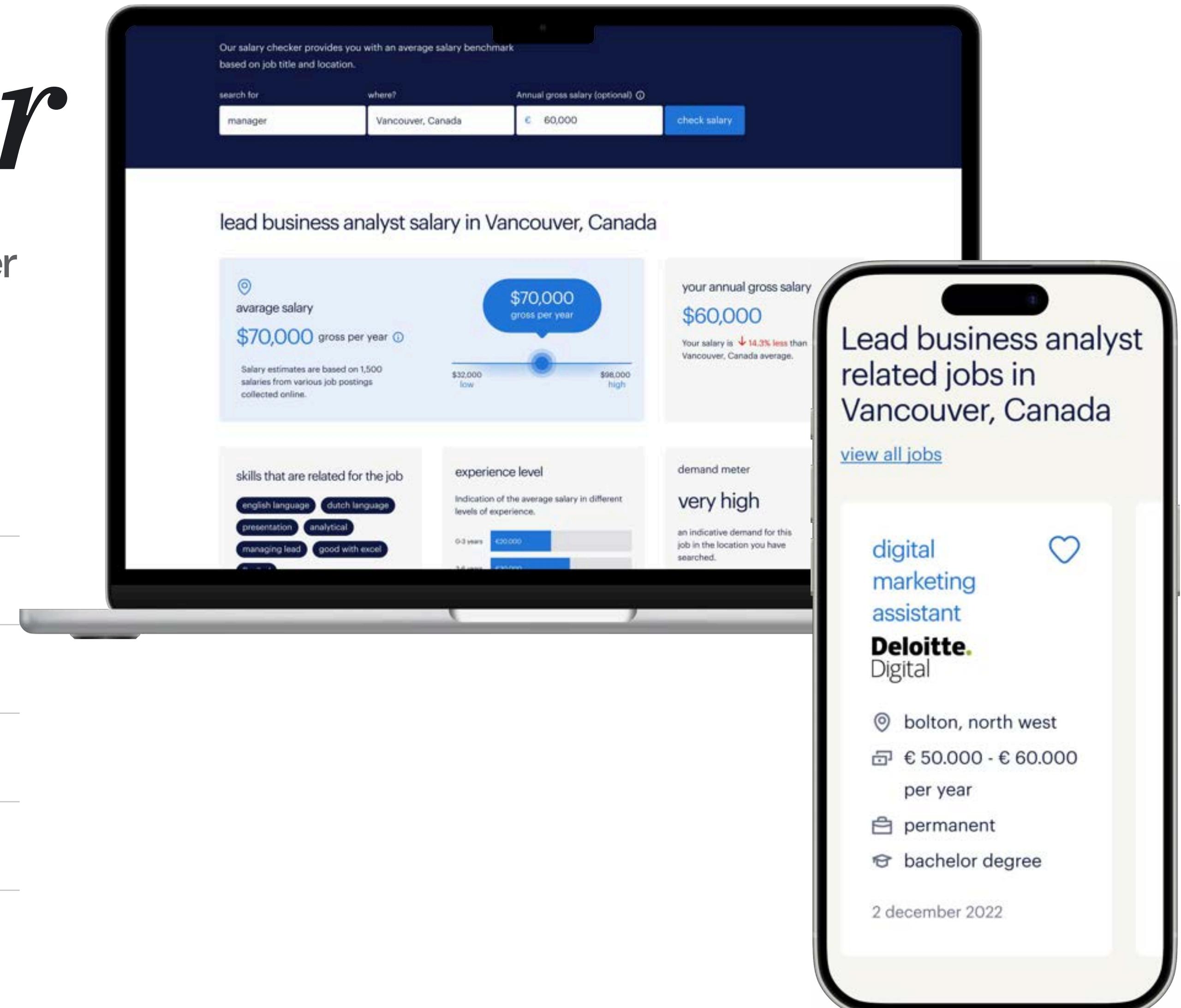


# Olayinka Fadare Portfolio

# 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

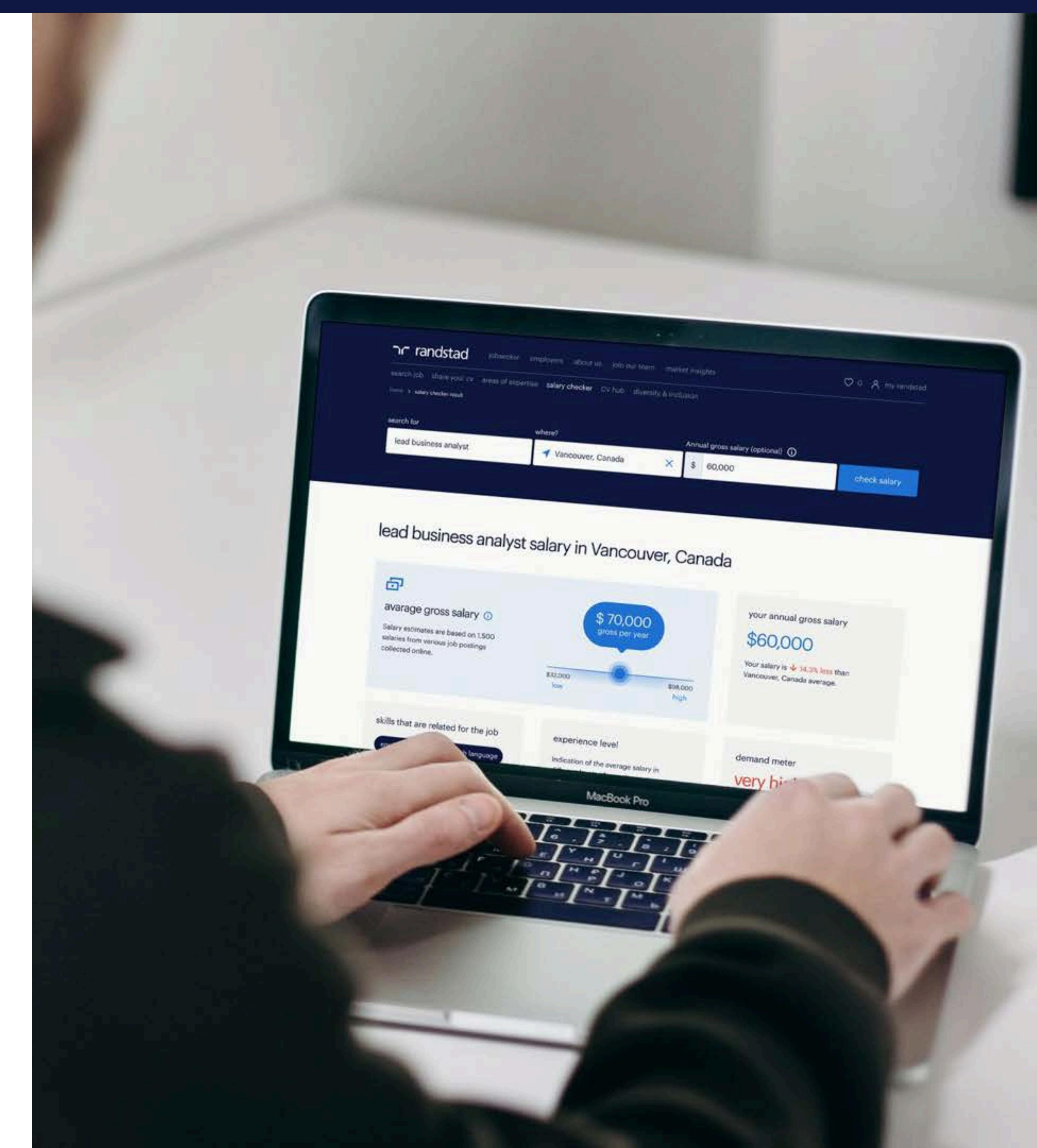
People worldwide kept asking, "Am I being paid fairly?"

## 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 optional

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  minimum  average  maximum

The average amount is estimated on the basis of 50 Randstad jobs. Age, location, holiday pay or any bonuses are not included.

your entered gross salary  - **€925** compared to average

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

Get 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.

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.



The 2022 Salary Guide is filled with compensation data from dozens of markets across Canada. The 2022 Salary Guide will ensure that you offer competitive salaries to set your organization up for success. With growing labour shortages across Canada, it's never been more critical to offer competitive salaries to attract top talent. Organizations must look closely at their salary and benefits packages in 2022 to ensure that they're set up to find and retain the best talent. The 2022 Salary Guide will be your go-to resource for your compensation planning and strategy.

what's inside the 2022 salary guide

- detailed salary data for hundreds of job titles and locations across Canada
- salaries defined for entry, intermediate and senior experience levels
- salary trends and insights in 2022
- insights on how to counteract growing labour shortages

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

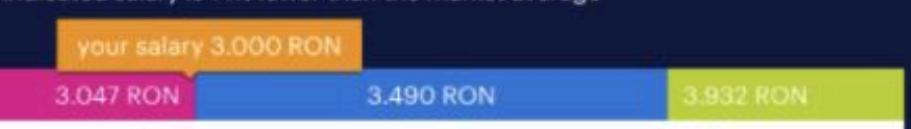
check your salary.

function group \*  job title \*

current monthly gross salary \*



the indicated salary is 14% lower than the market average



Randstad Hungary

Randstad Netherlands

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

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

Opportunities

View-only



HMW Provide to talents inspiration and guidance for next steps in their career

Talent 85%

## 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.

### 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)			
Average cost	~ €7 000/ Opco	Intangible benefit	Ongoing data enrichment from RMI	
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

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

## 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 a dark-themed user interface. At the top, there's a navigation bar with icons for minimize, maximize, and close, followed by the text "Salary checker". On the right side of the bar are "Share", "create job alert", and other user account options. Below the bar is a search bar with fields for "search for" (job title or keyword), "where?" (location or postcode), and "range" (set to 10 miles). A blue button labeled "search 12458 jobs" is next to a "create job alert" link. Below the search bar are filters: "use current location" (unchecked), "work from home jobs" (unchecked), and a link to "last search: webdesigner + Toronto + 10 miles + 2 filters".  
  
The main content area has a dark background. On the left, there's a "get to know us." section with text about helping people find rewarding jobs and grow. A "let's get started" button is located below this text. To the right is a large image of a smiling woman with curly hair, wearing a patterned jacket, sitting at a desk. Overlaid on the image is the text "workforce for employers." in white. Below the image, a blue button says "Create your account and see how our technology makes the process simple so the focus is always on you, the individual." A smaller "create account" button is also visible.  
  
At the bottom of the page, there's a dark footer bar with text about average manager salaries in Canada and a "unlock your" button. The bottom right corner includes a "Restart R" link.



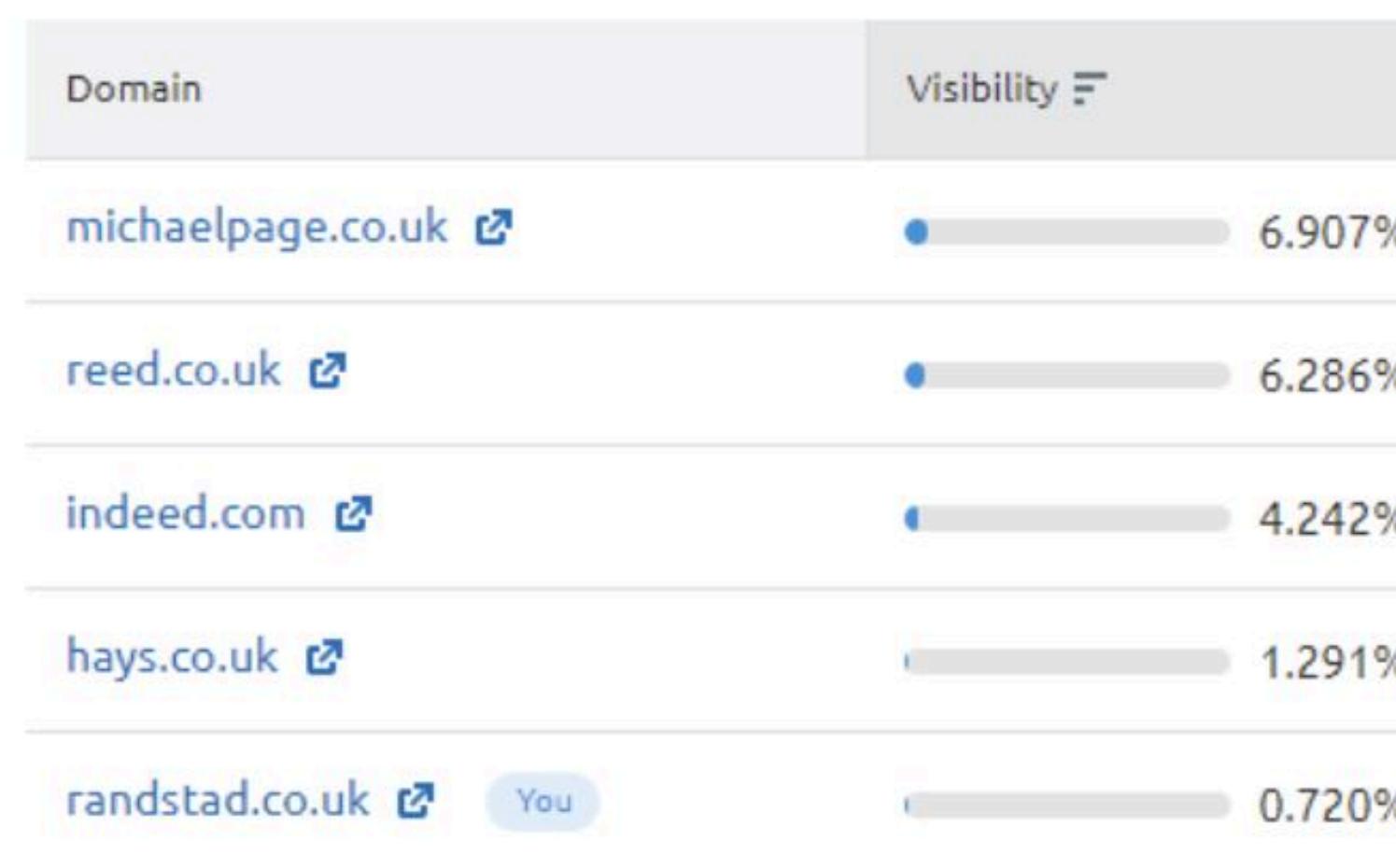
*My process*

# 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.

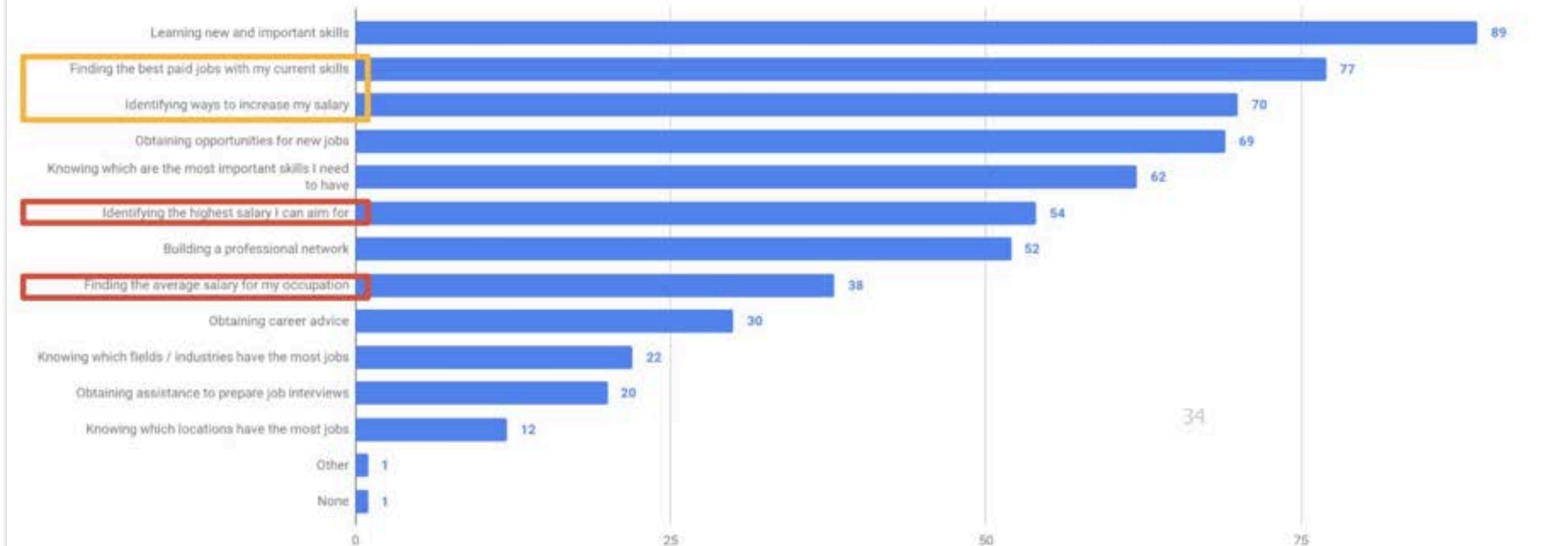
# User survey

## Goal

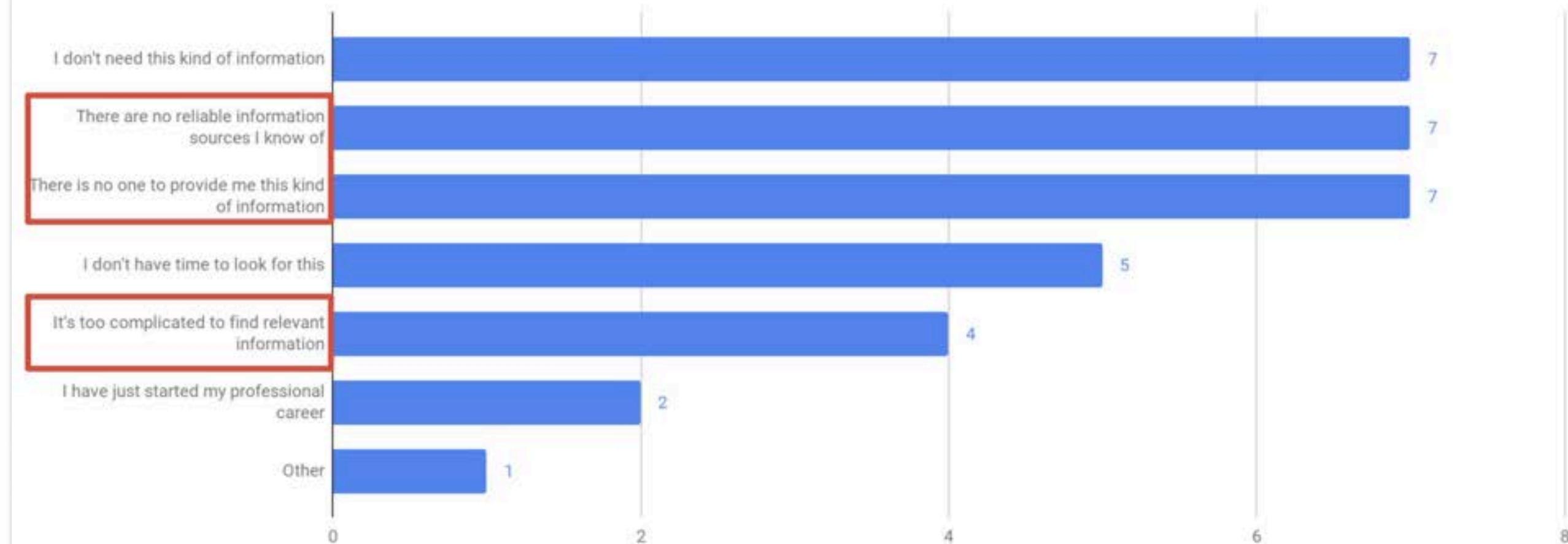
- Understand users painpoints when using the salary checker.
- Understand how users currently gather salary information.
- Understand users expectations for how a salary checker should function.

