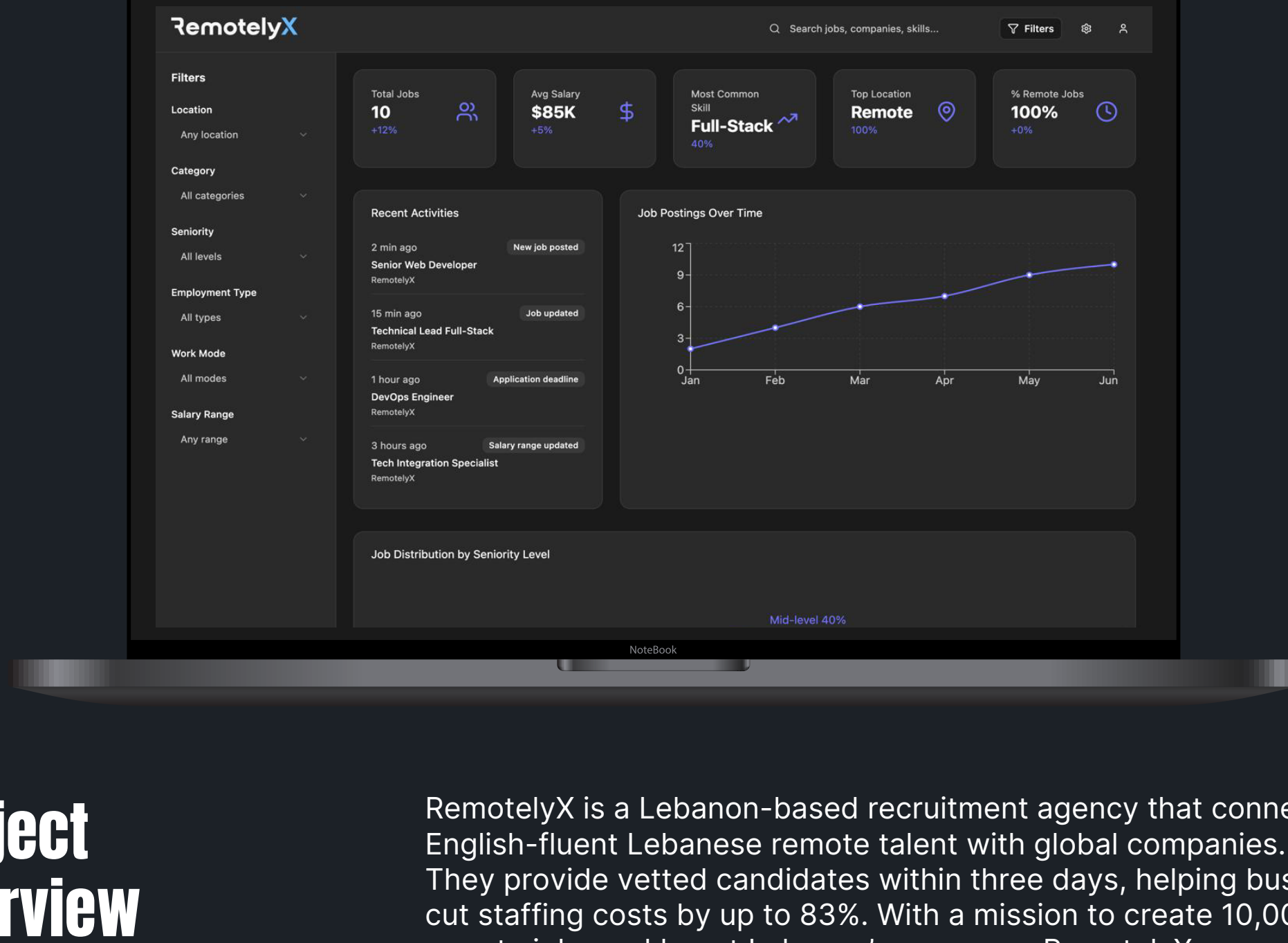
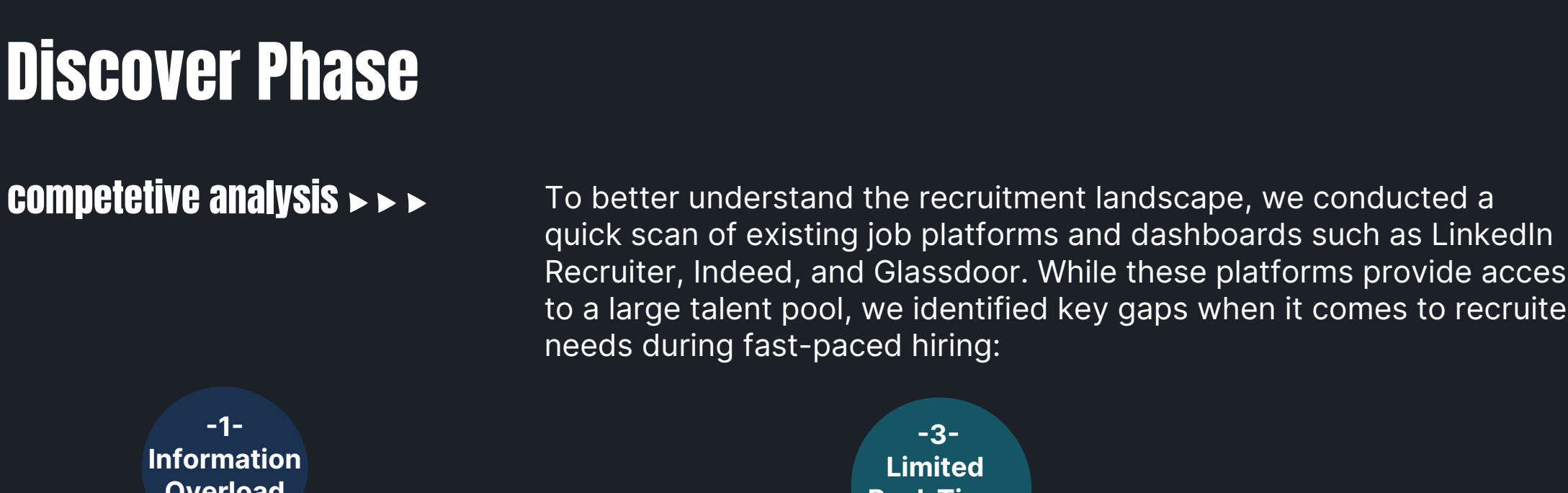




