

Case Study



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Participating in a salary survey to benchmark remuneration offers numerous advantages for businesses and is a crucial aspect of maintaining one step ahead of the competition. However, it can also pose challenges. When a company engages in a remuneration survey, it aims to precisely understand current market practices, whether those of its main competitors or a

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... It's all about Human Resources

Your Campaign

From: 01/01/2023 To: 15/02/2023

Benchmark Facts

Pay data	Average gross salary	Positions	Companies	Average gross salary	Pay data
2310	17.840 MAD	120	103	22.430 MAD	45640

Benchmark Components

Industry

Region

Company size

Salary Data

Category	Min T	Max T	Ave
Basic	25.156	50.163	9
Variable	50.163	90.016	2
Gross	25.165	50.163	9
Net	90.016	25.156	9

Annual Bonus: 25%

Accommodation: 25%

Net Engagement Score: 87% Highly engaged

Profile Distribution

Dashboard - Trends

Engagement Evolution

Net Engagement Score

Movements

Top increases

- Schedule: Quality of life: Rate: 10/10 Variance: +17%
- Trainings & Développement Opportunities: Rate: 60/60 Variance: +17%
- Trainings & Développement Opportunities: Rate: 10/10 Variance: +17%

Top drops

- Salary level: Total Reward: Rate: 10/10 Variance: -17%
- Internal Communication: Practices & Culture: Rate: 10/10 Variance: -17%
- Job Responsibilities: Job Content: Rate: 10/10 Variance: -17%

Net Promoter Score

Introduction:

HR Analytics specializes in delivering data-driven insights, technology-driven solutions, and strategic advisory services to optimize human resources and enhance organizational performance. Our primary goal was to design a user-friendly and intuitive platform that seamlessly offers services like advanced analytics, compensation and benefits strategies, HR technology integration, and employee engagement and retention tools. With a time-sensitive project, we executed various steps of the UX/UI design process, ensuring high-quality deliverables within a project timeline of 10 weeks.

1. User Research & Discovery

Objectives: Understand the needs and pain points of the HR industry, particularly in areas related to data-driven insights and employee engagement.

Methods: Conducted surveys and interviews with HR managers, reviewed competitive platforms and analyzed the existing challenges in HR management.

Findings:

- Many HR professionals struggle with data interpretation.
- Need for clear benchmarking solutions.
- Frustrations with existing HR tools that lack customization.

2. User Personas

Persona 2



Sarah

HR Manager

Age: 38
Industry: Technology

Education:
Master's in Human Resource Management

Background:
12+ years of experience managing HR departments

Background:
Sarah manages HR operations for a mid-sized technology company. She has extensive experience in employee engagement, compensation planning, and HR technology implementation. She is responsible for ensuring that HR processes are efficient and that employee satisfaction is maintained.

Goals:

- Optimize employee satisfaction and retention.
- Implement effective compensation and benefits strategies.
- Streamline HR processes with advanced technology solutions.
- Provide clear and actionable insights to the executive team.

Challenges:

- Struggles with interpreting complex data from various sources.
- Finds existing HR tools either too costly or not customizable enough.
- Needs solutions that can easily integrate with current systems.
- Faces pressure to present data-driven recommendations to senior management.

Persona 1



Jan

Business Owner

Age: 45
Industry: Startups/Small Business

Education:
Bachelor's in Business Administration

Background:
20+ years in business management and entrepreneurship

Background:
Jan is the founder and CEO of a rapidly growing startup. With a focus on scaling the business, he needs efficient tools to manage HR operations and ensure competitive compensation packages. He is involved in strategic decision-making and values solutions that offer a high return on investment.

Goals:

- Ensure competitive and fair compensation for employees.
- Improve employee engagement and reduce turnover.
- Gain quick and accurate insights into HR metrics without investing too much time.

Challenges:

- Limited time to manage HR tasks due to focusing on business growth.
- Needs straightforward and actionable HR insights without a steep learning curve.
- Requires solutions that provide value for money and are scalable as the company grows.

