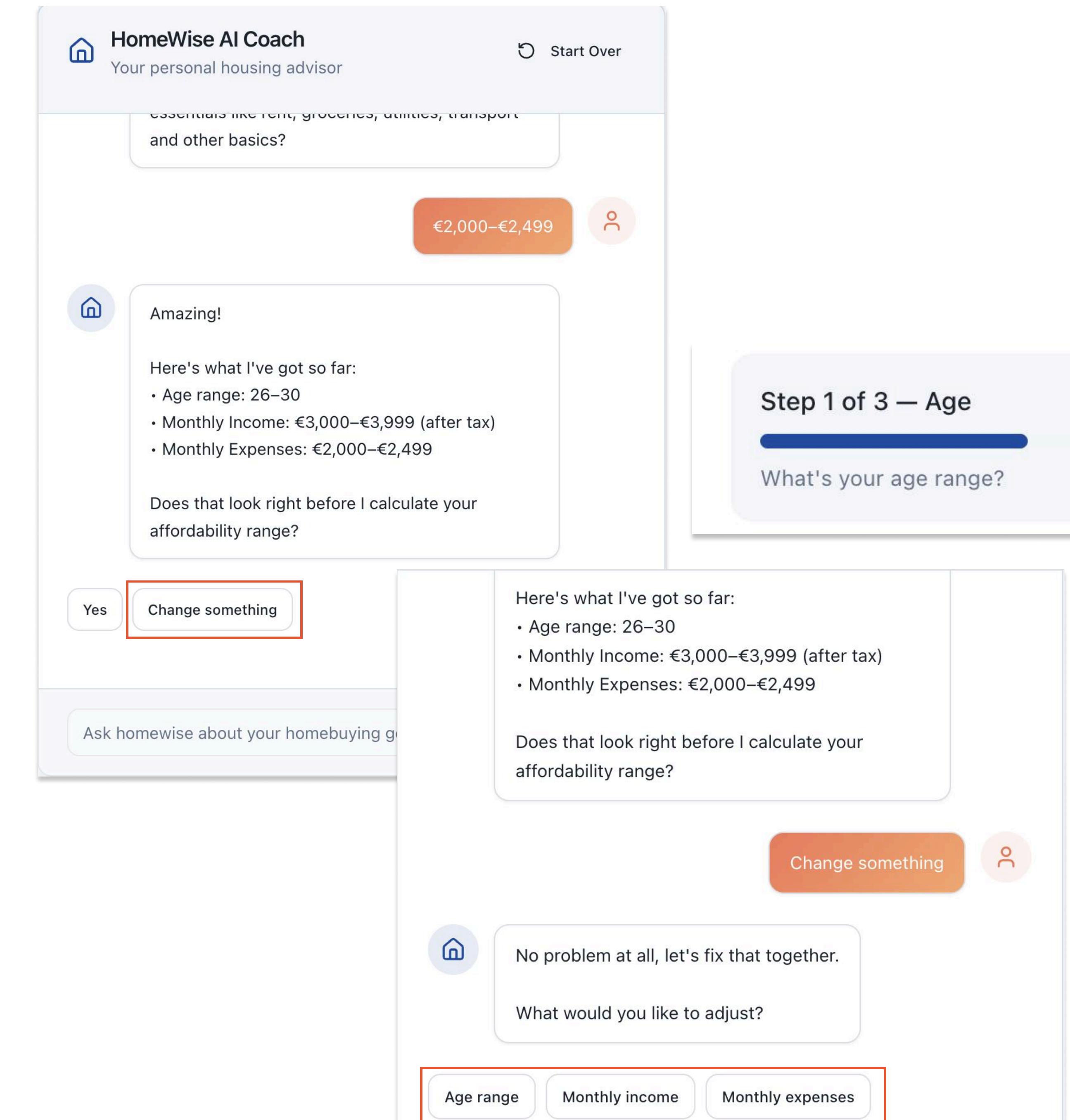
Usability & Flow

Observation:

Participants found the quick-select pills intuitive and faster than typing. However, a few wanted to edit their choices directly from the summary screen without restarting the flow.

Design implication:

- ✓ Added inline edit options (“change something” button) in the summary view.
- ✓ Adjusted the progress bar logic to jump users back to the relevant step (e.g., income, expenses) instead of restarting.



Comfort & Privacy

Observation:

5 out of 6 participants were initially hesitant to upload financial data, preferring quick-select input pills first. After being reassured about data privacy, 3 of them said they would consider using the upload feature next time.

Users are willing to share data after trust is built — the key is sequencing transparency before asking for information.

Design implication:

✓ Moved privacy reassurance messages earlier in the flow.

The image displays two screenshots of the HomeWise AI Coach mobile application. Both screenshots show the same initial screen where the user is prompted to provide financial details. In the top screenshot, the user has selected the 'Yes' option, leading to a message assuring them that their data is secure and private. This message is highlighted with a red border. In the bottom screenshot, the user has chosen to 'Upload financial details', which triggers a detailed message explaining what types of files can be uploaded and assuring the user that only totals (income and expenses) are used, not personal transactions. This message is also highlighted with a red border. Both screens include a 'Start Over' button in the top right corner and a 'HomeWise AI Coach' logo at the top left.

HomeWise AI Coach
Your personal housing advisor

Start Over

Yes

Perfect!

Next, I would like to know your financial details such as your income and expenses.

You can either upload your financial details or type them in manually.
(Upload bank statement, spreadsheet, or pay slip)

Your data is completely secure and private. We never store or share your financial documents.

Whatever feels easier for you.

Upload financial details

Answer here instead

Ask homewise about your homebuying goal

HomeWise AI Coach
Your personal housing advisor

Start Over

Upload financial details

Perfect! Uploading will make this super quick.

Here's what you can upload:

- A recent bank statement (PDF or CSV)
- An income overview or salary slip
- A budget spreadsheet (income vs expenses)
- Or an export from your banking app (like ING, Bunq, or Rabobank)

Your file is processed securely, never stored. Only totals (income and expenses) are used, not personal transactions.

You can upload one or multiple files, and I'll extract only what I need.

Ask homewise about your homebuying goal

“

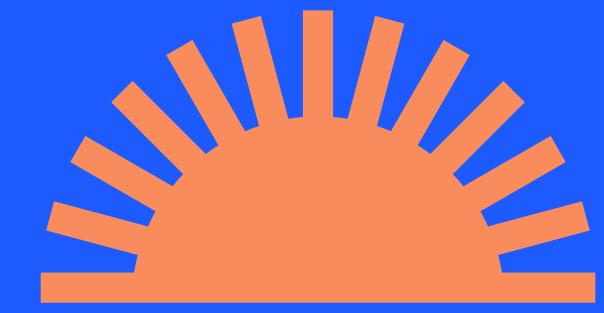
The tool makes it feel like something a real financial advisor would show.

“

I like that it tells me where the information comes from.

Emotional experience

Users described the tone as “friendly”, “reassuring”, and “not robotic”.



Results, Learnings & Future Direction

Expected results, reflections and next steps.

Expected results

Once launched, HomeWise will measure success based on user comprehension, engagement, and trust.

More users understand what they can realistically afford and why.

Success Metric: % of users who report improved understanding after the affordability phase.

Users move naturally from affordability insights to planning their savings goals.

Success Metric: % of users who continue from affordability to savings planning.

More users choose to save their financial profile to continue tracking progress.

Success Metric: % of users who sign up or save their data after first use.

Success will be tracked through:

- Funnel tracking for users moving from affordability → savings → signup.
- Monitoring drop-offs at each conversation step.
- Post-session “Was this clear?” micro surveys.
- Tracking returning users who update their profile or recalculate affordability.

Key learnings

What I did well

- **Bridged UX and strategy:** Designed flows that aligned both user goals (clarity, control) and business outcomes (conversion to readiness).
- **Built trust into every step:** Integrated transparency, data privacy, and explainability directly into the conversation design.

What I learnt

- **AI design is about boundaries as much as capability:** The most important part was defining what the AI should not do to keep user trust.
- **Transparency > perfection:** Users forgave minor errors if the system clearly explained its reasoning or sources.

What was challenging

- **Designing for incomplete data:** Thinking about all the possible edge cases and scenarios that could occur. What kind of fallback logic if users did not follow the intended AI flow.
- **Balancing realism with simplicity:** Translating Dutch mortgage rules and taxes into friendly, accurate explanations without overwhelming users.

Future direction & next steps

HomeWise today gives users clarity, tomorrow, it should help them take action.

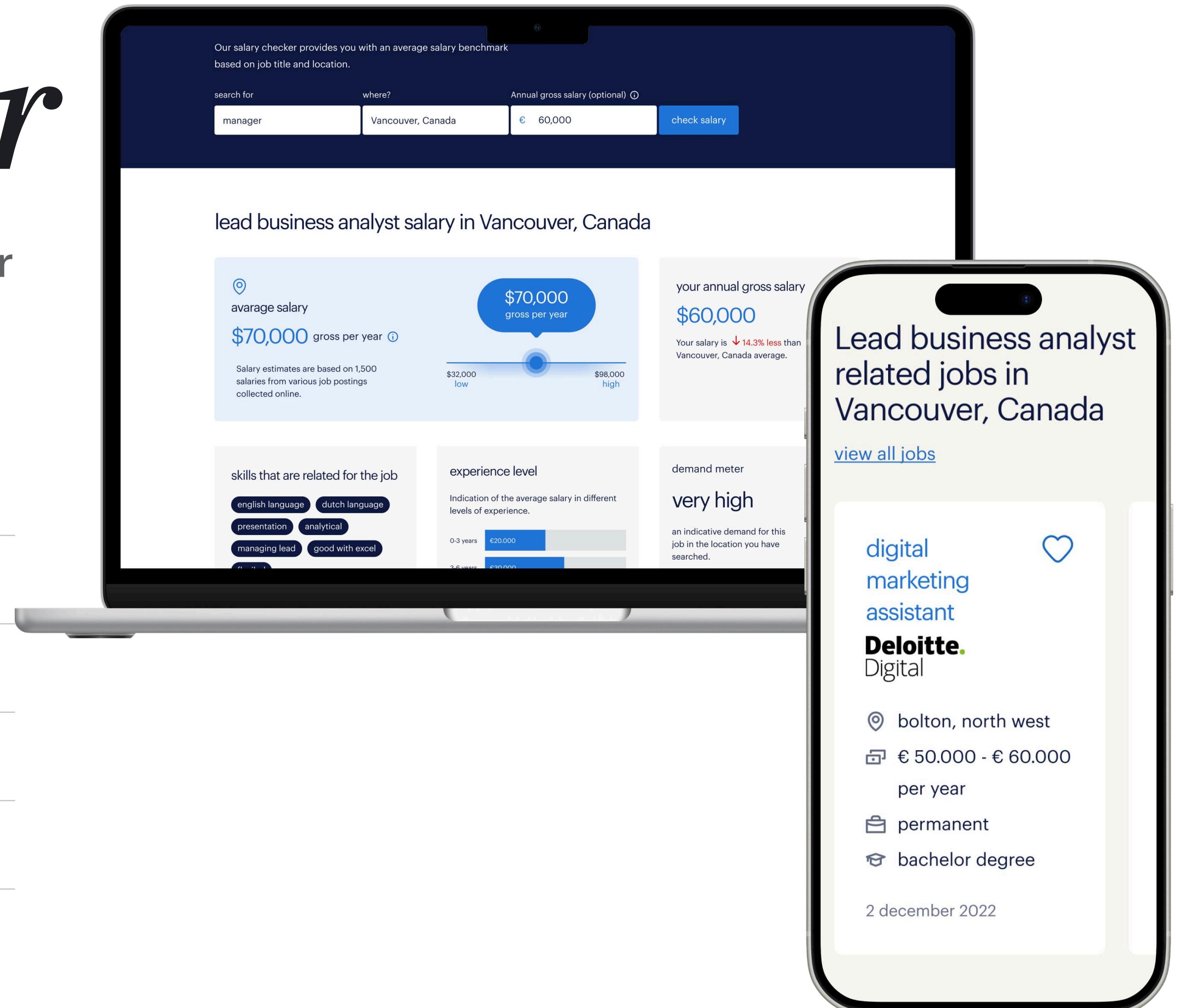
The next phase focuses on scaling trust, intelligence, and personalization.

- Collect anonymized insights on spending and saving habits to improve recommendations.
- Use behavioral data to refine the AI tone, pacing, and confidence thresholds.
- Introduce voice support for accessibility and emotional connection.
- Allow users to set savings reminders or sync with banking apps for auto-updates.
- Run A/B tests on conversational patterns (e.g., framing as progress vs. cost).

Randstad Salary Checker

A tool that helps job seekers make informed career decisions, increased job conversions by 40% and reduced operational costs by 26.4%.

