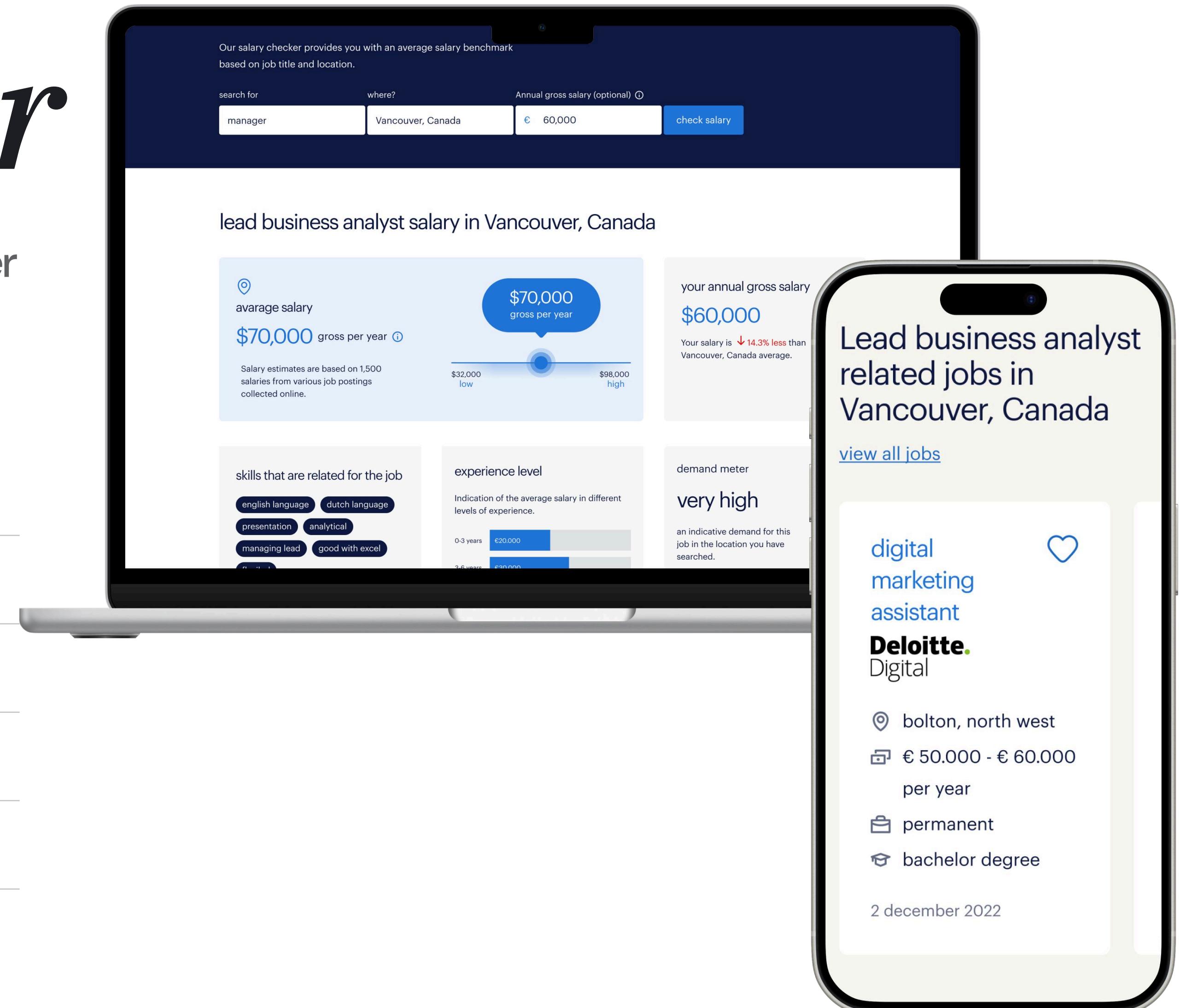


# Olayinka Fadare Portfolio

# 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

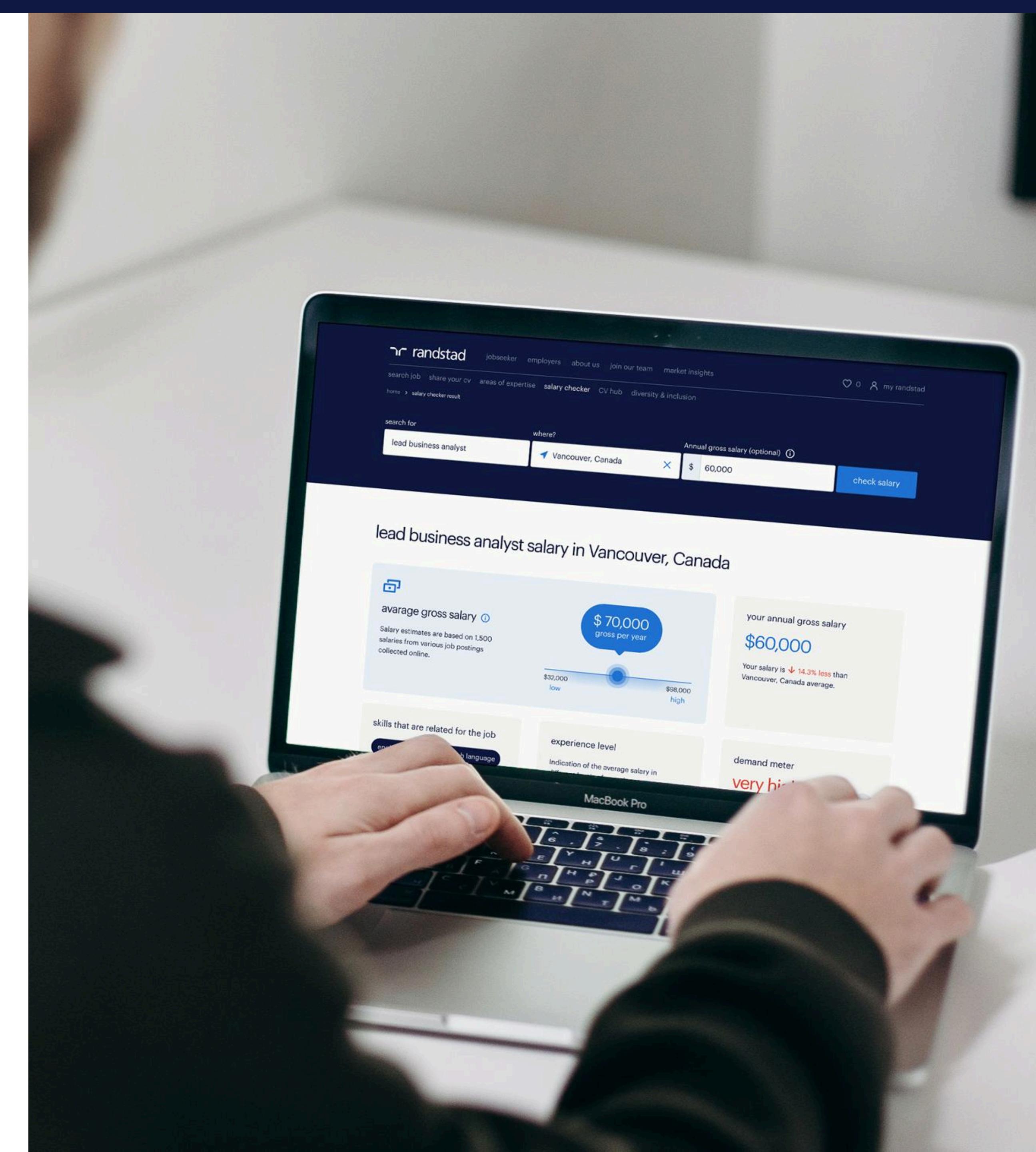
People worldwide kept asking, "Am I being paid fairly?"

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 select a field 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)

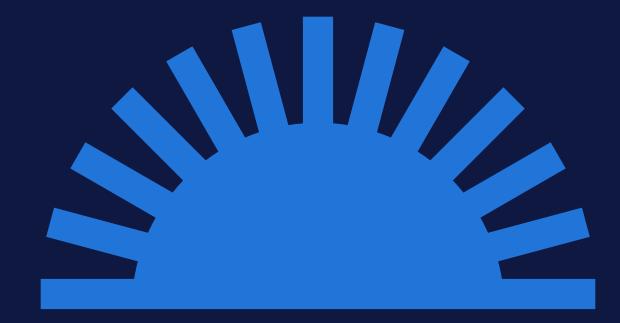
estimated current costs	total annual costs	benefits (for 39 Opcos)	outcome	cost benefit
total direct costs	~ €35 000/ yr (17 Opcos)	product unification	less local development	-€40,000
total indirect costs	~ €40 000 / yr (17 Opcos)	3rd party suppliers	no need for 3rd party suppliers	-€35,000
total intangible 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 blue call-to-action button with the text "workforce for employers.". Below the image, it says "Create your account and see how our technology makes the process simple so the focus is always on you, the individual." and a "create account" button. At the bottom, there is a dark bar with the text "average manager salary in the Canada" and "unlock your" followed by a "Restart" button.



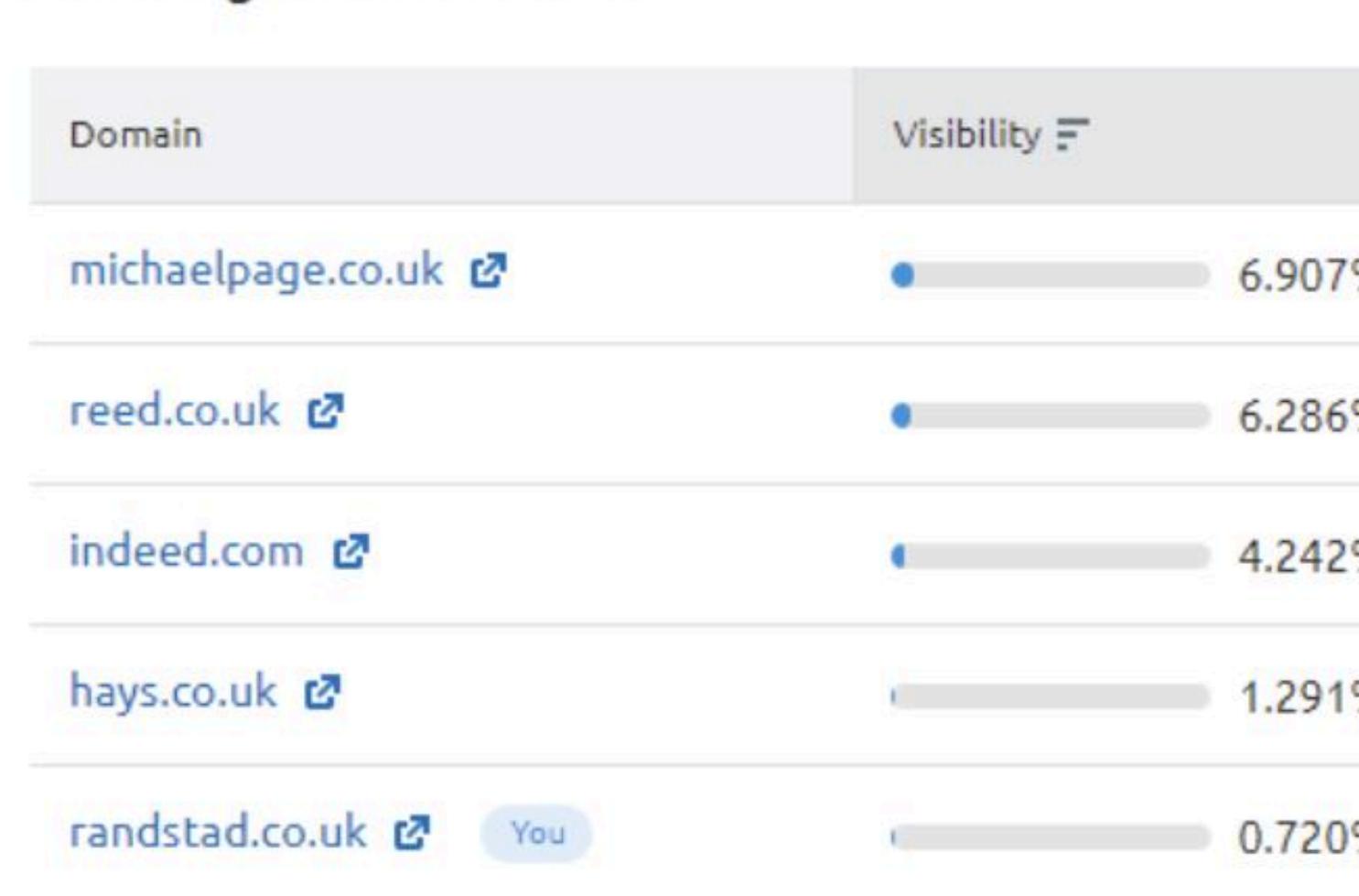
*My process*

# 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.

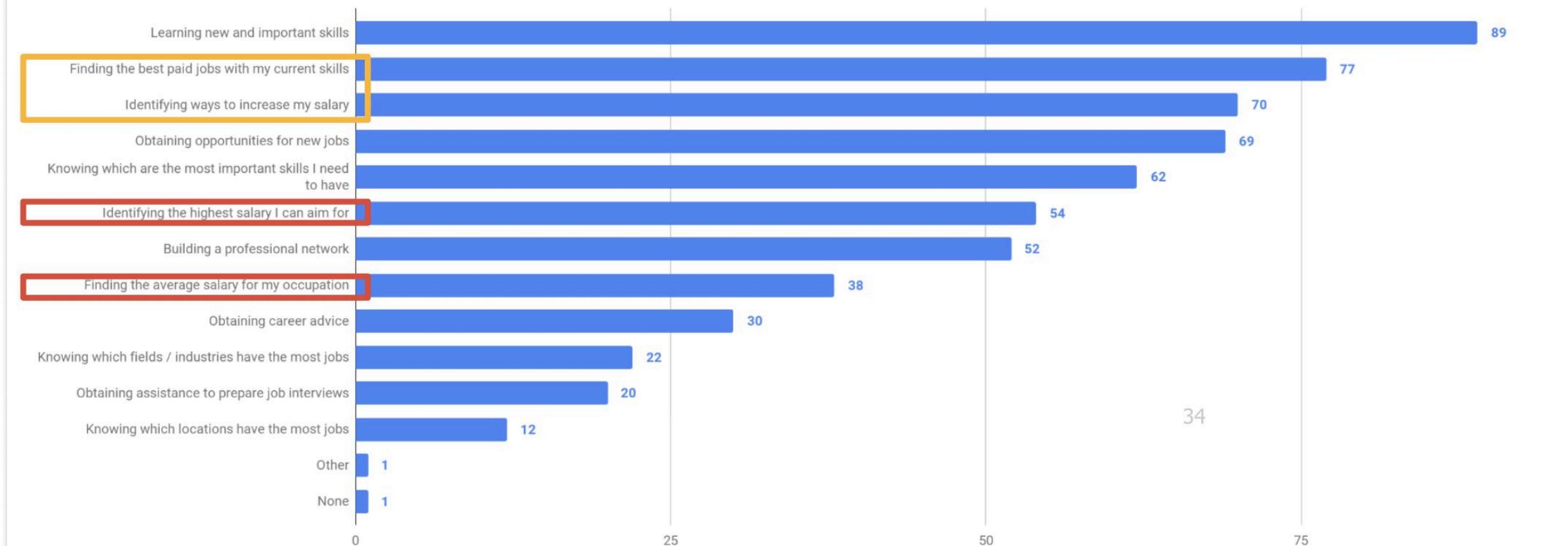
# User survey

## Goal

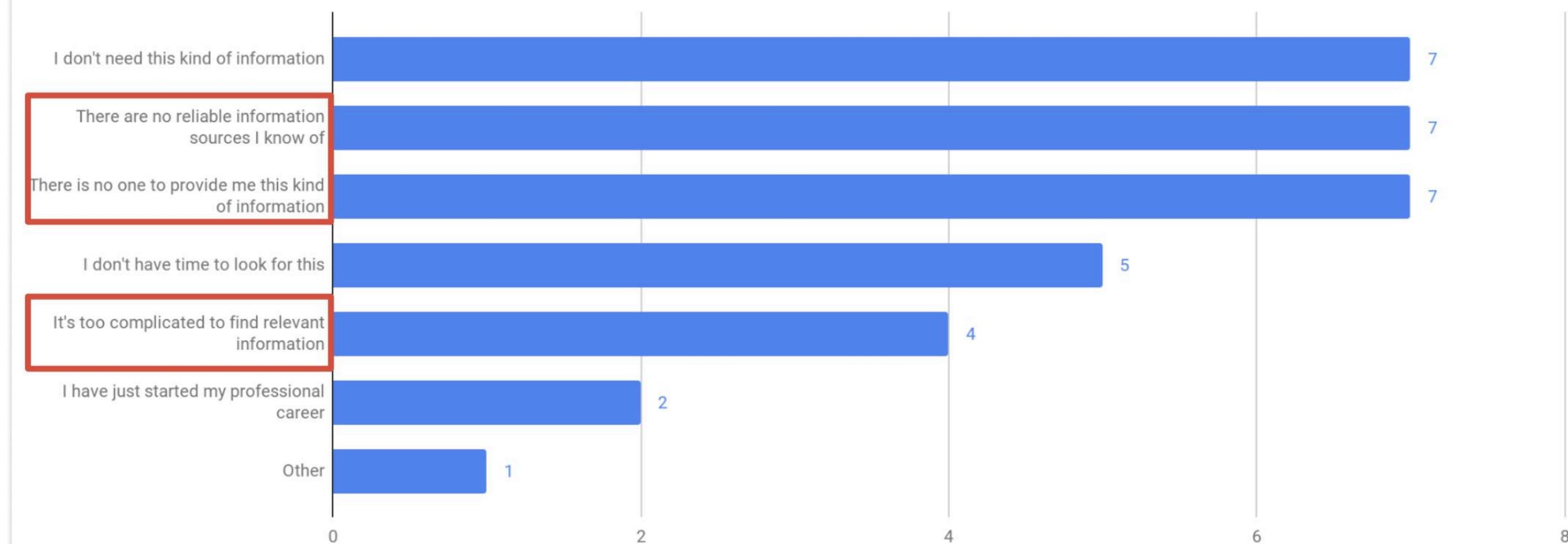
- Understand users painpoints when using the salary checker.
- Understand how users currently gather salary information.
- Understand users expectations for how a salary checker should function.