3. Customer Journey Maps

Sarah - HR Manager

Stage	Awareness	Consideration	Decision	Onboarding	Usage	Post-launch Feedback
CUSTOMER ACTIONS	- Researches new HR tools for employee engagement and compensation analysis. - Reads industry blogs and reviews.	- Explores different HR platforms and compares features. - Watches product demos and reads case studies.	- Signs up for a trial of HR Analytics. - Schedules a demo with a sales rep.	- Starts using the platform. - Uploads employee data and configures the tool.	- Uses HR Analytics to create reports and present data to the management team. - Adjusts compensation packages based on insights.	- Provides feedback on additional features that would improve her workflow. - Suggests more customization options.
TOUCHPOINTS	- Blogs - Social media - HR Conferences	- Product websites - Demo videos - Email newsletters	- Free trial - Sales representative - Customer reviews	- Onboarding emails - In-app tutorials - Customer support	- Analytics dashboard - Custom report generator	- Feedback surveys - Customer support - User forum
THOUGHTS & FEELINGS	"I need a better tool for managing employee engagement and benchmarking compensation."	"This platform looks interesting, but will it integrate with our existing tools?"	"The features look good, but I need to test it with real data to make sure it works for us."	"This is user-friendly, but I need to make sure it gives me actionable insights quickly."	"I love how easy it is to create reports, and the benchmarking feature is a game-changer."	"The platform works great, but it could be even better with more customization."
PAIN POINTS	- Overwhelmed by the number of tools available.	- Unsure of how well the platform will integrate with her existing HR software.	- Needs more time to understand the depth of the analytics features.	- Initial learning curve with the analytics dashboard.	- Occasional delay in receiving support.	- Limited options for customizing specific metrics.
OPPORTUNITIES	- Target ads and blogs specifically discussing challenges in HR management.	- Offer free trials with easy integration guides.	- Provide detailed use cases and a dedicated support team during the trial.	- Provide tailored onboarding and tips for getting actionable insights quickly.	- Offer a dedicated support line for HR managers.	- Offer more customizable metrics and advanced filters.

Jan - Business Owner

Stage	Awareness	Consideration	Decision	Onboarding	Usage	Post-launch Feedback
CUSTOMER ACTIONS	- Looks for a cost-effective solution to streamline HR processes as the company grows. - Talks to peers about potential HR tools.	- Compares pricing plans of HR platforms. - Reads online reviews and user testimonials.	- Decides to try HR Analytics after discussing with a sales rep. - Signs up for a trial.	- Configures the platform with his company's data. - Watches tutorials to get started.	- Uses the compensation benchmarking tool and tracks employee engagement metrics. - Runs reports regularly.	- Reaches out to customer support with feature requests. - Gives feedback on ease of use.
TOUCHPOINTS	- Word-of-mouth - Business forums - Social media	- Product websites - Online reviews - Comparison sites	- Sales representative - Free trial - Product documentation	- Onboarding emails - Tutorials - Customer support	- Analytics dashboard - Real-time reports	- Feedback forms - Customer support - Product surveys
THOUGHTS & FEELINGS	"I need a tool that's affordable but also comprehensive enough for my growing team."	"This platform seems to fit my budget, but will it scale as my company grows?"	"The pricing is fair, and the features are exactly what I need right now."	"It's fairly easy to set up, and I appreciate the guidance from the tutorials."	"This tool is saving me a lot of time, and I'm confident in the decisions I'm making based on the data."	"I'm happy with the platform, but a few more features could make it even better for my business."
PAIN POINTS	- Unsure about which HR tool will provide the best value for money.	- Unsure about which HR tool will provide the best value for money.	- Worried about data security and confidentiality.	- Some initial confusion about configuring the compensation benchmarking tool.	- Needs more detailed instructions for advanced filtering.	- Limited access to real-time support during urgent business needs.
OPPORTUNITIES	- Target ads that emphasize affordability and efficiency for small businesses.	- Offer flexible pricing plans with scalability features.	- Highlight the platform's robust data security features during the sales process.	- Offer video walkthroughs tailored for small business owners.	- Provide in-app tooltips and additional filtering options.	- Offer a business-focused support line with quicker response times.

4. Empathy Maps

Empathy maps help understand the thoughts, feelings, behaviors, and needs of users. Below are the detailed empathy maps for **Sarah (HR Manager)** and **Jan (Business Owner)**.



PAIN POINTS

- Difficulty integrating new tools with existing systems.
- Needs quick access to real-time data and insights.
- Unclear benchmarks for employee engagement.