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 UXR, 1 PM, 1 PO, 1 Engineer

## Tool

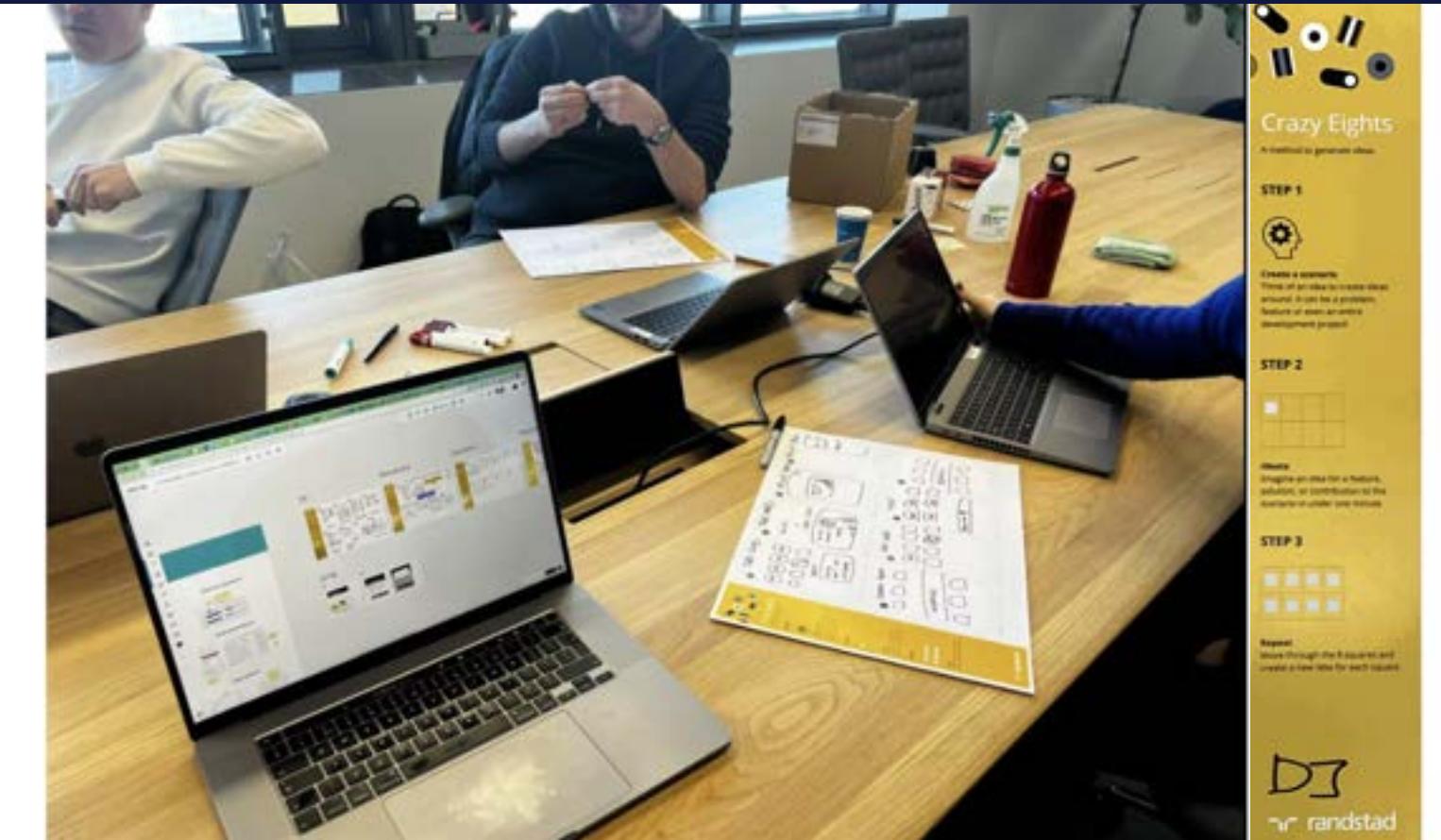
Miro (In-person workshop)

## Facilitated

2 workshops

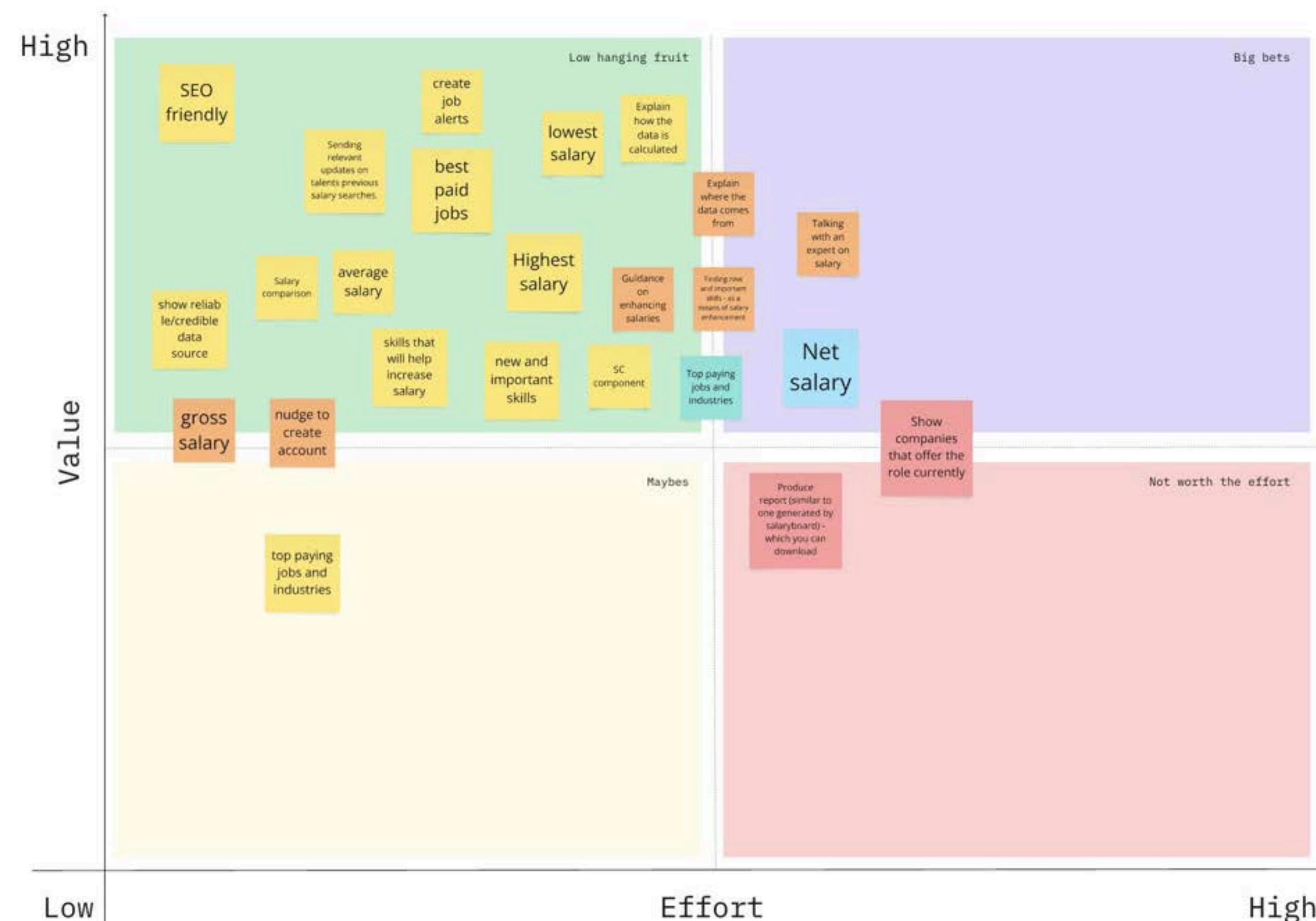
## Outcome

- 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.**

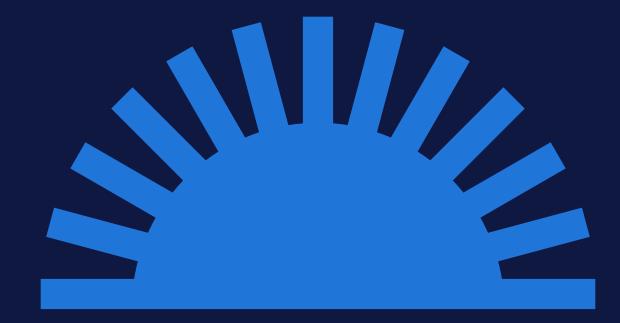
Account for text expansion and localization, so the layout works for all markets.

**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*

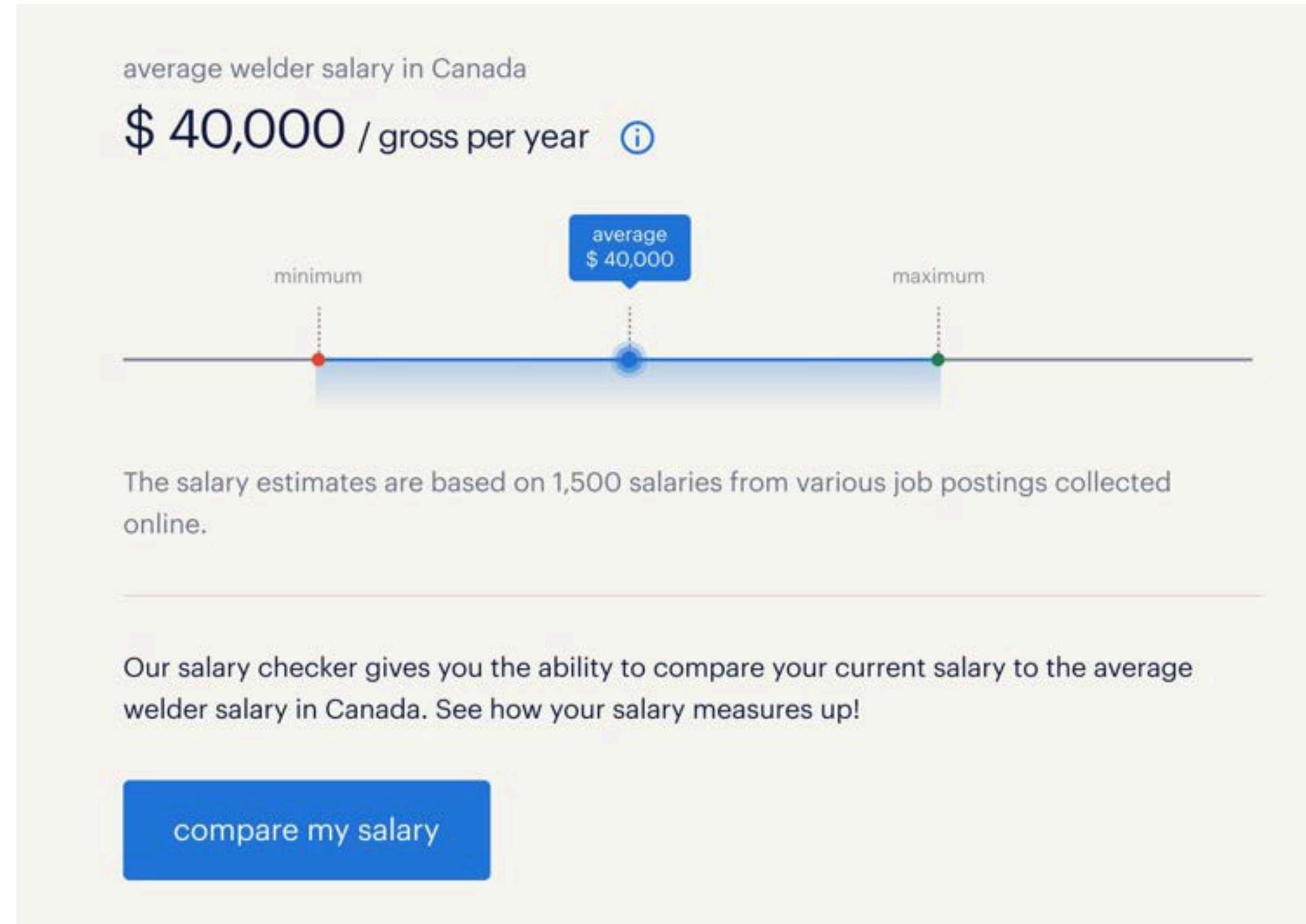
## Problem 1

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# Limited tool discoverability

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

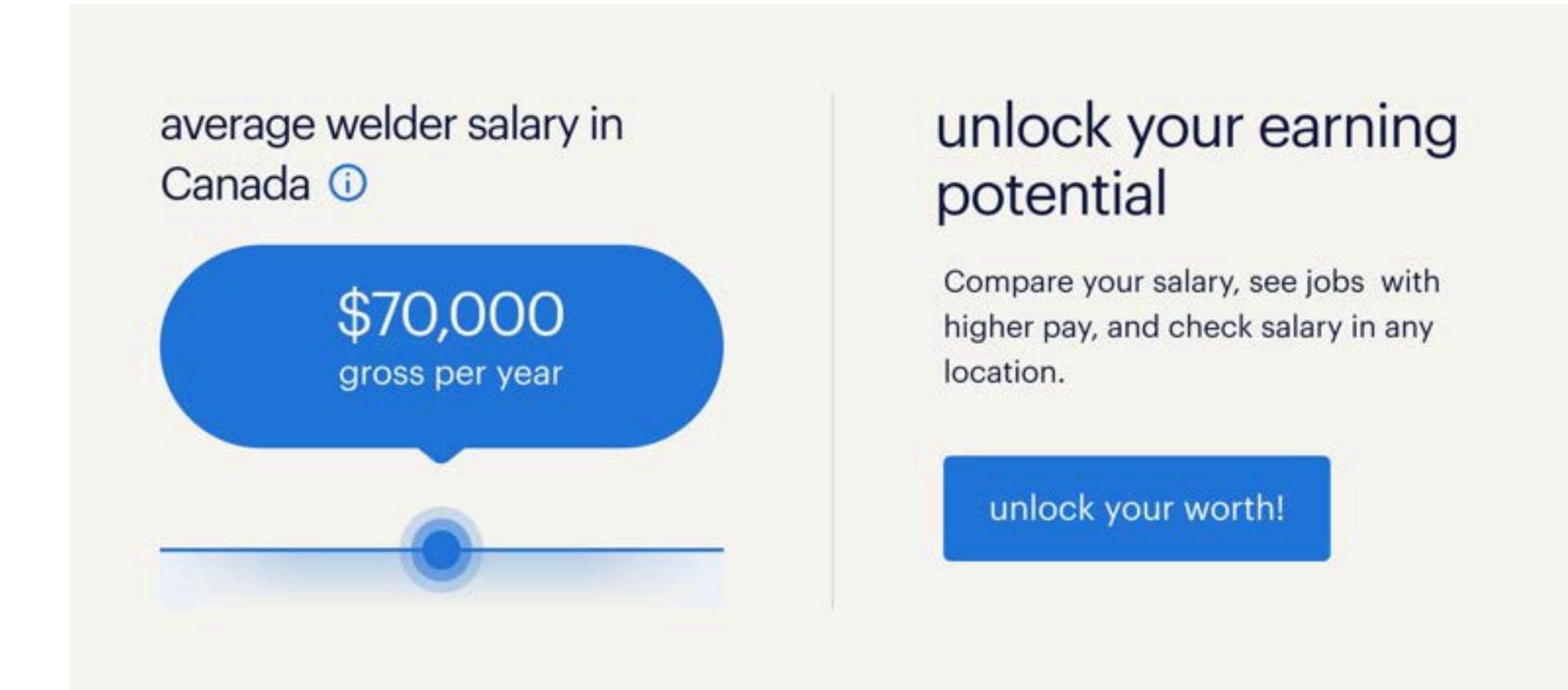
## Exploration 1 (Banner with salary range slider)



✓ visual representation of salary data.

✗ Too much going on, distract users from the main intention.

## Exploration 2 (Salary display banner + strong copy)



- ✓ 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.

randstad

talent ▾ client ▾ career advice ▾ our offices ▾ about us ▾

0 log in client my randstad

# 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

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!

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 the Randstad salary checker interface. 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 several search links: 'search job', 'share your CV', 'areas of expertise', 'salary checker' (which is highlighted in blue), 'CV hub', and 'diversity & inclusion'. A breadcrumb trail at the bottom left shows 'Home > salary checker > salary checker result'. The main content area features a large heading 'Lead business analyst salary in Vancouver, Canada'. Below it, a bolded text 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: 'Q Lead business analyst', 'Vancouver, Canada', 'gross salary per year', and a 'Calculate salary' button. A purple circle highlights the 'salary checker' link in the top navigation, and a purple arrow points from the 'Create a Randstad account' callout to the 'Calculate salary' button.

- ✓ 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 the same Randstad salary checker interface as Exploration 1, but with a different layout. The top navigation bar and search links are identical. The main content area features a large heading 'Lead business analyst salary in Vancouver, Canada'. Below it, a bolded text 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:' followed by 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 'Create an account' button. The overall layout is cleaner and more focused on the user's search input.