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

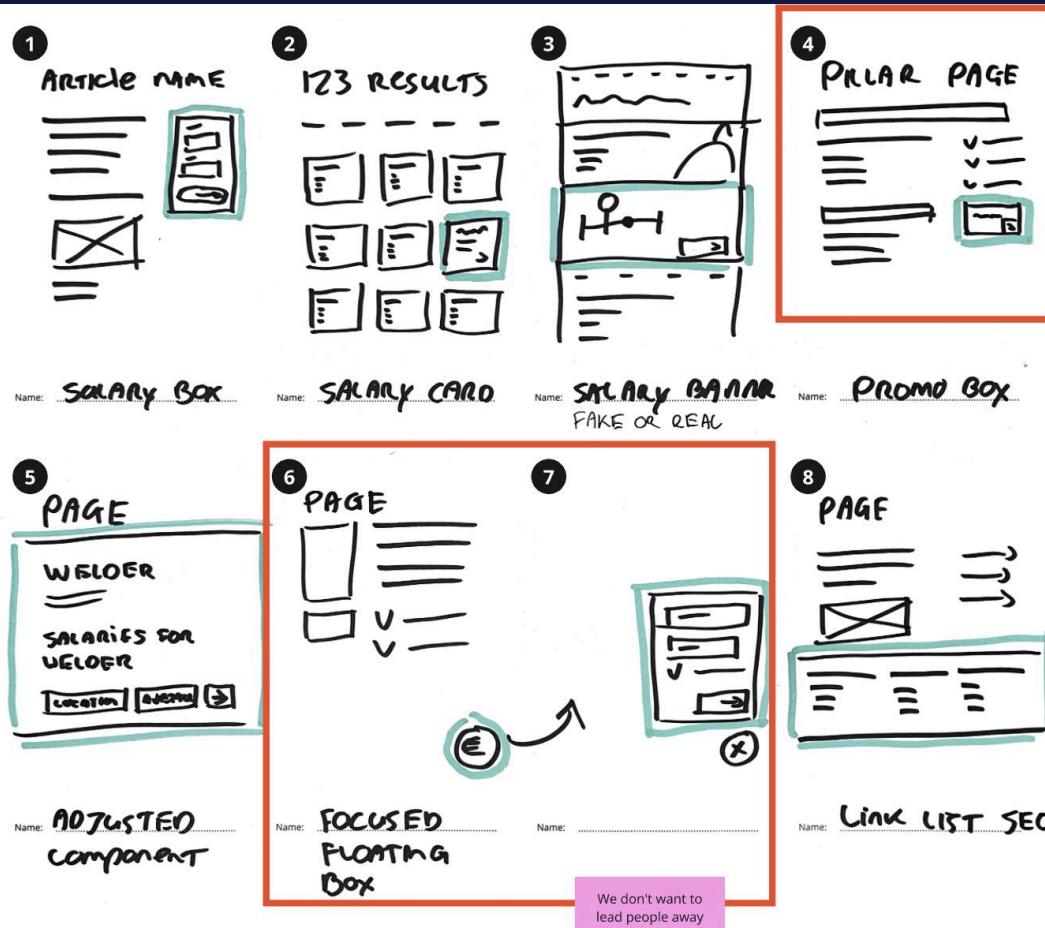
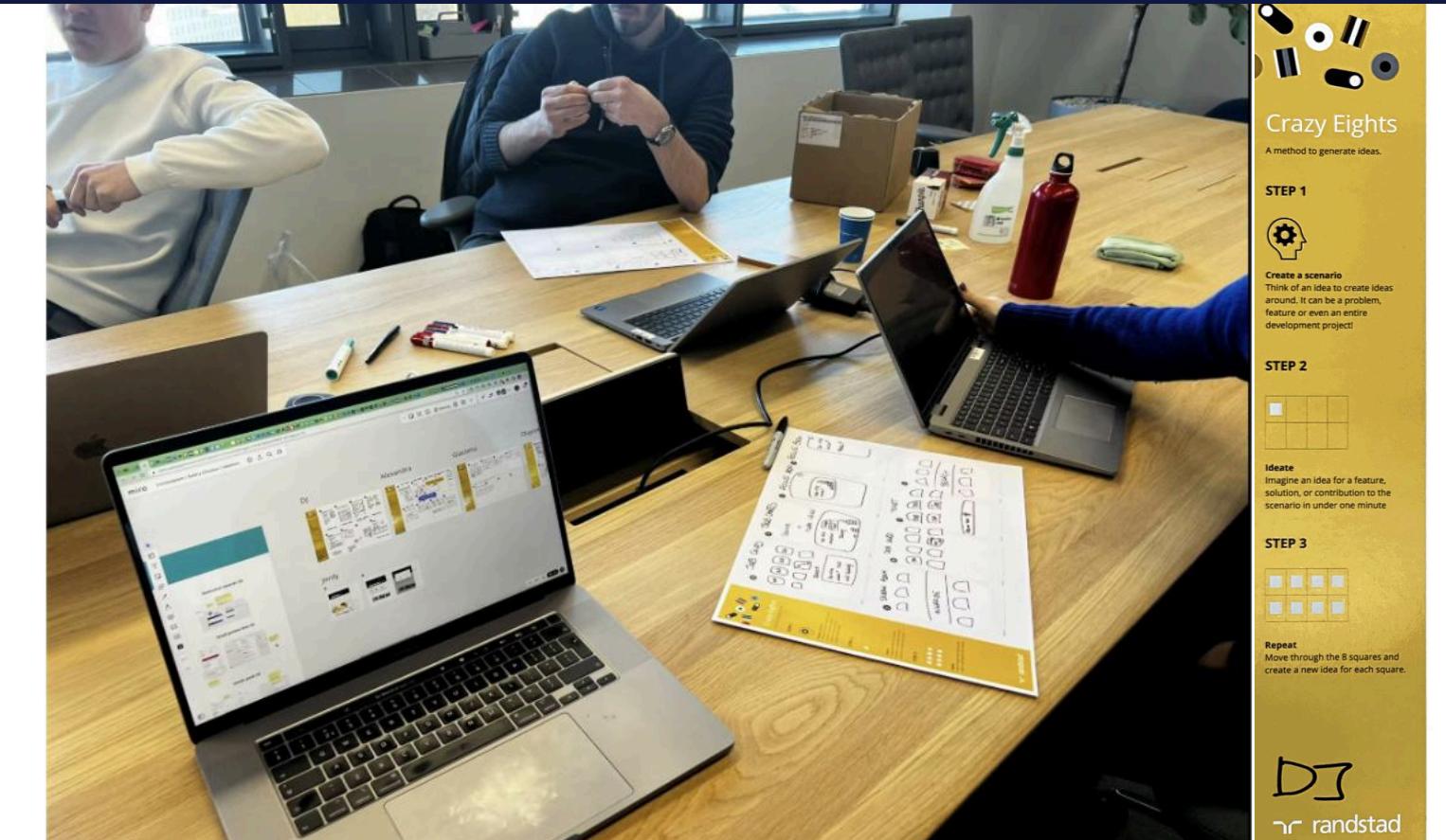
Miro (In-person workshop)

## Facilitated

2 workshops

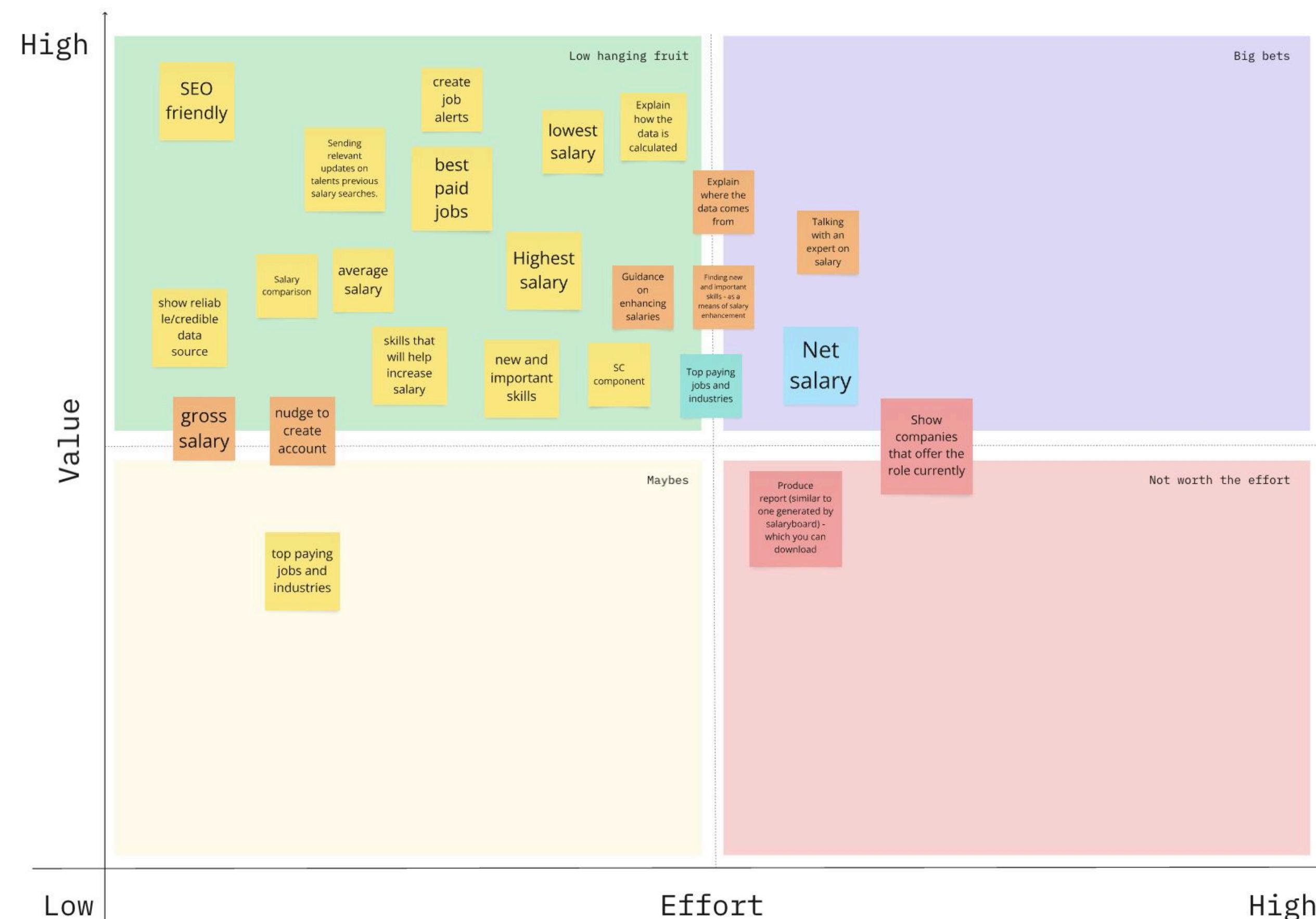
## Outcome

- 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*

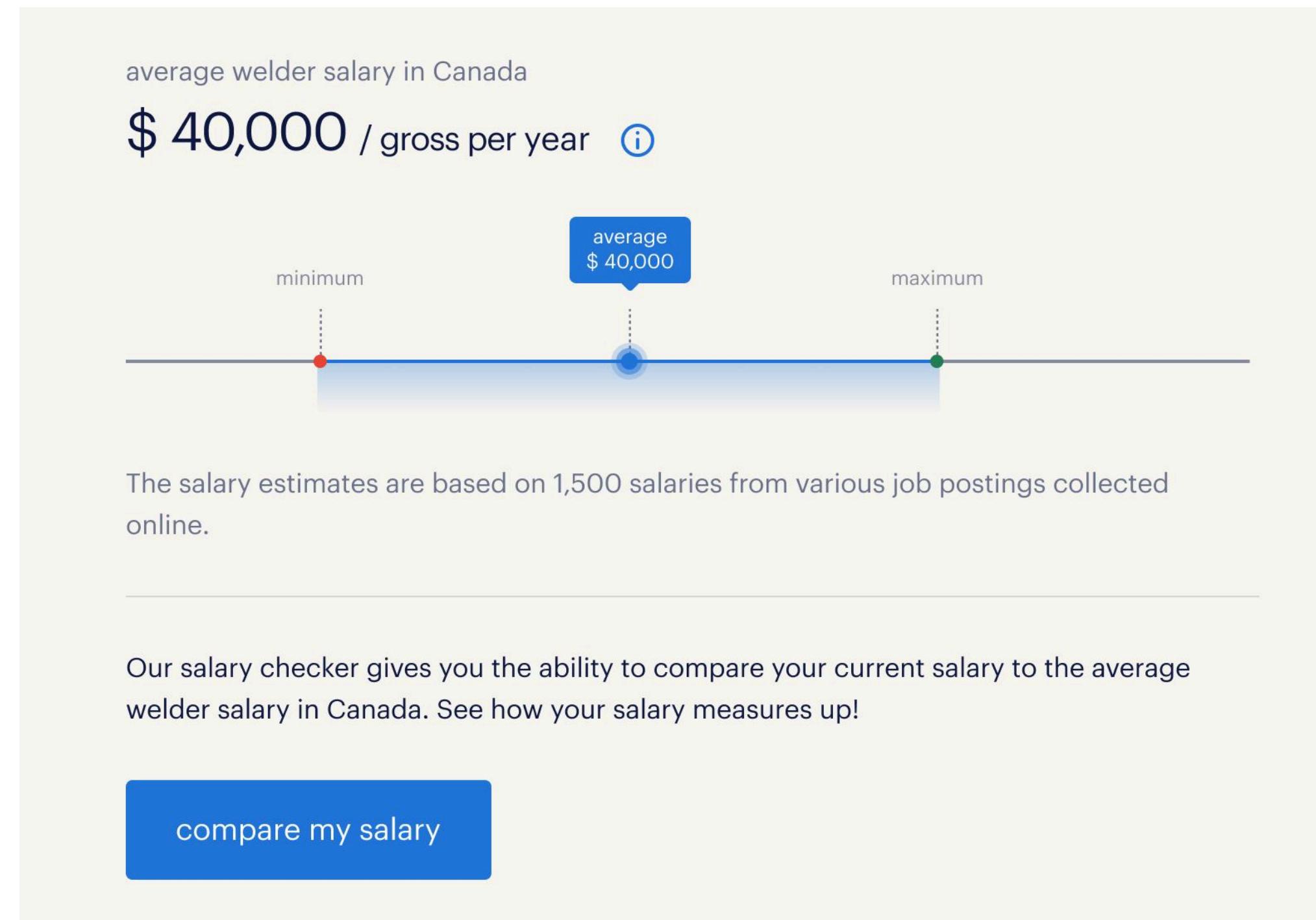
## Problem 1

---

# 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.

# 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 accountant 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

average accountant 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!

average accountant 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!

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. 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.

- ✓ 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

X

- [Lead Stocker](#)
- [Lead Generation Specialist](#)
- [Lead Teller](#)
- [Sales Lead](#)
- [Merchandising Lead](#)

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](#)

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. At the top, it says "Popular skills that can boost business analyst salaries". Below are seven skills, each with an icon and a small arrow indicating a salary increase of \$4,000:

- 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

A button labeled "Improve your skills" with a checkmark icon is located in the top right corner.

- ✓ 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 are seven skills listed in two rows:

- Leadership
- Communication
- Problem solving
- Team work
- Client management

Second row:

- Business Operations
- Strategic thinking

A button labeled "Improve your skills" with a checkmark icon is located in the top right corner.

- ✓ 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



avarage 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



avarage 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: Communication, Leadership, Problem solving, Team work, Client management, Business Operations, and Strategic thinking.
- Lead business analyst related jobs in Vancouver, Canada**: A list of job filters for Lead business analyst at Amazon with a salary of \$65,000 gross per year.