Role	UX and UI Design
Duration	2 months
Team	UX Designer, PM, PO, Engineer
Scale	39 countries
Users	2M users globally
Tool	Figma, Miro



The background

Once upon a job hunt

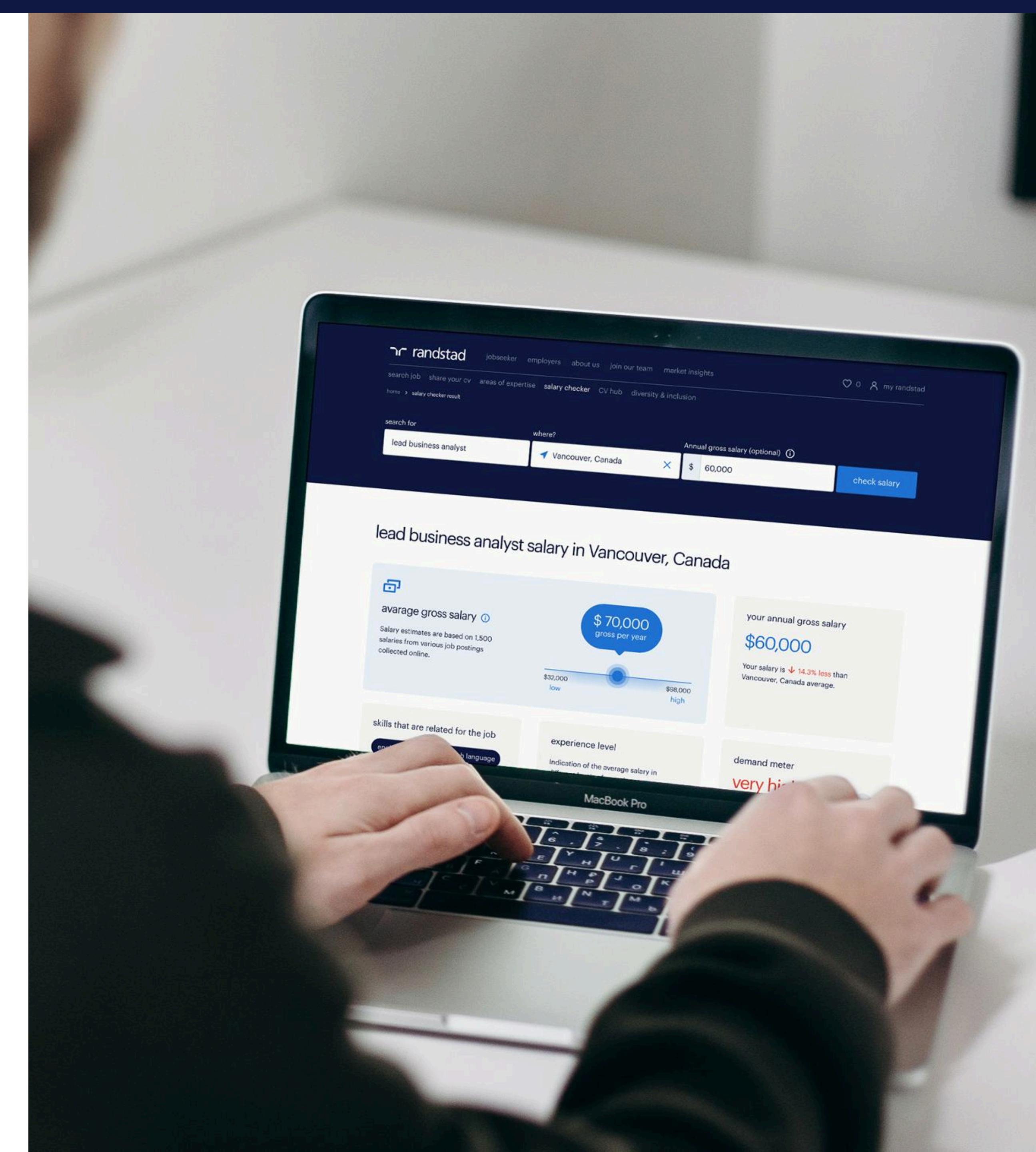
People worldwide kept asking, "Am I being paid fairly?"

Enter the hero

Randstad's Salary Checker swooped in with accurate, location-based salary insights.

The grand purpose

Champion pay transparency and empower career decisions.



The problem

Randstad has 15 different salary checker tools across 39 markets, causing inconsistent experiences, minimal conversions to jobs, and high maintenance costs (**€273K/year**).

To know the salary level corresponding to your profession, we need to know more about you:

who are you? employee searching for a job independent student

in which region do you work or do you want to evolve? select

what is your field of activity? select

What is your job? select

please enter a job of activity

Randstad France

salary check & compare.

Current position

number of hours per week

show salary per hour per month

gross salary per month €

You can find your gross salary on your pay slip, without holiday pay and any bonuses

average salary for business analyst based on 36 hours

average gross salary €2,825 / per month minimum €2,224 average €2,825 maximum €3,425

The average amount is estimated on the basis of 30 Randstad jobs. Age, location, holiday pay or any bonuses are not included.

your entered gross salary €1,900 / per month - **€925** compared to average

Your current salary is lower than the average. Check out our tips for salary negotiation.

This figure is an indication of what you can earn. No rights can be derived from the amounts shown.

To adjust

Randstad Netherlands

randstad for job seekers for business about us locations my account

for job seekers search jobs resume builder best jobs salaries for job seekers career advice join randstad

compare salaries by job title and city.

select your job category

- accounting and finance
- engineering
- healthcare
- human resources
- legal
- manufacturing and logistics
- office administration
- sales and marketing
- technologies

Randstad USA

IT positions payroll report -

Warsaw forecasts for 2H

2019

The first payroll report for the Polish IT sector is provided below, presenting a salary comparison divided by legal form of employment: employment contract and B2B contract for selected roles.

This release discloses salaries in IT positions:

- application development,
- SAP,
- management,
- infrastructure & security,
- cloud, data & DB related in Microsoft

order a report

first name*
last name*
e-mail*
phone number

Your personal data controller is Randstad Polska Sp. z o.o. with its registered office in Warsaw (02-305), at Al. Jerozolimskie 124, hereinafter the "Controller" or the "Company".

Your personal data is collected for the purpose of sending commercial information, including to encourage you to use our products or services.

You have the right to request access, rectification, erasure, right to object, the right to data portability and the right to request restriction of processing of your data. Your consent is voluntary.

Randstad Poland

get your copy of the 2022 salary guide.

Gain a comprehensive overview of the Canadian labour market. Our 2022 salary guide has salary insights for a wide range of locations and industries across Canada.



get your 2022 salary guide

for the French version, please click here!

are you a business?

- Please Select
- I would like to receive future workplace insights from Randstad Canada.

You can unsubscribe from these communications at [any time](#).

Randstad Canada

check your salary.

function group * job title *

current monthly gross salary * 3000

the indicated salary is 14% lower than the market average

your salary 3.000 RON

3.047 RON	3.490 RON	3.932 RON
lowest	average	highest



Randstad Hungary

the indicated salary is 14% lower than the market average

your salary 3.000 RON

3.047 RON	3.490 RON	3.932 RON
lowest	average	highest

Randstad Hungary

Phases

Awareness & Consideration

Steps

Talent actions

Trigger
Triggers to start looking for a new job:
▪ internal - not liking my current job, not having a job, changing life situation, etc.
▪ external - e.g. see inspiration from others; get invited to events

View all

Experience



Talent insights summary

View-only

Talents seek for inspiration and guidance in their career exploration
Bottom Line: I actively seek external...

↳ 2

TS

Opportunities

View-only

HMW Provide to talents inspiration and guidance for next steps in their career
Talent ± 85%

o

o

o

o

The opportunity

Research shows that job dissatisfaction and salary concerns drive users to explore new jobs. However, they lack inspiration and clear guidance to navigate this.

A unified, scalable global salary checker can provide **clarity, direction, and a consistent experience** across 39 markets.

*research insights

The impact

- 40% more job applications.
- Increase in traffic.
- Guide users seamlessly towards jobs aligned with their salary and career goals.

We will reduce maintenance costs from €273K to €12K annually.

Randstad will maintain its leading position as a partner for talents.

Cost benefit analysis estimation ([spreadsheet](#))

(Please note that current costs apply for the 17 Opcos that currently have a SC vs RXP costs apply for 35)

estimated current costs	total annual costs	benefits (for 39 Opcos)	outcome	cost benefit
total direct costs	~ €35 000/ yr (17 Opcos)	product unification	less local development	-€40,000
total indirect costs	~ €40 000 / yr (17 Opcos)	3rd party suppliers	no need for 3rd party suppliers	-€35,000
total intangible costs	~ €47 000 / yr (17 Opcos)	Maintenance	Centralized resources	-€47,000
Average cost	~ €122 000 (17 Opcos)	Intangible benefit	Ongoing data enrichment from RMI	
Average cost	~ €7 000/ Opco			
opportunity cost (RXP)	~ €15 000 (one off) + 12 000/ yr			

The estimated annual cost for having a global salary checker is **~€12,000 / year for RXP** versus **~€7,000 per Opco** if they were to develop their own local solution

The features

- Flexible banner to drive discoverability and adoption of the tool.
- Quick salary insights with minimal input.
- Compare current salary to market benchmarks (low, high, the same).
- Recommend higher paying jobs based on job title and location.
- In-demand skills based on job title.

The screenshot shows a web browser window with two main sections. The top section is a job search interface titled "Salary checker". It includes fields for "search for" (job title or keyword), "where?" (location or postcode), and "range" (set to 10 miles). Below these are checkboxes for "use current location" and "work from home jobs", and a link to "last search: webdesigner + Toronto + 10 miles + 2 filters". The bottom section is a landing page for a workforce platform. It features a large image of a smiling woman with curly hair. Text on the page includes "get to know us.", "Every year, we help hundreds of thousands of people find rewarding jobs in the ever-changing world of work. We understand the importance of a job in your life and we want to help you find work that feels good. And we'll help you continue to grow as your needs and ambitions change.", a "let's get started" button, and a call-to-action "Create your account and see how our technology makes the process simple so the focus is always on you, the individual." A "create account" button is also visible. The bottom of the page has a dark footer with text about average manager salaries in Canada and a "unlock your" button.



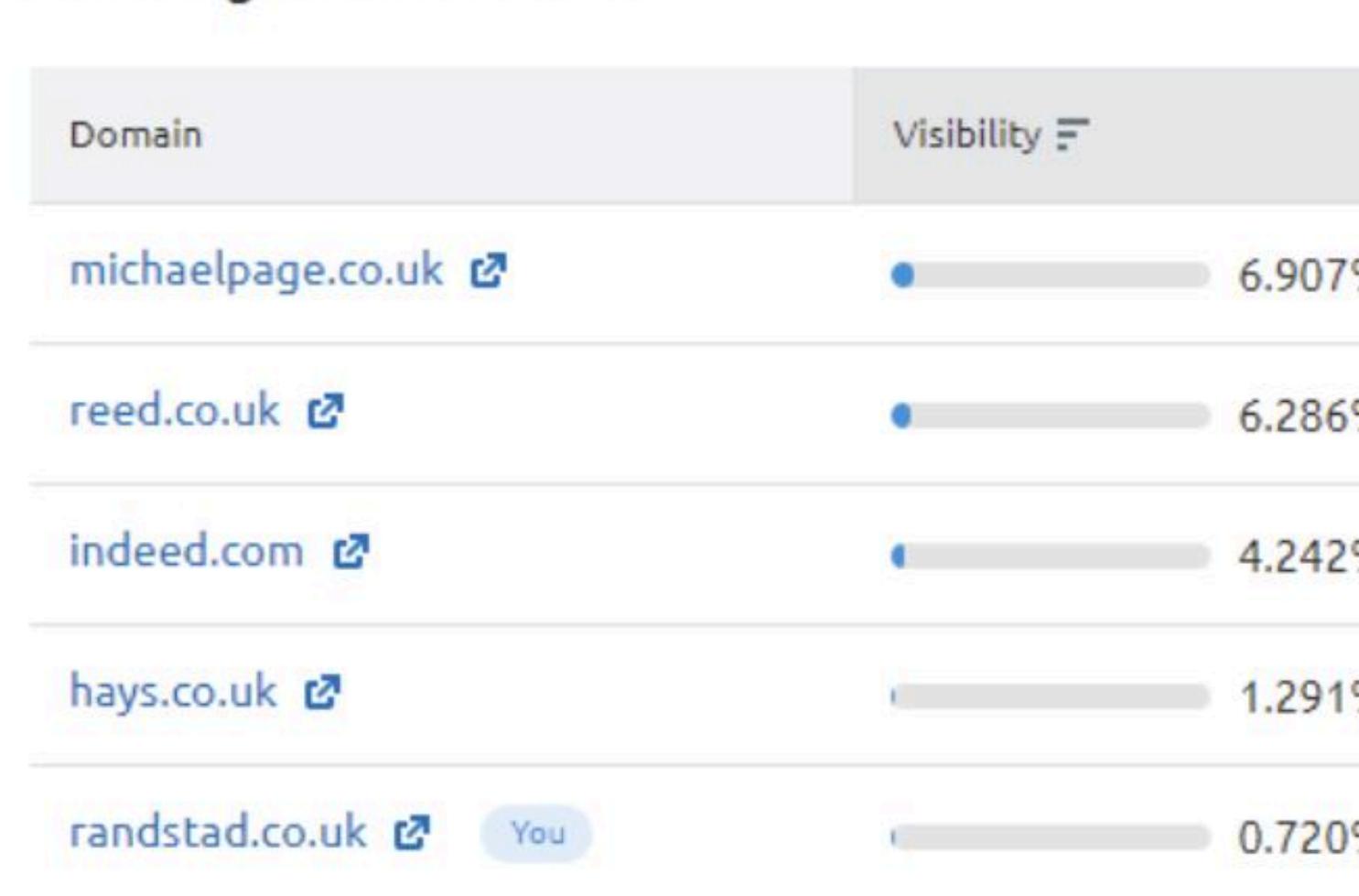
My process

Stakeholder interviews

Goal

- Understand local and common market needs and user behaviors.
- Align on business goals, expectations.