GOALS

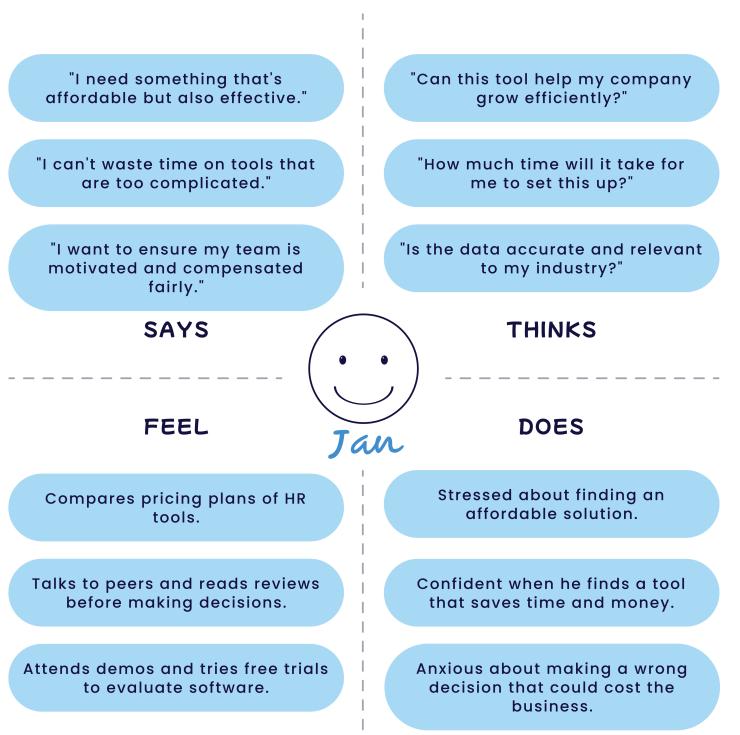
- Improve employee engagement and retention.
- Present clear, actionable data to upper management.
- Ensure that HR processes are efficient and compliant with legal standards.

NEEDS

- Seamless integration with existing systems.
- Reliable, actionable data from HR analytics.
- Customizable reports for management.

MOTIVATION

- To ensure employee satisfaction and increase retention.
- To streamline HR processes for better efficiency.



PAIN POINTS

- Limited budget for HR tools as a small business.
- Needs a tool that is easy to set up and use.
- Concerned about data security and confidentiality.

GOALS

- Ensure fair and competitive compensation for employees.
- Find an affordable, scalable solution to improve HR processes.
- Minimize time spent on manual HR tasks.

NEEDS

- An easy-to-use platform with real-time insights.
- Data security and confidentiality.
- Scalable pricing models for business growth.

MOTIVATION

- To optimize HR processes without overspending.
- To increase employee satisfaction and engagement.

5. Wireframing & Prototyping

- Created low-fidelity wireframes to outline the user flow.
- Iterated through several design rounds based on feedback.
- Built high-fidelity prototypes using Figma for detailed screens and interactions.

6. Visual Design

- Focused on a clean, professional design language to align with HR Analytics' branding.
- Used a color palette that conveys trust and professionalism (blues and greys).
- Ensured accessibility by following WCAG guidelines.
- Delivered responsive layouts for desktop, tablet, and mobile devices.

7. Development Collaboration & Handoff

- Provided detailed design specifications to developers.
- Collaborated closely with the development team to ensure design fidelity.
- Utilized Zeplin for a smooth handoff and ensured all assets were properly annotated.

8. User Testing & Feedback

- Conducted usability testing with a select group of HR professionals.
- Gathered feedback on ease of navigation, data visualization, and user satisfaction.
- Made adjustments based on the insights gained, including simplifying some interactions and refining the dashboard views.

9. Post-Launch Feedback & Iteration

- Continued gathering user feedback post-launch to identify areas for further improvement.
- Focused on improving the dashboard functionality and real-time data reporting features based on user suggestions.
- Iterations planned to enhance performance and add more customization options.

Conclusion:

The project's UX process was tailored to the unique needs of HR professionals. By prioritizing user research, creating detailed personas, and continuously refining the design through testing and feedback, we ensured a solution that meets both user needs and business objectives. The final product, HR Analytics, not only addresses common pain points in HR management but also empowers users with advanced tools like ENGAGED and BOTTOMLINE, driving performance and employee satisfaction.

Timeframe: 10 Weeks.

Front-End Link

Admin Dashboard Link