- ✓ 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?  
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  
With our salary checker, you can see the

ation 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. At the top, it says "Popular skills that can boost business analyst salaries". Below is a list of skills with their respective salary boosts: Leadership ↑ \$4,000, Communication ↑ \$4,000, Problem solving ↑ \$4,000, Team work ↑ \$4,000, Client management ↑ \$4,000, Business Operations ↑ \$4,000, and Strategic thinking ↑ \$4,000. A button labeled "Improve your skills" is at the top right.

Skill	Estimated 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

- ✓ 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.

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

### Exploration 2 (in-demand skills without salary estimates)

The screenshot shows a list of skills without salary estimates. At the top, it says "Top Lead business analyst skills". Below is a list of skills: Leadership, Communication, Problem solving, Team work, Client management, Business Operations, and Strategic thinking. A button labeled "Improve your skills" is at the top right.

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

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



## 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 a web-based salary checker tool from Randstad. At the top, there's a navigation bar with links for 'job seekers', 'employers', 'about us', 'career advice', 'our offices', and 'randstad careers'. Below the navigation is a search bar with fields for 'search job', 'share your CV', 'areas of expertise', 'salary checker', 'CV hub', and 'diversity & inclusion'. The main search area has input fields for 'Lead business analyst', 'Vancouver, Canada', 'gross salary per year', and a 'Find out' button. To the right of this is a sidebar with a search bar for 'Lead business analyst salary in Vancouver, Canada', showing an average salary of '\$70,000 gross per year'. It also includes sections for 'Create a Randstad account', 'Top Lead business analyst skills', and 'Lead business analyst related jobs in Vancouver, Canada'.

**Lead business analyst salary in Vancouver, Canada**

Average salary  
**\$70,000** gross per year

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

Your current salary  
**\$60,000** gross per year

Your salary is 14.3% less than Vancouver's average.

Create your Randstad account.

With a Randstad account, you can:

- ✓ personalized job recommendations
- ✓ faster application to jobs
- ✓ easy access to job preferences
- ✓ have all your job applications in one place.

Create an account

**Top Lead business analyst skills**

These skills can increase your value in the job market.

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

Improve your skills

**Lead business analyst related jobs in Vancouver, Canada**

view more jobs nearby

Lead business analyst related job cards (titles and dates):

- Lead business analyst (14th September, 2022)
- Lead business analyst (12th September, 2022)
- Lead business analyst (12th September, 2022)
- Lead business analyst (2nd September, 2022)

Job details (titles and filters):

- Amazon, \$65,000 gross per year, permanent, Bachelor degree (14th September, 2022)
- Sobeys, \$70,000 gross per year, permanent, Bachelor degree (12th September, 2022)
- permanent, Bachelor degree (12th September, 2022)
- \$70,000 gross per year, permanent, Bachelor degree (2nd September, 2022)

Search filters (checkboxes):

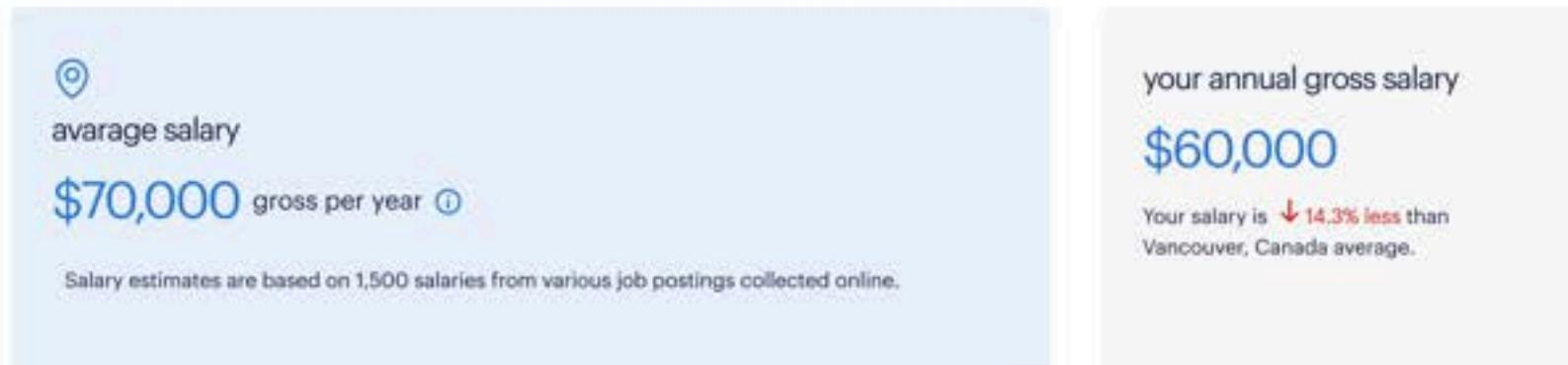
- Amazon, \$65,000 gross per year, permanent, Bachelor degree
- Amazon, \$70,000 gross per year, permanent, Bachelor degree
- Amazon, \$65,000 gross per year, permanent, Bachelor degree
- Amazon, \$70,000 gross per year, permanent, Bachelor degree

Buttons: Apply, Apply, Apply, Apply

# MVP version (launched)

The screenshot shows the initial version of the salary checker. At the top, there's a navigation bar with links for 'contact us', 'NL', 'EN', 'DE', 'talent', 'client', 'another item here', 'something else', and 'about us'. Below the navigation is a search bar with placeholder text 'check and compare your salary'. Underneath, a sub-section titled 'Our salary checker provides you with an average salary benchmark based on job title and location.' includes fields for 'search for' ('lead business analyst'), 'where?' ('Vancouver, Canada'), and 'Annual gross salary (optional)' (\$60,000). A blue 'check salary' button is at the bottom right.

lead business analyst salary in Vancouver, Canada



lead business analyst related jobs in Vancouver, Canada

- 
- This section lists three related job posts for 'lead business analyst' at 'Deloitte. Digital' in 'bolton, north west'. Each post includes a salary range of '\$ 50,000 - \$ 60,000 per year', 'permanent' status, and a 'bachelor degree' requirement. The posts 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...)

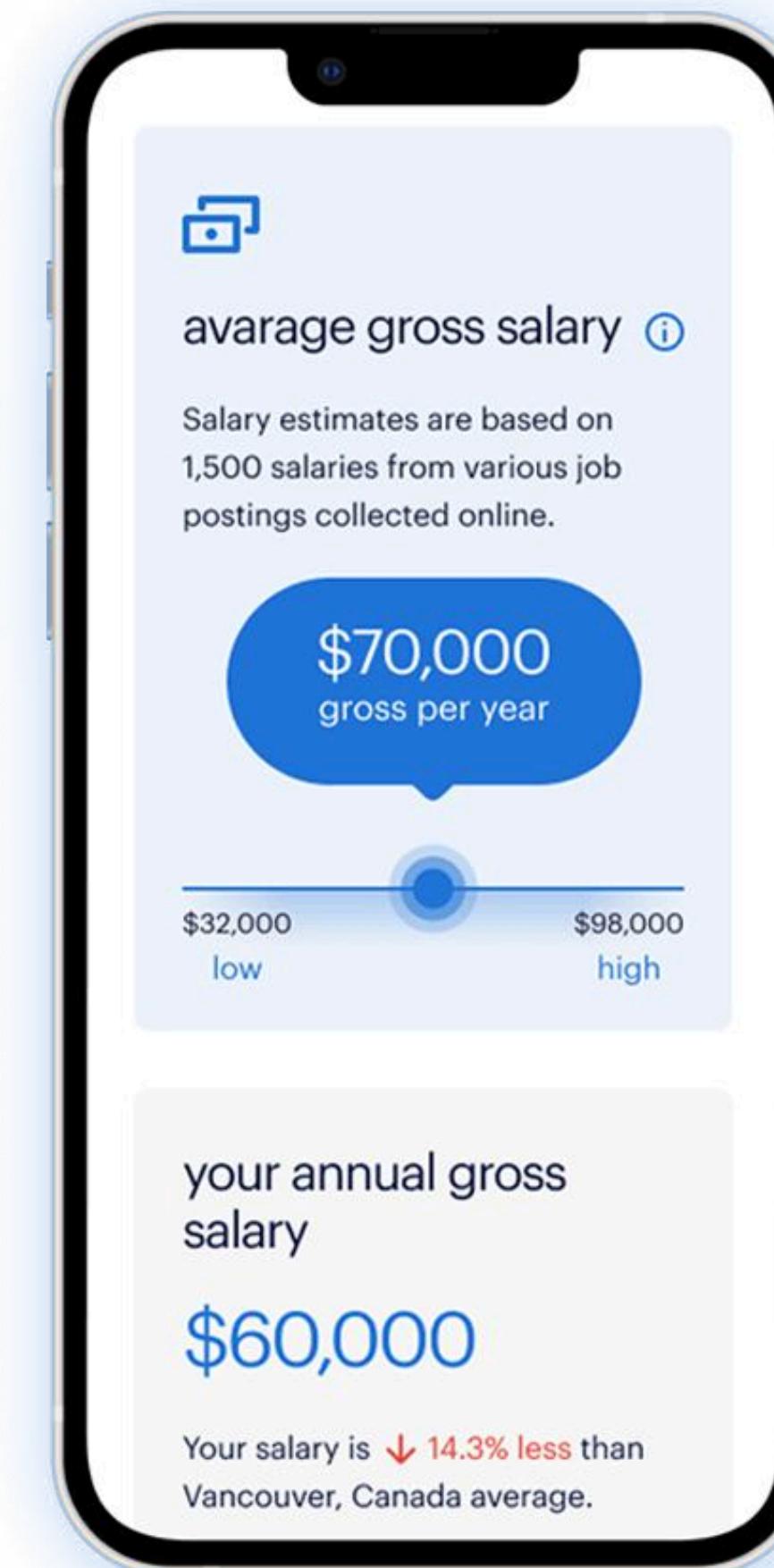
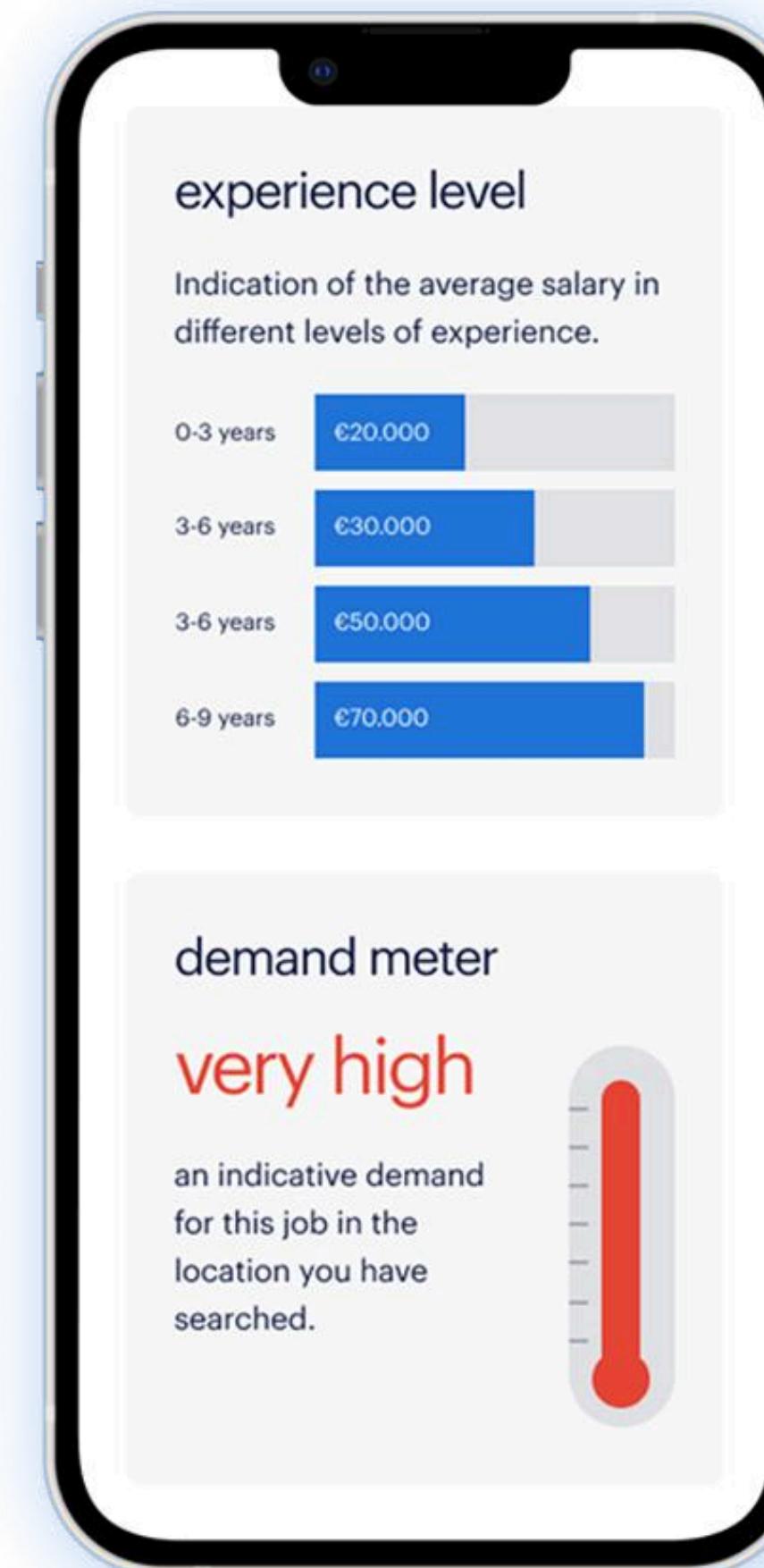
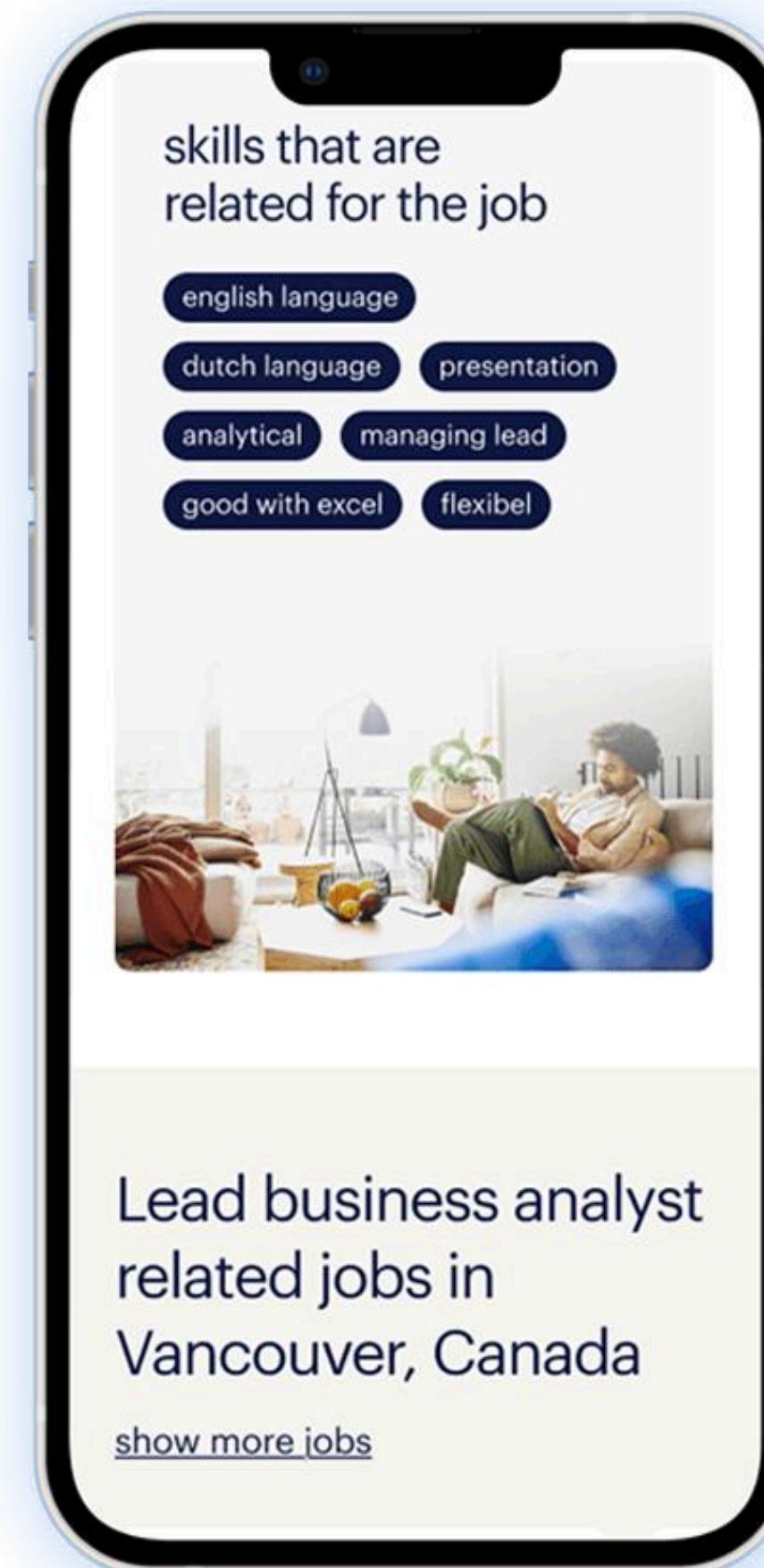
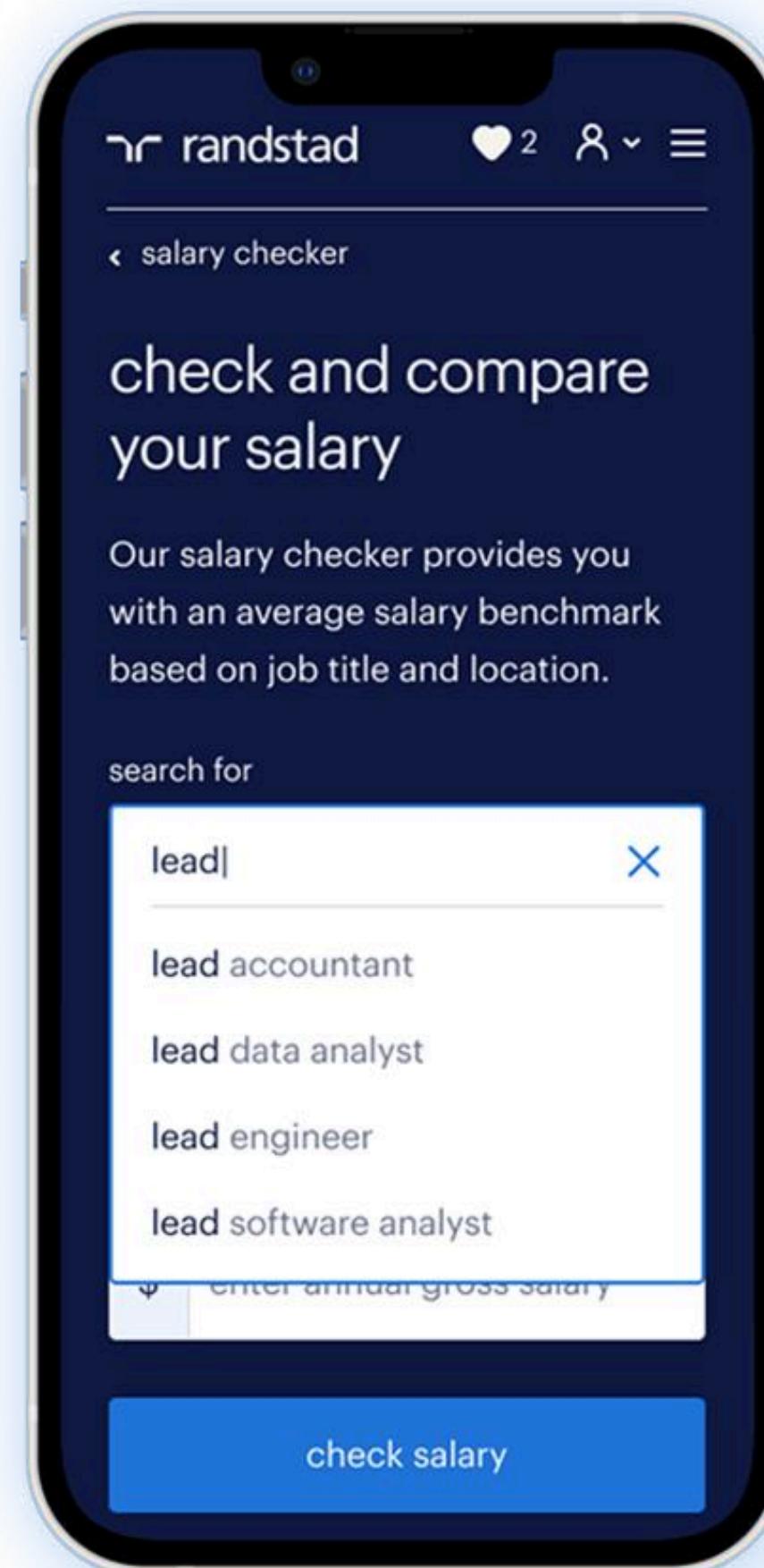
The screenshot shows the updated version of the salary checker. The layout is similar to the MVP version but includes additional features. At the top, there's a navigation bar with links for 'contact us', 'NL', 'EN', 'DE', 'talent', 'client', 'another item here', 'something else', and 'about us'. Below the navigation is a search bar with placeholder text 'check and compare your salary'. Underneath, a sub-section titled 'Our salary checker provides you with an average salary benchmark based on job title and location.' includes fields for 'search for' ('manager'), 'where?' ('Vancouver, Canada'), and 'Annual gross salary (optional)' (\$60,000). A blue 'check salary' button is at the bottom right.

