

UX CASE STUDY

A Journey to Better Usability



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1 Project Overview

RemotelyX connects companies with remote talent, but manual job analysis slows recruiters and causes missed opportunities. This project built a smart dashboard to automate analysis, cut errors, and reveal market trends for faster, data-driven decisions.

The Challenge

Recruiters spend 10–15 minutes per posting extracting requirements, identifying skills, and classifying seniority, a process that causes information overload, missed trends, and inconsistent results. The challenge was to design a dashboard that reduces analysis time to 30 seconds while improving accuracy and uncovering market patterns.

2 Behind The Scene

We were a team of three UX Designers collaborating on this project. Each of us contributed across research, ideation, and design to deliver the final case study.

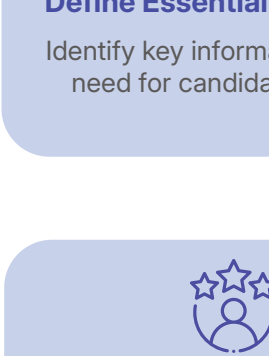
Tala Muhieddine UI/UX Case Study Designer	Ghaleb Saidi UI/UX Case Study Researcher	Abed Al-Hussein Nehme Dashboard Designer	All Nassar Backend & APIs Development
Zeinab Al Hussein Frontend Development	Samer Fakh Data Scrapping	Hadi Haidar Automation and Docker implementation	

3 Problem Statement

RemotelyX recruiters handle 20–50 postings daily, spending 10–15 minutes each on manual analysis, causing three key issues:

- Information Overload**
Recruiters manually extract and track job details from Gamma.app links without a centralized view.
- Pattern Blindness**
Without aggregated data, recruiters miss key trends like rising skill demands or salary shifts.
- Inconsistent Processing**
Inconsistent job classification across team members leads to mismatched candidate recommendations.

We're building a job analysis dashboard that cuts review time from 15 minutes to 30 seconds by auto-extracting, categorizing, and visualizing postings while revealing market trends.



- Understand Recruiter Workflow**
Map RemotelyX's workflow from job email to candidate matching.
- Identify Time Bottlenecks**
Pinpoint job analysis steps that delay the 3-day placement.
- Define Essential Data Points**
Identify key information recruiters need for candidate matching.
- Pattern Recognition Needs**
Identify market trends that help recruiters improve placements.
- Establish Visual Preferences**
Understand recruiters' preferred data display.
- Confirm Multi-client Access**
Confirm how RemotelyX and client users use the dashboard.

4 User Personas



Racile Kabbara (Chief Recruiter at RemotelyX)

Talent acquisition specialist with extensive experience in cross-border recruitment, specializing in connecting Lebanese tech talent with US companies. Manages a team of recruiters and oversees the entire placement pipeline.

Goal

- Process 50+ job postings weekly while maintaining quality matches.
- Reduce time-to-placement from 3 days to 2 days.
- Identify skill gaps in the Lebanese talent pool to guide training initiatives.
- Track placement success rates to improve matching accuracy.

Notes

- Quick visual scanning of multiple job requirements simultaneously.
- Automated skill extraction to speed up candidate matching.
- Historical data to predict which positions are harder to fill.
- Real-time dashboard updates when new jobs arrive via email.

Frustrations

- Switching between email, Gamma.app links, and spreadsheets loses valuable time.
- Cannot spot market trends without manual data compilation.
- Difficulty remembering specific requirements across similar job titles.
- No way to track which jobs have been analyzed vs. pending.

"I need to see patterns across jobs instantly, not just individual postings"



SE Factory (BootCamp Training Organization)

Educational institution preparing Lebanese developers and designers for international remote work opportunities.

Goal

- Align curriculum with actual market demands.
- Track graduate placement rates in different role types.
- Understand salary expectations for different skill sets.
- Identify emerging technologies to add to training programs.

Notes

- Market trend visibility to update course content quarterly.
- Skill demand analysis to prioritize teaching modules.
- Salary benchmarks to set realistic student expectations.
- Success metrics to showcase to potential students.

Frustrations

- Curriculum decisions based on assumptions rather than data.
- Students graduate with skills that don't match current demand.
- Cannot prove ROI of specific training modules.
- Limited visibility into why some graduates get placed faster.