Rankings Distribution i



Stakeholder interview insights

easy to use

Olayinka Fadare

localized data

Olayinka Fadare

SEO friendly:
increase traffic

Olayinka Fadare

bring
awareness of
available jobs
and benefits.

Olayinka Fadare

flexible: can be
toggled on or
off

Olayinka Fadare

Enrich their
data

Olayinka Fadare

*insights from interviewing 20 stakeholders
across Randstad markets.

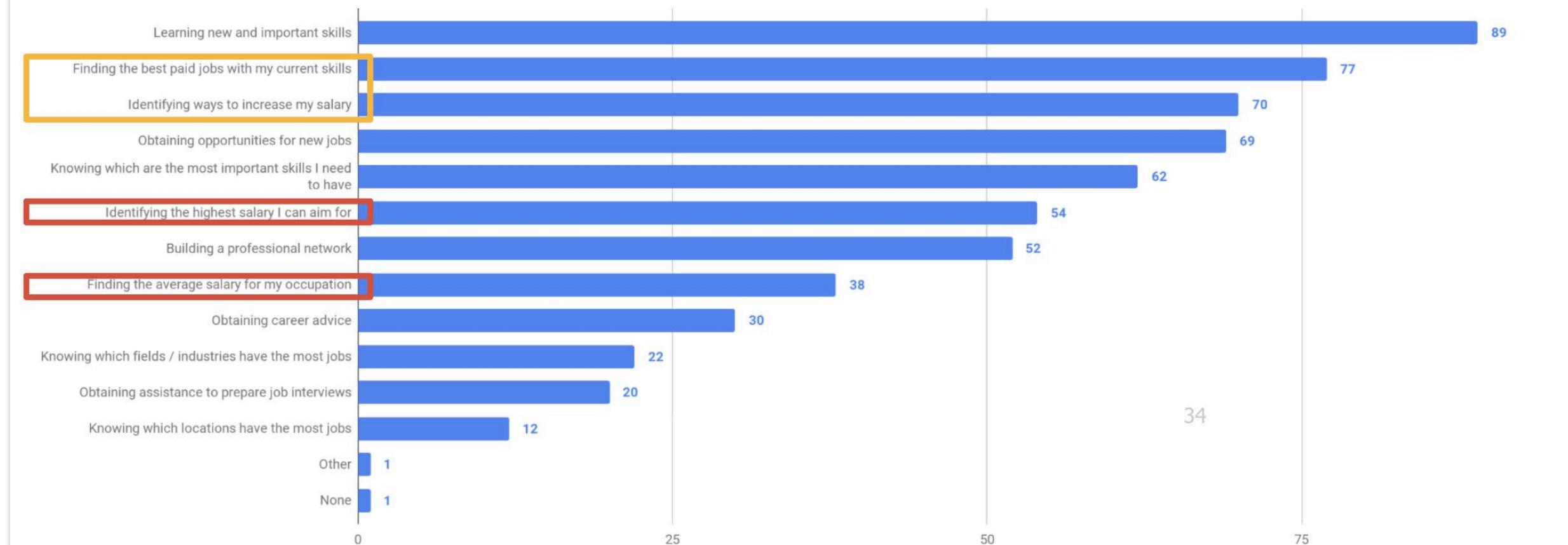
User survey

Goal

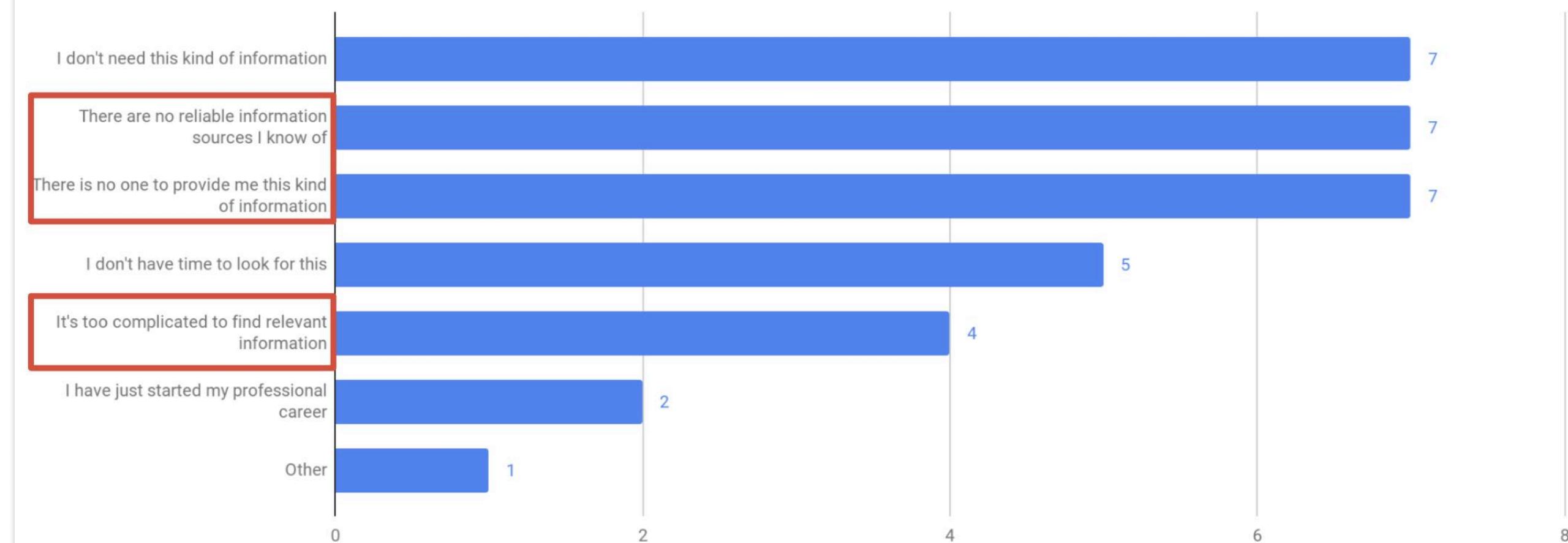
- Understand users painpoints when using the salary checker.
- Understand how users currently gather salary information.
- Understand users expectations for how a salary checker should function.

My role: Collaborated with UX researcher to define research plan and ensure questions addressed research goals.

which are the work-related services that seem the most relevant? (max. 4 per respondent) (n=597)



why don't you seek for information about salary more often?



*185 responses from 6 world regions: WE, CEE, NA, SA, Australia/NZ and Asia Pacific.

Users pain points

Limited tool discoverability

Struggle to find the tool due to low visibility and unclear entry points in the existing journey.

Lack of guidance

Unclear path to improving salary or taking action after viewing salary data.

Process complexity

Too many steps to access salary information.

Trust and credibility is lacking

Skepticism around the reliability and accuracy of salary data.

Competitor analysis

Goal

- Identify strengths and gaps in existing salary tools.
- Uncover market opportunities for Randstad to differentiate.



- ✓ dominates search
- ✓ user-generated trust
- ✗ not interactive
- ✗ lacks career guidance



- ✓ dominates search
- ✓ has a flexible banner that can be plugged in various pages.
- ✗ no personalized guidance

Brainstorming

Participants

1 designer, 1 UX, 1 PM, 1 PO, 1 Engineer

Tool

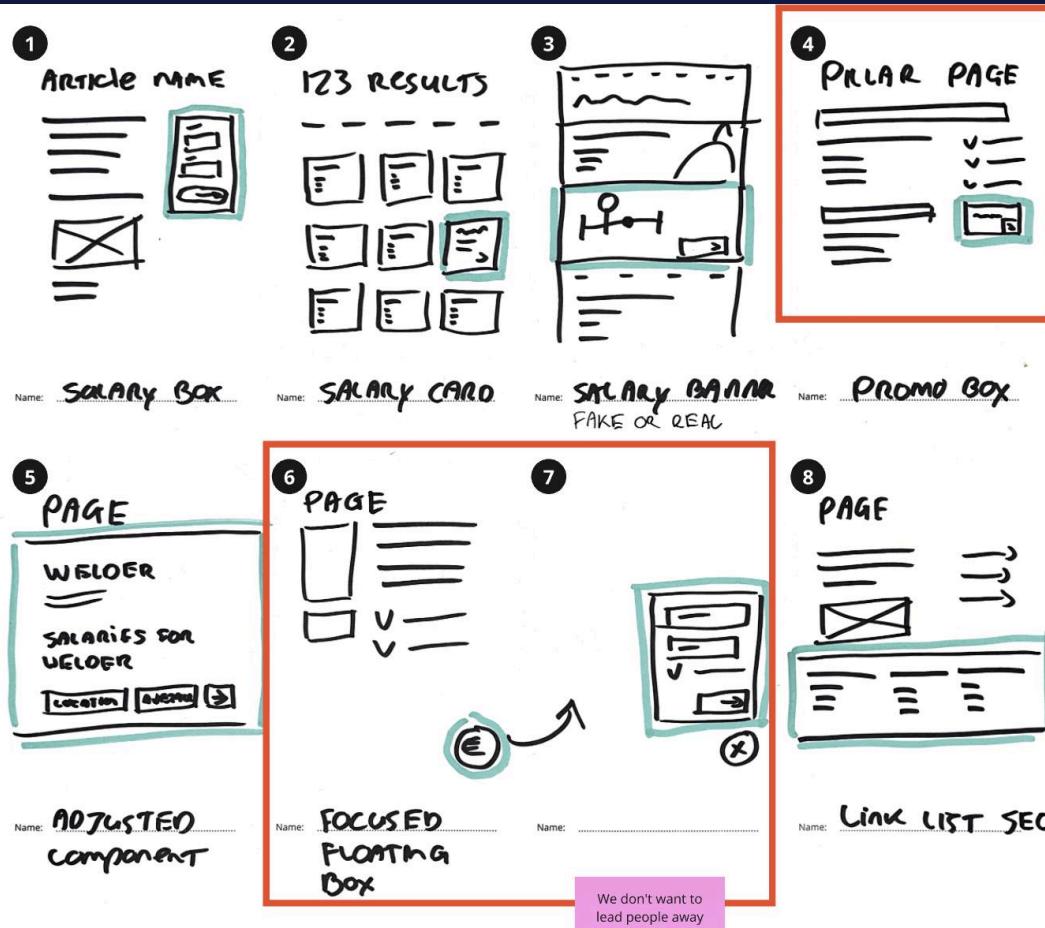
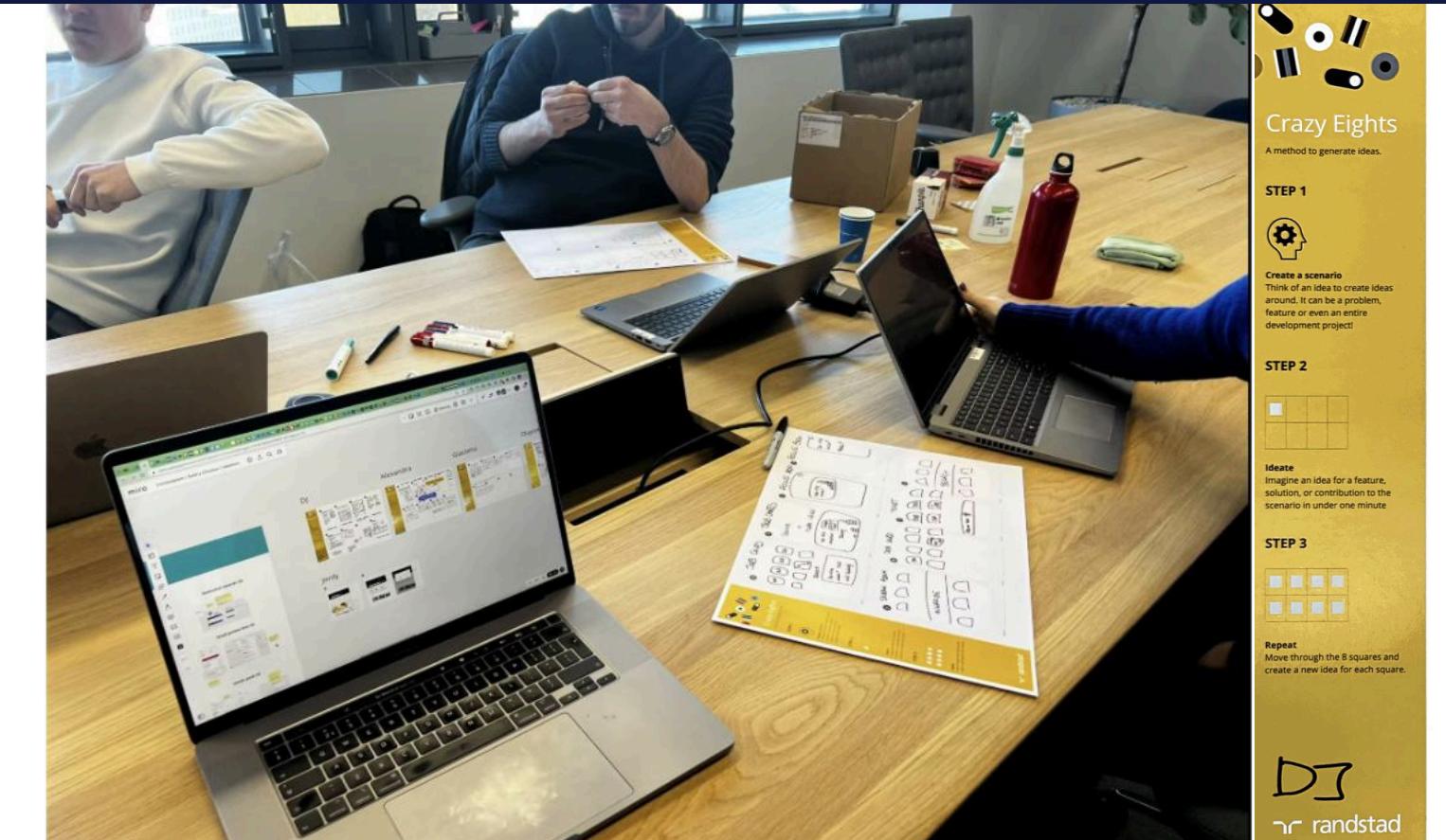
Miro (In-person workshop)