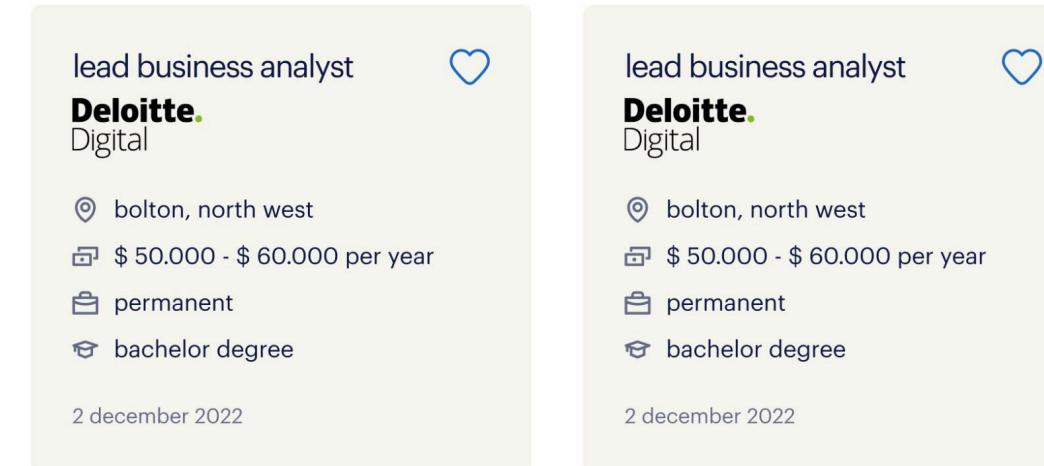
# MVP version (launched)

This screenshot shows the initial version of the salary checker. At the top, there's a navigation bar with links for 'contact us', 'NL', 'FR', and 'EN'. Below the navigation is the Randstad logo and a user session indicator showing '0' notifications and a 'my randstad' link. The main heading 'check and compare your salary' is displayed in large white text on a dark blue background. A subtext explains that the salary checker provides an average salary benchmark based on job title and location. Below this, there are search fields for 'search for' ('lead business analyst'), 'where?' ('Vancouver, Canada'), and an optional 'Annual gross salary (optional)' input field ('\$ 60,000'). A blue 'check salary' button is located at the bottom right of the search area.

lead business analyst salary in Vancouver, Canada



lead business analyst related jobs in Vancouver, Canada



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 the same header, search fields, and overall design. The main heading 'check and compare your salary' and subtext remain the same. The search fields are identical: '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



skills that are related for the job

english language, dutch language,  
presentation, analytical,  
managing lead, good with excel,  
flexibel

experience level



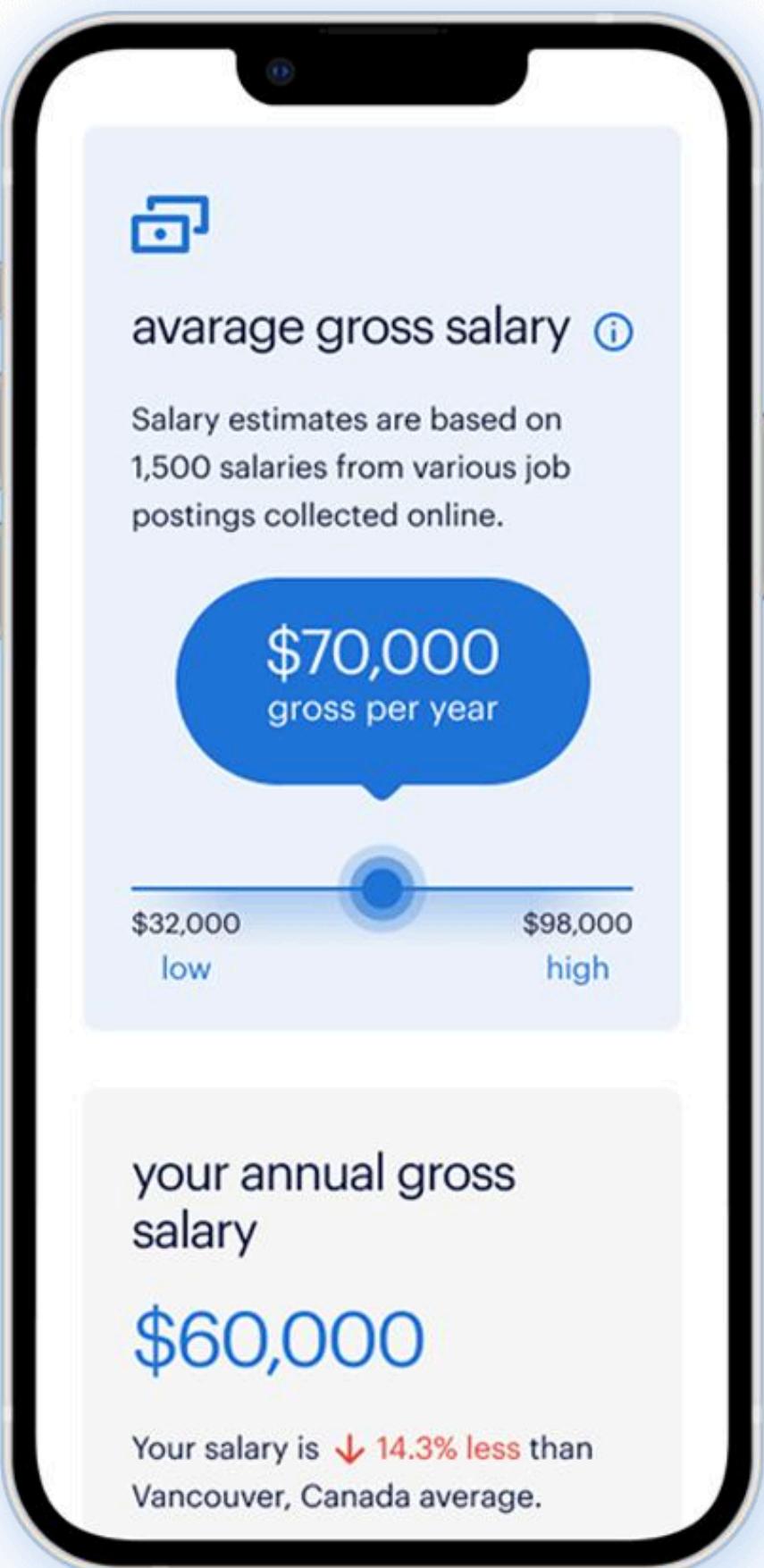
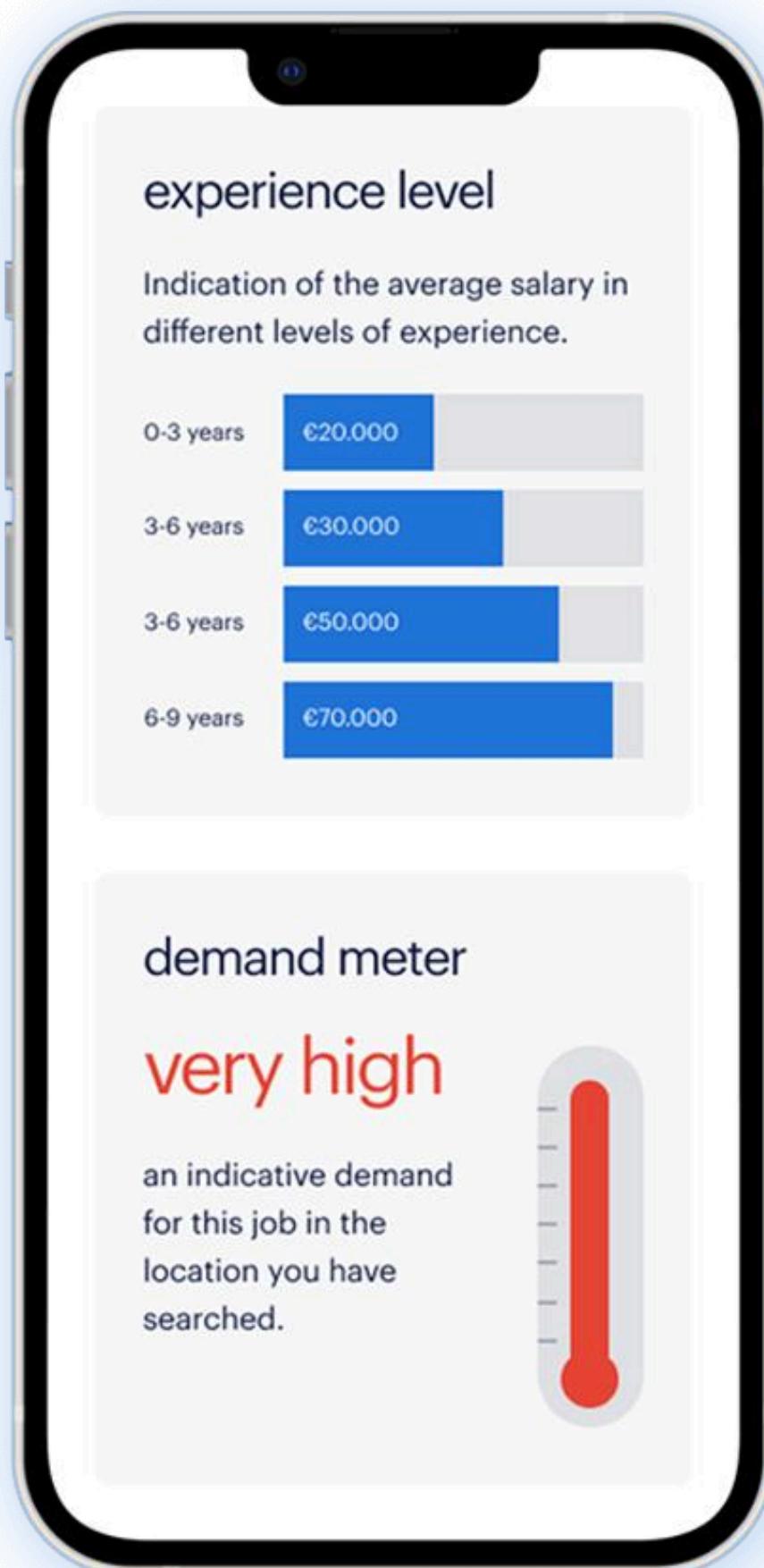
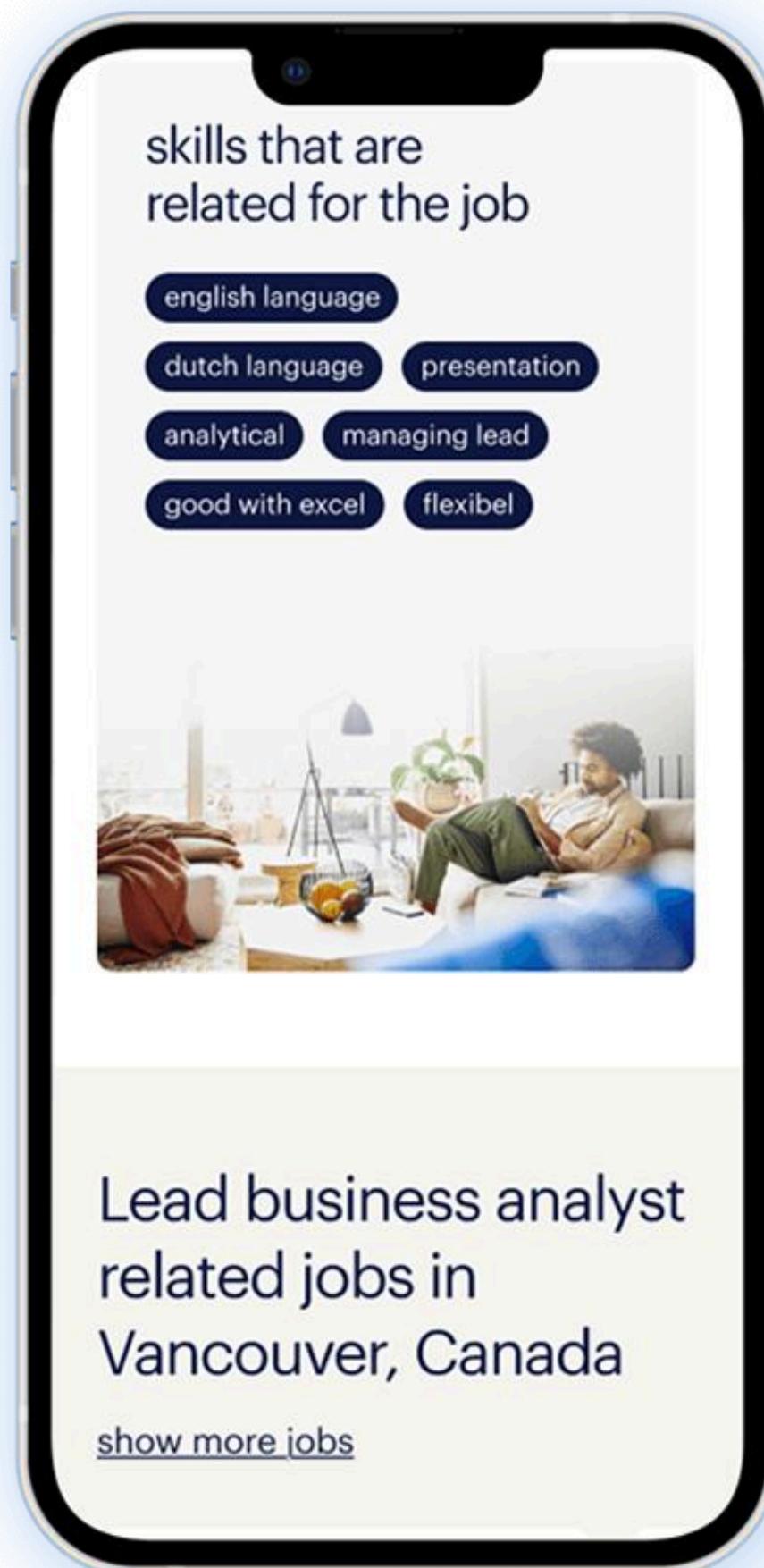
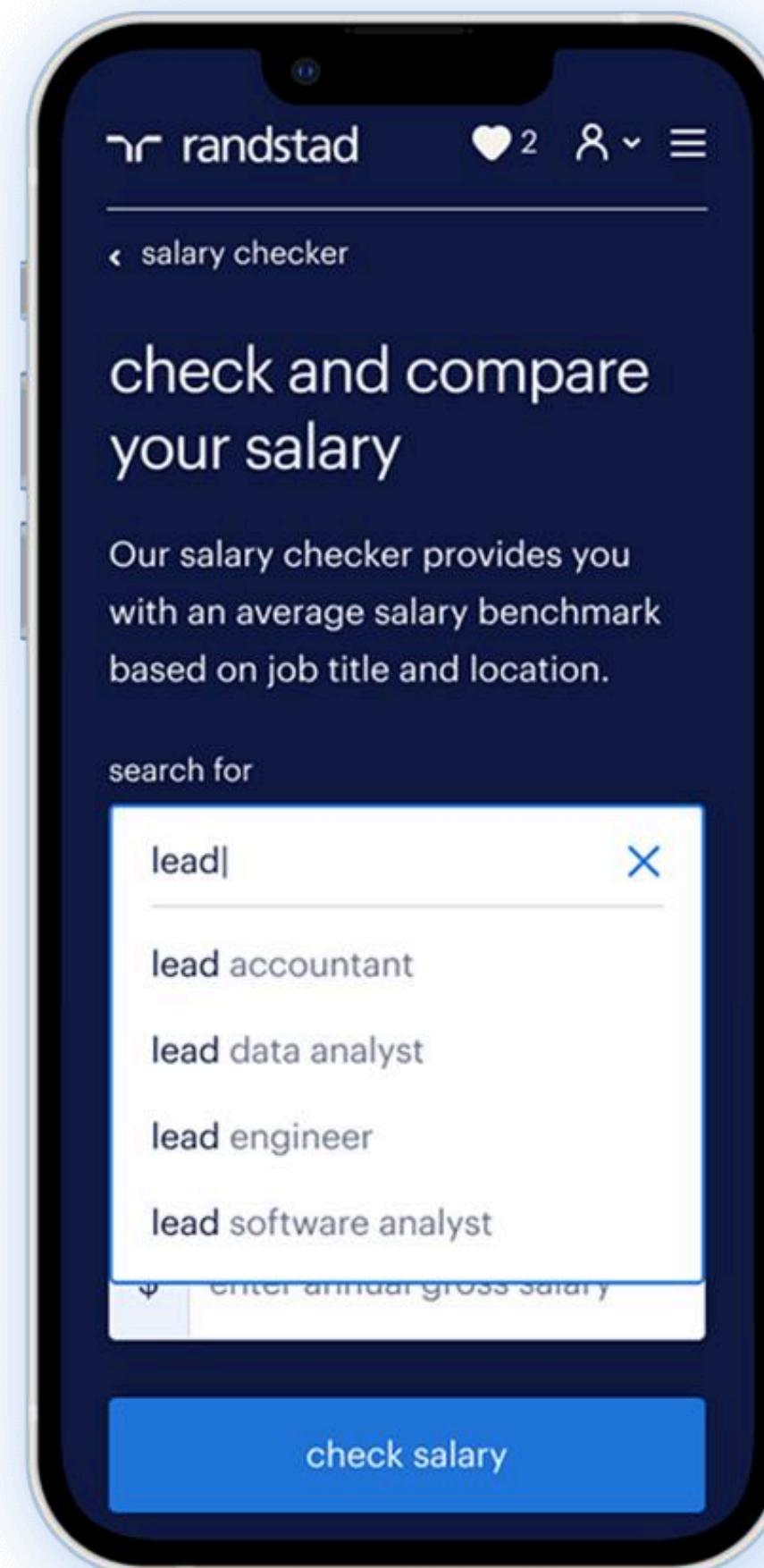
demand meter

very high

an indicative demand for this job in the location you have searched.