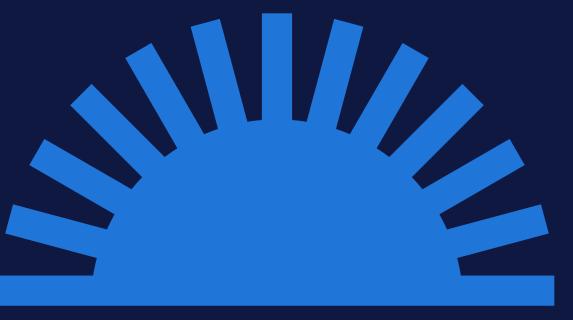
lead business analyst salary in Vancouver, Canada



lead business analyst related jobs in Vancouver, Canada

- 
- This section lists three related job posts for 'digital marketing assistant' at 'Deloitte. Digital' in 'bolton, north west'. Each post includes a salary range of '€ 50,000 - € 60,000 per year', 'permanent' status, and a 'bachelor degree' requirement. The posts 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

randstad talent client another item here something else about us

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

No results. Try again.



## Error state

contact us NL FR EN

randstad talent client another item here something else about us

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

⚠️ enter a job title ⚠️ enter a location or postcode



## No result state

search for where? Annual gross salary (optional)

manager  Vancouver, Canada  \$ 60,000

# 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

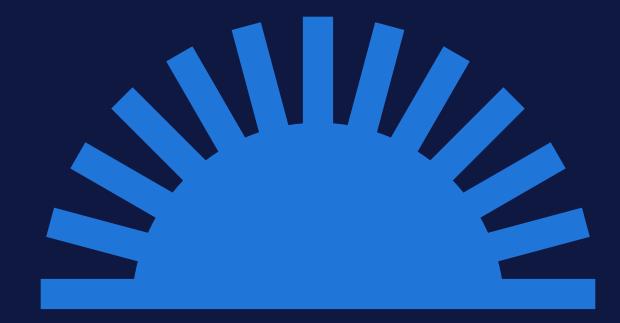
- Typography
- icons
- brand colors
- illustrations / images

The screenshot displays three main sections of the design system:

- Colors:** A palette of 12 primary colors (e.g., Primary 01, Primary 02, Primary 03) and their corresponding variants (e.g., Primary 01 variant).
- Typography:** A grid of heading sizes from 2XL down to XS, each with a sample text snippet and a link to a "heading SM" page.
- Text styles:** A grid of horizontal and vertical spacing units from 4px to 128px, each represented by a colored bar indicating the size.

The screenshot shows the Figma interface with the following elements:

- Sticker Sheet:** A search results page for "headers" showing various header components like "Illustration", "Job details", "Multiple-cta", "Photo", "Search", "Salary checker", "Job application", "Text", and "Text compact".
- Components:** Examples of "Header Salary" components shown in "Randstad light default", "Randstad dark default", and "Randstad light variant" styles.



*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.

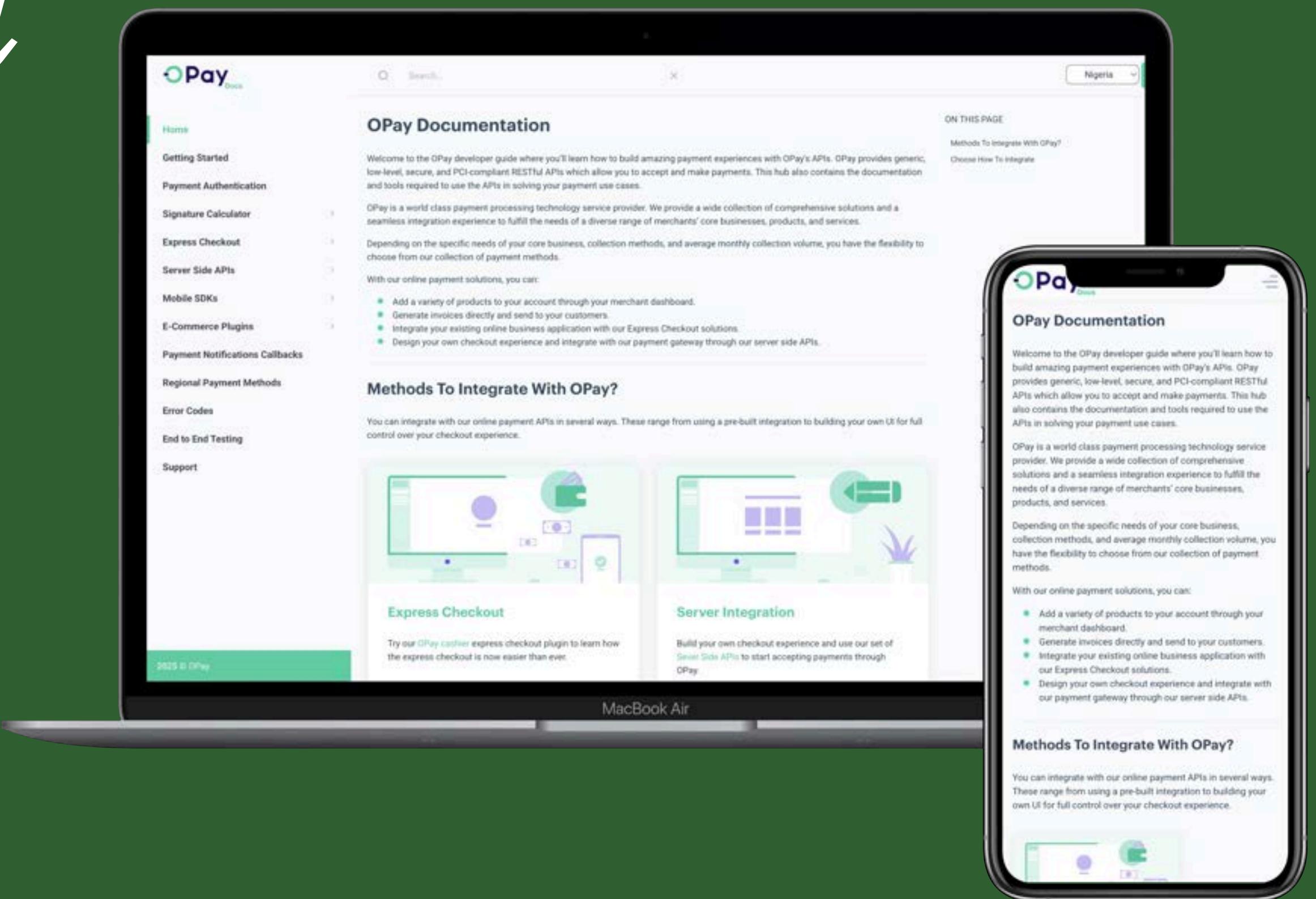
## What I learnt

- 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.

# Payment API Documentation Website

To improve adoption, engagement and reduce drop-off rate.

Role	User research and Product Design
Duration	4 weeks
Team	Product Designer, PM, Developers
Users	200+ merchants
Views	2K+ views monthly
Tool	Figma, Miro

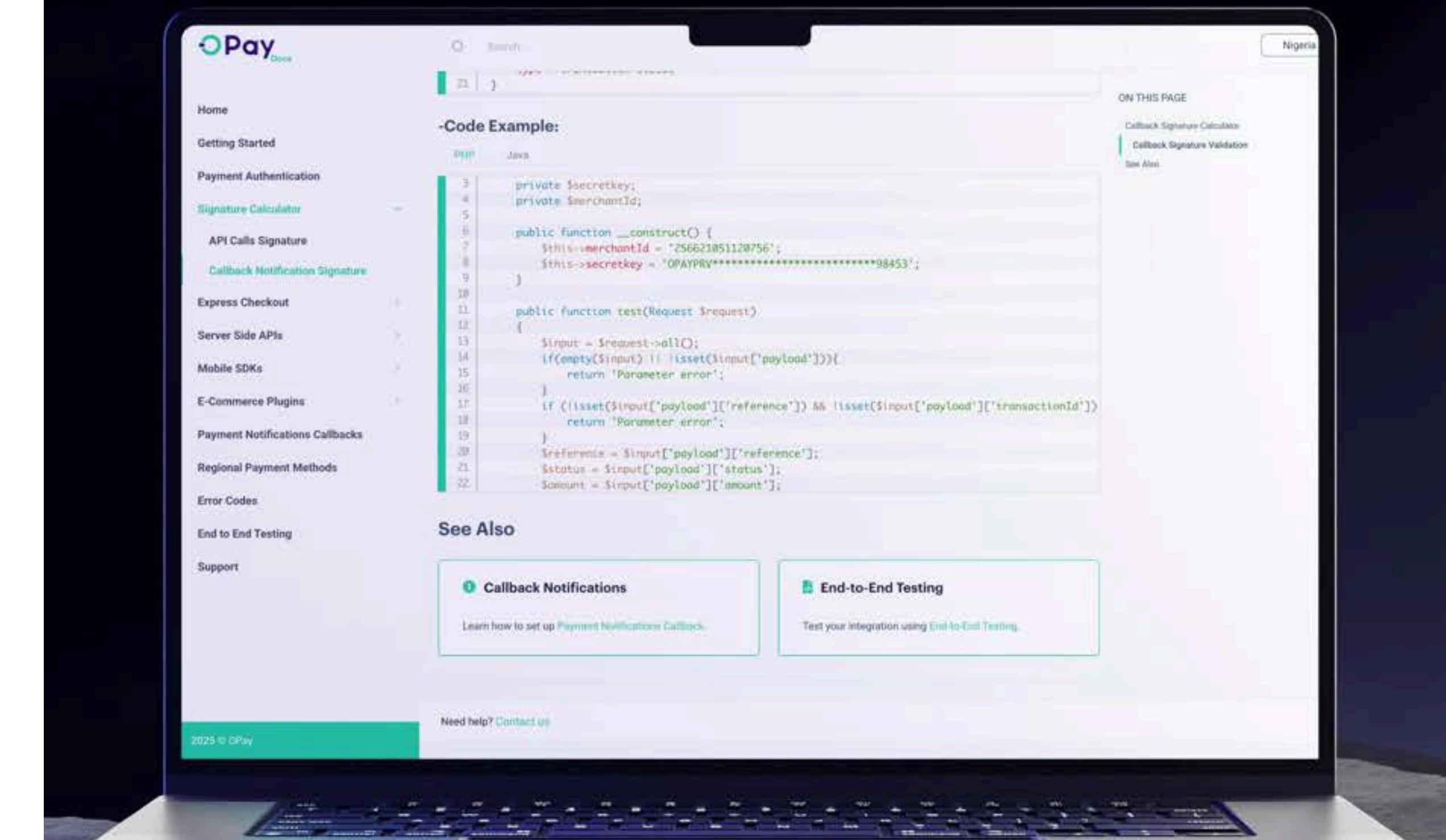


# The background

Many businesses looking to accept payments online often struggle with complex API integration and unclear technical documentation.

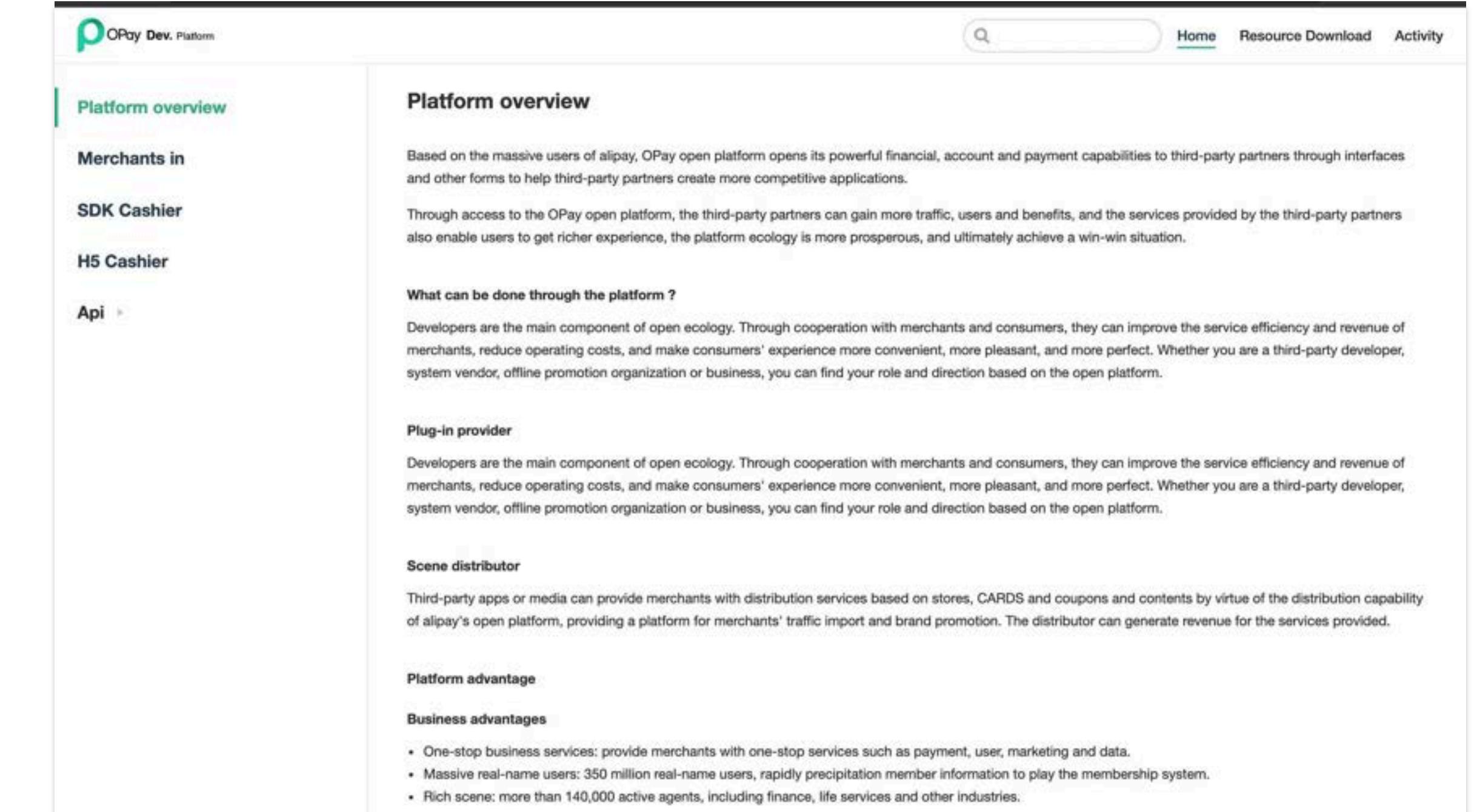
To address this, we created a comprehensive and developer-friendly Payment API documentation for OPay.

This tool was designed to help companies integrate OPay's payment APIs into their platforms quickly and with confidence, so they can start receiving payments from their customers.



## The problem

The platform had a 40% drop-off rate due to usability issues, poor information hierarchy, and no feedback channel; leading to missed revenue opportunities of \$2M / year from potential business partnerships.