Facilitated

2 workshops

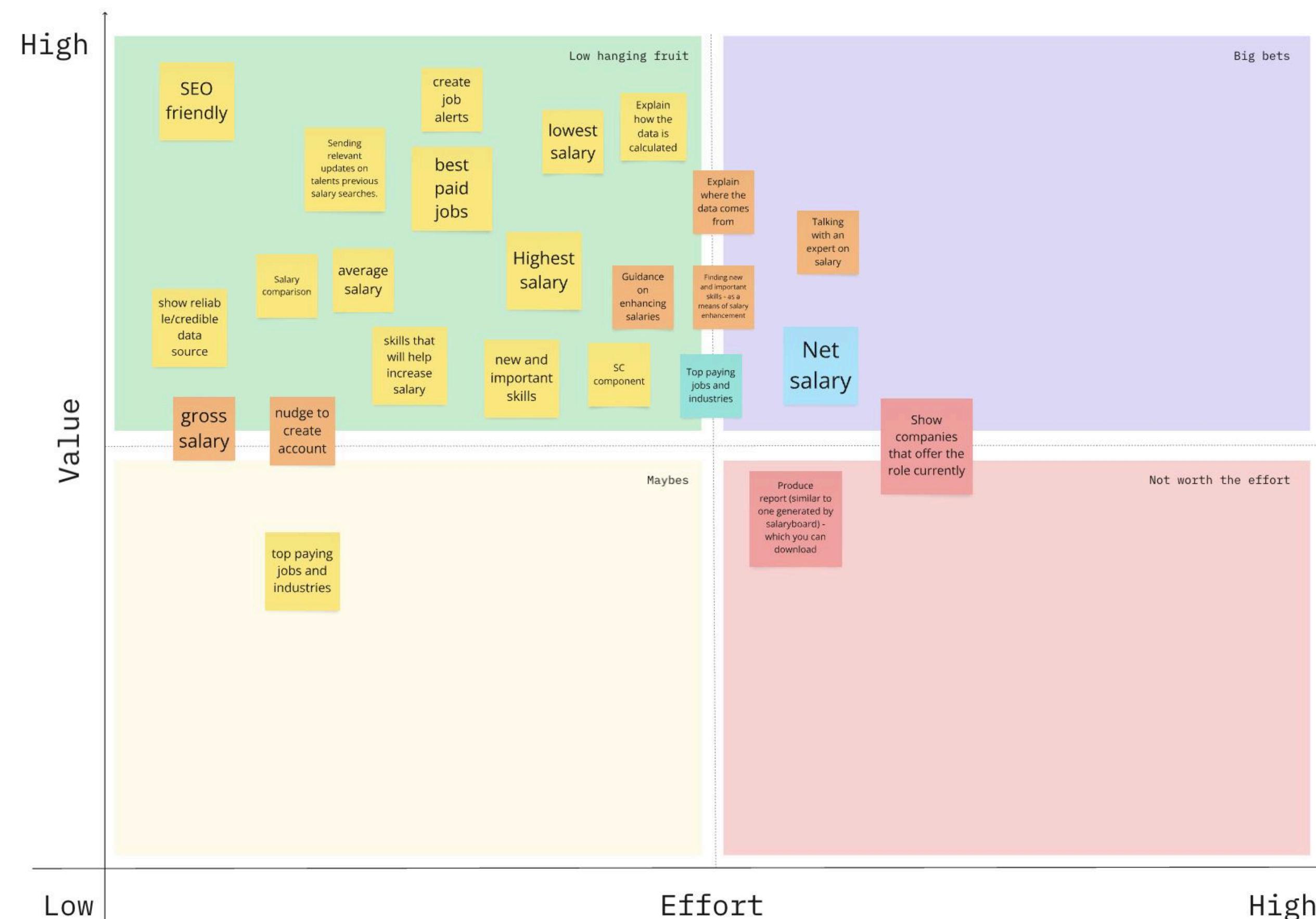
Outcome

- Generated ideas using crazy-8s
- Feature prioritization (impact/effort matrix)
- Aligned on a chosen idea



Prioritize the ideas on the value/effort matrix

20 mins



Principles shaping my design choices

Optimize for the web first, while accounting for edge cases.

Focus on the primary web experience, while ensuring mobile experience is smooth and supported.

Ensure scalability across languages and regions.

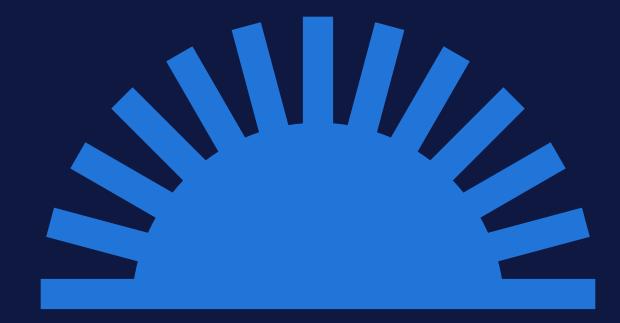
Account for text expansion and localization, so the layout works for all markets.

Design for layout flexibility across use cases.

Build adaptable layouts that could fit within different Randstad page types and journeys.

Modular components that can be toggled on/off.

Design plug-and-play block features, allowing countries to activate what fits their market needs.



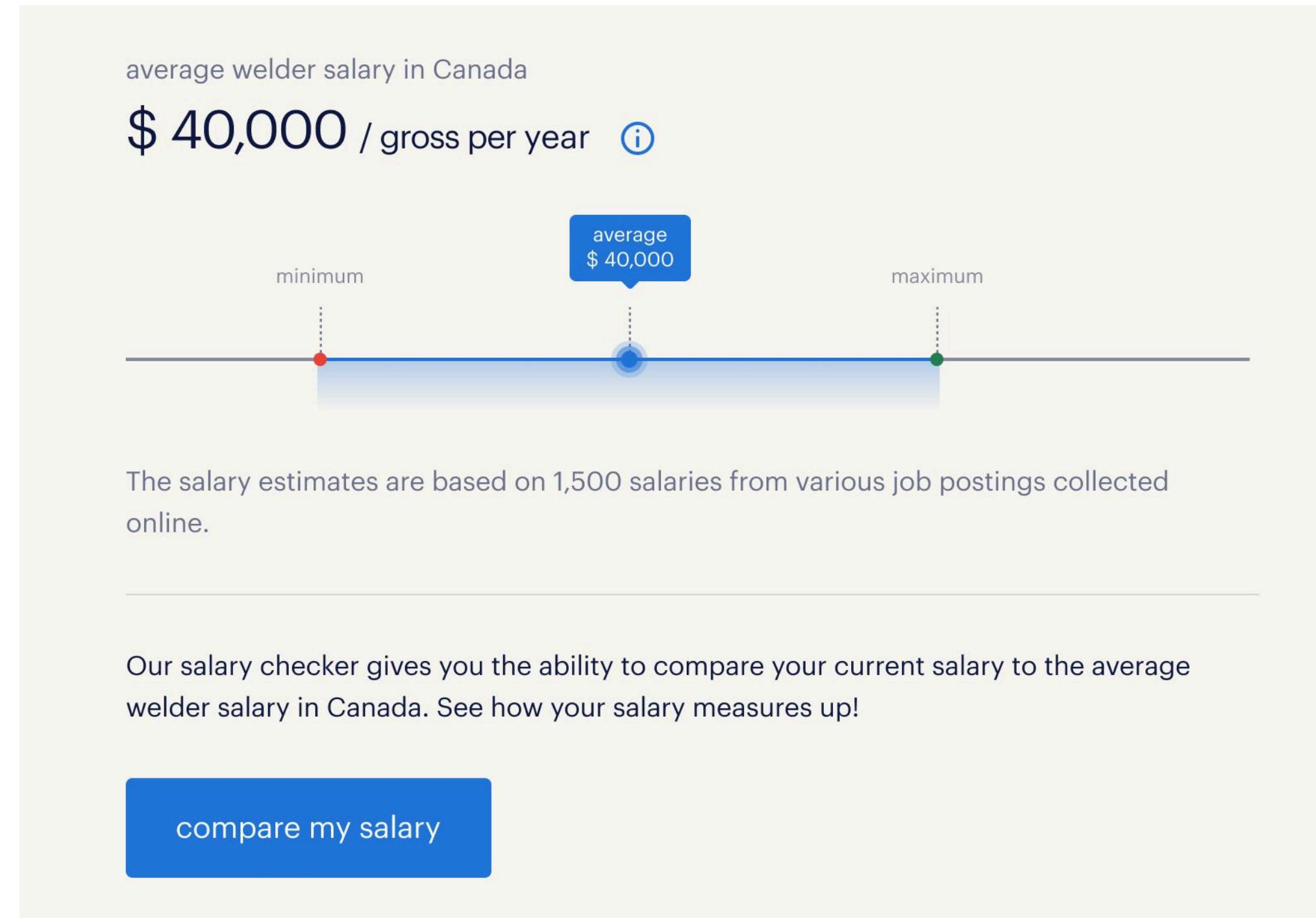
Solutioning

Problem 1

Limited tool discoverability

HMW increase visibility and engagement with the tool across key user journeys?

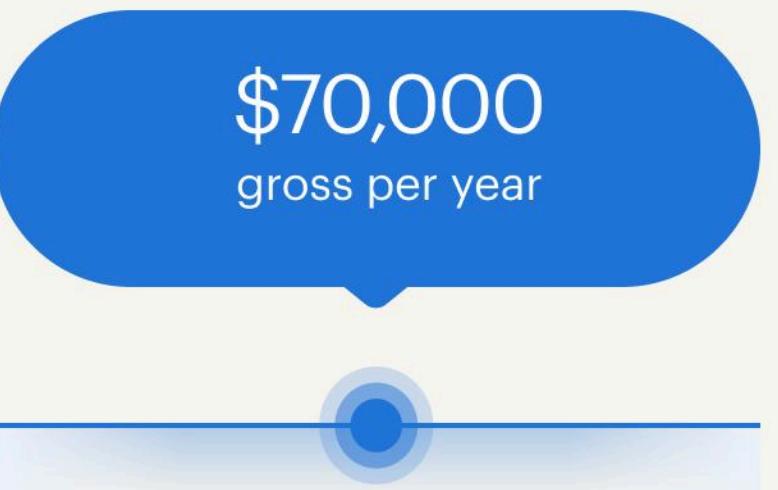
Exploration 1 (Banner with salary range slider)



Exploration 2 (Salary display banner + strong copy)

average welder salary in Canada ⓘ

\$70,000 gross per year



unlock your earning potential

Compare your salary, see jobs with higher pay, and check salary in any location.

unlock your worth!