lead business analyst related jobs in Vancouver, Canada







*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

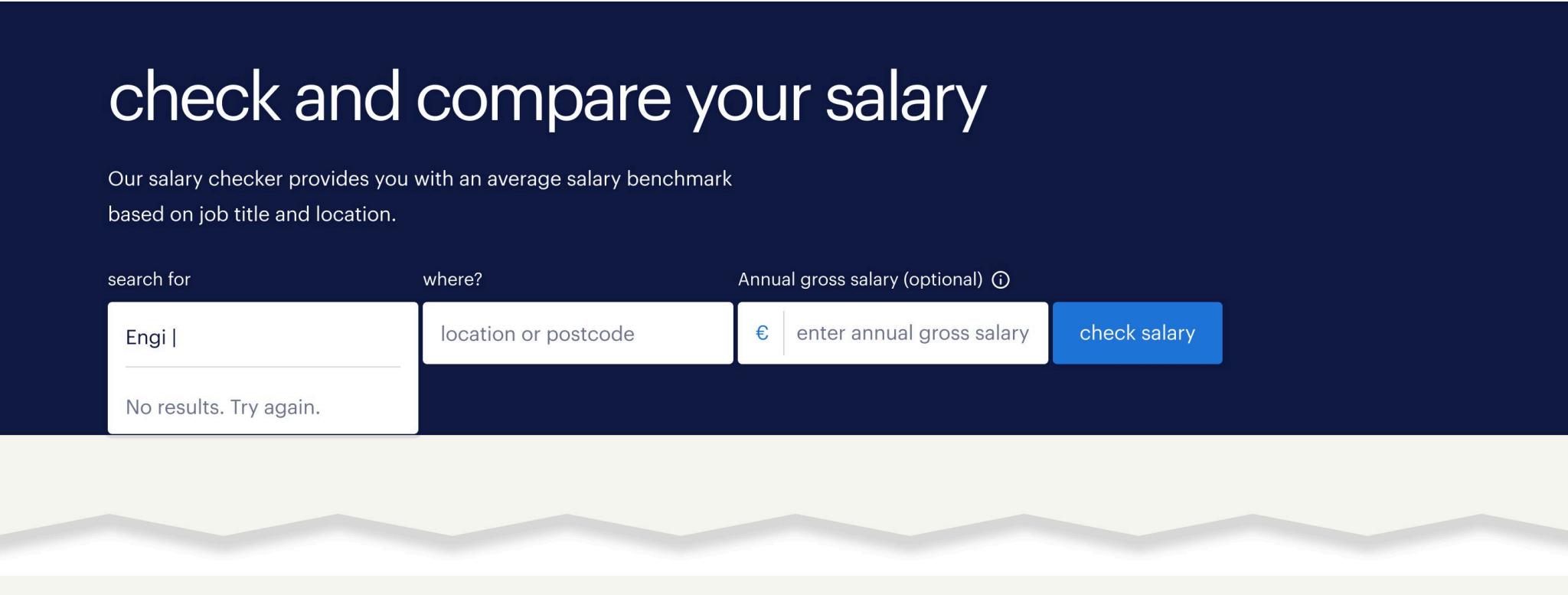
# check and compare your salary

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

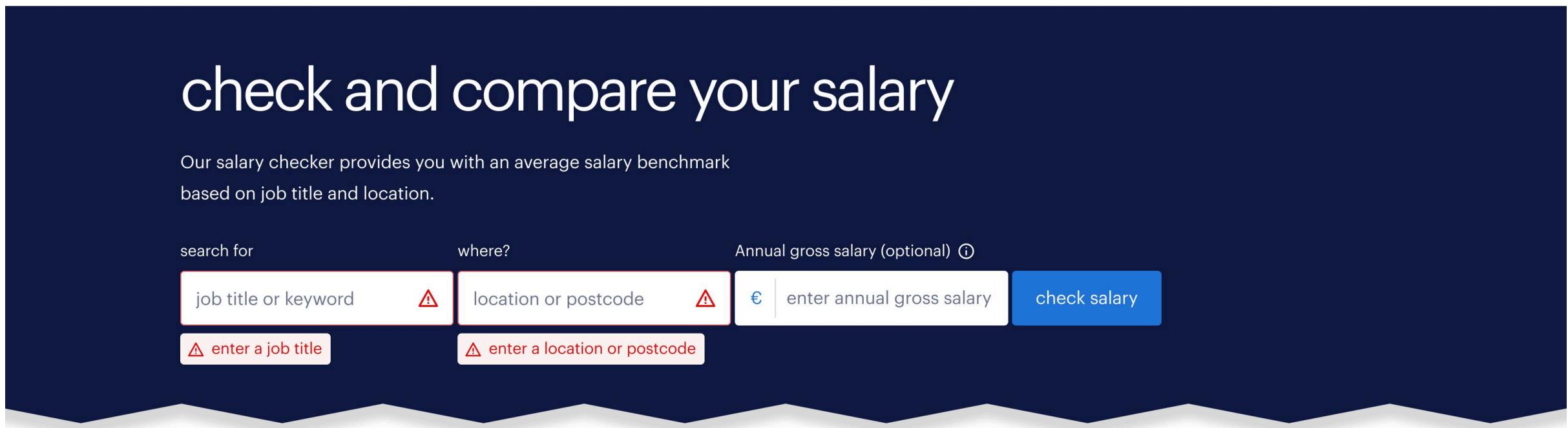
# check and compare your salary

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

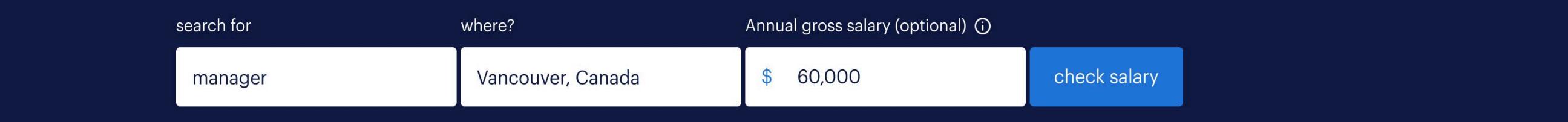
⚠ enter a job title ⚠ enter a location or postcode



## 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

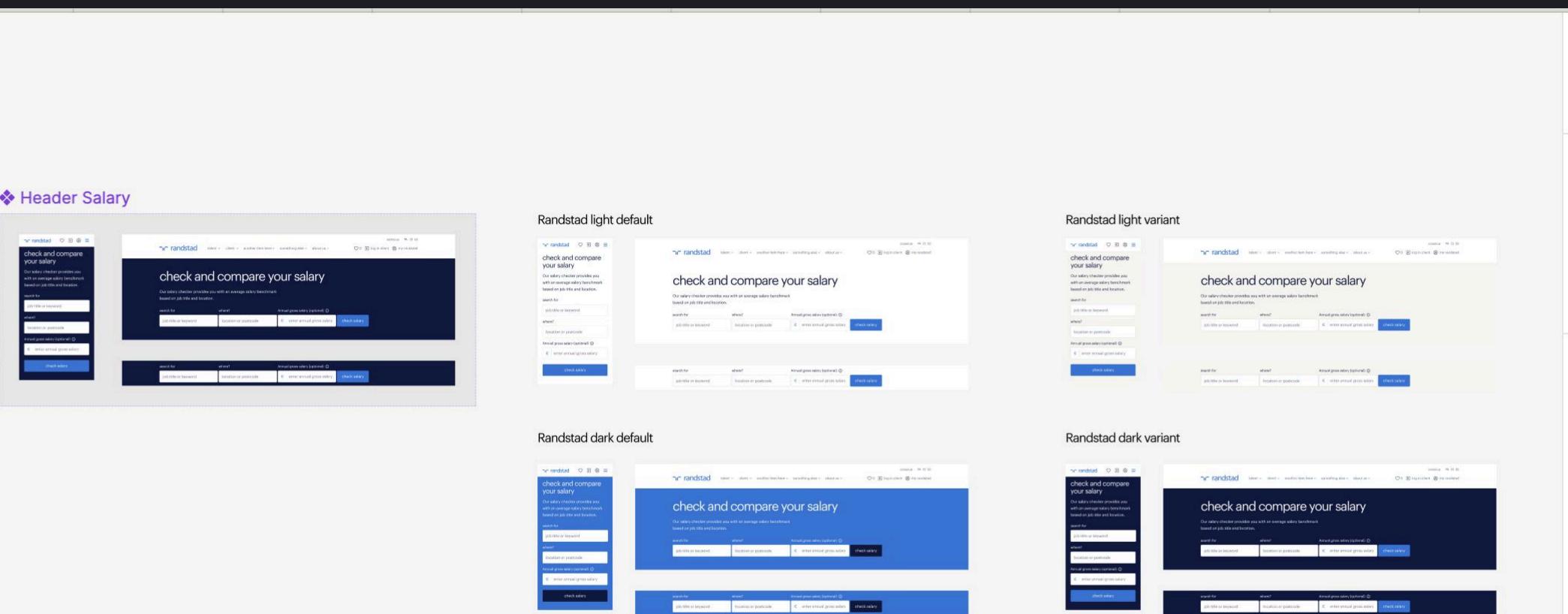
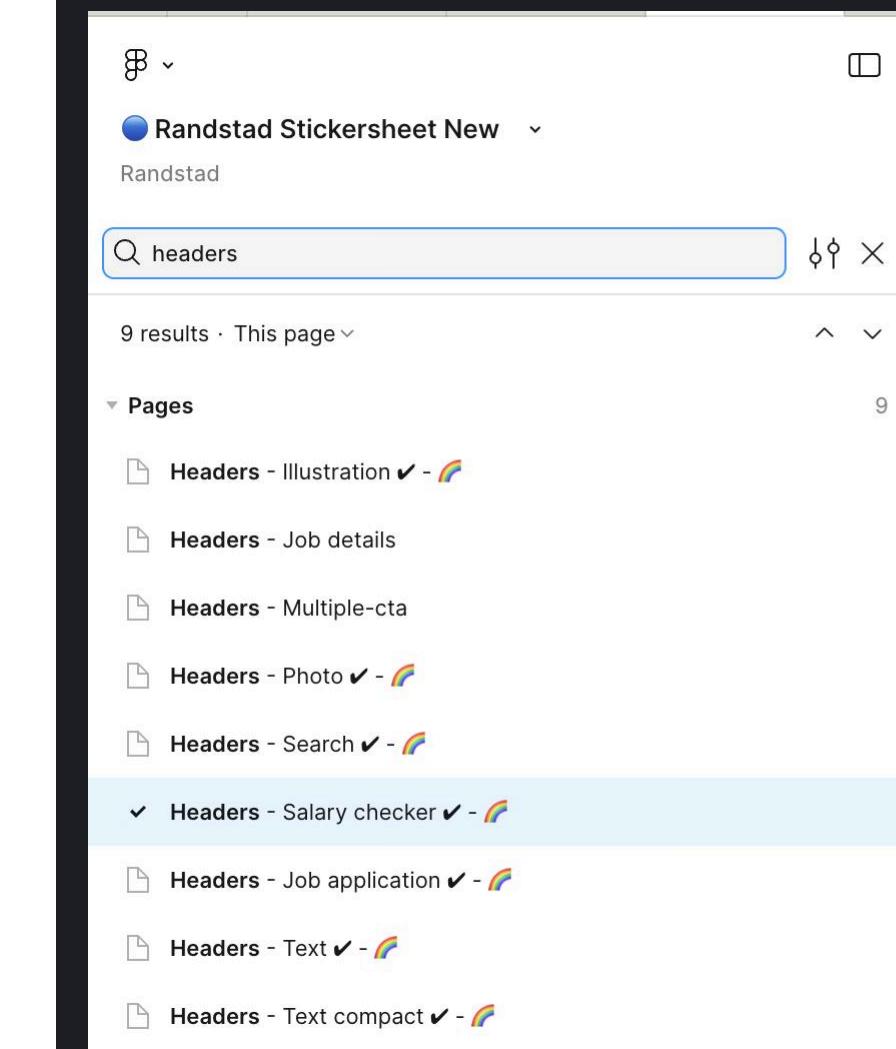
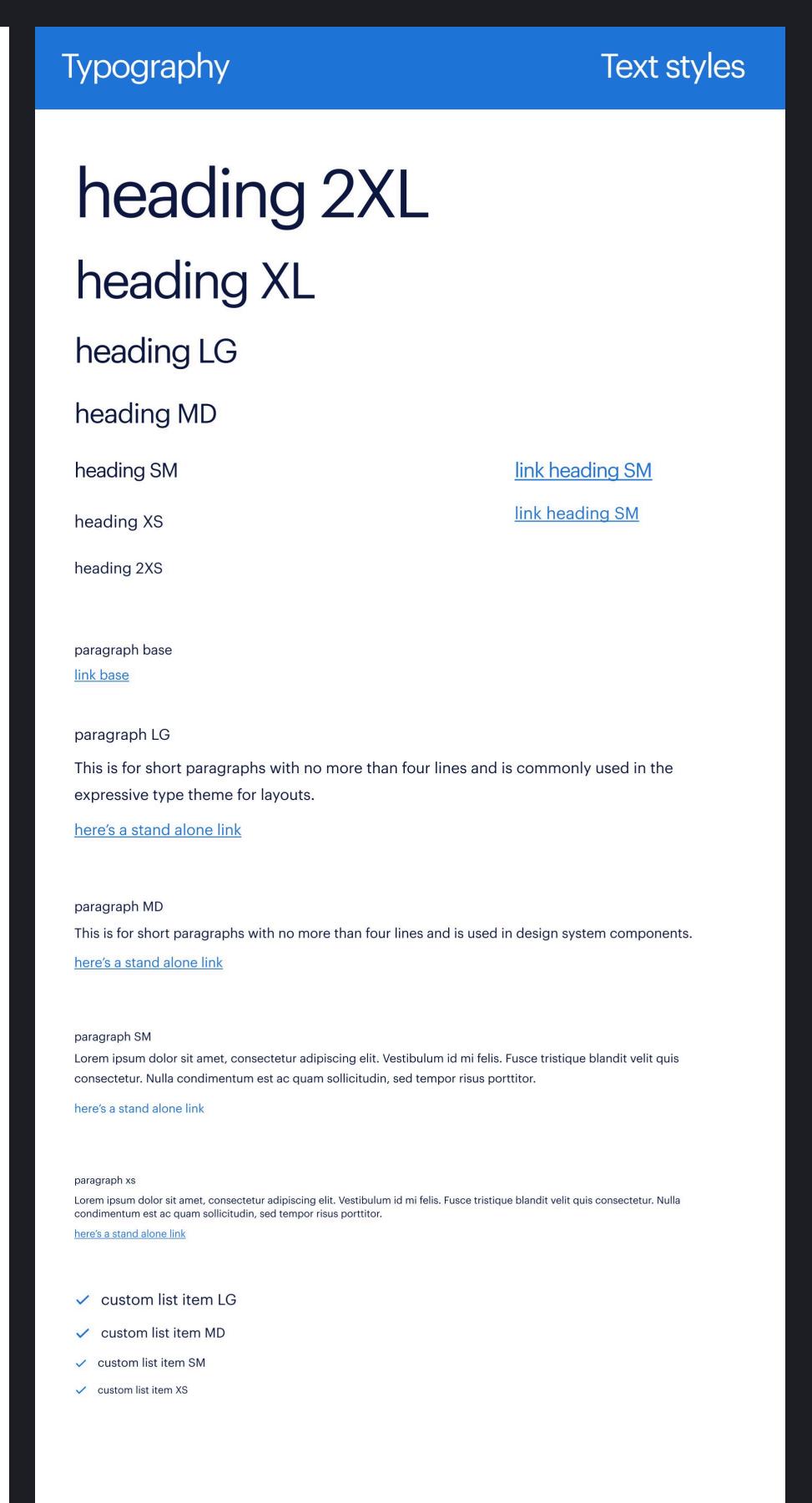
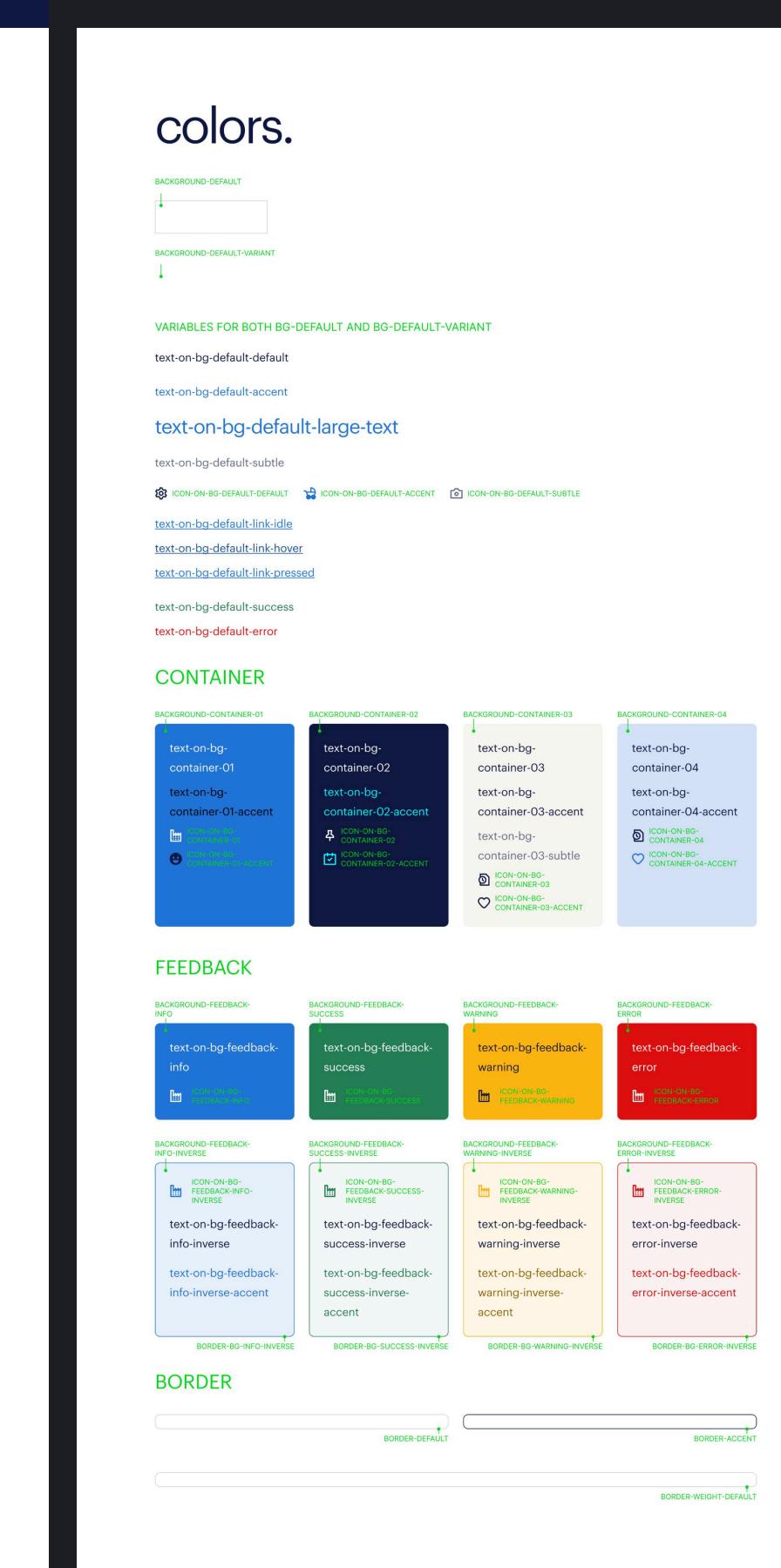
## Grid

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.