The screenshot shows the OPay Dev. Platform website. The top navigation bar includes links for Home, Resource Download, and Activity. The main content area has two columns. The left column, titled 'Platform overview', lists 'Merchants in', 'SDK Cashier', 'H5 Cashier', and 'Api'. The right column, also titled 'Platform overview', contains sections for 'What can be done through the platform ?' (describing how developers can improve service efficiency and revenue), 'Plug-in provider' (describing how developers can reduce costs and enhance consumer experience), 'Scene distributor' (describing how third-party apps can provide distribution services), 'Platform advantage' (listing one-stop business services, massive real-name users, and a rich scene), and 'Business advantages' (listing three bullet points: one-stop business services, massive real-name users, and a rich scene). The overall layout is clean and professional, designed to inform partners about the platform's capabilities and benefits.

## The goal

**Redesign the documentation platform into a usable, interactive, and developer-friendly experience.**

## The impact

- Reduce the drop-off rate.
- Increase API adoption.
- Drive engagement.

**It will help us generate \$200k/month (\$1.5M/year) in new revenue.**

OPay will maintain its leading position as a payment focused platform among its competitors.

## The outcomes

- Clear and easy to read information.
- Interactive documentation
- Real-time API testing.
- Dedicated support.

The screenshot shows the OPay API documentation interface. On the left, a sidebar lists various API endpoints: Home, Getting Started, Payment Authentication, Signature Calculator, Express Checkout, Server Side APIs, Server APIs Overview, 3DS Card Payment, Bank Transfer Payment, Bank Ussd Payment, Bank Account Payment, Pos Payment, Cancel Payment, Query Payment Status, Reference Code Payment, OPay Wallet Payment, Refund Payment, Query Refund Status, and Send OTP. The "3DS Card Payment" endpoint is currently selected. The main content area displays a JSON error response example:

```
1 {  
2   "code": "02004",  
3   "message": "the payment reference already exists."  
4 }
```

Below the example, a note states: "Depending on the HTTP status code of the response, you should build some logic to handle any errors that a request or the system may return. A list of possible potential error codes that you may receive can be found below." A table follows, listing error codes and their messages:

ERROR CODE	ERROR MESSAGE
02000	authentication failed.
02001	request params not valid.
02003	payMethod not support.
02004	the payment reference already exists.
02002	merchant not configured with this function.
02007	merchant not available.
50003	service not available, please try again.

On the right side, there is a "ON THIS PAGE" sidebar with links to "Collect Your Client's Payment Information", "Create 3DS Card Payment", "3DS Card Payment Response", "Error Handling", and "What's Next?". Below the table, a "What's Next?" section features a box titled "Callback Notifications" with the sub-instruction: "Learn how to set up [Payment Notifications Callback](#)".



*My process*

# User interviews

## Goal

- Uncover developer expectations and pain points.
- Identify key features that make API documentation easy to use.
- Gather feedback on OPay's current developer documentation.

My role: Created the research plan, recruited participants, and led interviews with 12 merchants/developers.

"OPay's documentation feels boring. Everything looks the same: same font, same size, no colors to guide the eye. There are no walkthroughs or tools to test the APIs either."

Participant 1

"I appreciate documentation that explains the tech stack clearly before diving into code. The best ones provide great code snippets with helpful explanations alongside them."

Participant 2

"The best documentation sites are structured logically and easy to follow. It makes the entire experience enjoyable."

Participant 3

"I enjoy using documentation from Stripe, Intercom, Firebase, and Paystack, they're intuitive and well-designed."

Participant 4

# Users pain points

## Lack of visual hierarchy

Content looked flat, same font size, no colors or headings, making it hard to scan or identify key information quickly.

## No API testing environment

Developers couldn't test endpoints directly in the docs, forcing them to use external tools and slowing down integration.

## Lack of support mechanism

No clear way to ask questions or report issues, leaving developers stuck when things weren't clear.

# Opportunity solution tree workshop

## Participants

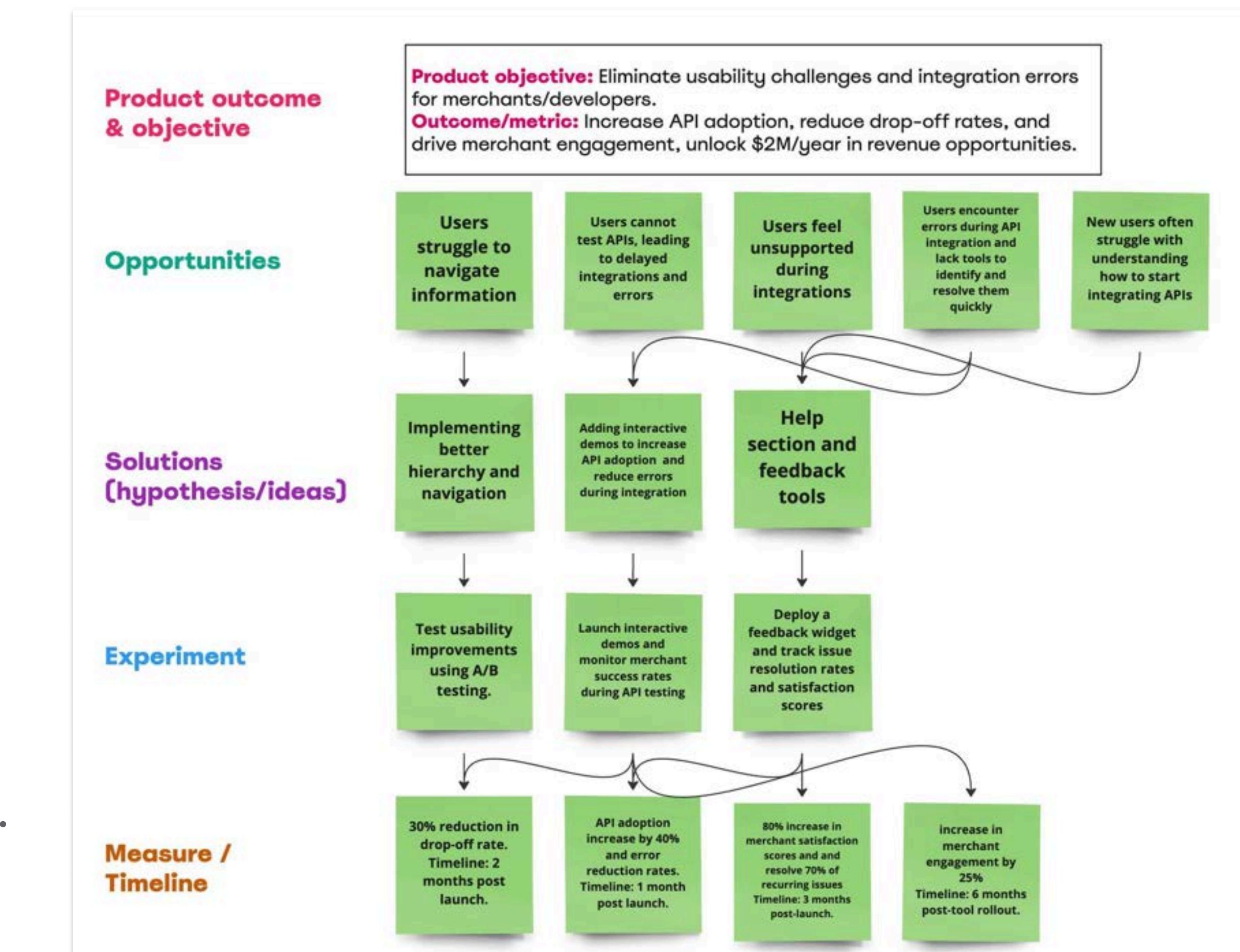
1 designer, 1 product manager, 2 developers

## Tool

Miro (In-person workshop)

## Outcome

- Identified key problems based on user research insights.
- Mapped opportunities to possible solutions.
- Aligned on experiments to evaluate the solutions.





*Solutioning*

## Problem 1

---

# Lack of visual hierarchy

How might we improve the visual structure of the documentation to help developers quickly find and understand key information?

# Making information clear and easy to read.

- Introduced clear font hierarchies for headers, sub-headers, and body text.
- Incorporated color coding and highlights to emphasize key details.
- Improved readability and comprehension, reducing cognitive load and enabling merchants and developers to find information faster.

The screenshot shows a documentation page for "OPay Callback Notification Signature". The page includes a search bar, a sidebar with "ON THIS PAGE" links (Callback Signature Calculator, Callback Signature Validation, See Also), and a main content area. The main content discusses the importance of verifying callbacks from OPay and provides instructions for calculating and validating signatures. It also features a "Callback Signature Calculator" section with fields for "Your Private Key" and "OPay Callback Payload". To the right, there are two callout boxes: one red "Error" box warning against committing secret keys to git or using them in client-side code, and one yellow "Warning" box stating that all API requests must be made over https.

Detailed description of the parameters that you need to incorporate into your POST request are given in the table below.				
PARAMETER	TYPE	REQUIRED	DESCRIPTION	
reference	String	required	the unique merchant payment order number.	
country	String	required	Country Code. <a href="#">See full list here</a>	
amount	long	required	Amount(cent unit).	
	currency	String	required	Currency type. <a href="#">See full list here</a>

## Problem 2

---

# No API testing environment

How might we enable developers to test API endpoints directly within the documentation to streamline the integration process?

# Adding interactive and helpful features:

- Built interactive demo environments with dummy data for real-time API testing.
- Designed a progress bar to guide developers through API steps seamlessly.

This Increased engagement by 30% and reduced integration time by 25%.

The screenshot shows a web-based API documentation interface for OPay. The left sidebar contains navigation links such as Home, Getting Started, Payment Authentication, Signature Calculator, Express Checkout, Express Checkout Overview, Cashier Create Payment (which is currently selected), Server Side APIs, Mobile SDKs, E-Commerce Plugins, Payment Notifications Callbacks, Regional Payment Methods, Error Codes, End to End Testing, and Support. The main content area is titled 'Production' and displays the URL <https://liveapi.opaycheckout.com/api/v1/international/cashier/create>. Below the URL, it says 'Cashier Create Payment API HTTP POST Parameters'. It instructs that the request should contain:

- 1 Header:
  - Bearer PublicKey: Your OPay merchant account Public Key.
  - merchantId: Your OPay account merchant ID.
- 2 Json object containing the payment information:

```
1 {
2   "country": "NG",
3   "reference": "983541354",
4   "amount": {
5     "total": 400,
6     "currency": "NGN"
7   },
8   "returnUrl": "https://your-return-url",
9   "callbackUrl": "https://your-call-back-url",
10  "cancelUrl": "https://your-cancel-url",
11  "displayName": "sub merchant name",
12  "evokeOpay": true,
13  "expireAt": 300,
14  "sn": "PE462xxxxxxxx",
15  "userInfo": [
16    "userEmail": "test@email.com",
17    "userId": "userid001",
18    "userMobile": "+23488889999",
19    "userName": "David"
20  ],
21}
```

On the right side, there is a 'ON THIS PAGE' sidebar with links to 'Collect Your Client's Order Information', 'OPay Cashier Create Payment', 'OPay Cashier Response', 'Redirect Client To Cashier URL', 'Payment Processing Information', 'Error Handling', and 'What's Next?'. At the bottom of the page, there is a green footer bar with the text '2025 © OPay'.

### Problem 3

---

# Lack of support mechanism

How might we provide timely support and feedback channels for developers when they encounter issues or have questions?

# Improving support and engagement:

- A help section to allow users to submit suggestions or report issues, automatically creating tickets for the technical team.
- An "Is this page helpful?" widget was introduced to gather quick feedback on specific pages

What's Next?

- Query Payment Status**  
Learn how to pull [Query Payment Status](#).
- Callback Notifications**  
Learn how to set up [Payment Notifications Callback](#).
- End-to-End Testing**  
Test your integration using [End-to-End Testing](#).

Need help? [Contact us](#)

Introduction  
OPay Payment Gateway  
Transfers  
Signature Calculator (HMAC)  
OPay Inquiry  
OPay Wallet Payment  
OPay User Account Creation  
Transactions  
Libraries

Authenticate  
Authenticate all API request calls with the required keys / HMAC signature and merchant ID specified in your headers.

```
curl --location --request POST "https://cashierapi.opayweb.com"
--header 'MerchantId: merchant_id'
--header 'Authorization: Bearer public_key'
--header 'Content-Type: application/json'
```

Community  
Official Website  
Facebook  
LinkedIn  
Twitter

Help us make this page better

Please leave a comment on how we can improve your experience.

Was this page helpful?

This resolved 70% of recurring user issues within three months and improved merchant satisfaction by 80% providing faster support and a more responsive system.



*User testing*

## Goal

Validate improvements in usability and identify any remaining friction points in the journey.

## Method

- Conducted usability tests with 5 developers.
- Tasks included finding specific endpoints, understanding auth flow, and testing example code.
- Observed navigation behavior, time to task completion, and noted confusion points.

## Outcome

- ✓ Improved layout made information easier to scan.
- ✓ interactive code samples reduced trial-and-error significantly
- ✗ more error-handling scenarios still needed.

The screenshot shows the OPay Documentation website. The top navigation bar includes links for Support, Create Account, and a search bar. The left sidebar contains a navigation menu with links to Introduction, OPay Payment Gateway, Transfers, Signature Calculator, OPay Inquiry, OPay Wallet Payment, OPay User Account Creation, Transactions, and Libraries. The main content area features several sections: 'Getting Started' with three cards for 'Accept your First Payment', 'Transfers', and 'OPay Inquiry'; 'Accept Payments' with instructions on how to accept payment using the OPay Checkout API; 'Transfer to Bank Account' with instructions on how to initiate a transfer to a bank account using the OPay Transfer to Banks API; and 'Transfer to OPay Wallet' with instructions on how to initiate a transfer to an OPay user or merchant wallet using the OPay Transfer to Wallets API. Each section includes a 'POST /api/auth/initiate' button and a code sample in a dark box. At the bottom, there are links for Docs, Community, and a feedback section asking 'Was this page helpful?' with 'Yes' and 'No' options.

**OPay Documentation**

Welcome to the OPay developer guide where you'll learn how to build amazing payment experiences with OPay's APIs. OPay provides generic, low-level, secure, and PCI-compliant RESTful APIs which allow you to accept and make payments. This hub also contains the documentation and tools required to use the APIs in solving your payment use cases.

OPay is a world class payment processing technology service provider. We provide a wide collection of comprehensive solutions and a seamless integration experience to fulfill the needs of a diverse range of merchants' core businesses, products, and services.

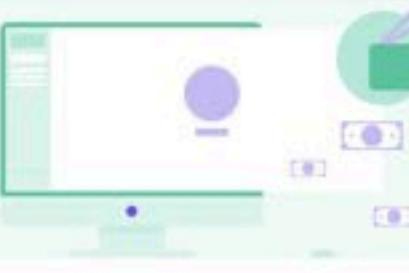
Depending on the specific needs of your core business, collection methods, and average monthly collection volume, you have the flexibility to choose from our collection of payment methods.

With our online payment solutions, you can:

- Add a variety of products to your account through your merchant dashboard.
- Generate invoices directly and send to your customers.
- Integrate your existing online business application with our Express Checkout solutions.
- Design your own checkout experience and integrate with our payment gateway through our server side APIs.

### Methods To Integrate With OPay?

You can integrate with our online payment APIs in several ways. These range from using a pre-built integration to building your own UI for full control over your checkout experience.



**Express Checkout**

Try our OPay cashier express checkout plugin to learn how the express checkout is now easier than ever.



**Server Integration**

Build your own checkout experience and use our set of Server Side APIs to start accepting payments through OPay.

ON THIS PAGE

- Methods To Integrate With OPay?
- Choose How To Integrate

Home  
Getting Started  
Payment Authentication  
Signature Calculator  
Express Checkout  
Server Side APIs  
Mobile SDKs  
E-Commerce Plugins  
Payment Notifications Callbacks  
Regional Payment Methods  
Error Codes  
End to End Testing

2025 © OPay  
<https://documentation.opaycheckout.com/end-to-end-testing>

**Error**

Do not commit your secret keys to git, or use them in client-side code!

**Warning**

All API requests made without authentication will fail.  
All API requests must be made over https.

### Public Key Authentication

Your public key should be used for authorization header of the following API calls:

Authorization: Bearer {PublicKey}  
MerchantId : 256612345678901

### Signature Authentication

Signature authentication ensures the highest level of security for your payment creation requests. Not only does it provide a secure authentication mechanism, but also it ensures the integrity of your request payload, that is the content of your request payload has not been altered since it was transmitted from your side. OPay signatures are calculated using HMAC-SHA512 applied to payload and signed with your secret key.

Your public key should be used for authorization header of the following API calls:

1 Cashier Payment Status  
2 Cashier Payment Refund  
3 Cashier Refund Status  
4 Cashier Reversal Status

ON THIS PAGE

- API Keys
- Public Key Authentication
- Signature Authentication

Home  
Getting Started  
Payment Authentication  
Signature Calculator  
Express Checkout  
Server Side APIs  
Mobile SDKs  
E-Commerce Plugins  
Payment Notifications Callbacks  
Regional Payment Methods  
Error Codes  
End to End Testing

2025 © OPay

**OPay Docs**

2 Json object containing the transaction information:

```

4     "total":400
5   },
6   "bankcard":{
7     "cardHolderName": "DAVID",
8     "cardNumber": "45087*****",
9     "cvv": "100",
10    "enable3DS":true,
11    "expiryMonth": "02",
12    "expiryYear": "26"
13  },
14  "callbackUrl": "https://your-call-back-url.com",
15  "country": "NG",
16  "product": {
17    "description": "description",
18    "name": "name"
  
```

ON THIS PAGE

- Collect Your Client's Payment Information
- Create 3DS Card Payment
- 3DS Card Payment Response
- Error Handling
- What's Next?

Home  
Getting Started  
Payment Authentication  
Signature Calculator  
Express Checkout  
Server Side APIs  
Server APIs Overview



## OPay Documentation

Welcome to the OPay developer guide where you'll learn how to build amazing payment experiences with OPay's APIs. OPay provides generic, low-level, secure, and PCI-compliant RESTful APIs which allow you to accept and make payments. This hub also contains the documentation and tools required to use the APIs in solving your payment use cases.

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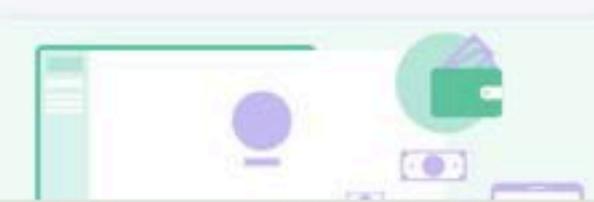
Depending on the specific needs of your core business, collection methods, and average monthly collection volume, you have the flexibility to choose from our collection of payment methods.