- Our salary checker gives you the ability to compare your current salary to the average welder salary in Canada. See how your salary measures up!

compare my salary

 - ✓ visual representation of salary data.
 - ✗ Too much going on, distract users from the main intention.

- ✓ Fits nicely into blogs, articles, or sidebar placements.
 - ✓ strong, motivating CTA to boost clicks.
 - ✓ motivating language to speak directly to user goals.



Impact: drives usage and adoption.

The screenshot shows the Randstad website with three different layout variations:

- Medium desktop version**: The top navigation bar is visible at the top of the page.
- Mobile version**: The top navigation bar is replaced by a header with a search icon, a login link, and a 'my randstad' link.
- Desktop version**: The top navigation bar is visible at the top of the page.

Page Content (Visible Across All Versions):

how to build a career in corporate finance

06 October 2022

What is a corporate finance accountant?

A corporate finance accountant is responsible for overseeing a company's financial strategy by analyzing budgets, managing cash flow, and reviewing financial statements to ensure compliance. They provide insights that drive strategic decision-making, facilitate cost management, and optimize capital allocation.

Through comprehensive reporting and analysis, they help guide leadership toward sustainable growth and profitability.

What does the day to day look like?

On a typical day, a corporate finance accountant might forecast budgets, analyze daily cash flow, and review financial statements to ensure accuracy. They'll collaborate with other departments to gather financial data, prepare reports for leadership, and recommend cost-saving measures.

Additionally, they keep an eye on regulatory changes, oversee compliance, and support strategic projects, such as evaluating new investments or mergers.

average account salary in Canada ⓘ
\$70,000 gross per year

unlock your earning potential
Compare your salary, see jobs with higher pay, and check salary in any location.
[unlock your worth!](#)

more career guidance articles

- how to network effectively
- how to be a successful marketing expert
- office
- chef
- communication and it ...
- translation

Medium desktop version ←

→ Mobile version

→ Desktop version

Problem 2

Process complexity

HMW simplify the salary checking process with minimal user input?

What is the minimum user input required to generate reliable and personalized salary insights?

Exploration 1 (Auto-detection of user's location and job searches)

The screenshot shows a web page from Randstad's salary checker. At the top, there is a navigation bar with links for job seekers, employers, about us, career advice, our offices, and randstad careers. Below the navigation bar, there are links for search job, share your CV, areas of expertise, salary checker, CV hub, and diversity & inclusion. The main content area features a large heading "Lead business analyst salary in Vancouver, Canada". Below this, it says "Average gross salary \$70,000 per year". A callout box on the right encourages users to "Create a Randstad account" with the text "Create an account on Randstad to get the most out of your experience." and a checkbox for "Receive jobs that match you". At the bottom, there is another set of search fields for "Lead business analyst", "Vancouver, Canada", and "gross salary per year", along with a "Calculate salary" button and a "Need help?" link. A purple circle highlights the "Create a Randstad account" callout, and a purple arrow points from the "Create a Randstad account" button at the bottom to the same callout.

- ✓ fast access (no manual input).
- ✗ risk of inaccurate data reducing trust.
- ✗ extra step to conduct another salary search.

Exploration 2 (Manual search entry and clear layout)

The screenshot shows a web page from Randstad's salary checker with a clear and organized layout. At the top, there is a navigation bar with links for job seekers, employers, about us, career advice, our offices, and randstad careers. Below the navigation bar, there are links for search job, share your CV, areas of expertise, salary checker, CV hub, and diversity & inclusion. The main content area features a large heading "Lead business analyst salary in Vancouver, Canada". Below this, it says "Average salary \$70,000 gross per year". A callout box on the right encourages users to "Create your Randstad account" with the text "With a Randstad account, you can:" and a list of benefits: "✓ personalized job recommendations", "✓ faster application to jobs", "✓ easy access to job preferences", and "✓ have all your job applications in one place.". At the bottom, there is a set of search fields for "Lead business analyst", "Vancouver, Canada", and "gross salary per year", along with a "Find out" button and a "Need help?" link.

- ✓ user-controlled search builds trust.
- ✓ get salary results in not more than 3 steps.



home > salary checker official

check and compare your salary today.

Here you'll find interesting facts about everything salary related in New Zealand. Use our salary checker which provides you with an average salary benchmark based on job title and location.

search for
job title

where? (optional)
location

annual gross salary (optional) ⓘ
\$ enter annual gross salary

check salary

home > salary checker official

check and compare your salary today.

Here you'll find interesting facts about everything salary related in New Zealand. Use our salary checker which provides you with an average salary benchmark based on job title and location.

search for
lead

where? (optional)
location

annual gross salary (optional) ⓘ
\$ enter annual gross salary

check salary

Lead Stocker

Lead Generation Specialist

Lead Teller

Sales Lead

Merchandising Lead

checker work?

With our salary checker, you can see the average salaries for your role based on location and learn how your salary compares with the market

- Labels above input fields.
- Auto-suggestions for job titles and location.

home > salary checker official

check and compare your salary today.

Here you'll find interesting facts about everything salary related in New Zealand. Use our salary checker which provides you with an average salary benchmark based on job title and location.

search for
job title

where? (optional)
a

annual gross salary (optional) ⓘ
\$ enter annual gross salary

check salary

Auckland, Auckland

Ardmore, Auckland

Blue Mountains, Greater Wellington

Albert Town, Otago

Awamoa, Otago

how does the salary checker work?

With our salary checker, you can see the average salaries for your role based on location and learn how your salary compares with the market

Problem 3

Lack of guidance

HMW provide clear, actionable next steps after salary insights?

1. In-demand skills

Exploration 1 (In-demand skills with salary estimates)

The screenshot shows a list of skills with estimated salary increases. Each skill is preceded by an info icon and an upward arrow symbol, followed by the skill name and the amount of \$4,000.

Skill	Value
Leadership	↑ \$4,000
Communication	↑ \$4,000
Problem solving	↑ \$4,000
Team work	↑ \$4,000
Client management	↑ \$4,000
Business Operations	↑ \$4,000
Strategic thinking	↑ \$4,000

Improve your skills

Exploration 2 (in-demand skills without salary estimates)

The screenshot shows a list of skills without salary estimates. Each skill is preceded by an info icon.

Skill
Leadership
Communication
Problem solving
Team work
Client management
Business Operations
Strategic thinking

Improve your skills

- ✓ Shows estimated value per skill, which can motivate users to upskill.
- ✗ salary boost data could affect credibility.
- ✗ might create false expectations if the numbers don't match real-world outcomes.

- ✓ Still shows relevant skills.
- ✓ safer choice when data confidence is low.
- ✓ Avoids any risk of unreliable or misleading data.



- Tag components to display skills, keeps the layout clean and scannable.
- CTA that nudges users to take action.

2. High paying jobs based on job title and location

lead business analyst related jobs in Vancouver, Canada [view all jobs](#)

lead business analyst Deloitte. Digital vancouver, canada \$ 60.000 - \$ 80.000 per year permanent bachelor degree 2 december 2022

business analyst Deloitte. Digital vancouver, canada \$ 60.000 - \$ 80.000 per year permanent bachelor degree 2 december 2022

Senior business analyst Deloitte. Digital vancouver, canada \$ 60.000 - \$ 80.000 per year permanent bachelor degree 2 december 2022

lead business analyst. Vancouver, Canada. \$60,000 [change salary](#)

Lead business analyst related jobs in Vancouver, Canada [view all jobs](#)

lead business analyst Deloitte. Digital bolton, north west € 50.000 - € 60.000 per year permanent bachelor degree 2 december 2022

- Card layout pattern to show jobs.
- Show 3 jobs at a time.
- Responsive design pattern: horizontal card stacking for mobile.
- Icon + text pattern for quick scanning.
- Heart icon to let users save jobs for later.

Problem 4

Trust and credibility is lacking

HMW showcase credible data sources to enhance user confidence?

Explain the sources and calculations behind salary data to build trust and confidence in the tool.

lead business analyst salary in Vancouver, Canada



average salary

\$70,000 gross per year i

Salary estimates are based on 1,500 salaries from various job postings collected online.

your annual gross salary

\$60,000

Your salary is ↓ 14.3% less than
Vancouver, Canada average.

lead business analyst
salary in Vancouver,
Canada



average salary

\$70,000

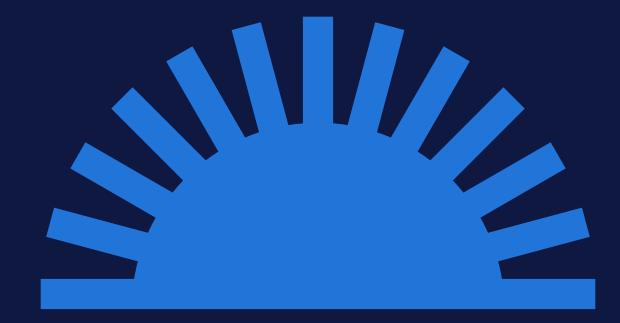
gross per year i

Salary estimates are based on
1,500 salaries from various job
postings collected online.

your annual gross salary

\$60,000

Your salary is ↓ 14.3% less than
Vancouver, Canada average.



User testing

Participants

10, recruited via testing time

Location

Online (Google meet)

Tool

Figma (interactive prototype)

Outcome

- ✓ easy, quick salary info.
- ✓ job offers highly valued.
- ✗ job offers too low on the page (top priority).

The screenshot shows the Randstad website's salary checker feature. At the top, there are search fields for 'Lead business analyst', 'Vancouver, Canada', 'gross salary per year', and a 'Find out' button. Below this, the main content area displays the following information:

- Average salary:** \$70,000 gross per year. A note states: "Salary estimates are based on 1,500 salaries from various job postings collected online."
- Your current salary:** \$60,000 gross per year. A note indicates: "Your salary is 14.3% less than Vancouver's average."
- Create your Randstad account:** A call-to-action box with a list of benefits:
 - ✓ personalized job recommendations
 - ✓ faster application to jobs
 - ✓ easy access to job preferences
 - ✓ have all your job applications in one place.
- Top Lead business analyst skills:** A section listing skills that increase value: Leadership, Communication, Problem solving, Team work, Client management, Business Operations, and Strategic thinking. A 'Improve your skills' button is present.
- Lead business analyst related jobs in Vancouver, Canada:** A section showing four job listings:
 - Lead business analyst at Amazon (\$65,000 gross per year, permanent, Bachelor degree) posted on 14th September, 2022.
 - Lead business analyst at Sobeys (\$70,000 gross per year, permanent, Bachelor degree) posted on 12th September, 2022.
 - Lead business analyst at permanent (\$70,000 gross per year, permanent, Bachelor degree) posted on 12th September, 2022.
 - Lead business analyst at permanent (\$70,000 gross per year, permanent, Bachelor degree) posted on 2nd September, 2022.

This vertical sidebar contains the following sections:

- Lead business analyst salary in Vancouver, Canada**: Shows an average salary of \$70,000 gross per year, noting it is 14.3% less than Amsterdam's average.
- Create a Randstad account**: A summary of benefits including personalized job recommendations and fast application.
- Top Lead business analyst skills**: A list of skills with checkboxes for improvement: Communication, Leadership, Problem solving, Team work, Client management, Business Operations, and Strategic thinking.
- Lead business analyst related jobs in Vancouver, Canada**: A section with a 'view more jobs nearby' button and three filter boxes for salary, company, and degree.

MVP version (launched)

This screenshot shows the initial version of the salary checker. At the top, there's a navigation bar with links for 'talent', 'client', 'another item here', 'something else', and 'about us'. Below the navigation is a search bar with fields for 'search for' (containing 'lead business analyst'), 'where?' (containing 'Vancouver, Canada'), and 'Annual gross salary (optional)' (containing '\$ 60,000'). A blue 'check salary' button is to the right. The main heading 'check and compare your salary' is displayed in large white text on a dark background. Below it, a subtext explains: 'Our salary checker provides you with an average salary benchmark based on job title and location.' A large callout bubble on the left side displays the salary information.

lead business analyst salary in Vancouver, Canada



lead business analyst related jobs in Vancouver, Canada

-
- Two job listing cards for 'lead business analyst' at 'Deloitte Digital'. Both listings are located in 'bolton, north west' and offer '\$ 50.000 - \$ 60.000 per year' for 'permanent' roles requiring a 'bachelor degree'. They were posted on '2 december 2022'. A 'view all jobs' link is at the top right.

let similar jobs
come to you

We will keep you updated when we have similar job postings.



send

+ new iterations (ongoing...)