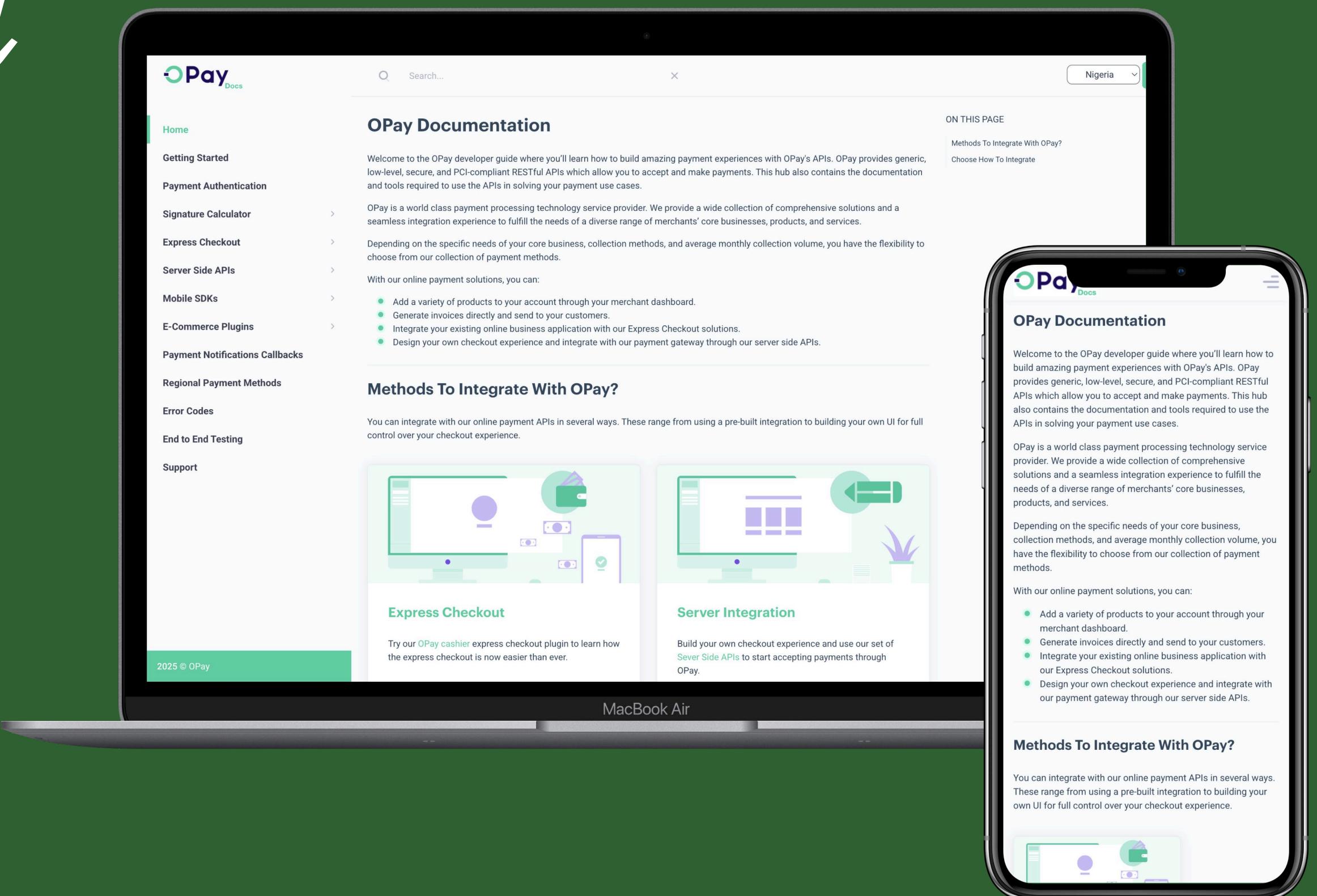
## What I learnt

- 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.

# 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

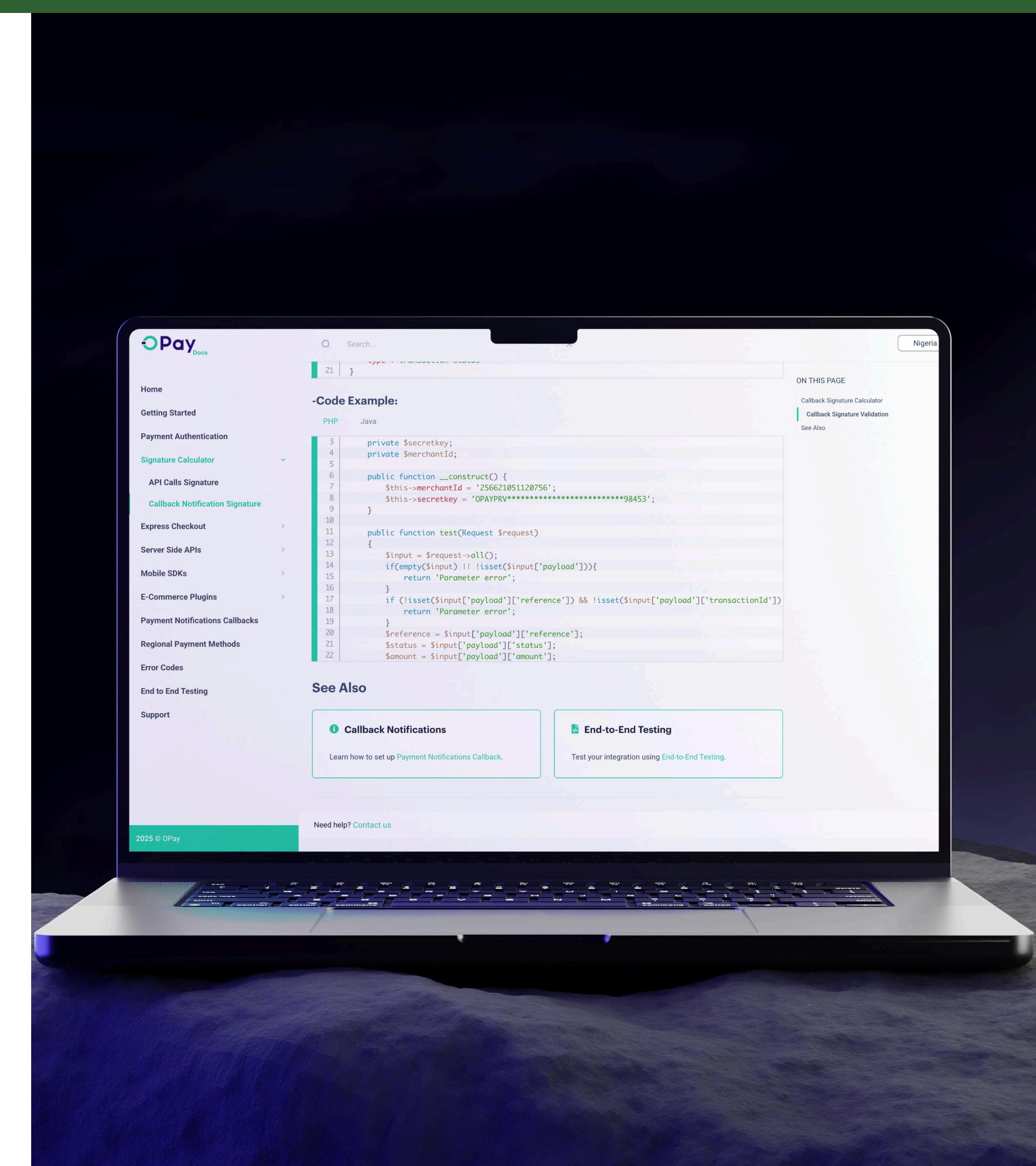


# The background

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

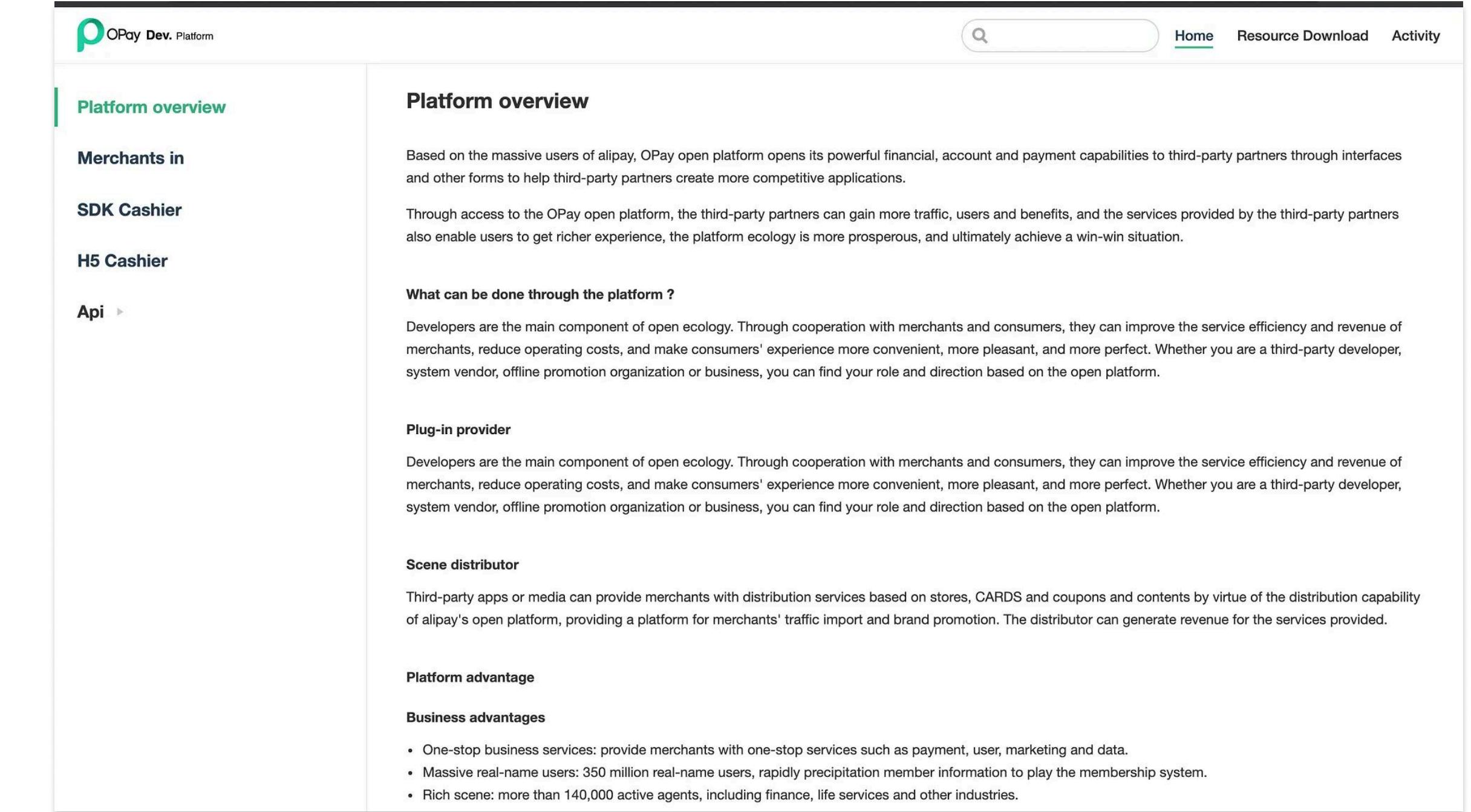
To address this, we created a comprehensive and developer-friendly Payment API documentation for OPay.

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 a search icon, 'Home' (which is underlined in green), '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 a detailed description of the platform's purpose, what can be done through it, plug-in providers, scene distributors, and platform advantages. It also lists business advantages such as one-stop business services, massive real-name users, and a rich scene.

**Platform overview**

Based on the massive users of alipay, OPay open platform opens its powerful financial, account and payment capabilities to third-party partners through interfaces and other forms to help third-party partners create more competitive applications.

Through access to the OPay open platform, the third-party partners can gain more traffic, users and benefits, and the services provided by the third-party partners also enable users to get richer experience, the platform ecology is more prosperous, and ultimately achieve a win-win situation.

**What can be done through the platform ?**

Developers are the main component of open ecology. Through cooperation with merchants and consumers, they can improve the service efficiency and revenue of merchants, reduce operating costs, and make consumers' experience more convenient, more pleasant, and more perfect. Whether you are a third-party developer, system vendor, offline promotion organization or business, you can find your role and direction based on the open platform.

**Plug-in provider**

Developers are the main component of open ecology. Through cooperation with merchants and consumers, they can improve the service efficiency and revenue of merchants, reduce operating costs, and make consumers' experience more convenient, more pleasant, and more perfect. Whether you are a third-party developer, system vendor, offline promotion organization or business, you can find your role and direction based on the open platform.

**Scene distributor**

Third-party apps or media can provide merchants with distribution services based on stores, CARDS and coupons and contents by virtue of the distribution capability of alipay's open platform, providing a platform for merchants' traffic import and brand promotion. The distributor can generate revenue for the services provided.

**Platform advantage**

**Business advantages**

- One-stop business services: provide merchants with one-stop services such as payment, user, marketing and data.
- Massive real-name users: 350 million real-name users, rapidly precipitation member information to play the membership system.
- Rich scene: more than 140,000 active agents, including finance, life services and other industries.