"We need to teach what companies actually want, not what we think they want"

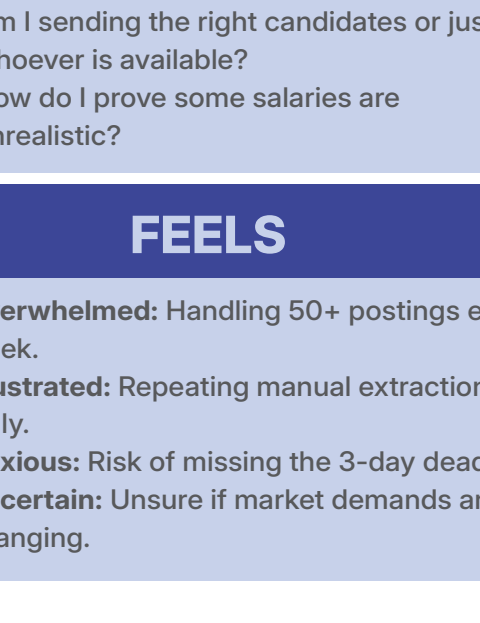
User Stories

Story One

As Racile, I want to see all weekend job postings in one view so I can prioritize urgent roles.

Scenario

Currently, Racile opens 15–20 emails every Monday and checks each Gamma link manually. With the dashboard, she gets one clear screen with extracted skills, letting her focus on senior roles first.

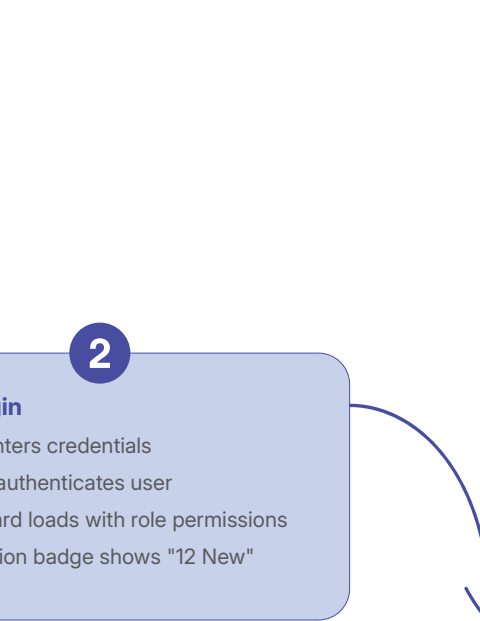


Story Two

As an SE Factory instructor, I want to know which skills appear most in job postings so I can adjust the curriculum.

Scenario

React graduates are placed in 2 weeks while Angular takes 6. The dashboard shows React in 73% of posts vs Angular in 12%, prompting a curriculum update.



5 Empathy Map: Racile (Chief Recruiter)

SAYS

- I got 8 new postings but can't remember which needed Python.
- Why are companies asking for skills that barely exist here?
- I wish I could predict the hardest roles to fill.
- My team classified the same job differently again.

THINKS

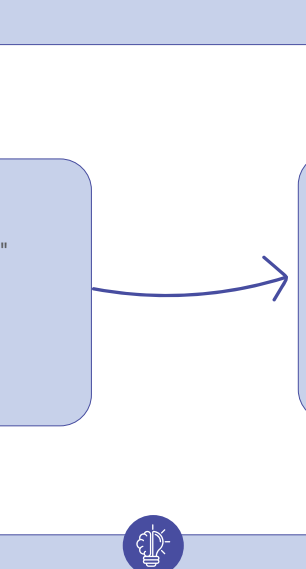
- Am I missing patterns in these jobs?
- Which roles should I prioritize to meet the 3-day deadline?
- Am I sending the right candidates or just whoever is available?
- How do I prove some salaries are realistic?

DOES

- Opens many Gamma.app tabs to compare jobs.
- Makes spreadsheets to track processed jobs.
- Messages teammates: "Did anyone analyze the DevOps role?"
- Digs through old emails to find similar postings.