This screenshot shows the updated version of the salary checker. The layout is very similar to the MVP version, with a dark header and a light body. The search bar and main heading are identical. The subtext below the heading is also the same. The salary comparison callout has been simplified and integrated directly into the main results area.

lead business analyst salary in Vancouver, Canada

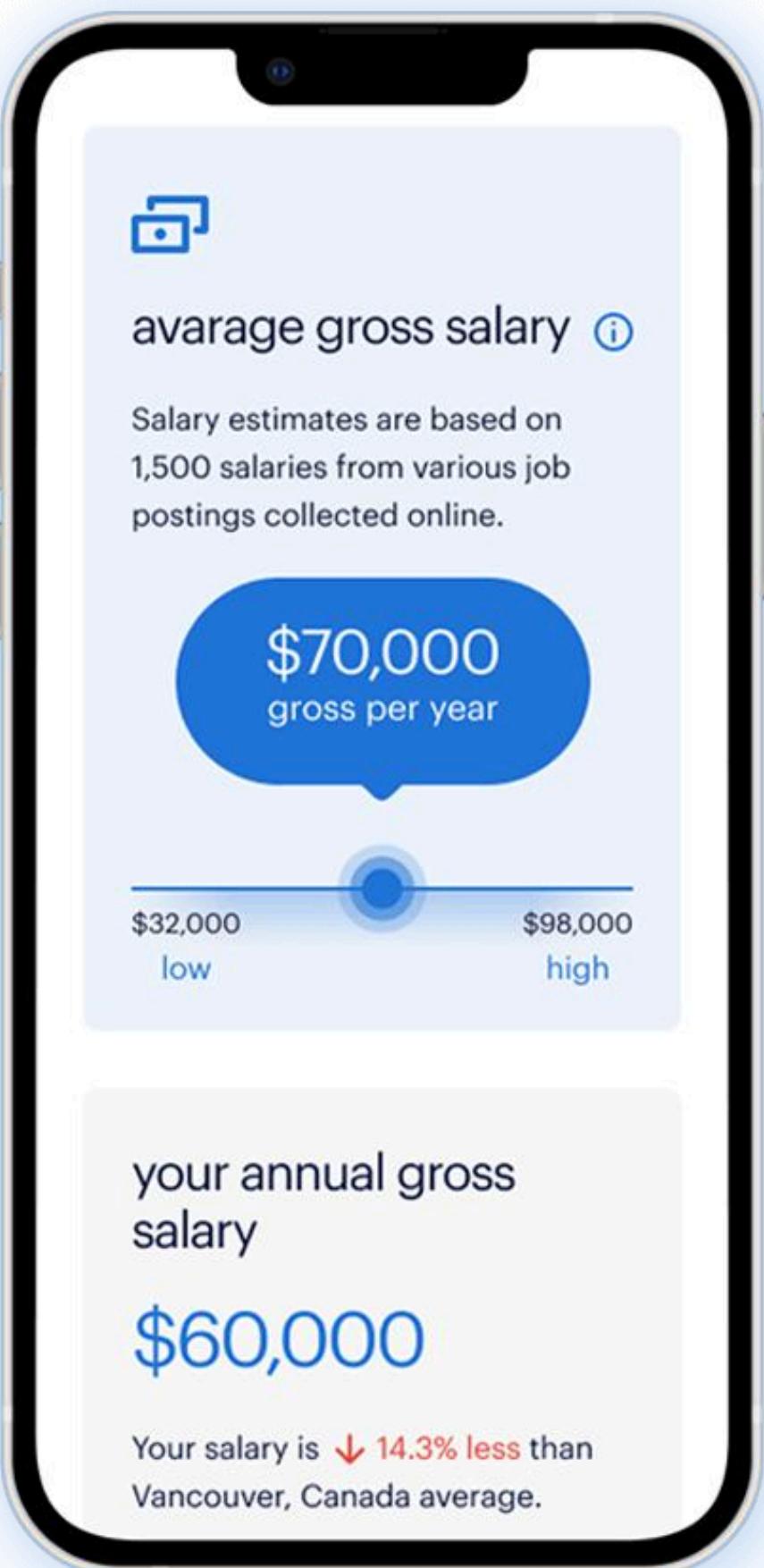
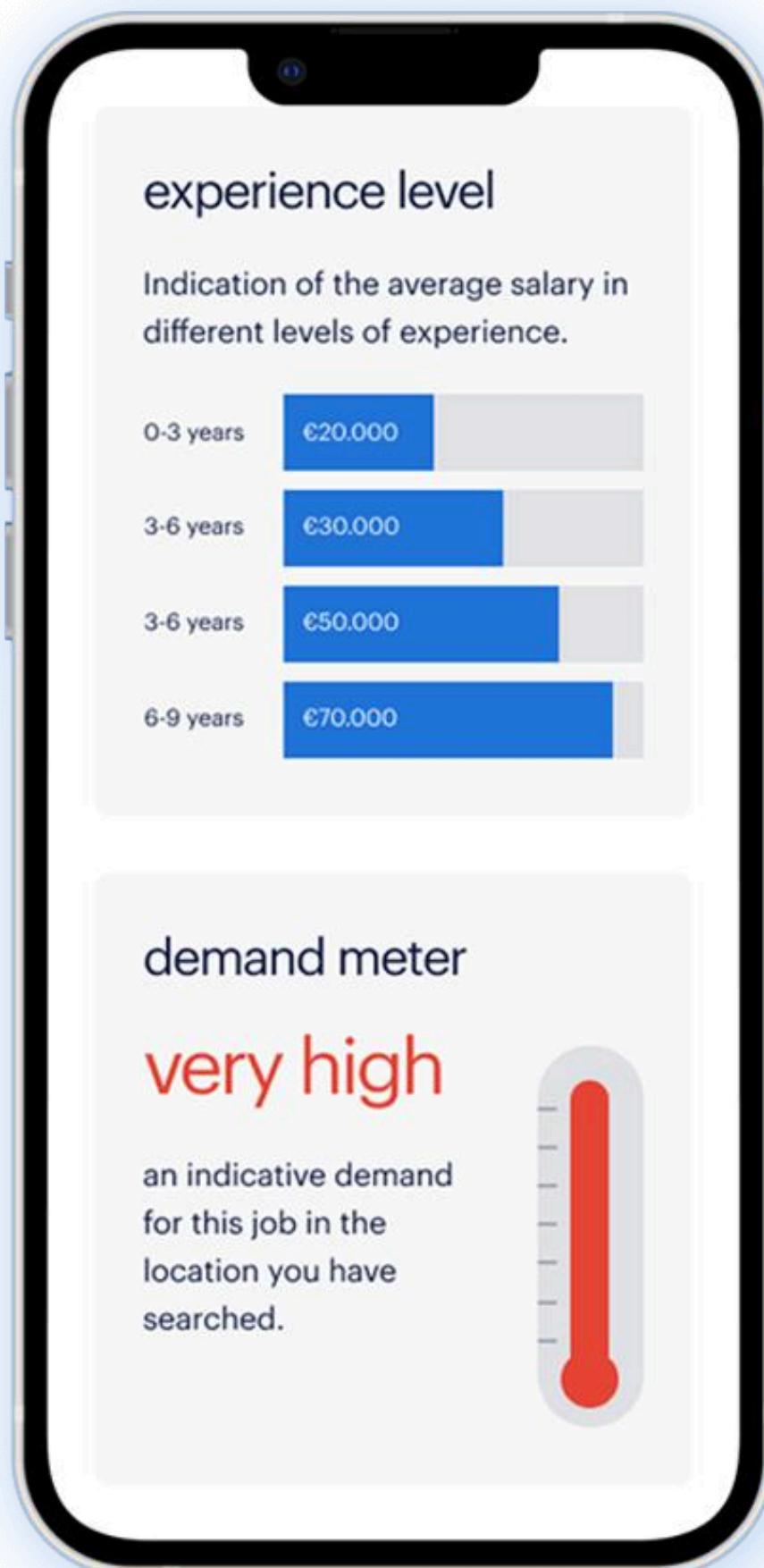
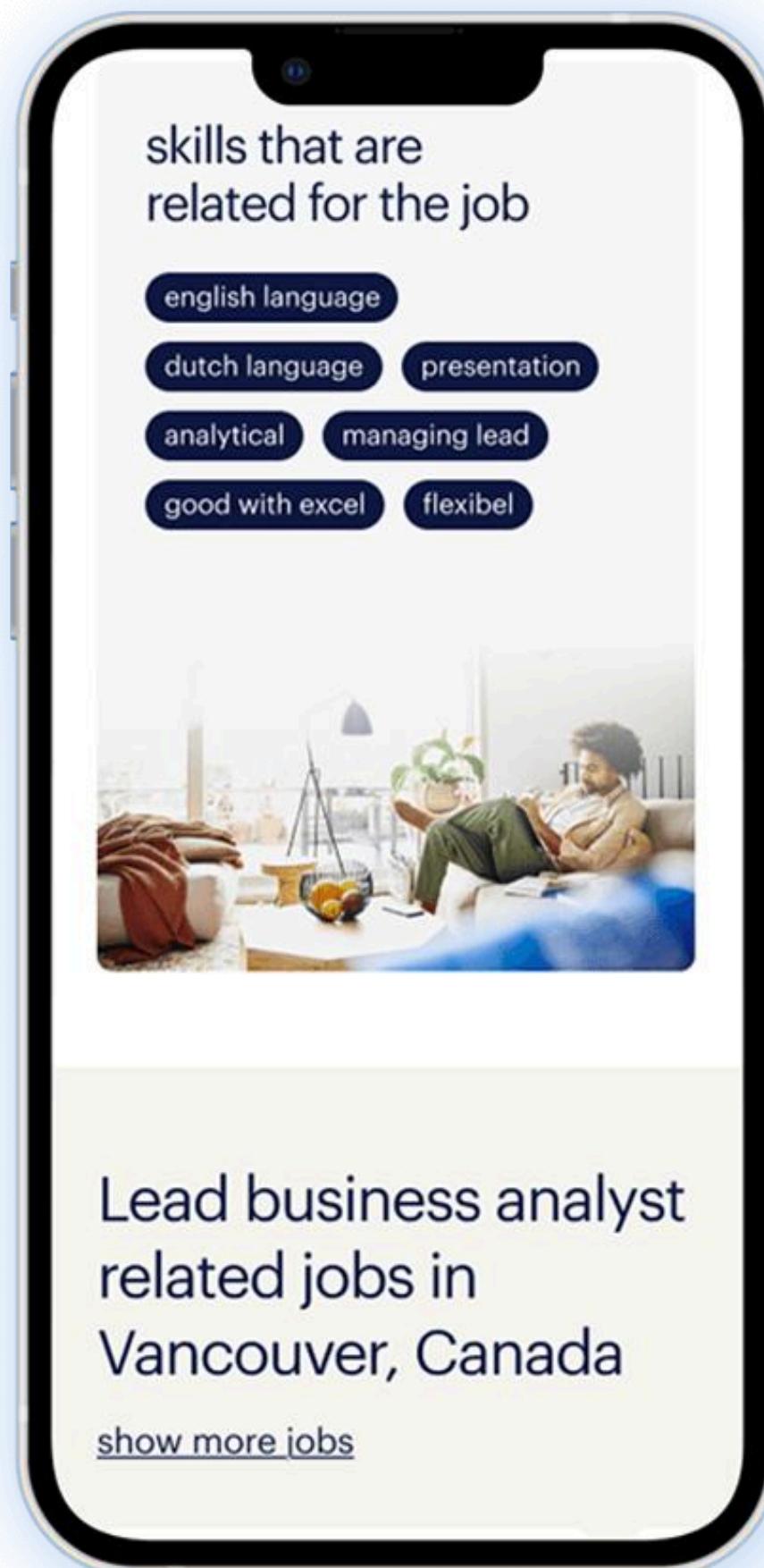
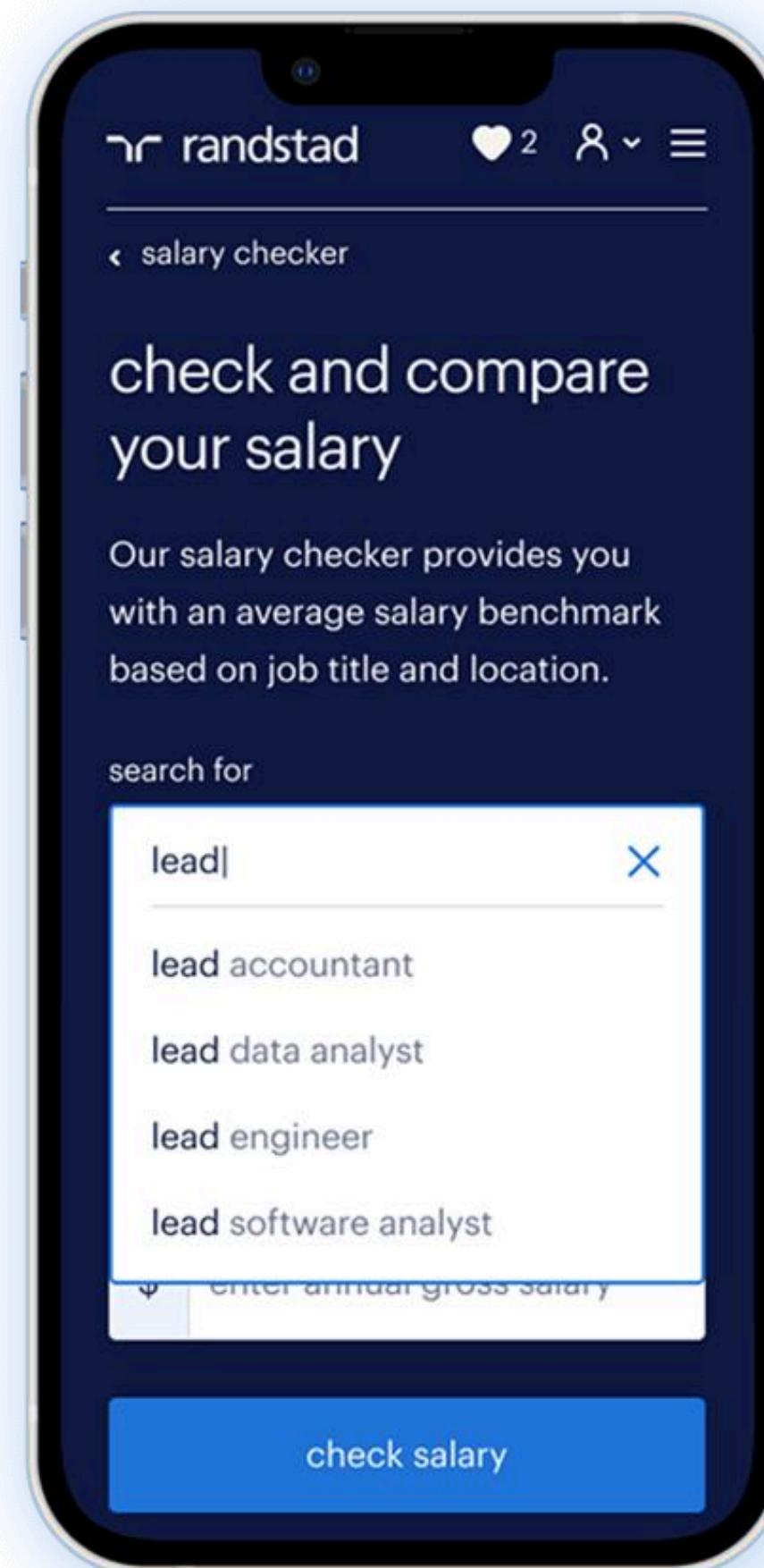