## 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 website. At the top right, there is a dropdown menu set to "Nigeria" and a "Create Account" button. Below the header, there is a search bar and 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?". The main content area features a code snippet in a monospaced font:

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

Below the code snippet, a note says: "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 lists 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 "What's Next?" section with a box titled "Callback Notifications" containing the text: "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

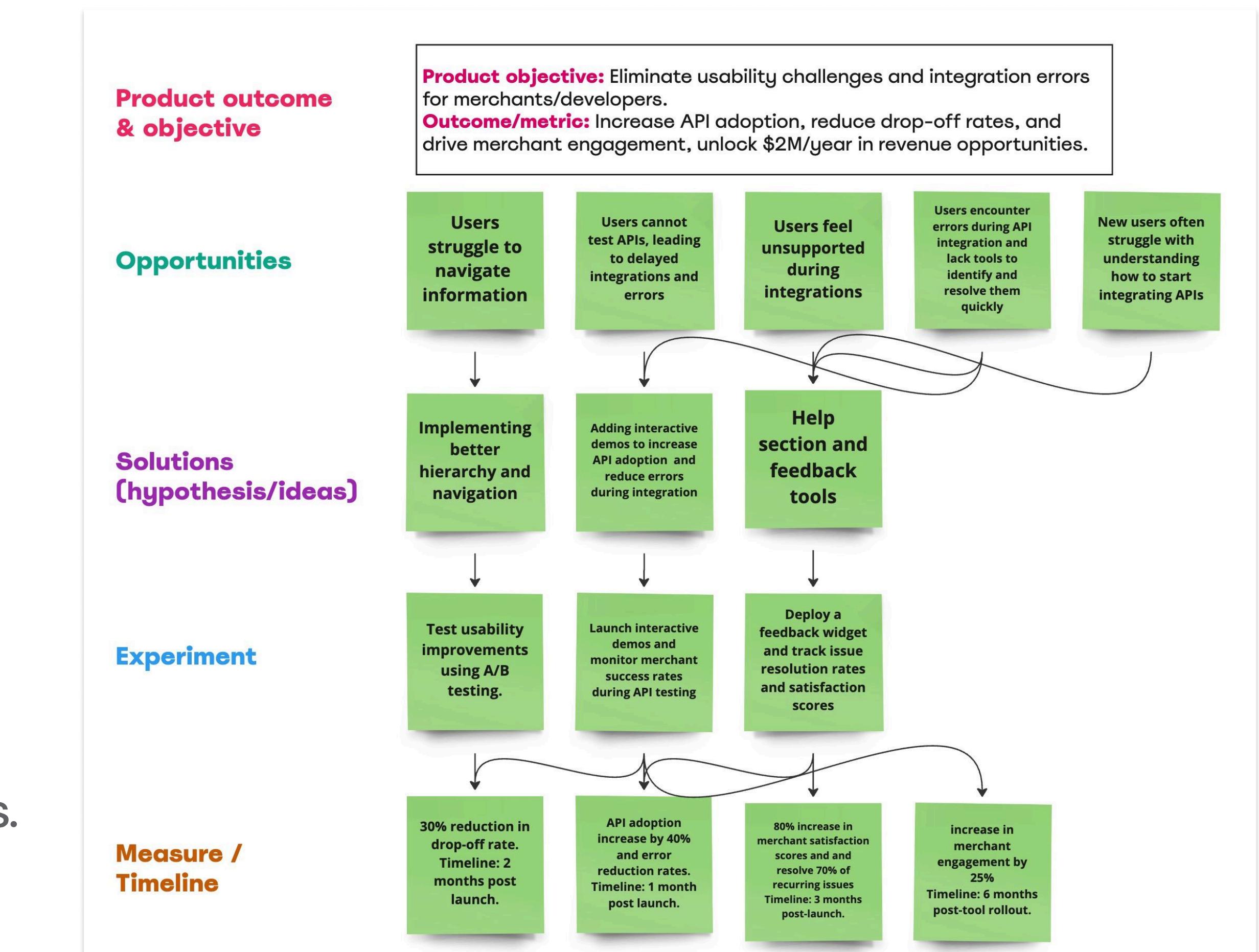
1 designer, 1 product manager, 2 developers

## 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'. At the top right, there's a sidebar titled 'ON THIS PAGE' with links to 'Callback Signature Calculator' and 'Callback Signature Validation'. Below the sidebar, there's a note about transaction status updates and the importance of verifying callbacks. A section titled 'You can do any or both of the below to verify callbacks from OPay:' lists two options: watching IPs and validating signatures. Another section, 'Callback Signature Calculator', explains the use of HMAC-SHA3-512 signatures for callbacks and provides fields for entering a private key and callback payload. To the right of the main content, 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	total	long	required	Amount( <a href="#">cent unit</a> ).
	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 detailed API documentation page for the 'Cashier Create Payment' endpoint. At the top, there's a navigation bar with links for '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'. A search bar and a dropdown for 'Nigeria' are also present. The main content area has a title 'Production' with the URL 'https://liveapi.opaycheckout.com/api/v1/international/cashier/create'. It includes sections for 'Cashier Create Payment API HTTP POST Parameters' and 'Your request should contain:' with two numbered items: 1. Header (Bearer PublicKey: Your OPay merchant account Public Key, merchant ID: Your OPay account merchant ID) and 2. Json object containing the payment information. Below this is a code block showing the JSON structure for the payment object, with line numbers from 1 to 20. The JSON is as follows:

```
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  },  
}
```

### 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

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

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?



*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. At the top right are links for 'Support' and 'Create Account'. The main navigation on the left includes 'Introduction', 'OPay Payment Gateway', 'Transfers', 'Signature Calculator', 'OPay Inquiry', 'OPay Wallet Payment', 'OPay User Account Creation', 'Transactions', and 'Libraries'. The 'OPay Documentation' section has a welcome message and a 'Getting Started' section with three cards: 'Accept your First Payment', 'Transfers', and 'OPay Inquiry'. Below this are sections for 'Accept Payments', 'Transfer to Bank Account', and 'Transfer to OPay Wallet', each with its own 'Authenticate' step and a code snippet for a POST request to '/cashier/initialize'. The code snippets use Okra.js library imports and show how to connect a bank, authenticate with keys, and create a client object with sandbox or production options. At the bottom, there are 'Docs' (Getting Started, Docs, API Reference), 'Community' (Official Website, Facebook, LinkedIn, Twitter), and a feedback section asking 'Was this page helpful?' with 'Yes' and 'No' buttons.

**OPay Docs**

Search... x

Nigeria ▼ Create Account

**OPay Documentation**

**ON THIS PAGE**

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

**Home**

**Getting Started**

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.

**Payment Authentication**

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.

**Signature Calculator**

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.

**Express Checkout**

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.