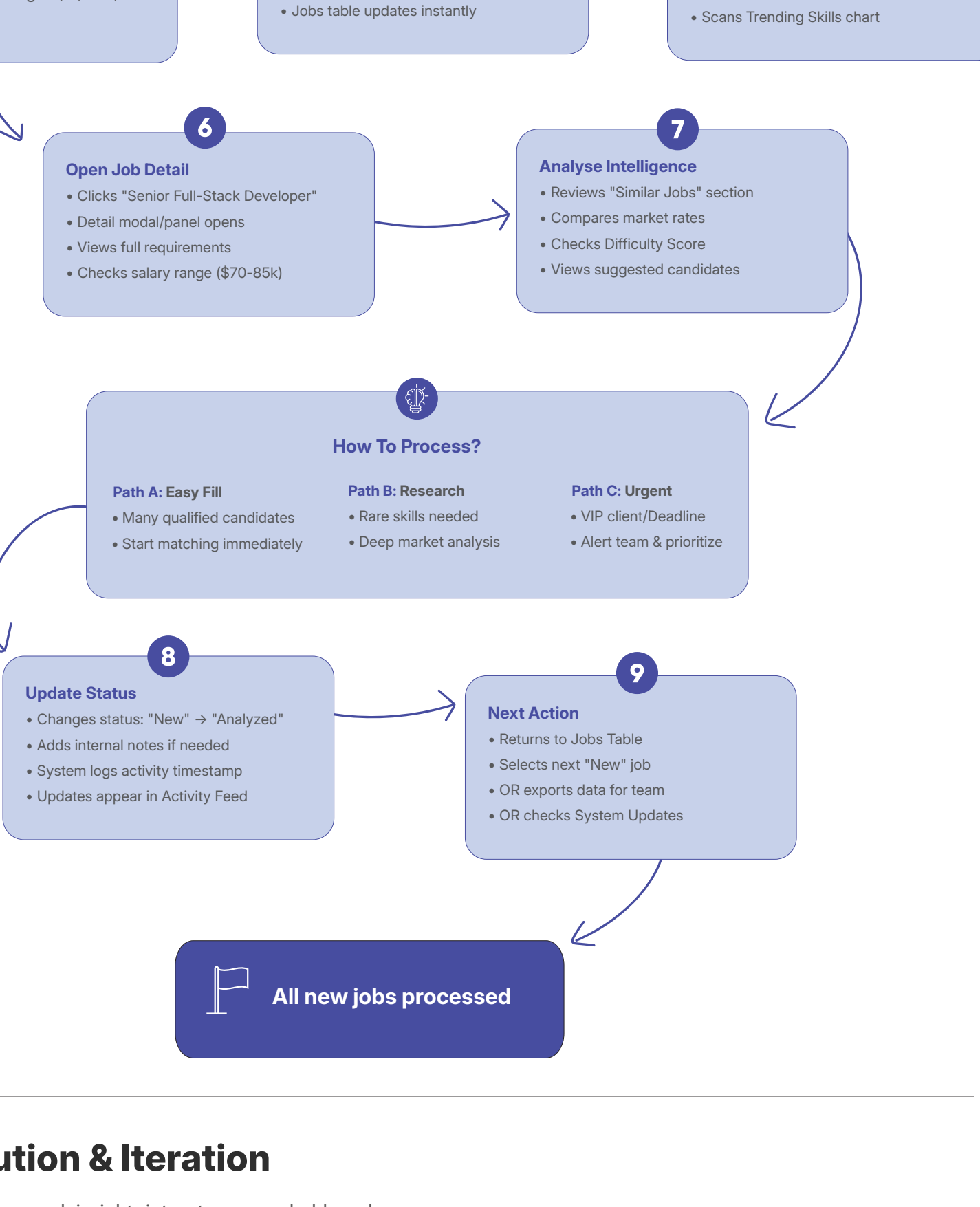
FEELS

- Overwhelmed: Handling 50+ postings each week.
- Frustrated: Repeating manual extraction daily.
- Anxious: Risk of missing the 3-day deadline.
- Uncertain: Unsure if market demands are changing.