Project Overview

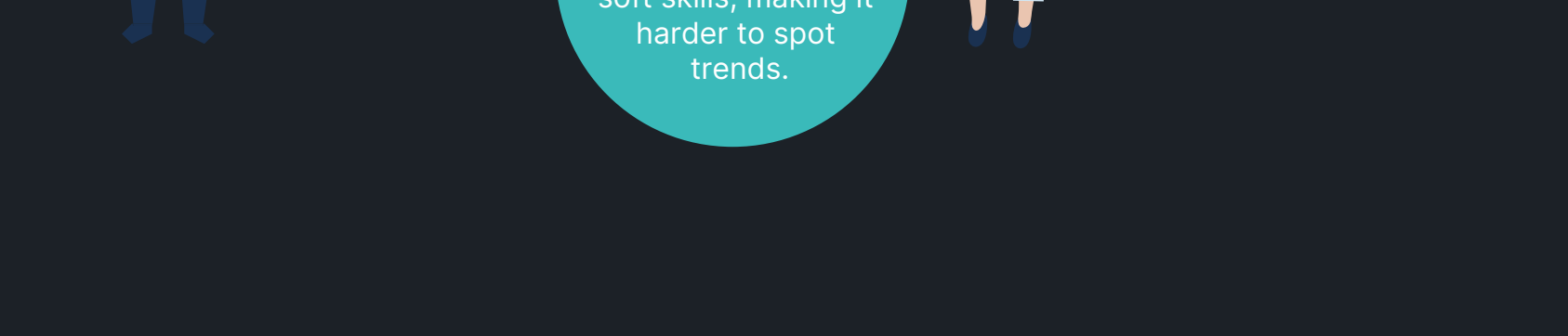
RemotelyX is a Lebanon-based recruitment agency that connects English-fluent Lebanese remote talent with global companies. They provide vetted candidates within three days, helping businesses cut staffing costs by up to 83%. With a mission to create 10,000 remote jobs and boost Lebanon's economy, RemotelyX empowers recruiters with data-driven tools to streamline hiring.