**Server Side APIs**

**Mobile SDKs**

**E-Commerce Plugins**

**Payment Notifications Callbacks**

**Regional Payment Methods**

**Error Codes**

**End to End Testing**

**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.

2025 © OPay

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

**OPay Docs**

Search... x

Nigeria ▼ Create Account

**ON THIS PAGE**

- API Keys
- Public Key Authentication
- Signature Authentication

**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.

**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**

**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 and merchant ID.

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

2025 © OPay

**OPay Docs**

Search... x

Nigeria ▼ Create Account

**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**

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"
  }

```



## 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.

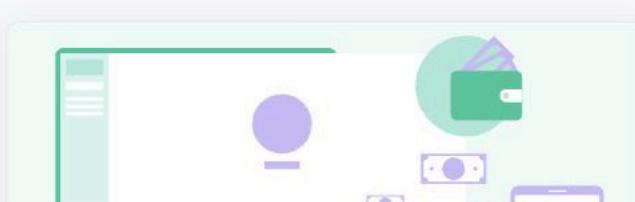
Depending on the specific needs of your core business, collection methods, and average monthly collection volume, you have the flexibility to choose from our collection of payment methods.

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.



## 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

## Why OPay?

We offer a wide range of payment methods and integration options to help you build a seamless payment experience for your customers. Our APIs are designed to be easy to use and integrate with your existing systems.



- 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 and merchant ID.



*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.

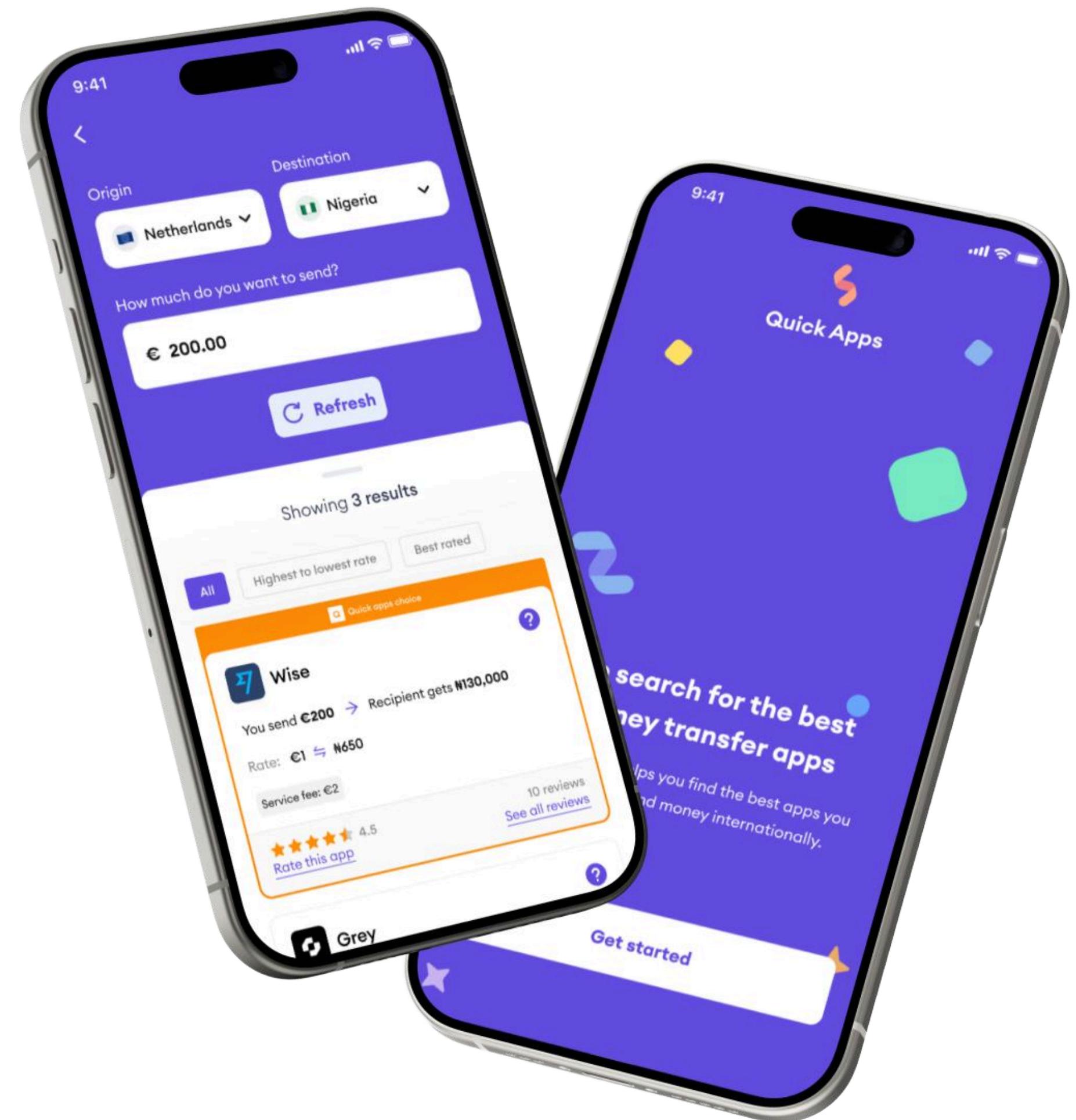
## What I learnt

- 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

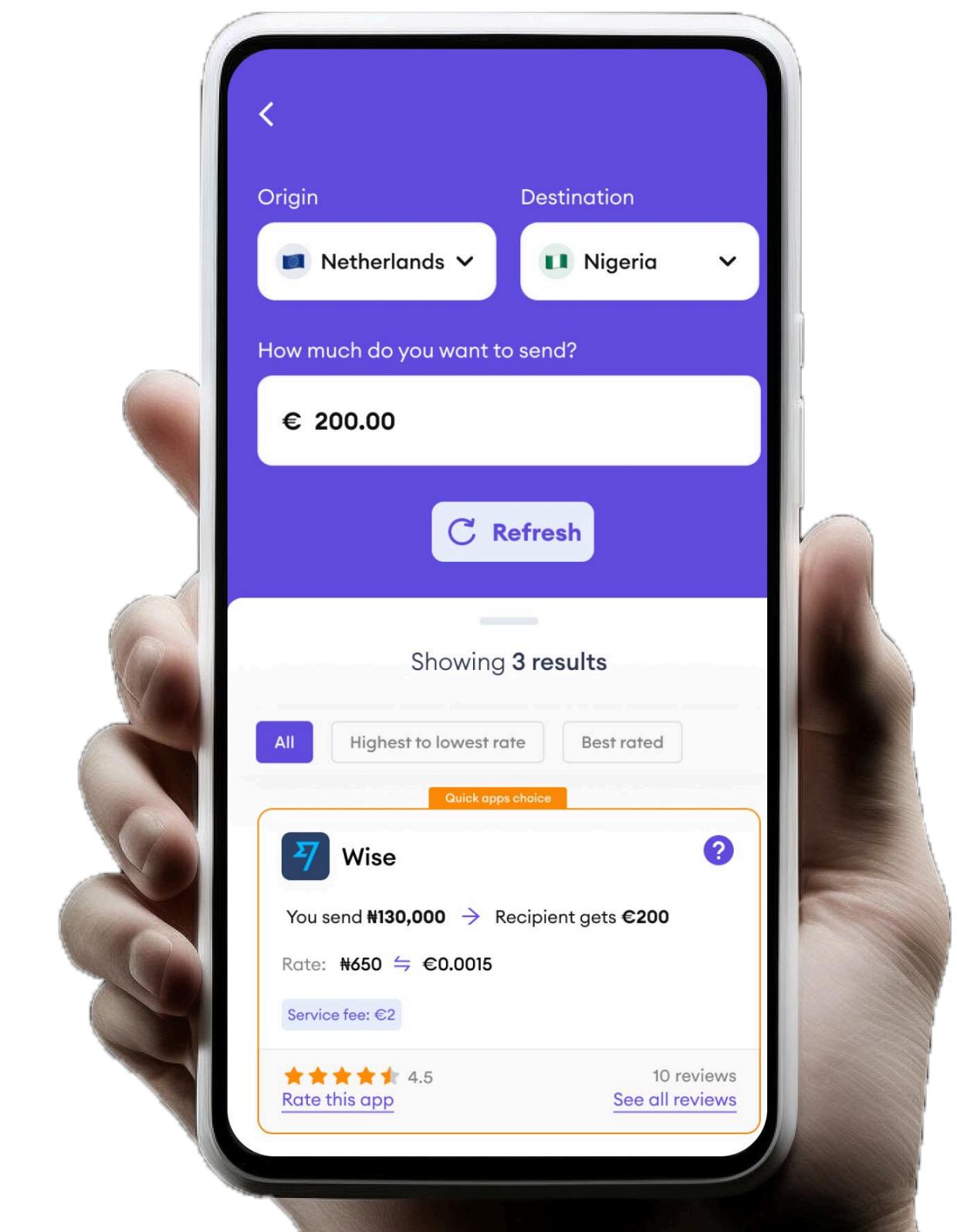


# The background

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

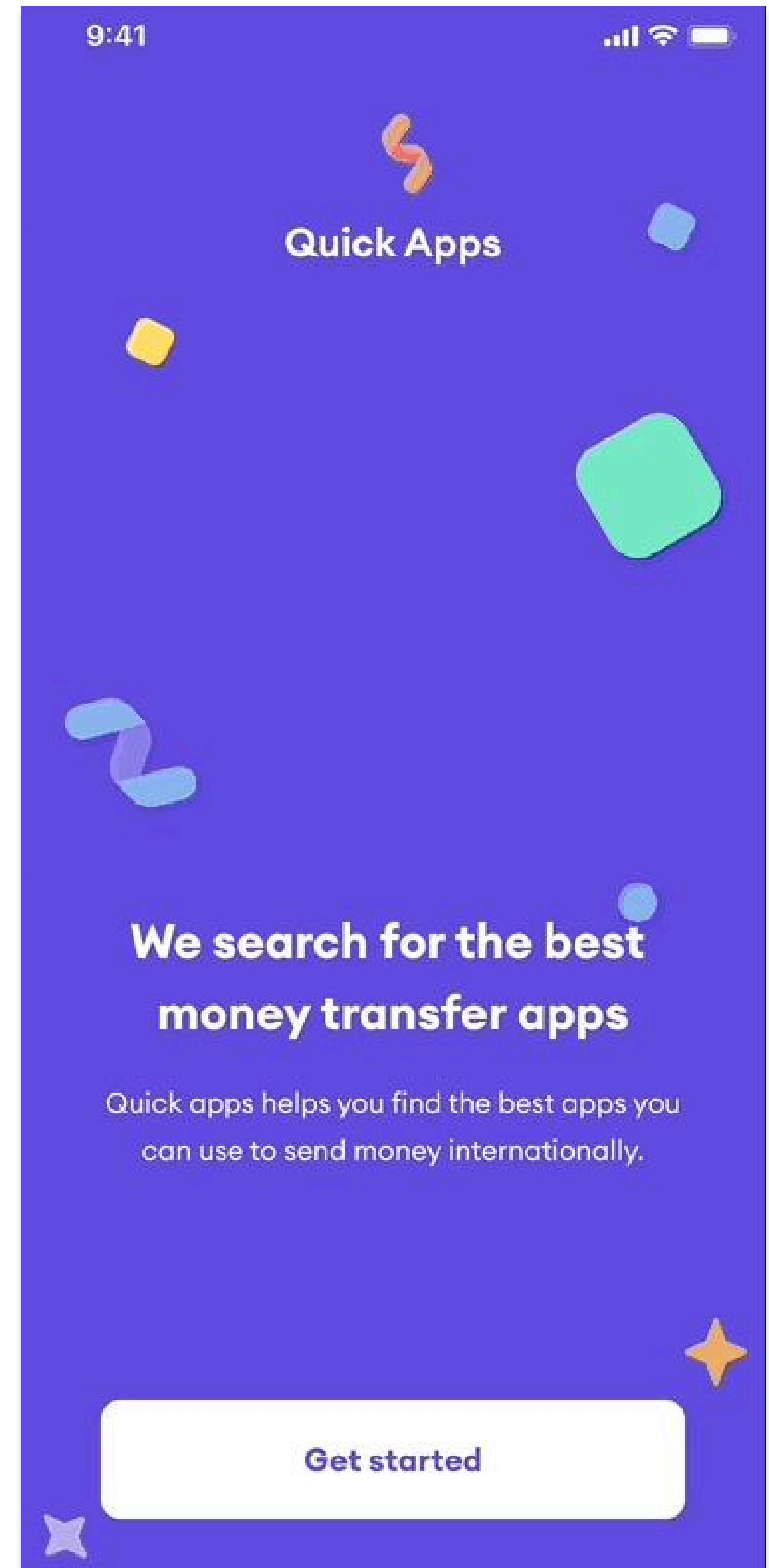
**Simplify the process of choosing a cross-border payment platform to use, comparing exchange rates, fees, and services across multiple cross-border payment platforms in real-time.**

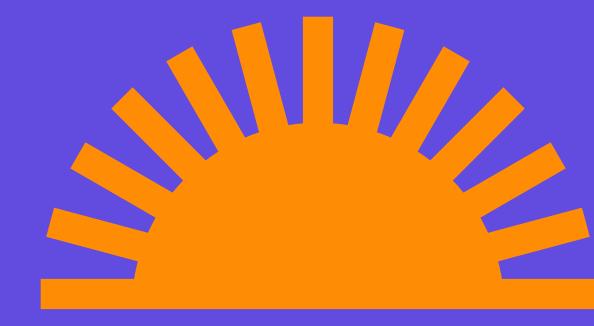