6 User Flow

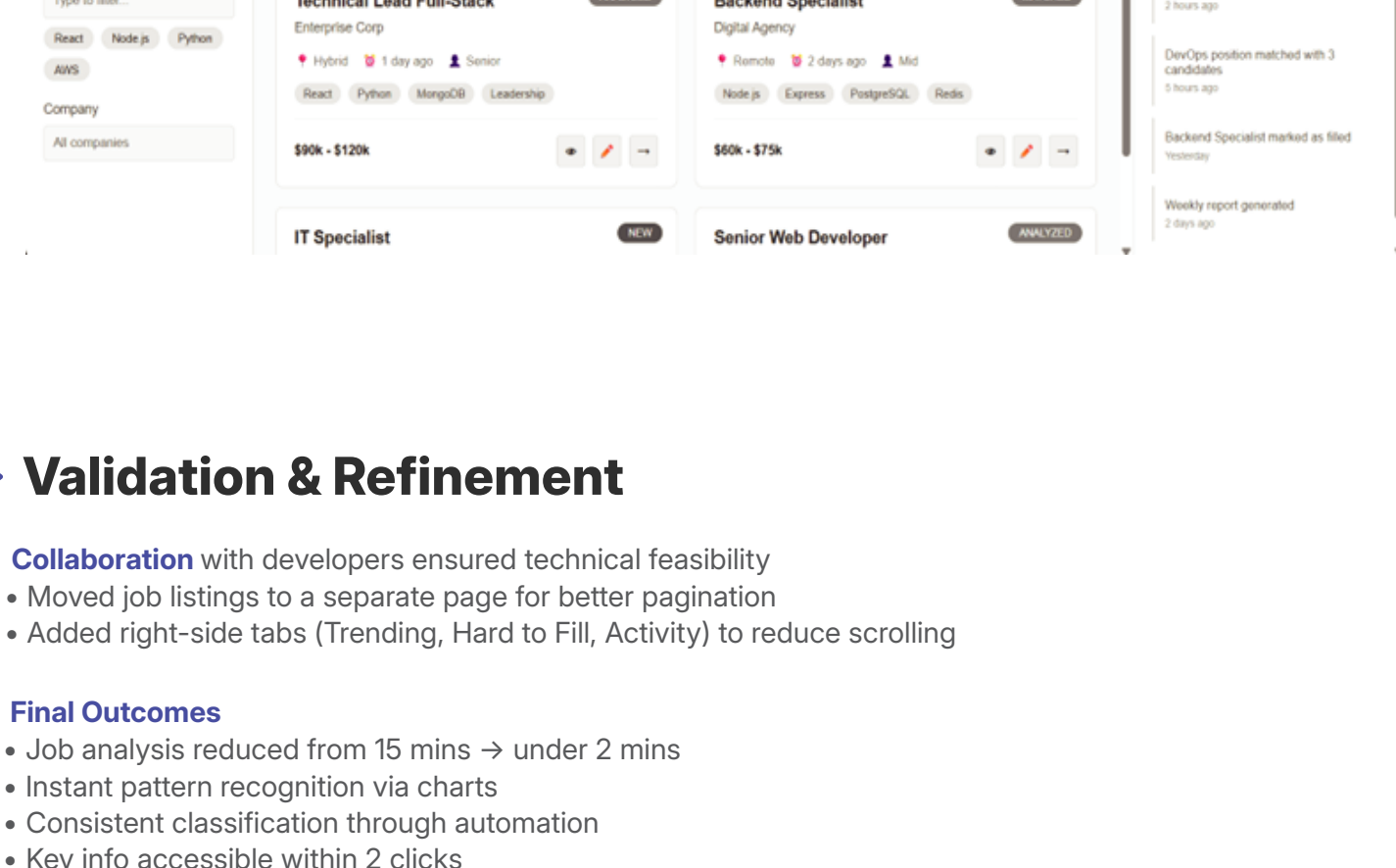