Discover Phase

competitive analysis >>>

To better understand the recruitment landscape, we conducted a quick scan of existing job platforms and dashboards such as LinkedIn Recruiter, Indeed, and Glassdoor. While these platforms provide access to a large talent pool, we identified key gaps when it comes to recruiter needs during fast-paced hiring:

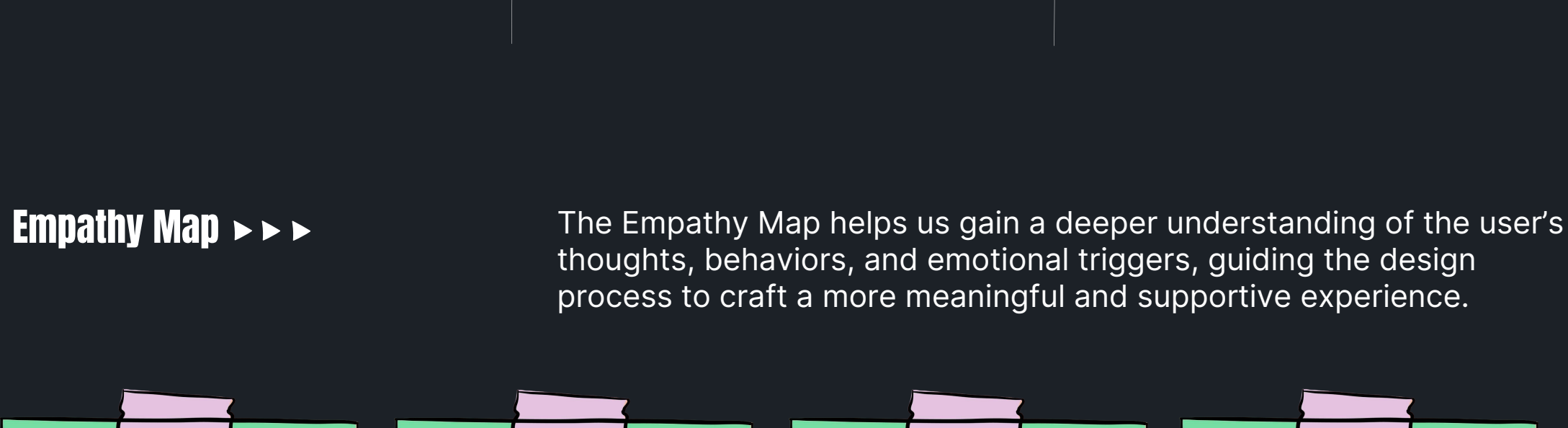


User Interviews >>>

To ground our research in real recruiter needs, we interviewed two recruiters, Jana and Ahmad, about their daily workflow and challenges when managing job postings and applications, here are some of the questions we asked:

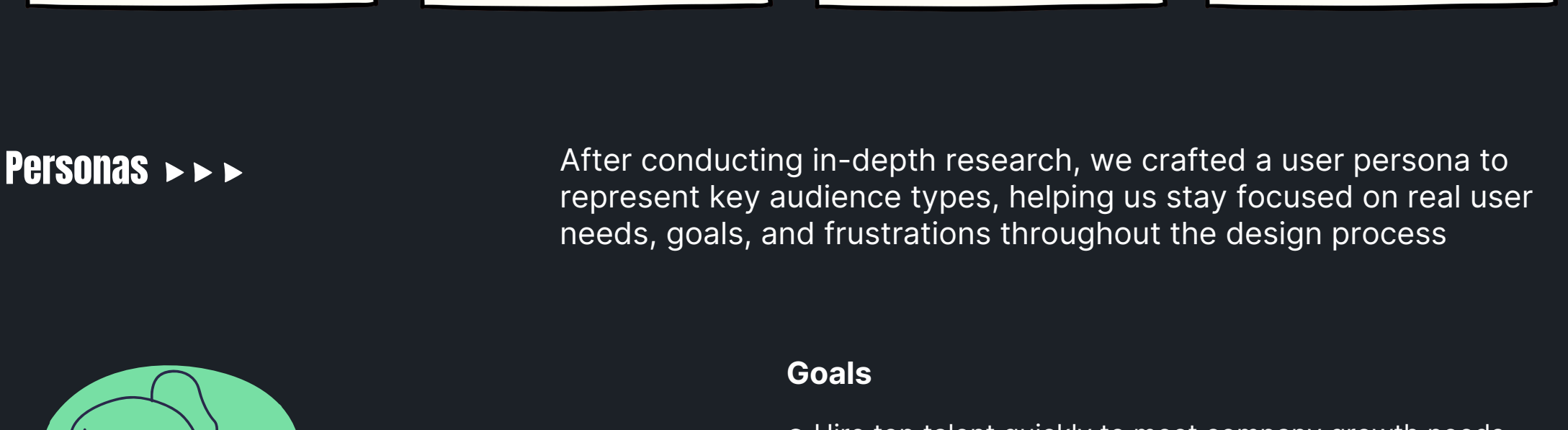
- ▷ Can you walk us through your current process for managing new job postings and applications?
- ▷ What are the biggest challenges you face when reviewing candidate skills for a role?
- ▷ How do you currently keep track of job status updates (open, closed, filled)?
- ▷ What tools or platforms do you use most often, and what do you find frustrating about them?
- ▷ If you had a dashboard tailored for recruiters, what features would be most valuable for you?