lead business analyst related jobs in Vancouver, Canada

-
- Two job listing cards for 'lead business analyst' at 'Deloitte Digital'. Both listings are located in 'bolton, north west' and offer '\$ 50.000 - \$ 60.000 per year' for 'permanent' roles requiring a 'bachelor degree'. They were posted on '2 december 2022'. A 'view all jobs' link is at the top right.

lead business analyst related jobs in Vancouver, Canada

-
- Three job listing cards for 'digital marketing assistant' at 'Deloitte Digital'. All three listings are located in 'bolton, north west' and offer '€ 50.000 - € 60.000 per year' for 'permanent' roles requiring a 'bachelor degree'. They were posted on '2 december 2022'. A 'view all jobs' link is at the top right.





*Edge cases and Design
system*

Empty state

contact us NL FR EN

talent client another item here something else about us

randstad

heart 0 my randstad

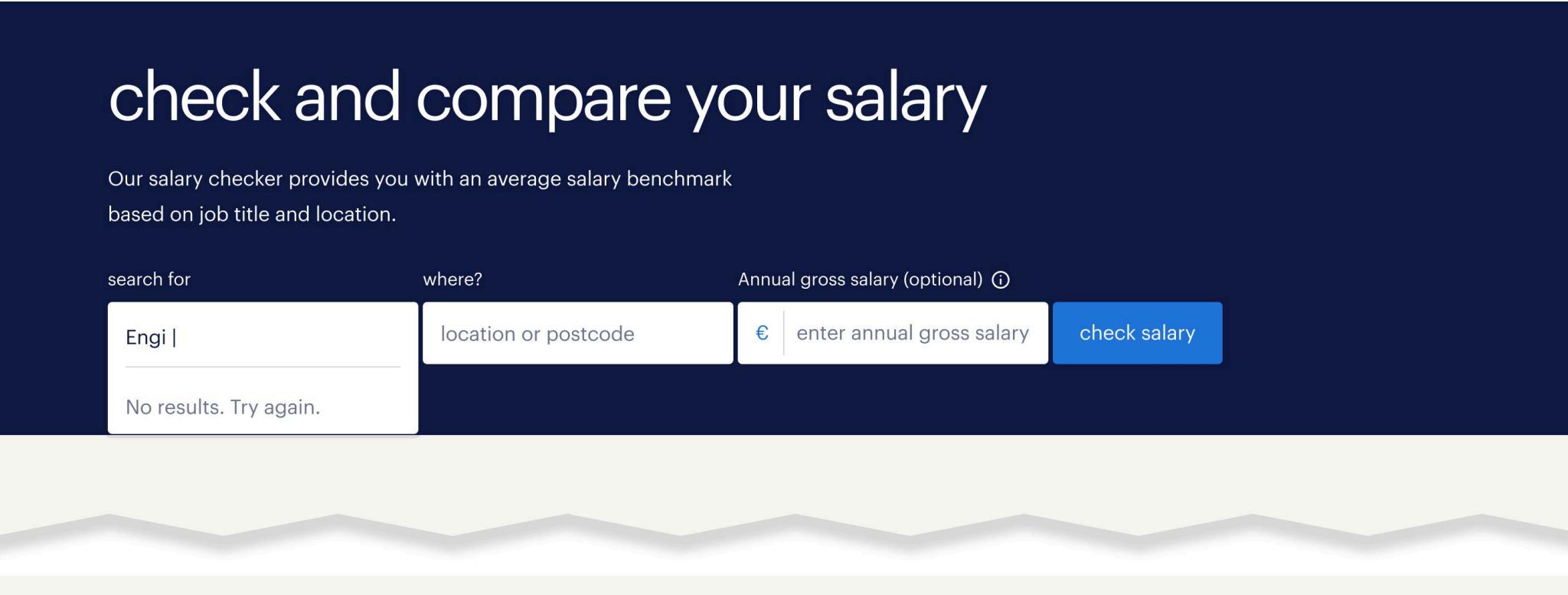
check and compare your salary

Our salary checker provides you with an average salary benchmark based on job title and location.

search for where? Annual gross salary (optional) ⓘ

Engi | location or postcode € enter annual gross salary check salary

No results. Try again.



Error state

contact us NL FR EN

talent client another item here something else about us

randstad

heart 0 my randstad

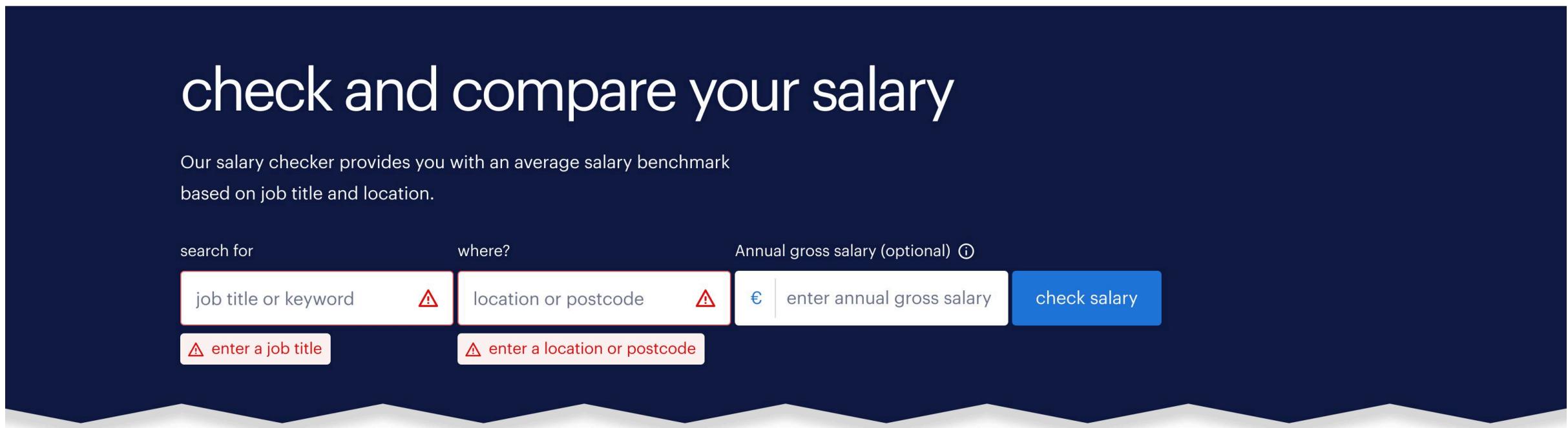
check and compare your salary

Our salary checker provides you with an average salary benchmark based on job title and location.

search for where? Annual gross salary (optional) ⓘ

job title or keyword ⚠ location or postcode ⚠ € enter annual gross salary check salary

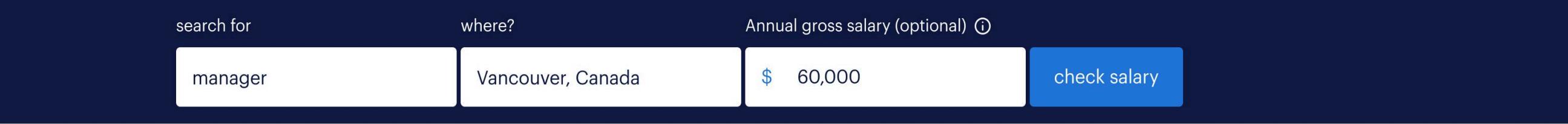
⚠ enter a job title ⚠ enter a location or postcode



No result state

search for where? Annual gross salary (optional) ⓘ

manager Vancouver, Canada \$ 60,000 check salary



lead business analyst salary in Vancouver, Canada

no results found.

We did not find any salary information for Lead business analyst in Vancouver, Canada. You may want to change your search term to get more results. The following actions may help:

- ✓ Change the job title or keywords and check if it was spelled correctly.
- ✓ Have you searched for salary in a specific location? Consider searching for alternative locations around you.

You might be interested in;

lead business operator

lead software analyst



Randstad orbit design system

Style guide, component library, design kit

Figma (auto-layout for responsive design)