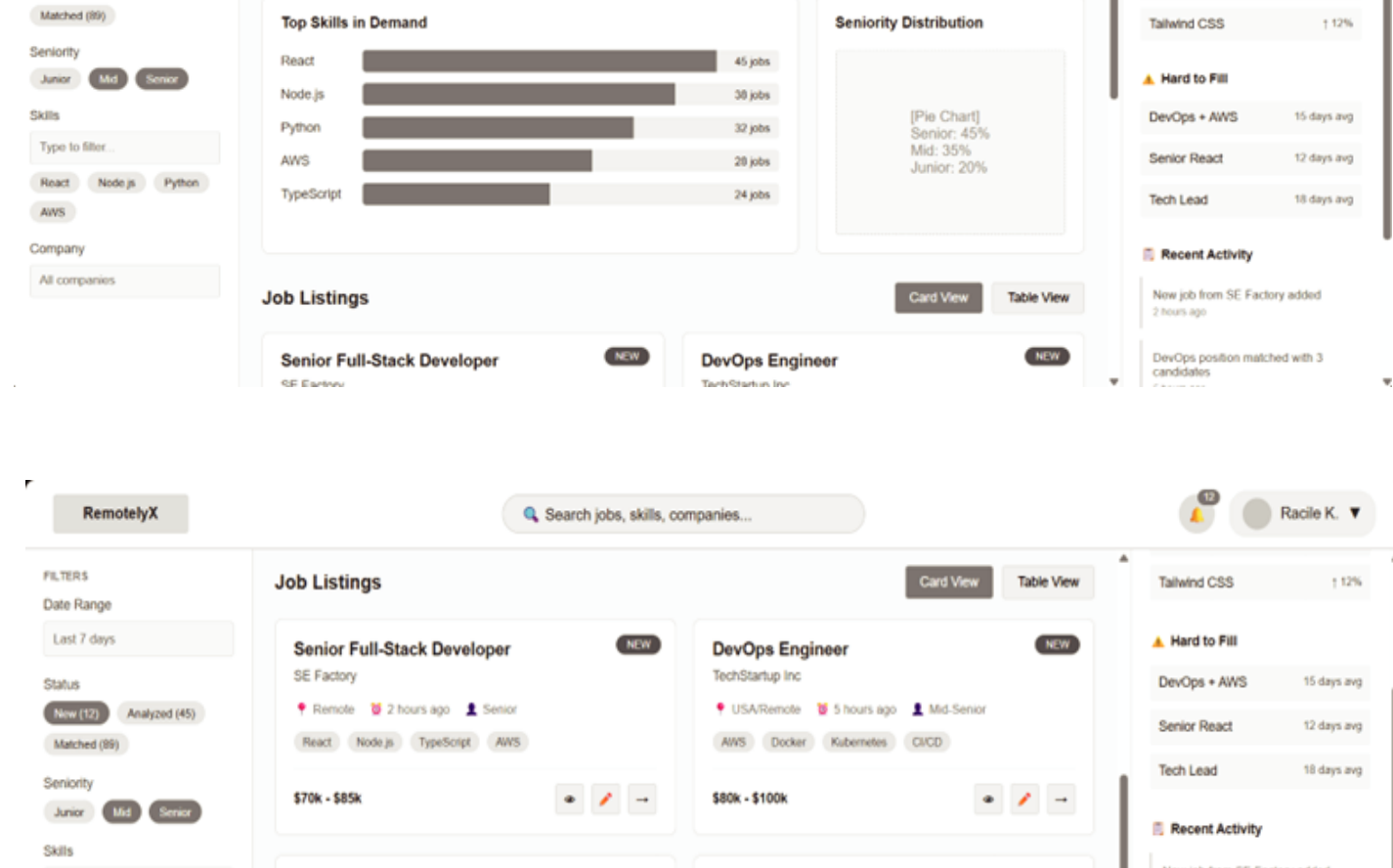
Email with Gamma.app Link Received