## The impact

- 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

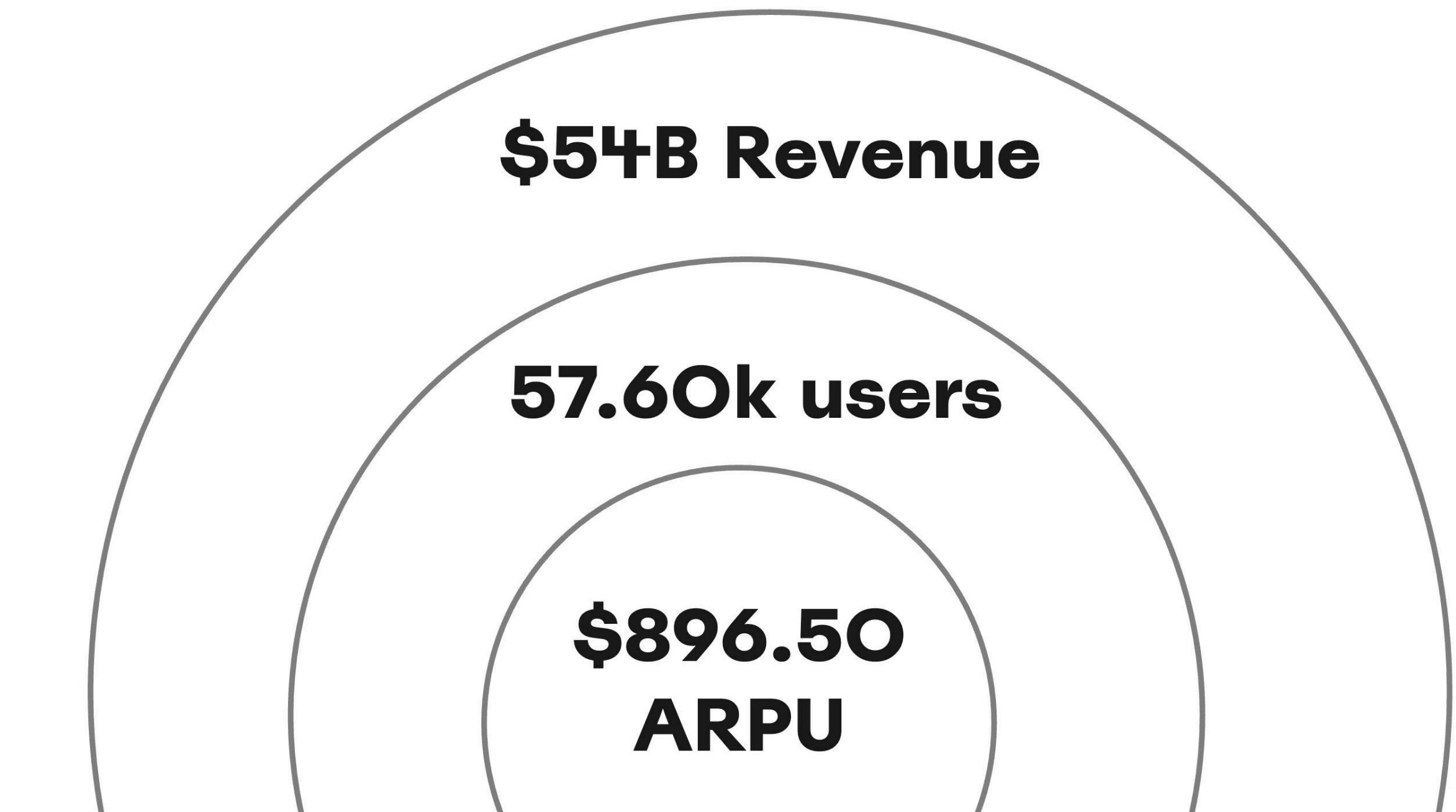
Annual growth rate (CAGR 2024–2029) of 4.62% resulting in a projected total amount of \$54.13m by 2029.

## 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.

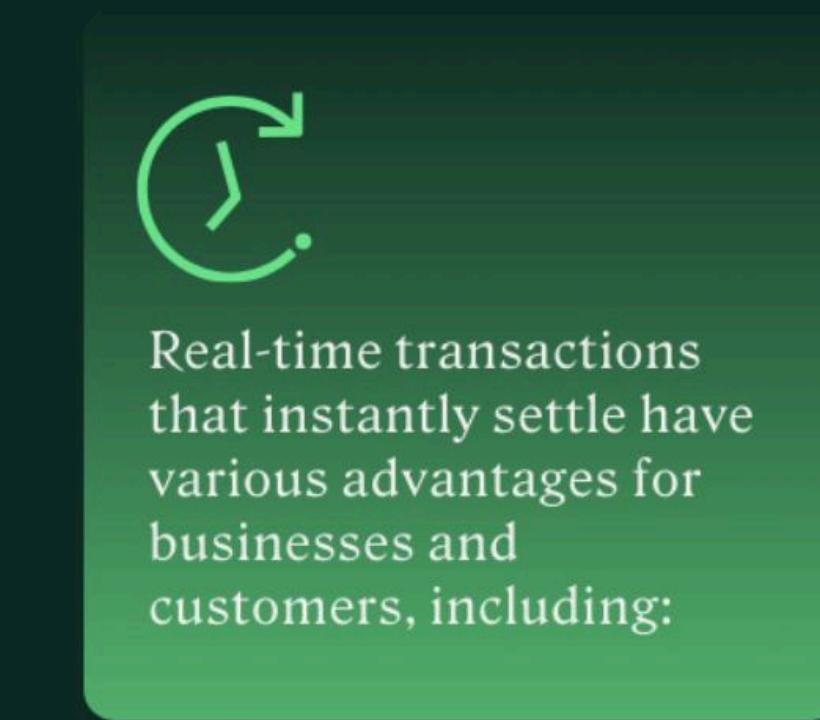


Source

# 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.

Key Trends Shaping Cross-Border Payouts in 2025



Improved cash flow

Enhanced security

Global reach

Enhanced communication

Financial forecasting

thunes.com

Thunes.

[Source](#)

# User survey

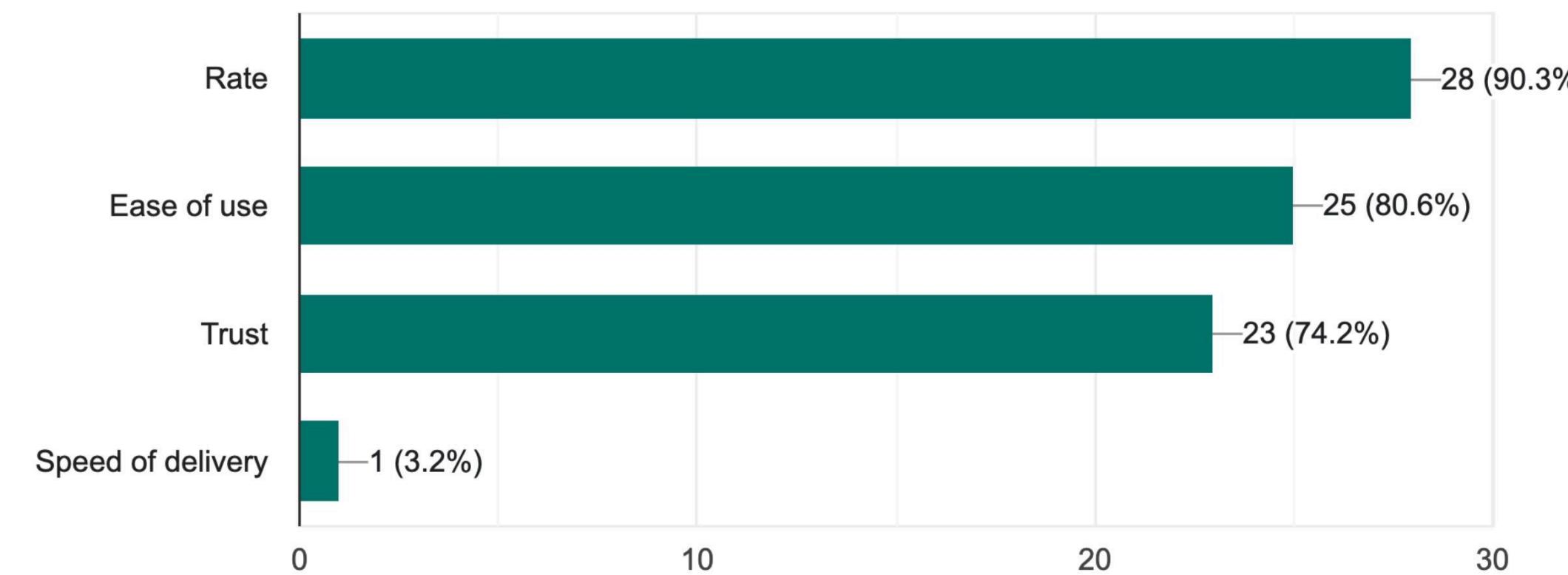
## Goal

- 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%)

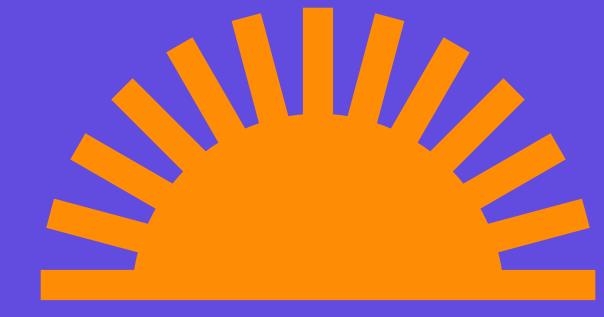
The majority of users prioritize getting the best rates, highlighting cost-effectiveness as the top factor.

## 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

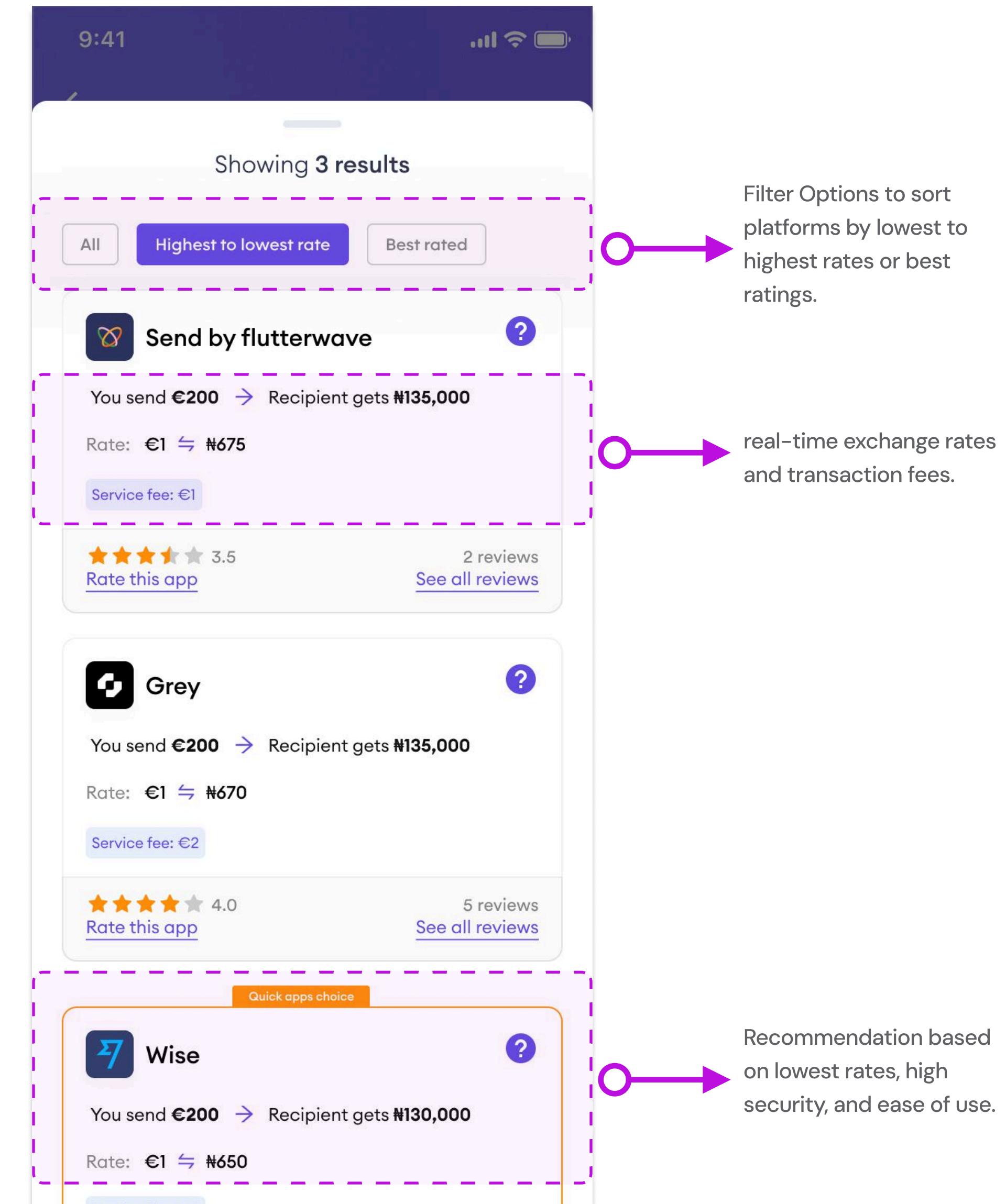
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**Simplify comparison of cross-border payment platforms**

# 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

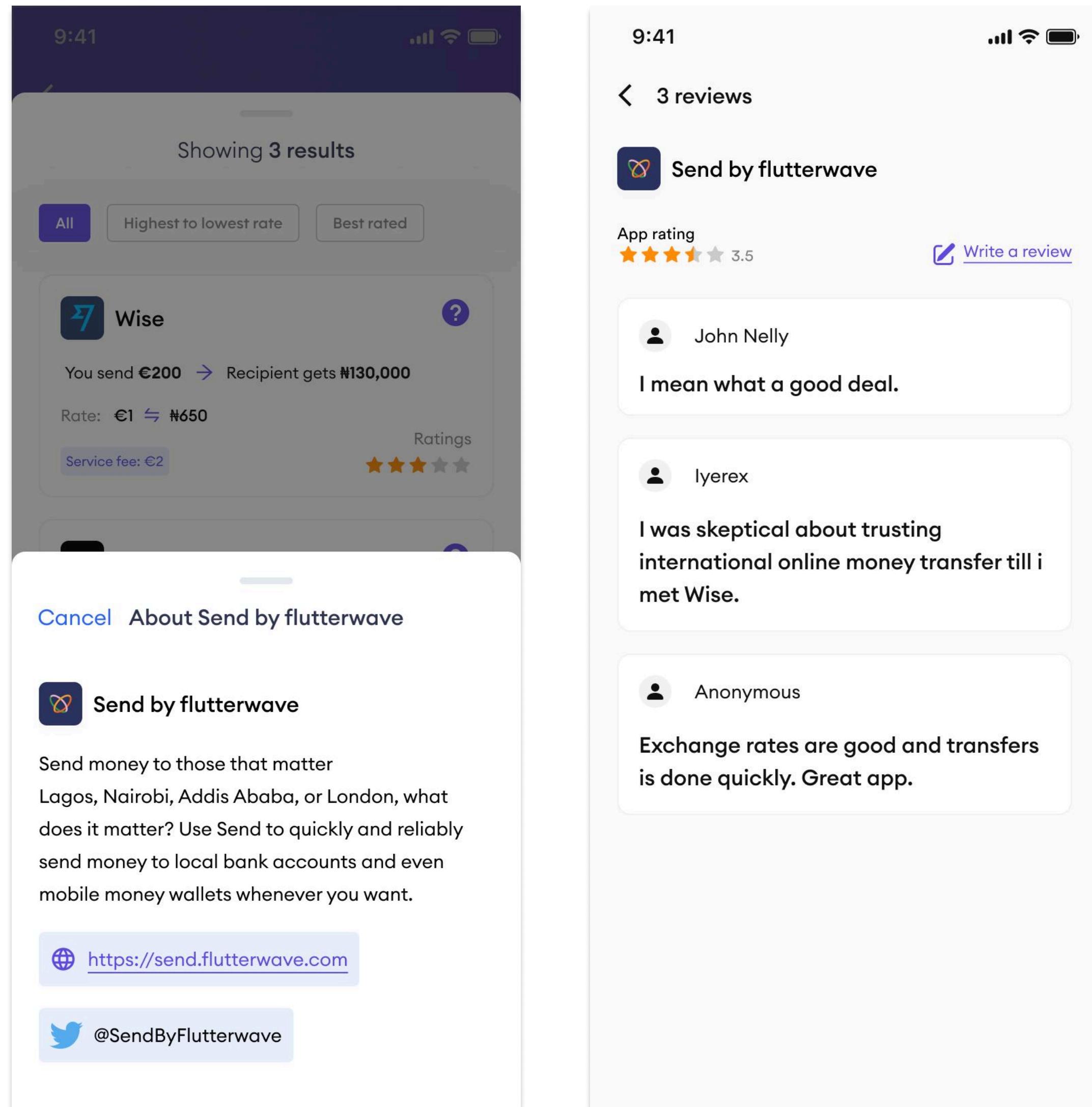
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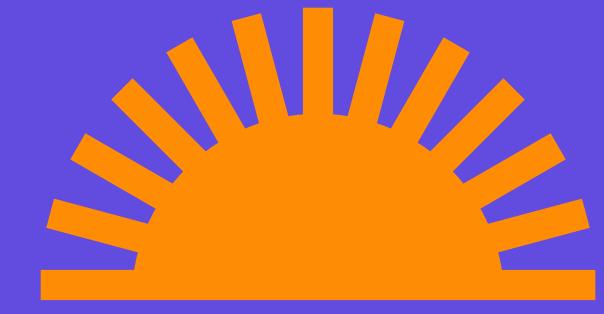
**Build trust through ratings and reviews**

# Transparent user feedback and platform credibility

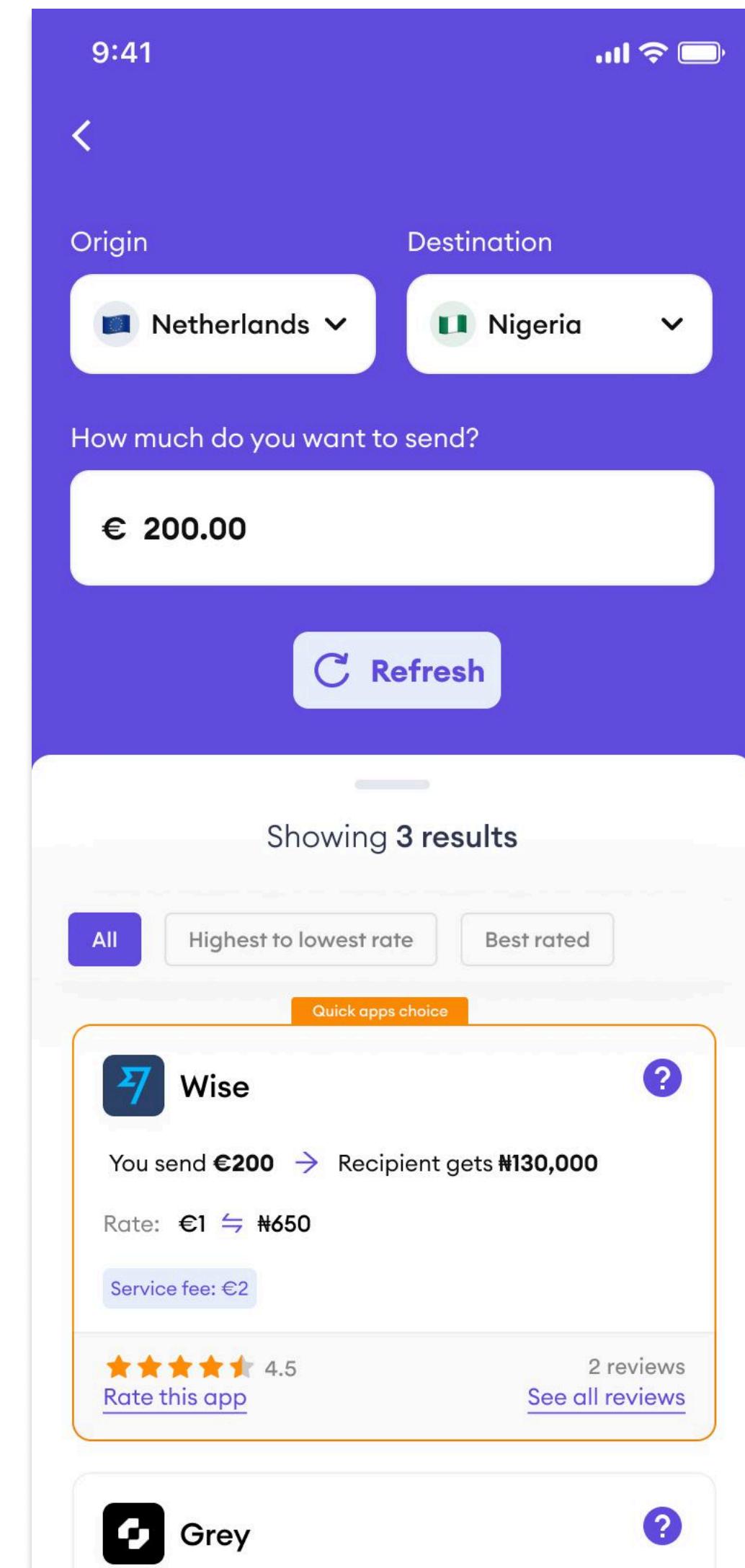
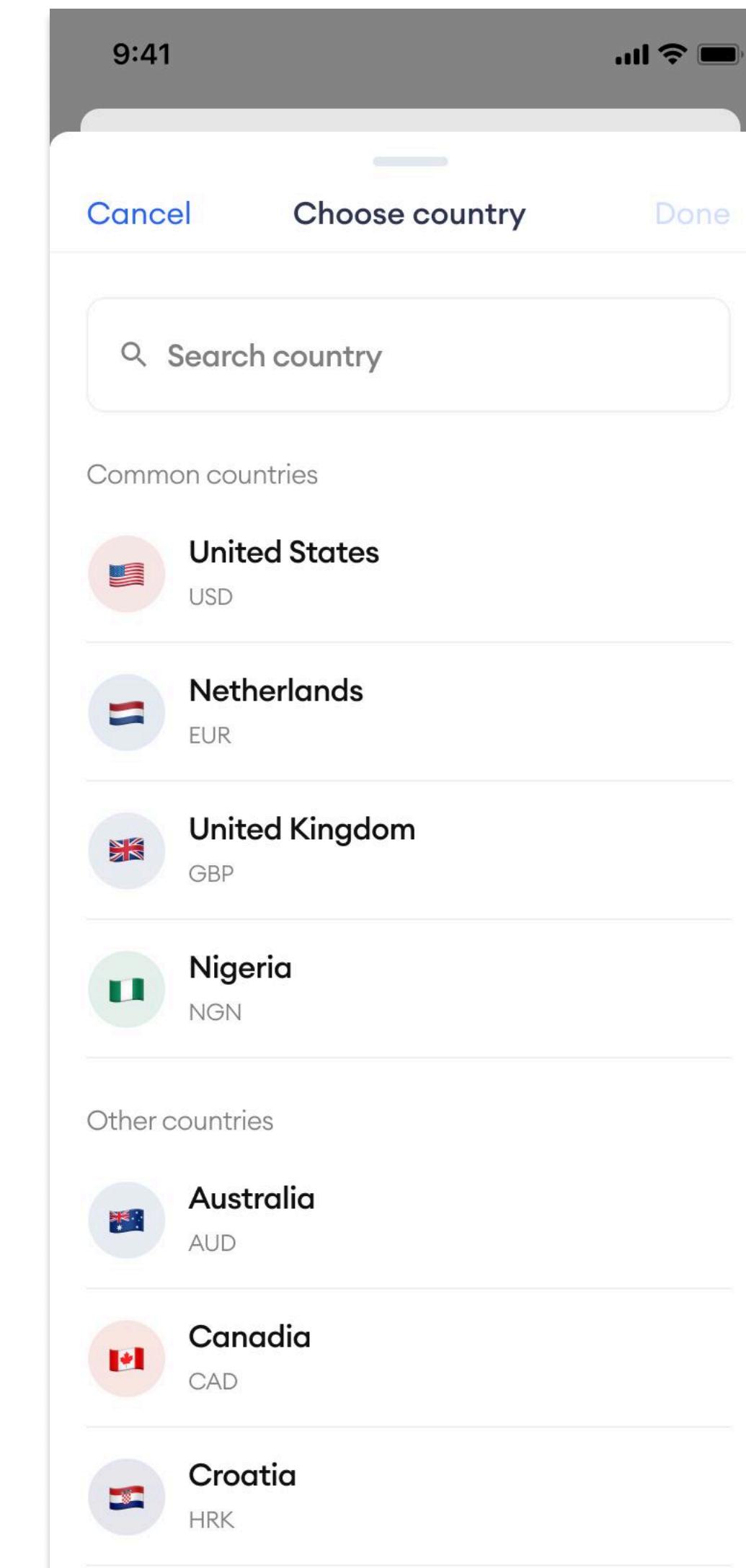
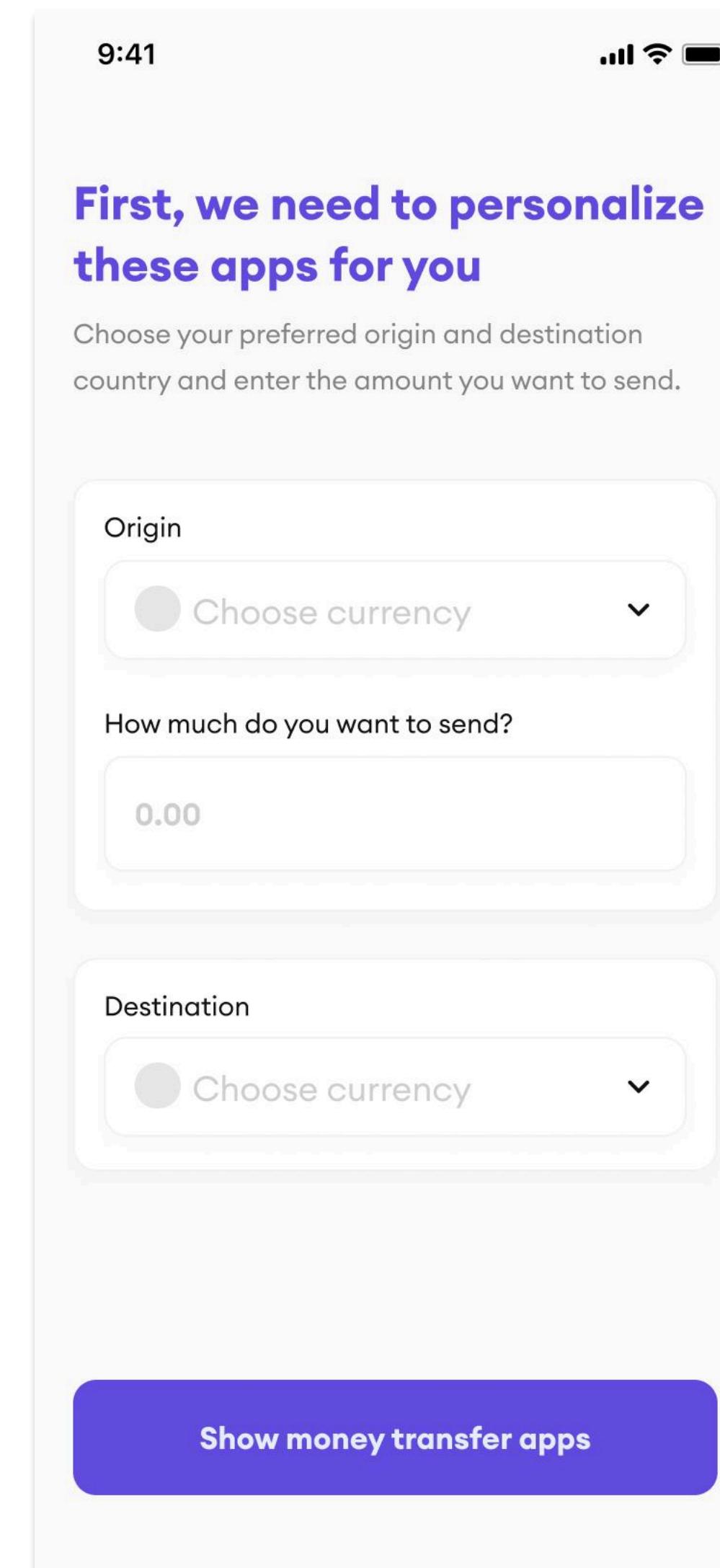
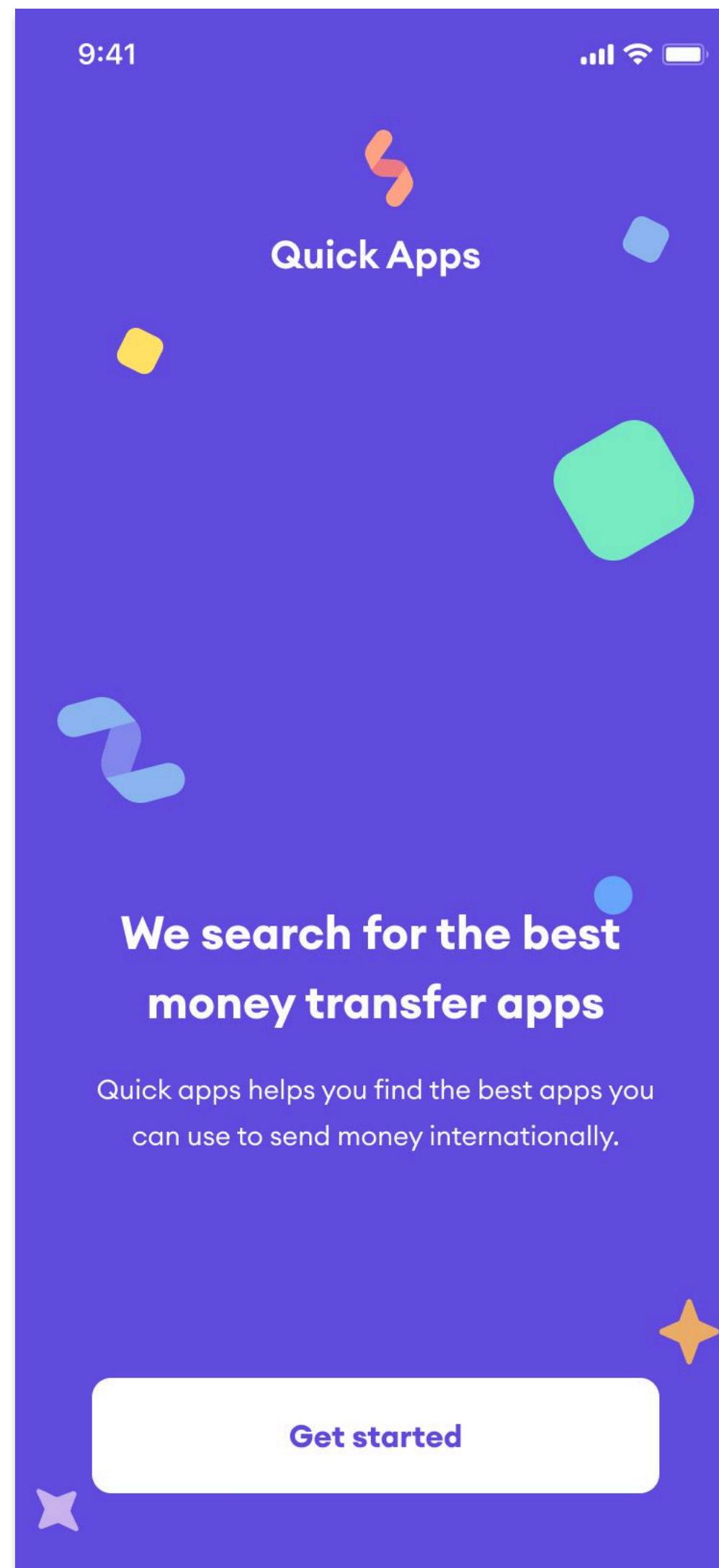
- Display reviews and ratings from Google Play and App Store directly within the app.
- Highlight reviews from users who accessed the platform via this app.
- Allow users to rate and review platforms within the app, adding credibility and trust.
- Include links to platforms' websites and social media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

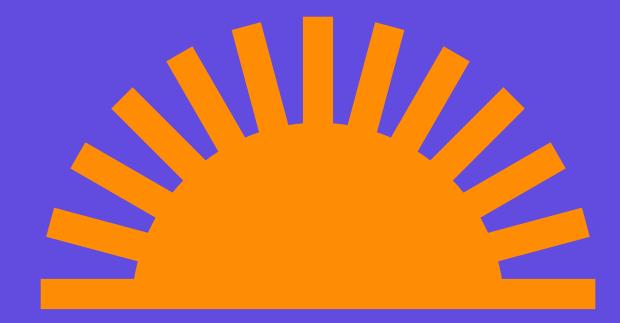
Iyerex

Cancel Write a review Done

Name (Optional)  
John Nelly

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!**