Key insights derived from the interviews



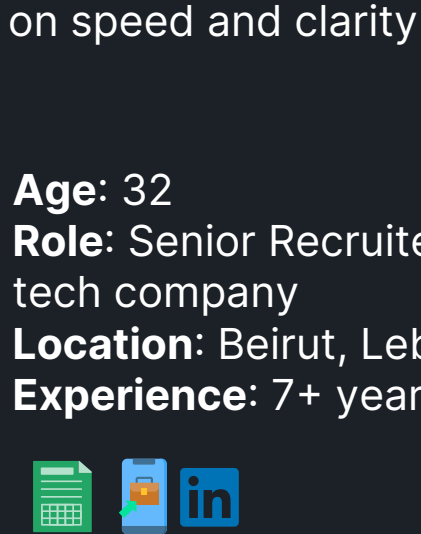
Empathy Map >>>

The Empathy Map helps us gain a deeper understanding of the user's thoughts, behaviors, and emotional triggers, guiding the design process to craft a more meaningful and supportive experience.



Personas >>>

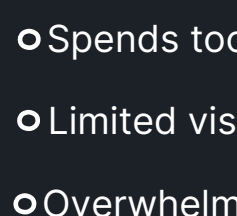
After conducting in-depth research, we crafted a user persona to represent key audience types, helping us stay focused on real user needs, goals, and frustrations throughout the design process



Jana Kahwaji

Jana holds a Bachelor's degree in Business Administration with a focus on Human Resources. Her background makes her highly analytical and focused on speed and clarity in the hiring process.

Age: 32
Role: Senior Recruiter at a mid-sized tech company
Location: Beirut, Lebanon
Experience: 7+ years in recruitment



Goals

- Hire top talent quickly to meet company growth needs.
- Stay up to date with trending technical & soft skills.
- Reduce time spent switching between multiple tools.

Challenges

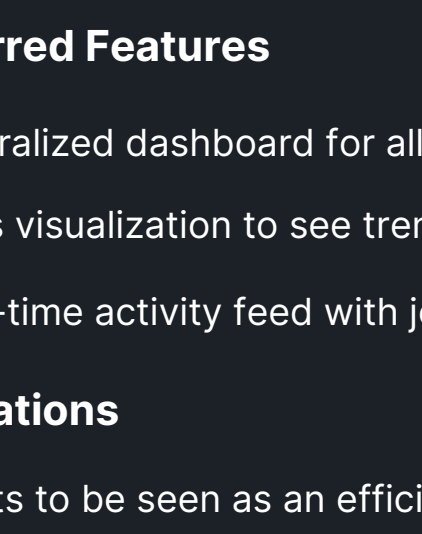
- Too many scattered applications across platforms.
- Difficulty identifying which candidates best match skills required.
- Lack of real-time updates on job posting status.

Preferred Features

- Centralized dashboard for all job postings.
- Skills visualization to see trending competencies.
- Real-time activity feed with job status updates.

Motivations

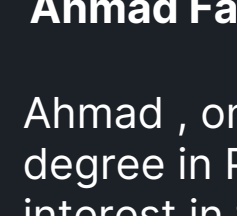
- Wants to be seen as an efficient recruiter by her company.
- Motivated by speed and clarity in the hiring process.
- Enjoys discovering hidden talent before competitors do.