With our online payment solutions, you can:

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- Generate invoices directly and send to your customers.
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- Design your own checkout experience and integrate with our payment gateway through our server side APIs.

## Methods To Integrate With OPay?

You can integrate with our online payment APIs in several ways. These range from using a pre-built integration to building your own UI for full control over your checkout experience.



## Home

### Getting Started

#### Payment Authentication

#### Signature Calculator

#### Express Checkout

#### Server Side APIs

#### Mobile SDKs

#### E-Commerce Plugins

#### Payment Notifications Callbacks

#### Regional Payment Methods

#### Error Codes

#### End to End Testing

## What Is OPay?

OPay is a payment processing technology service provider. We provide a wide collection of comprehensive solutions and a seamless integration experience to fulfill the needs of a diverse range of merchants' core businesses, products, and services.



- 1 Secret Key: used to sign the create payment APIs ([Cashier Payment](#), [Transaction Payment](#)).

Header: Bearer Signature and merchant ID

**Authorization:** Bearer {signature}  
**MerchantId :** 256612345678901

- 2 Public Key: used as authorization key in the header of your other OPay payment related APIs.

Header: Bearer Public Key and merchant ID

**Authorization:** Bearer {PublicKey}  
**MerchantId :** 256612345678901

### Error

Do not commit your secret keys to git, or use them in client-side code!

### Warning

All API requests made without authentication will fail.

All API requests must be made over https.

## Public Key Authentication

Your public key should be used for authorization header of the following API calls:

- 1 Cashier Create Payment

The authorization header of these requests should contain your Public Key as follows:



*Result*

**30%**

reduction in drop-off rate.

**50%**

increase in API adoption.

**20%**

increase in engagement.

\*Measured via monitored page analytics, user interaction patterns, and API usage data post-launch.

# Reflections

## What I did well

- Successfully aligned stakeholders through collaborative workshop to align diverse perspectives and prioritize high-impact solutions.
- Designed user-centered solutions that were grounded in research and usability testing, achieving measurable outcomes.
- Balanced user needs with business goals, delivering a solution that enhanced satisfaction while unlocking \$2M/year in revenue opportunities.

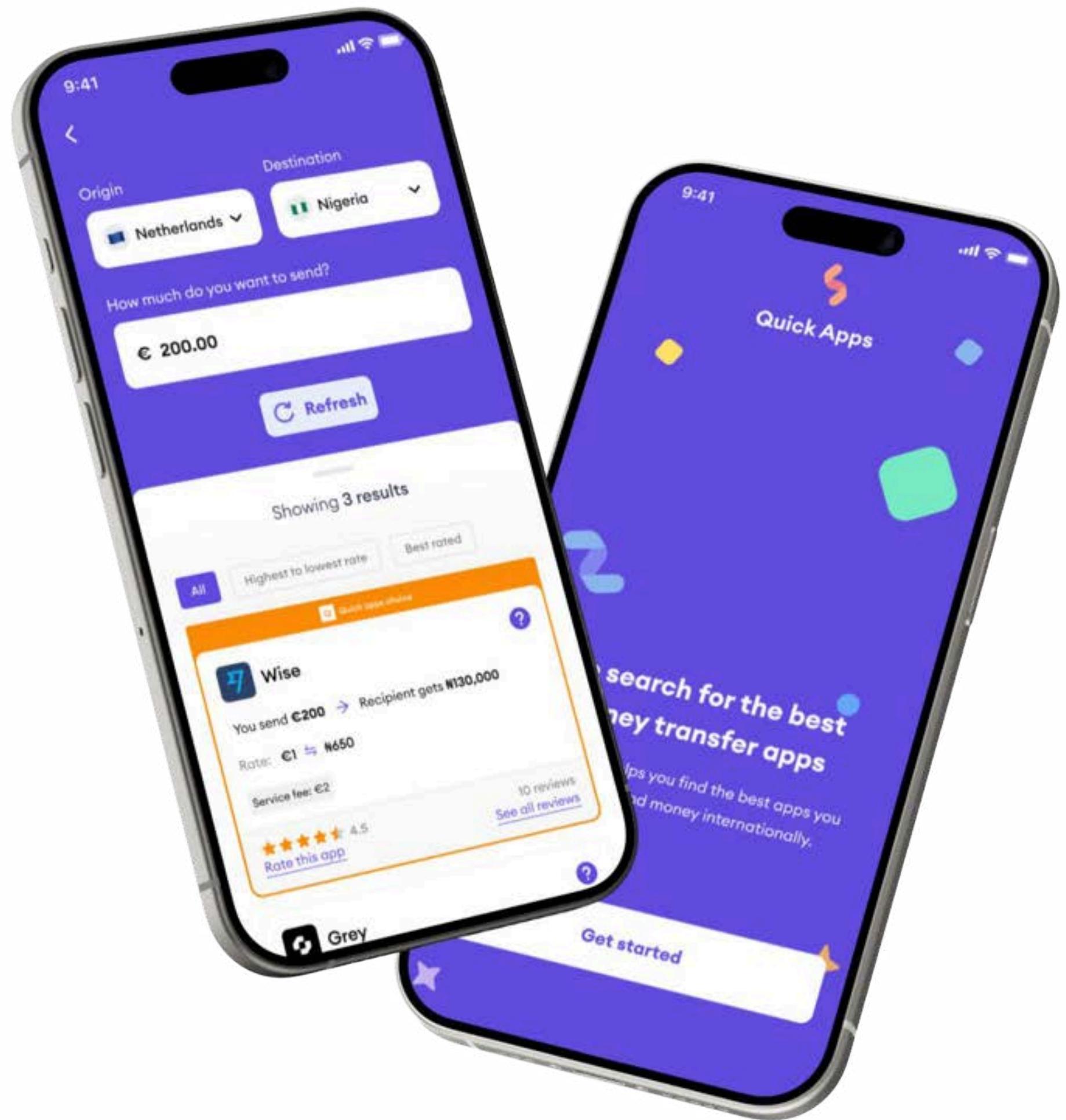
## What I learnt

- Anticipate edge cases during the testing phase to address less common, but critical, user challenges.
- Leverage more frequent usability testing cycles to catch usability issues earlier in the design process.

# Simplifying Cross-Border Payments

*for Nigerians in UK, Europe & North America*

Role	Market/user research and Product Design
Duration	4 weeks
Team	Product Designer, Developers
Users	3K+ active users
Platform	IOS & Android

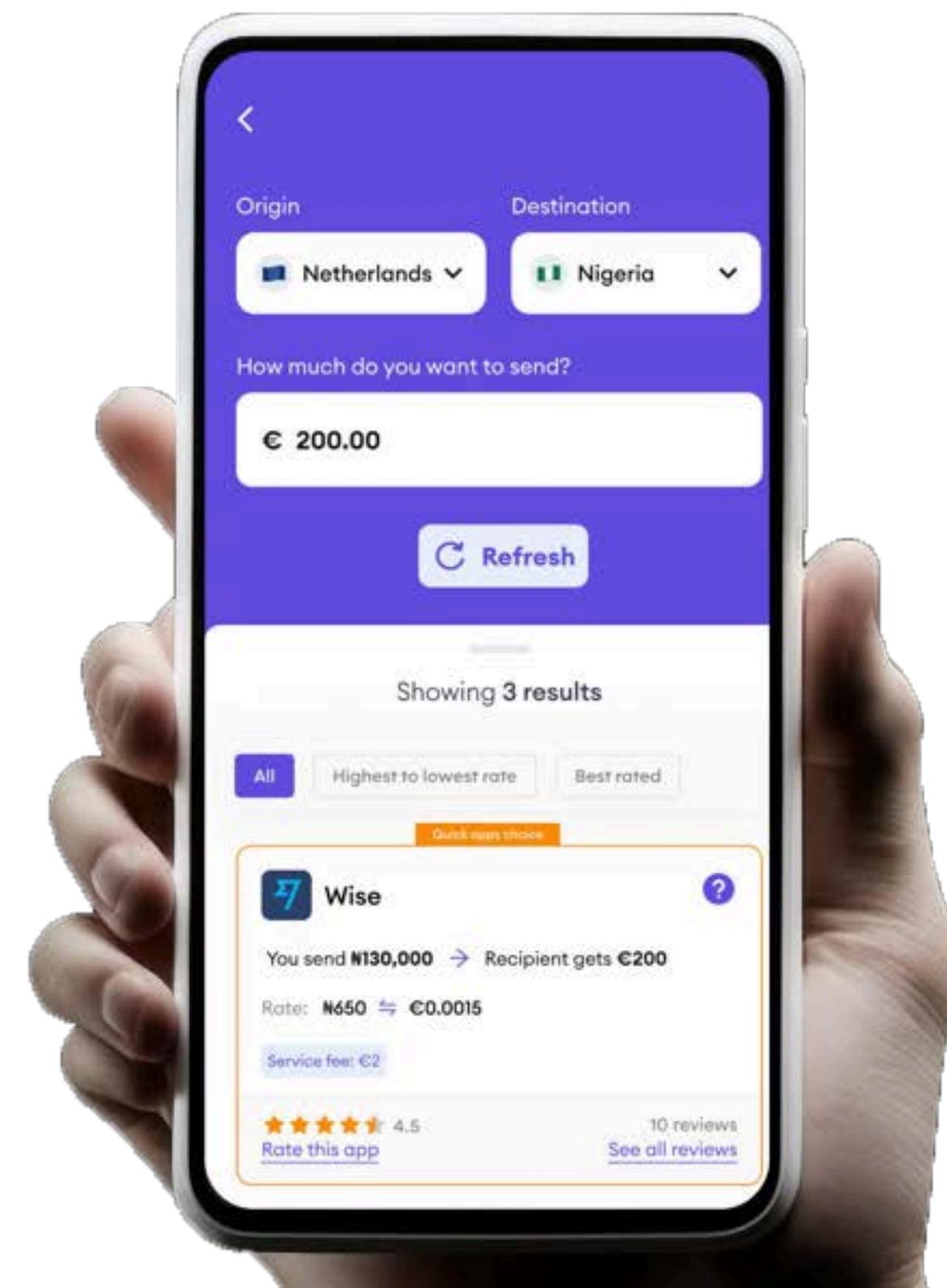


# The background

Best Rates was a side project I built with a friend after we noticed how frustrating it was to compare cross-border payment platforms when sending money to Nigeria. With so many options and hidden fees, the process was confusing and time-consuming.

Our target users were Nigerians in the UK, Europe, and North America who value low fees, good rates, trust, and ease of use.

The idea came from our personal struggles and feedback from others in the diaspora, leading us to create a simple, transparent tool that makes it easy to find the best deal, fast.



## The problem

**20+**

apps to choose from for sending money back home, comparing exchange rates, fees, and services, which is time-consuming and overwhelming.

**30 minutes per transaction**

is spent manually comparing rates and fees, leading to frustration.

**10% savings lost**

on average due to a lack of real-time comparison tools.

## The goal

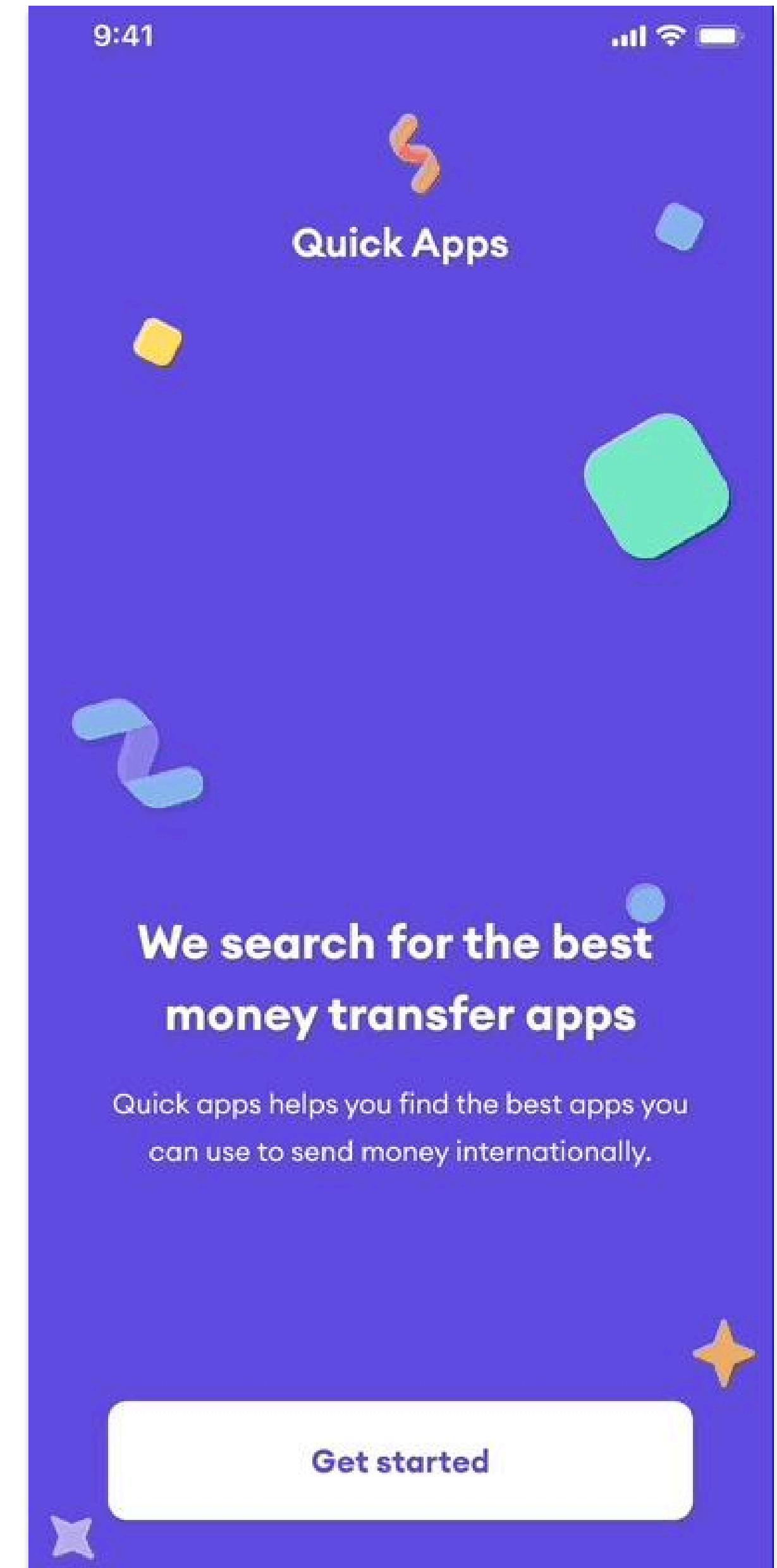
**Simplify the process of choosing a cross-border payment platform to use, comparing exchange rates, fees, and services across multiple cross-border payment platforms in real-time.**

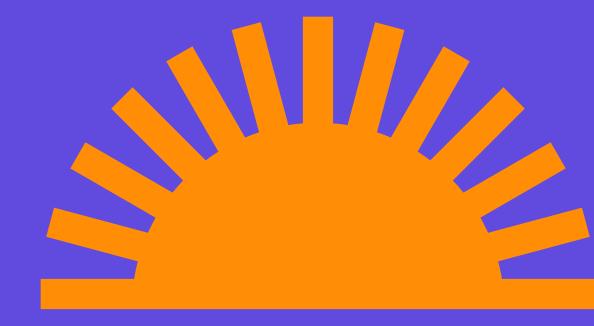
## The impact

- Reduce time spent comparing rates by 50%.
- Improve user confidence in financial decisions, driving a 30% increase in recurring usage.
- Save users an average of 10% per transaction by helping them identify the most competitive rates.

## The outcomes

- Enabled smart comparisons with filters by rate, fee, and rating.
- Delivered real-time rate and fee updates for transparency.
- Highlighted top platforms based on trust, security, and value.
- Boosted user confidence with verified reviews and ratings.
- Increased credibility through in-app feedback and platform links.





*My process*

# Market research - Industry trends

## Revenue

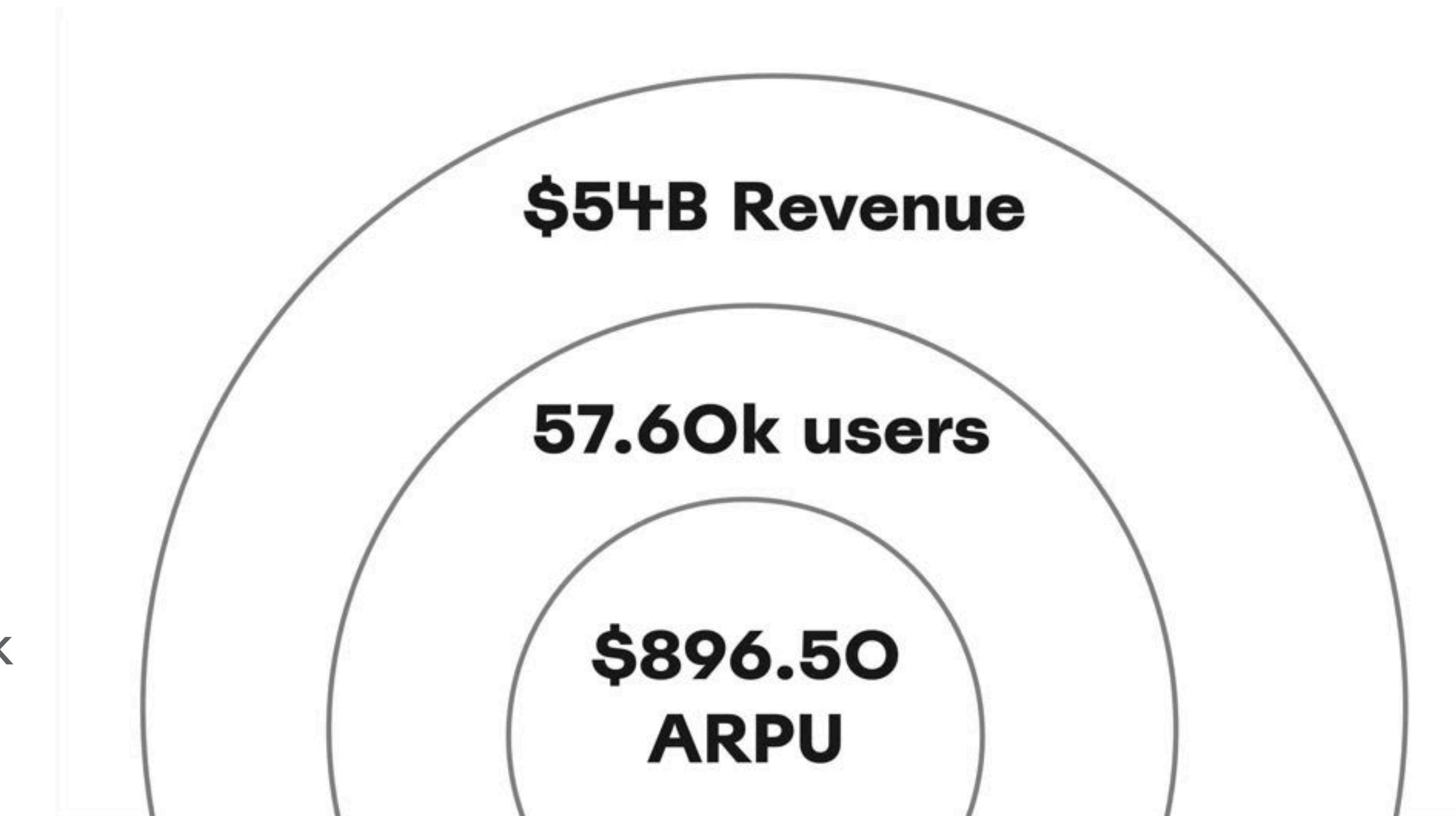
Annual growth rate (CAGR 2024–2029) of 4.62% resulting in a projected total amount of \$54.13m by 2029.