7 Solution & Iteration

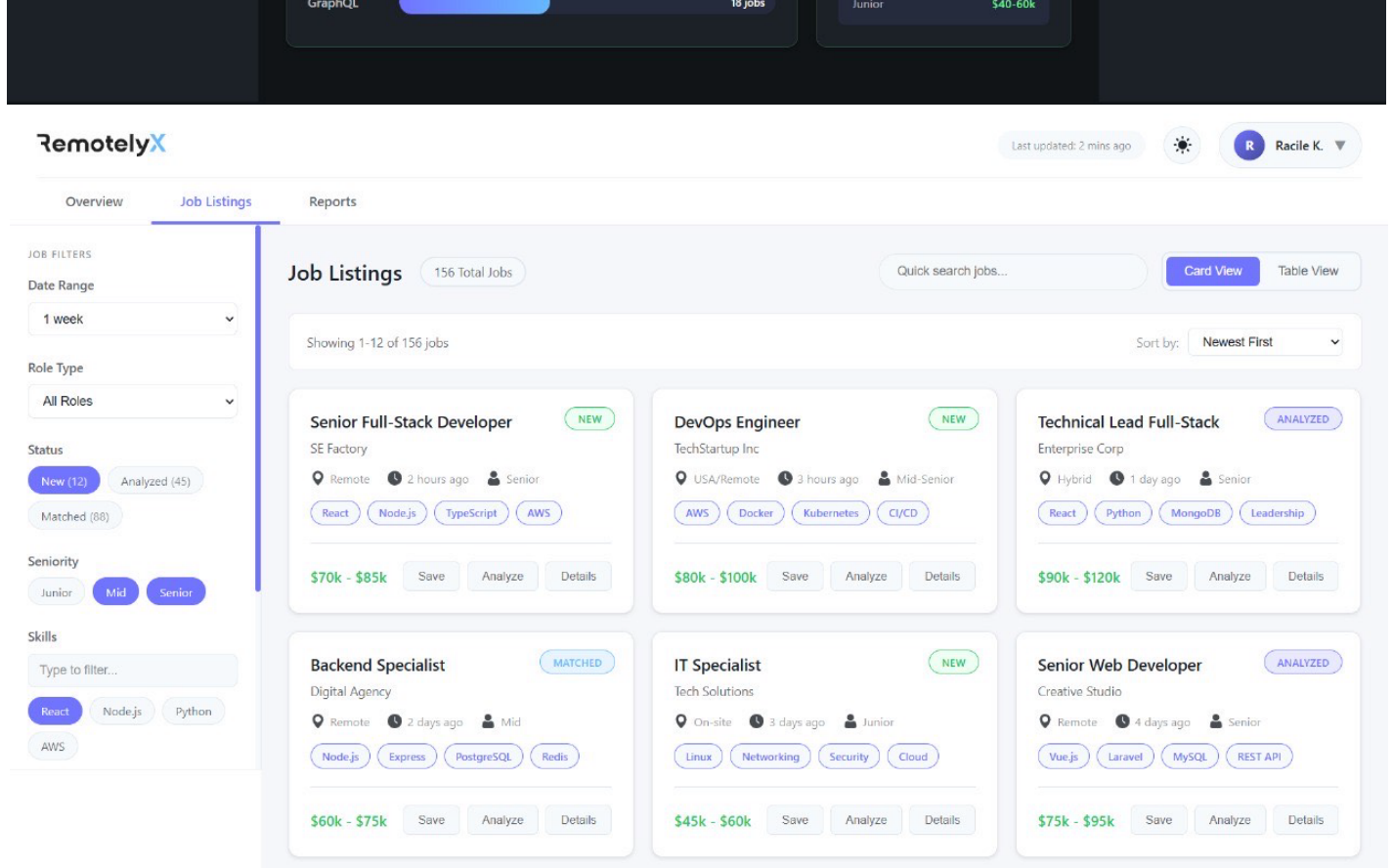
We translated research insights into a two-page dashboard:

- Overview page** for quick pattern recognition
- Job listings** page for detailed analysis
- Key Challenge:** Balance between information density and usability (50+ jobs daily vs quick insights).
- Iterations**
 - Removed redundant filters and irrelevant status options
 - Refined global search after developer feedback
 - Adjusted role filtering for clarity
- Visual Design**
 - Dark theme for reduced eye strain
 - Brand colors: purple for actions, green for metrics, subtle borders for hierarchy



Validation & Refinement

- Collaboration** with developers ensured technical feasibility
 - Moved job listings to a separate page for better pagination
 - Added right-side tabs (Trending, Hard to Fill, Activity) to reduce scrolling
- Final Outcomes**
 - Job analysis reduced from 15 mins → under 2 mins
 - Instant pattern recognition via charts
 - Consistent classification through automation
 - Key info accessible within 2 clicks
- Success Factors**
 - User-Centered Process – Inspired from actual recruiter workflows
 - Iteration – Each round improved clarity and usability
 - Collaboration – Early dev input turned constraints into design opportunities



8 Conclusion

This project shows how systematic UX research can turn complex workflows into effective design solutions. By deeply understanding RemotelyX's recruitment process, we built a dashboard that accelerates decision-making rather than just displaying data.

The shift from manual emails to automated insights highlights the value of user-centered design. Each feature directly responds to a researched need, and rapid feedback cycles produced better results than aiming for a "perfect" first draft.

Most importantly, the dashboard equips RemotelyX to scale as they work toward placing 10,000 Lebanese talents globally. Grounding every decision in research and iteration gives this tool a strong chance of driving real workflow improvement.