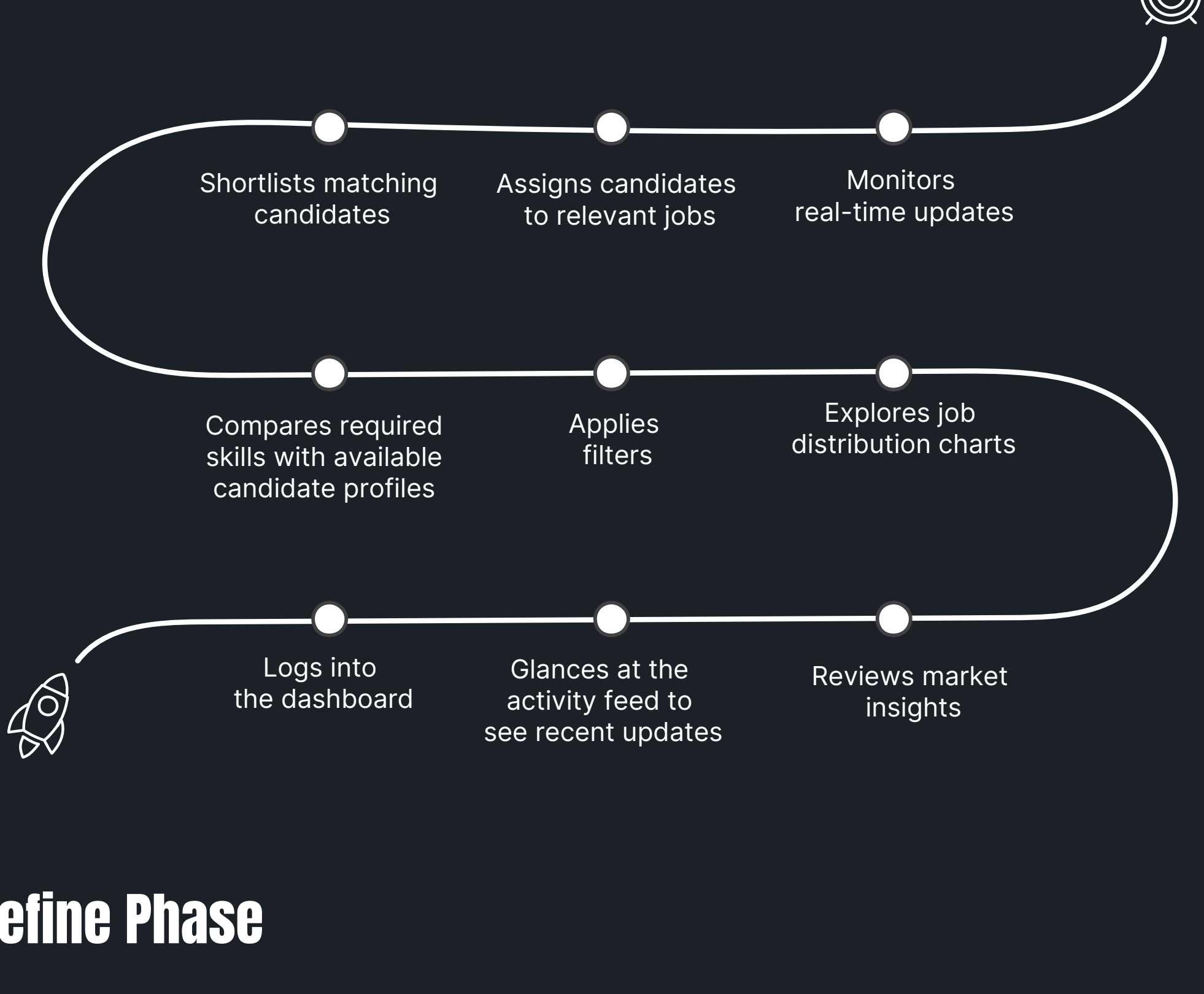
Ahmad Fattah

Ahmad , on the other hand, has a Bachelor's degree in Psychology, which fuels his interest in the human side of recruitment. His approach is more people-centered, but he is eager to adopt new technologies that help him work smarter and prove his value to his team.