## Users

The number of users is expected to amount to 57.60k users by 2029.

## ARPU

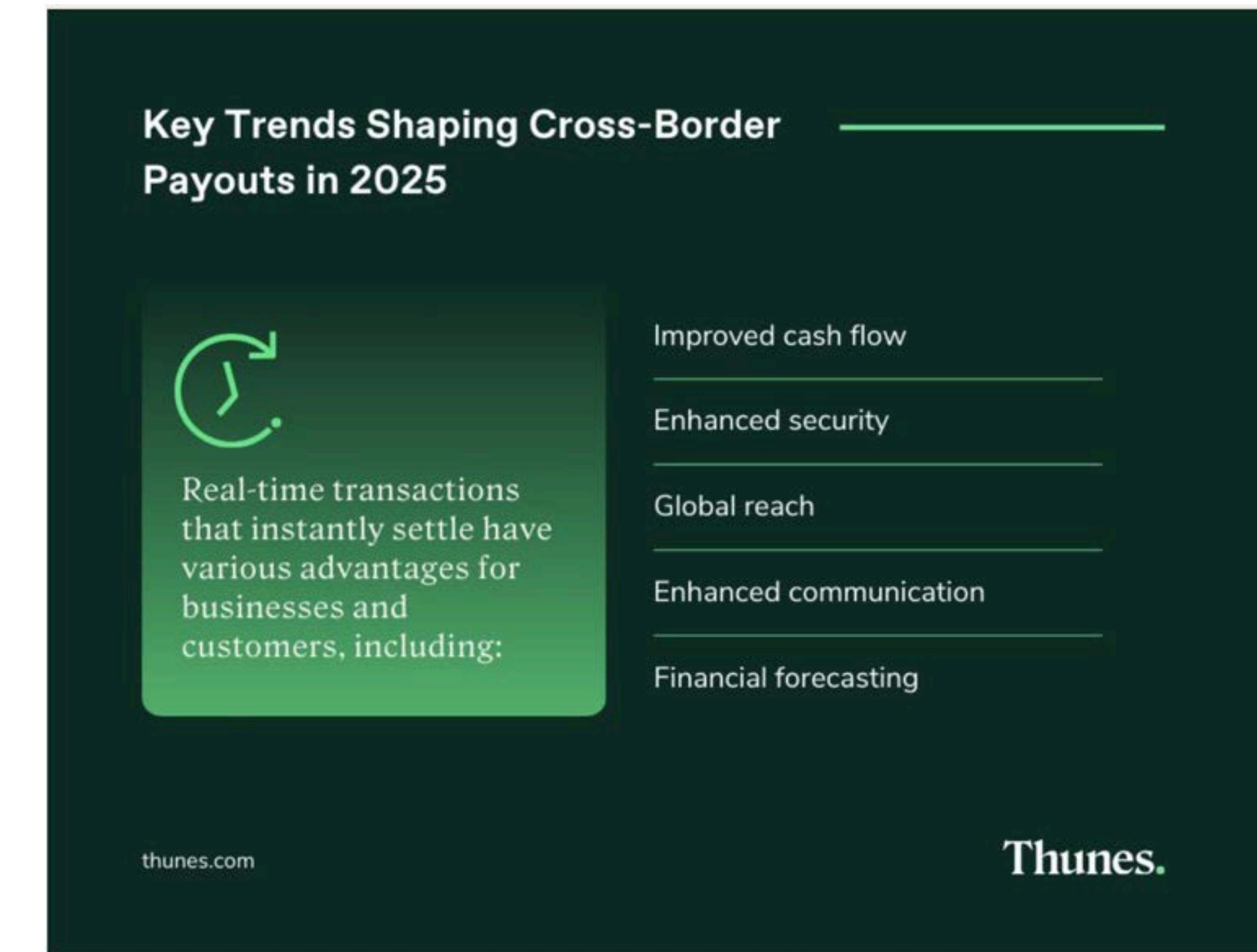
The average transaction value per user in Africa is expected to amount to \$896.50 in 2024.



Source

# User Behavior Trends: The Key to Winning the Cross-Border Payment Market

- **Security first:** Users prioritize platforms with strong fraud protection and secure transactions.
- **Freedom from restrictions:** Limitations on sending or receiving money push users to flexible alternatives.
- **Real-time payments and instant settlements:** Users want real-time payments with instant settlements, avoiding delays.
- **Lower fees:** High transaction costs drive users to platforms offering better rates and affordability.
- **All-in-one convenience:** Users seek platforms that eliminate the hassle of navigating multiple services.



[Source](#)

# User survey

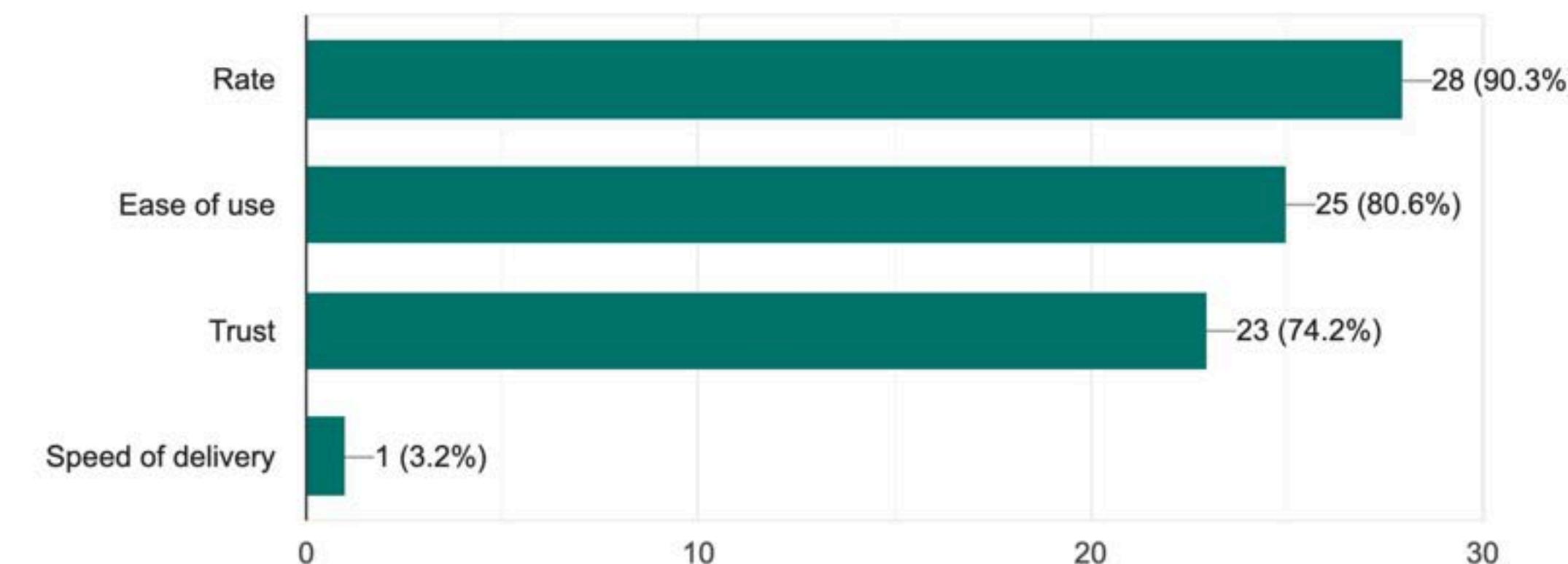
## Goal

- Understand what drives user decisions when choosing a platform for cross-border payments.

My role: Created a survey to identify key decision drivers, distributed the survey across diaspora communities to reach Nigerians in the UK, Europe, and North America and analyzed responses to extract patterns and prioritize features for the MVP.

What do you look out for when choosing a means to source for Foreign Exchange FX? (choose all that apply)

31 responses



\* Survey filled by (31 respondents)

# Key findings

## Competitive rates (90.3%)

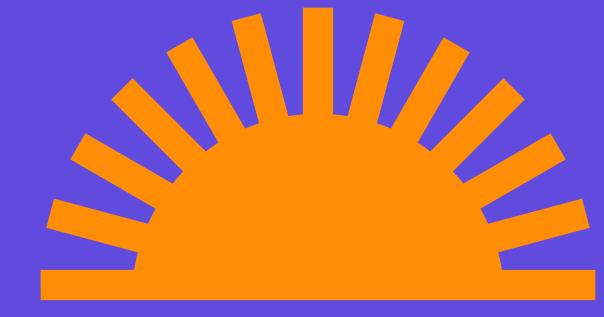
The majority of users prioritize getting the best rates, highlighting cost-effectiveness as the top factor.

## Ease of use (80.6%)

Users prefer platforms that are intuitive and easy to navigate, emphasizing the importance of a seamless user experience.

## Trust (74.2%)

Security and reliability are critical, with users choosing platforms that they perceive as safe and trustworthy.



*Solutioning*

## Solution 1

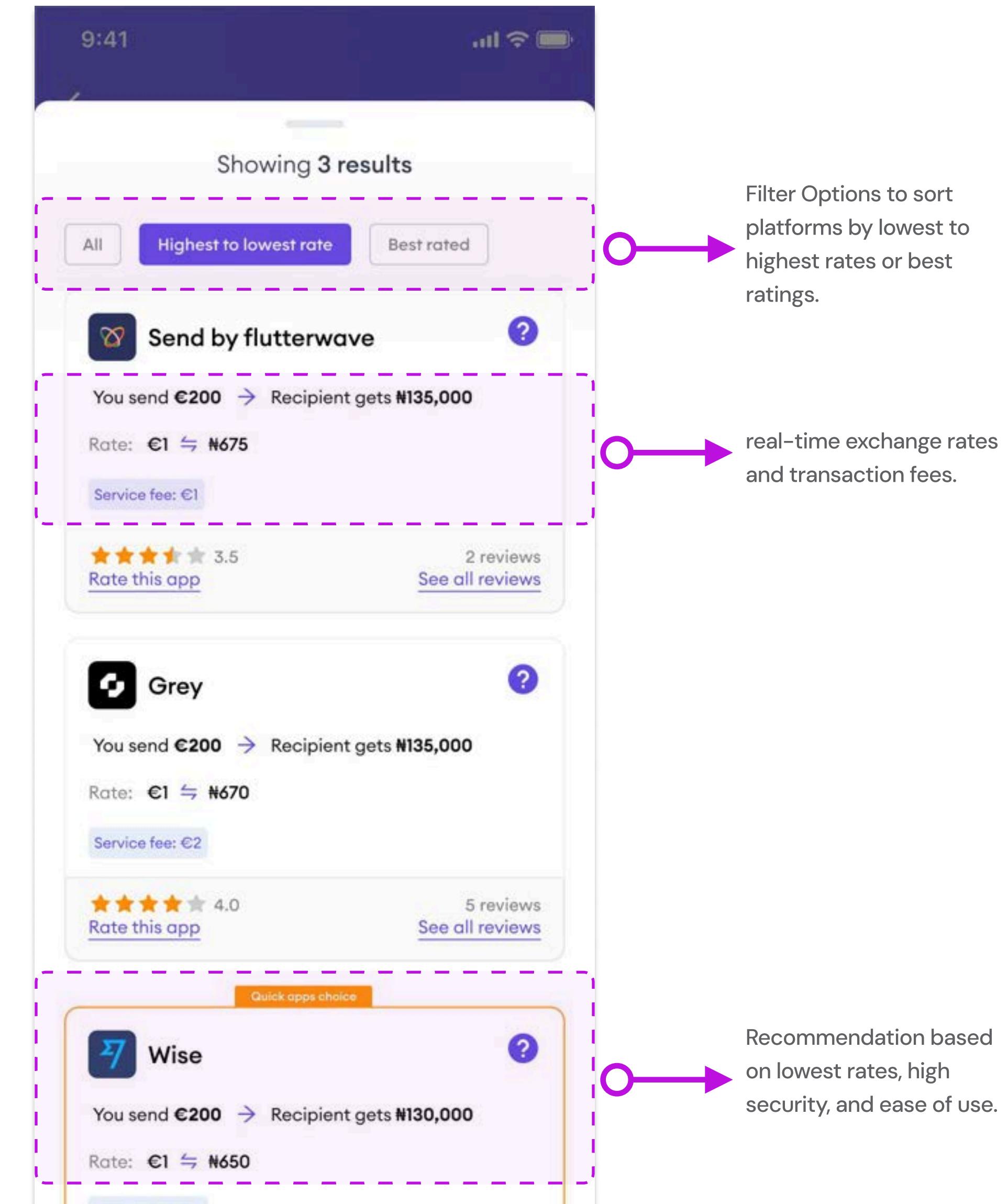
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**Simplify comparison of cross-border payment platforms**

# Make it easy for users to identify the best platform based on their priorities

- Sort platforms by lowest to highest rates, best ratings, or transaction fees.
- Display real-time exchange rates and transaction fees for each platform.
- Highlight “our choice”, the best app for the user based on lowest rates, high security, and ease of use.

Impact: Reduce time spent comparing rates by 50% and save users an average of 10% per transaction.



## Solution 2

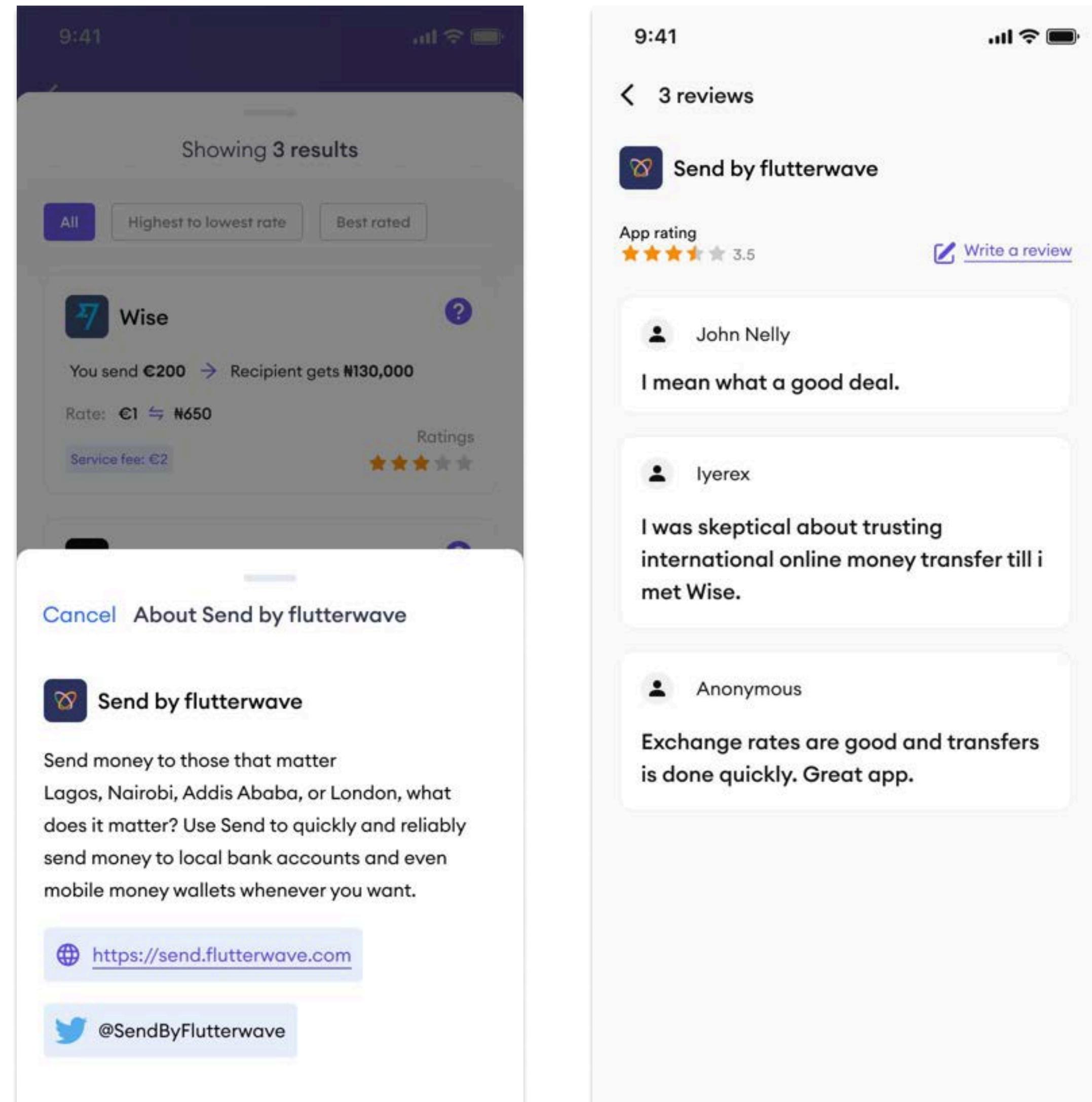
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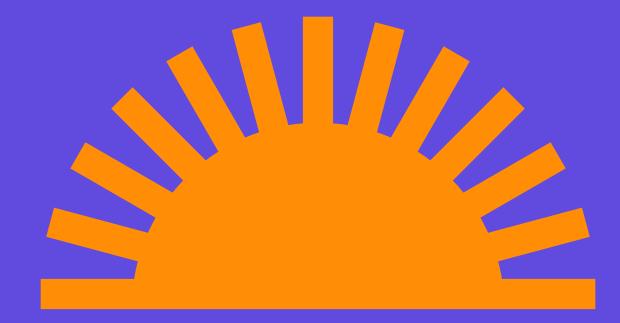
**Build trust through ratings and reviews**