Platforms

Web and mobile responsive

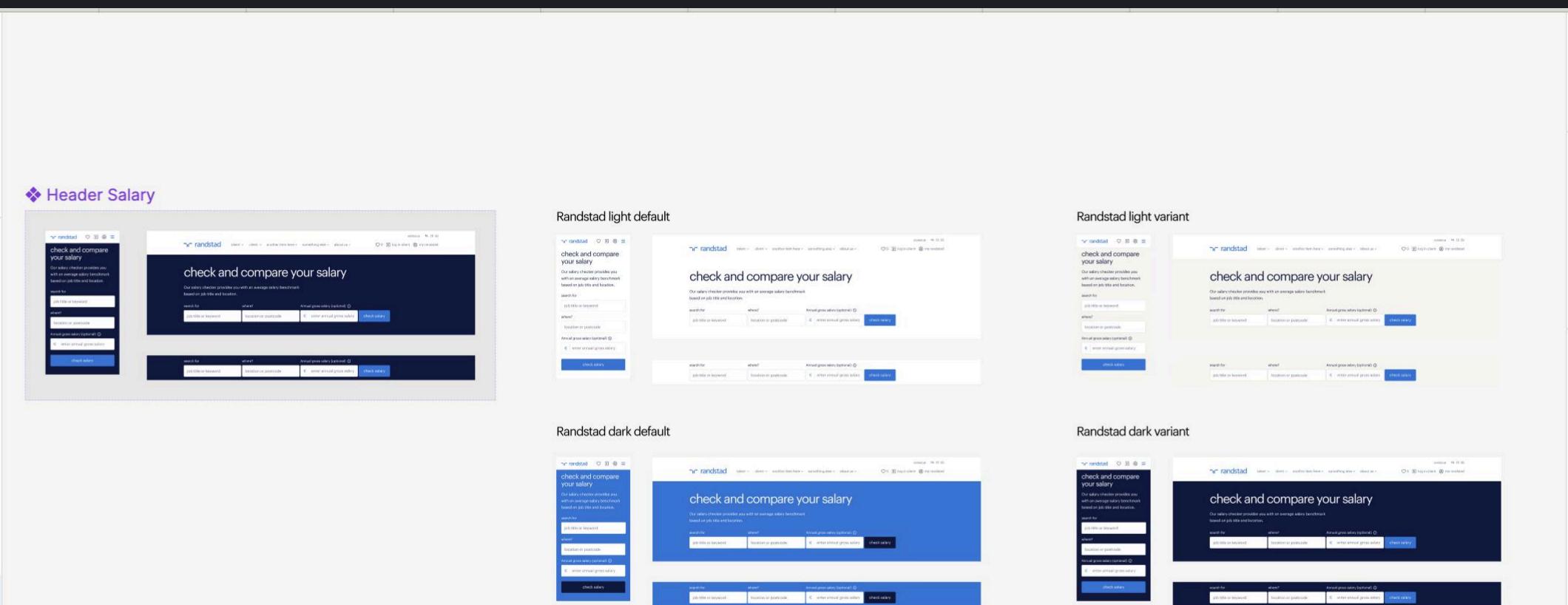
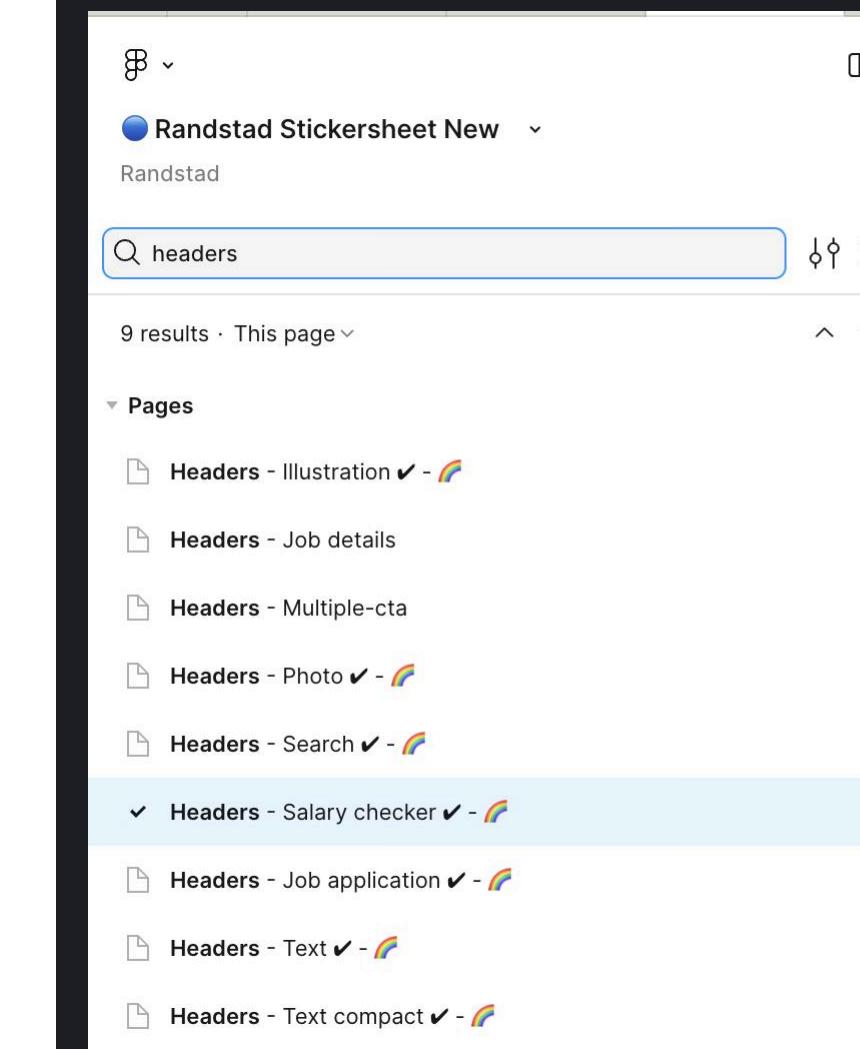
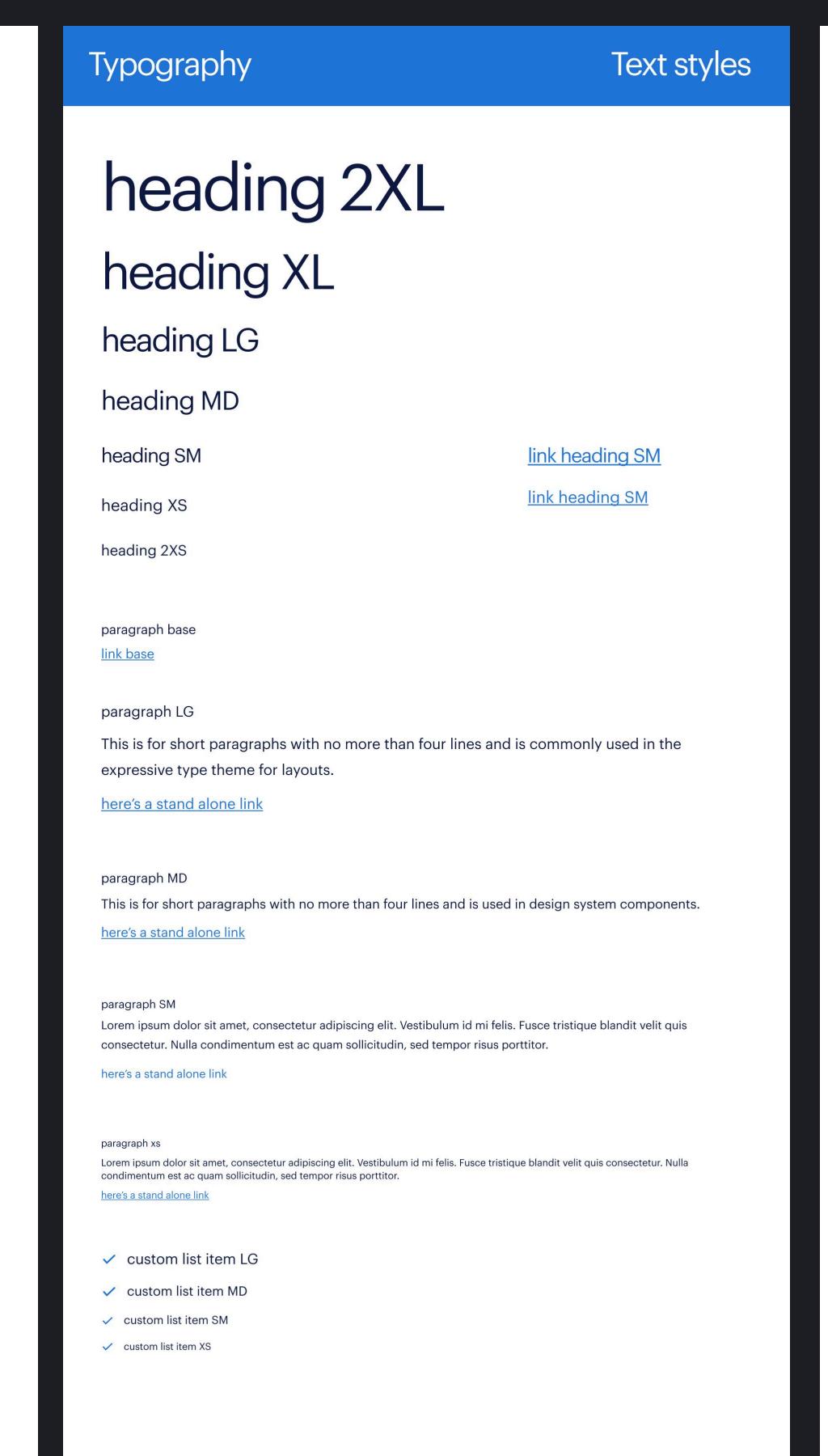
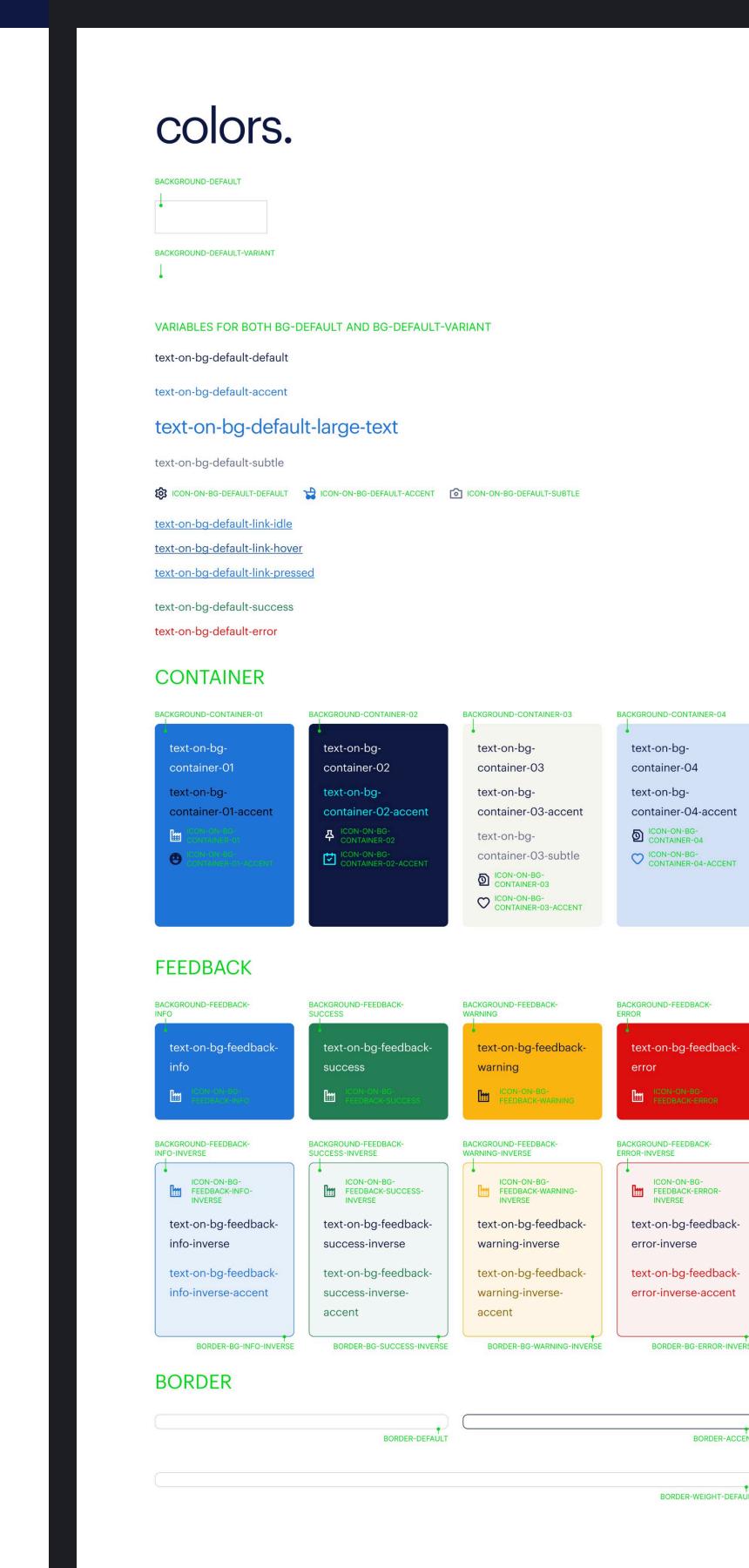
Grid

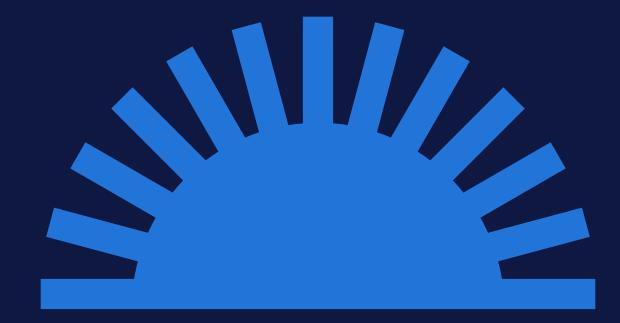
12 column for desktop and a 6 column for mobile.

Spacing

8px model

- Typography
- icons
- brand colors
- illustrations / images





Result

40%

increase in job
conversions.

26.4%

reduction in
financial cost.

*Measured via event tracking and application funnels over a 6-month period (mid-Q1 to end of Q3 2023), initially deployed in English-speaking countries (CAN, UK, US, AUS, NZ, SG).

Reflections

What I did well

- Successfully balanced user, business, and technical needs.
- Communicated design rationale, and trade-offs to ensure stakeholder buy-in.
- Successfully integrated a design system to ensure consistency and scalability.

What I learnt

- Designing for 39 diverse markets taught how to tailor design decisions to local user needs, from salary data, layout to copy preferences.
- Through research and testing, I saw the importance of iterative feedback loops to refine designs.

THANK YOU!