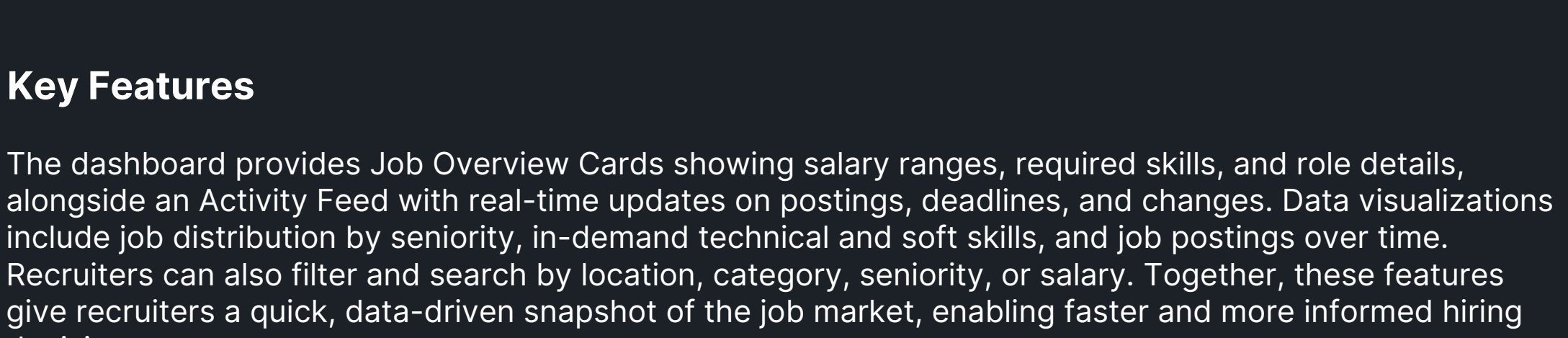
Age: 28
Role: Junior Recruiter at a recruitment agency
Location: Amman, Jordan
Experience: 2 years in recruitment



User Journey >>>



Define Phase



Key Features

The dashboard provides Job Overview Cards showing salary ranges, required skills, and role details, alongside an Activity Feed with real-time updates on postings, deadlines, and changes. Data visualizations include job distribution by seniority, in-demand technical and soft skills, and job postings over time. Recruiters can also filter and search by location, category, seniority, or salary. Together, these features give recruiters a quick, data-driven snapshot of the job market, enabling faster and more informed hiring decisions.

Design Phase

Laptop Mockups >>>



Figma design link:

[Click here](#)

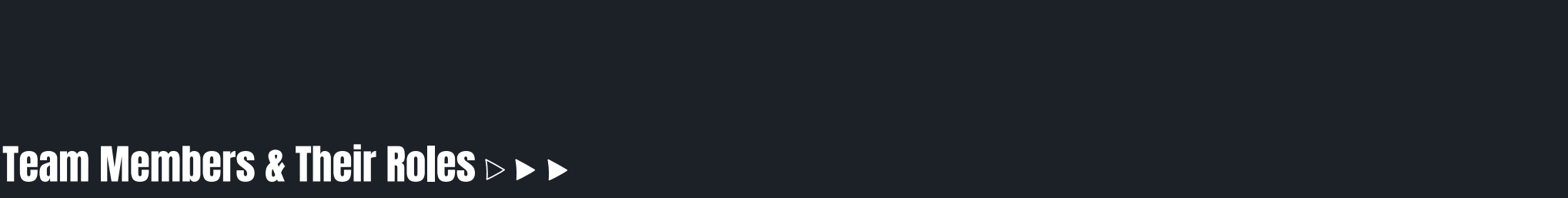
Visual Design Decisions >>>

The visual identity of the dashboard was built to stay consistent with RemotelyX's brand. We used a white, light gray, and navy color palette to create a clean, professional interface while ensuring clarity and contrast across data visualizations. The RemotelyX typeface was applied throughout the design to maintain brand alignment and consistency, reinforcing a seamless connection between the product and the company's visual language.

Primary colors:



Secondary colors:



Typeface:

Inter Anton Regular

Section title: 20 px, Inter regular bold/ Anton Regular

Section text: 16 px, 14 px, Inter Regular, Bold.

Team Members & Their Roles >>>

Name : Zahra El Baba Role : UI/UX Designer & Project Lead

Name : Ghina Ibrahim Role : UI/UX Designer

Name : Mounir Merhebi Role : N8N and automation flow Lead

Name : Zackariah Farran Role : Backend Lead

Name : Zein Kassem Role : Front-End Lead