# Transparent user feedback and platform credibility

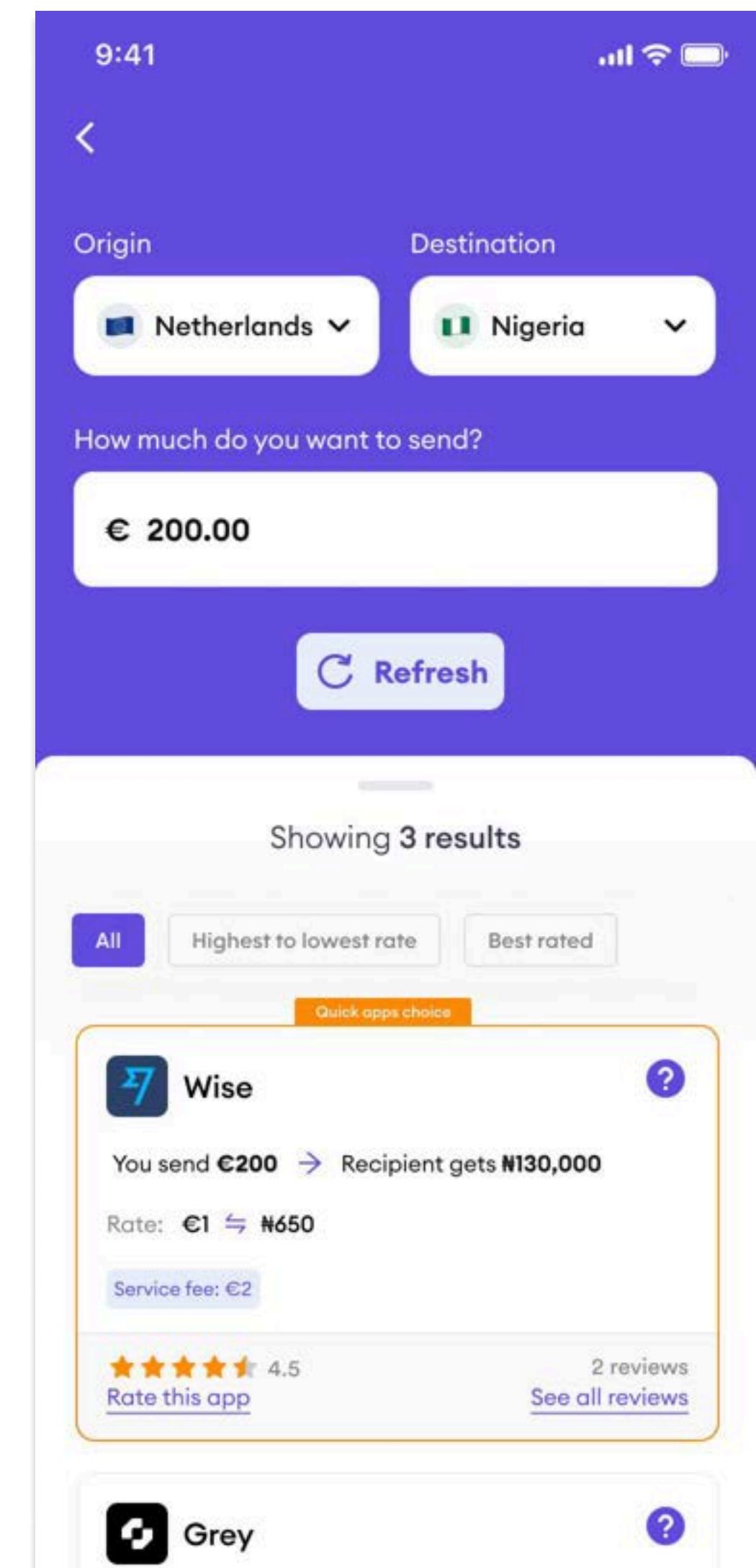
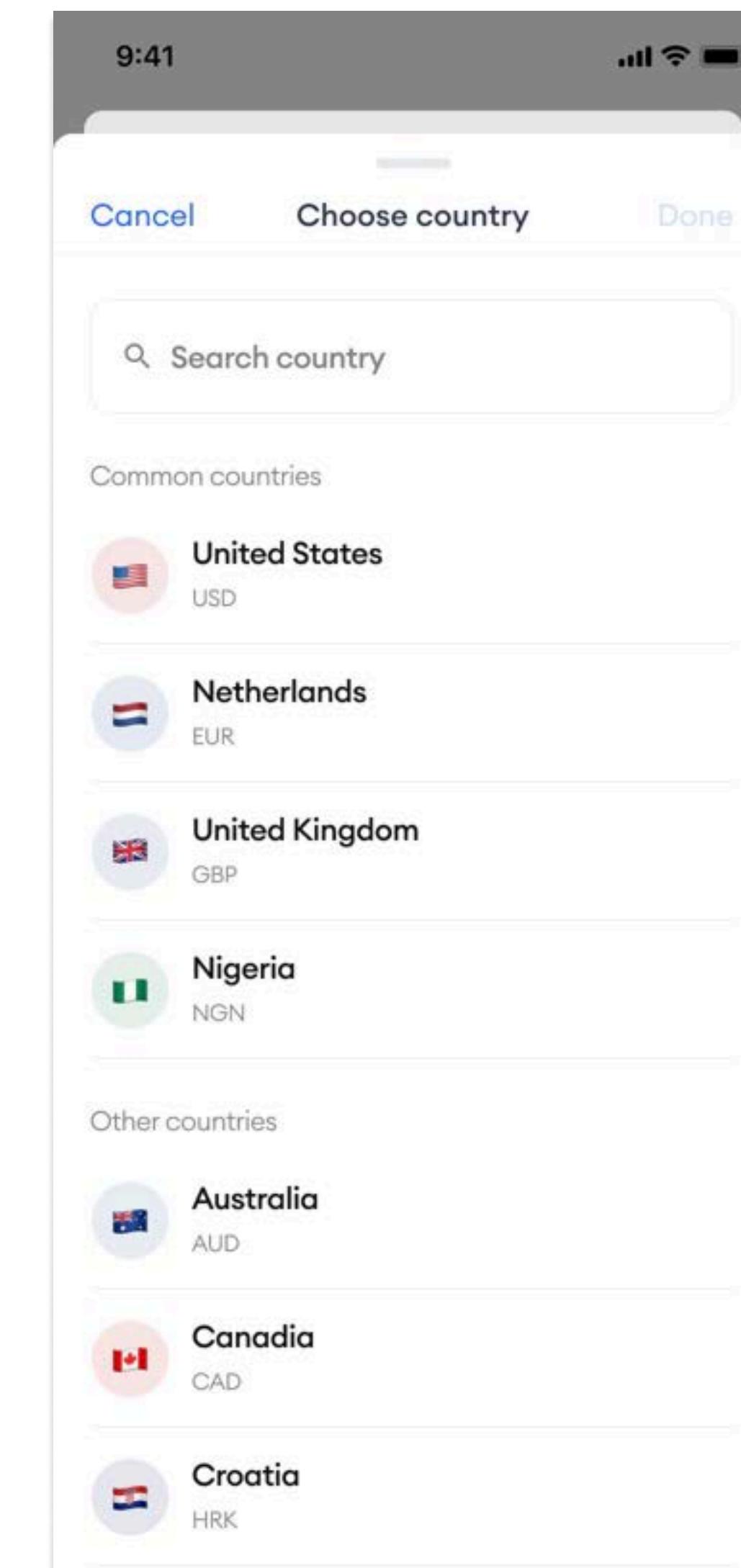
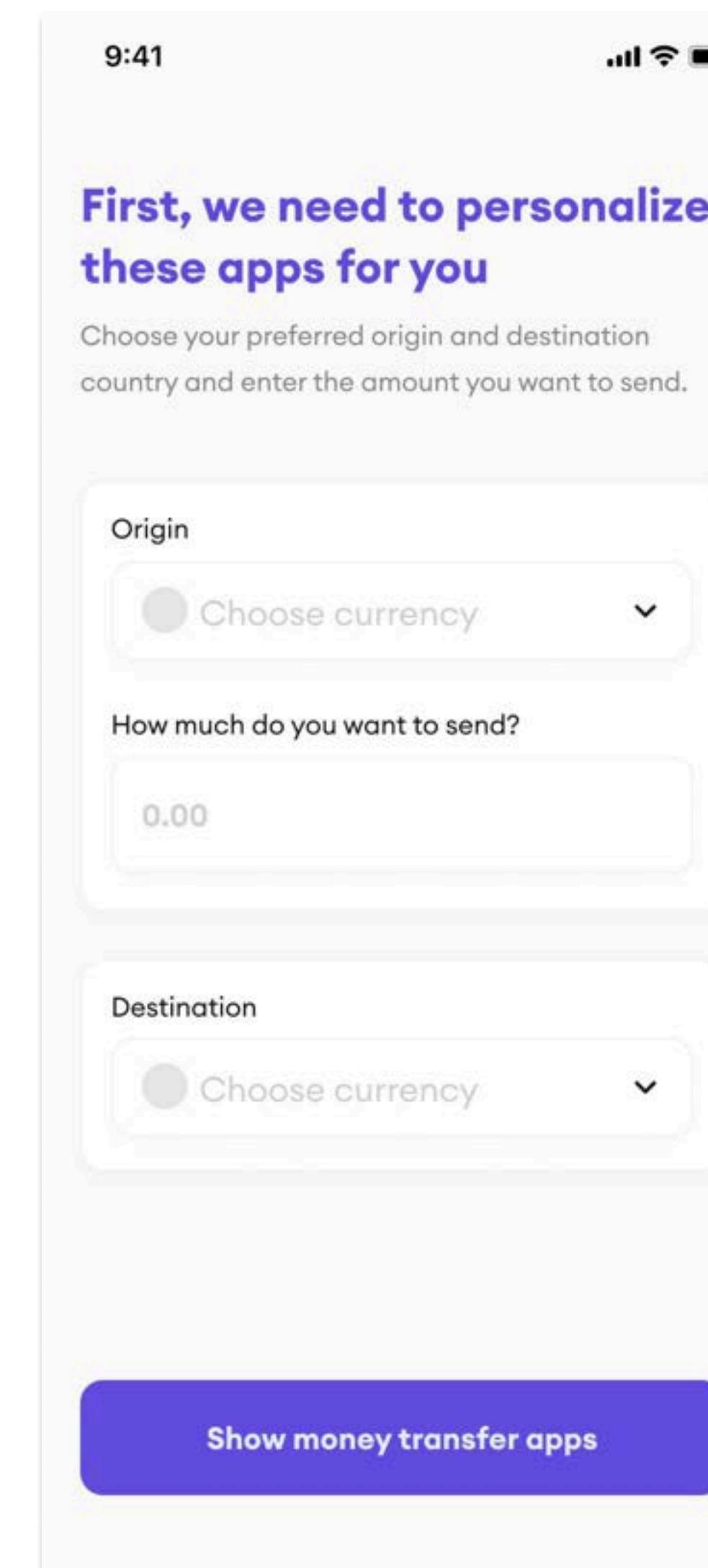
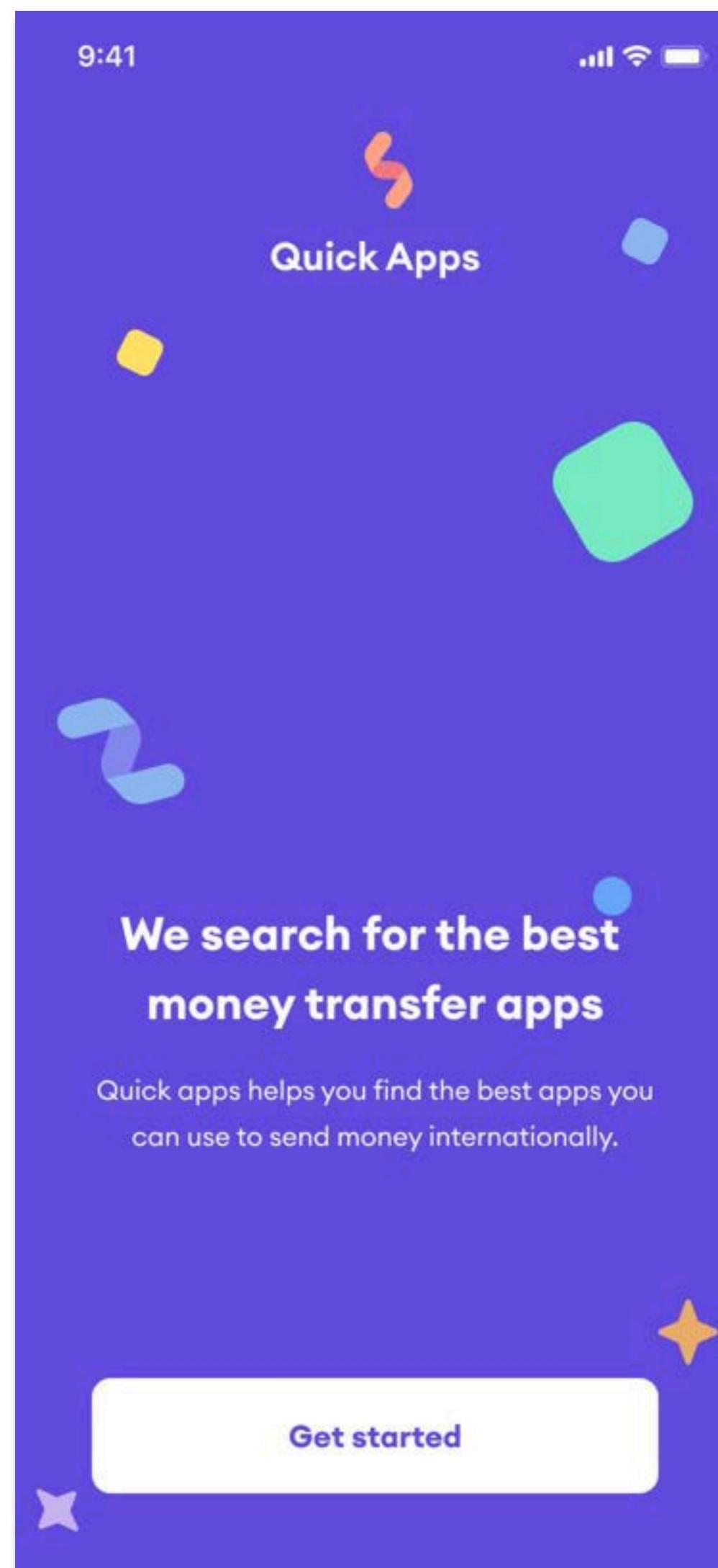
- Display reviews and ratings from Google Play and App Store directly within the app.
- Highlight reviews from users who accessed the platform via this app.
- Allow users to rate and review platforms within the app, adding credibility and trust.
- Include links to platforms' websites and social media pages to verify their authenticity.

**Impact:** 30% increase in recurring usage, boost user engagement through reviews and ratings, fostering a sense of community and credibility.





*More designs*



Showing 3 results

All Highest to lowest rate Best rated

Quick apps choice

**Wise**

You send €200 → Recipient gets ₦130,000

Rate: €1 ₦650

Service fee: €2

★★★★★ 4.5

Rate this app

2 reviews See all reviews

**Grey**

You send €200 → Recipient gets ₦135,000

Rate: €1 ₦670

Service fee: €2

★★★★★ 4.0

Rate this app

1 reviews See all reviews

**Send by flutterwave**

You send €200 → Recipient gets ₦135,000

Rate: €1 ₦675

Service fee: €1

★★★★★ 3.5

Rate this app

2 reviews See all reviews

9:41

Origin Netherlands Destination Nigeria

How much do you want to send?

€ 200.00

Refresh

Cancel About Send by flutterwave

**Send by flutterwave**

Send money to those that matter  
Lagos, Nairobi, Addis Ababa, or London, what does it matter? Use Send to quickly and reliably send money to local bank accounts and even mobile money wallets whenever you want.

<https://send.flutterwave.com>

@SendByFlutterwave

9:41

2 reviews

**Wise**

App rating ★★★★★ 4.5

Write a review

Iyerex

I was skeptical about trusting international online money transfer till i met Wise.

Anonymous

Exchange rates are good and transfers is done quickly. Great app.

9:41

2 reviews

**Wise**

App rating ★★★★★ 4.5

Write a review

Iyerex

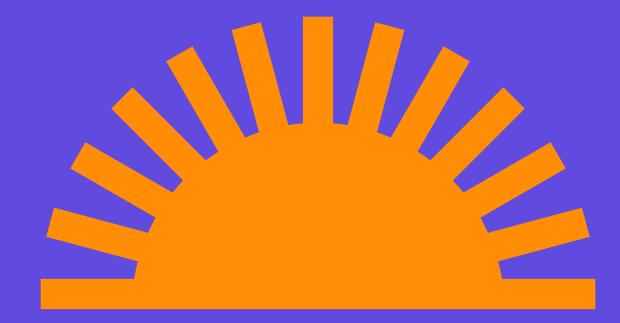
John Nelly

Name (Optional)

Your review

I mean what a good deal.

Post review



*Result*

**50%**

reduction in time  
spent comparing  
rates.

**10%**

average savings  
per transaction.

\*Measured via in-app behavior tracking, post-usage surveys,  
and user interviews.

# Key learnings

## Post-launch

Since this was an MVP, we launched a beta version and tested with Nigerians in Europe, UK and North America post-launch, iteratively improving the app as we get feedback.

This experience taught me how to iterate quickly based on real-world feedback.

# Next steps

## Launch more features and iterate

Roll out more features in phases, starting with a beta version, to acquire more users and use real-world feedback to refine and enhance the product.

## Build partnerships

Establish collaborations with cross-border payment platforms to enrich the app's data and expand its value proposition for users.

**THANK YOU!**