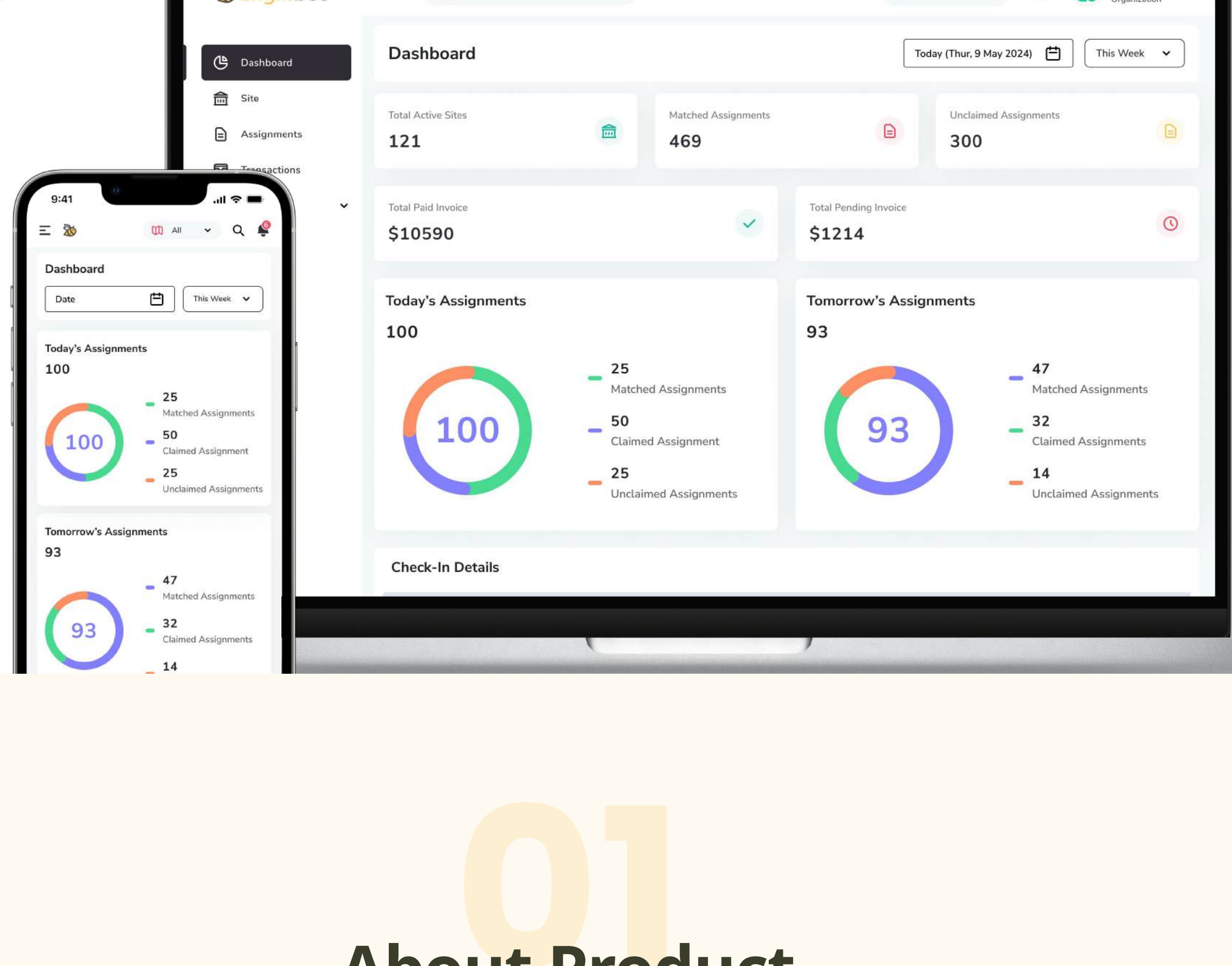




UI/UX Case Study

Oodles Studio



01 About Product

Bright Bee is a staffing platform designed for schools to hire candidates efficiently. It allows recruiters to create job postings, select candidates, manage transactions, and wrap up completed jobs. We were tasked with revamping the platform to improve the user experience and make it more user-friendly. The goal was simple: create a cleaner, faster, and easier-to-navigate experience for recruiters.

02 Typography & Colors

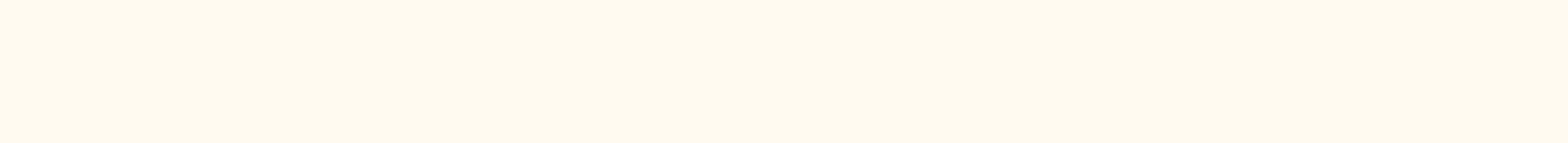
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03 Scope of Work

In this project, We worked on redesigning the user interface (UI) and user experience (UX), focusing on key areas like job creation, candidate selection, transaction management, and marking jobs as completed. My job was to fix the clunky user flow, make everything visually appealing, and ensure that recruiters could complete their tasks without unnecessary friction.

04 Objectives

1. Simplify Job Creation

Streamline the process for recruiters to post new job openings, making it quicker and more intuitive.

2. Enhance Candidate Selection

Improve the interface for selecting candidates to ensure it is straightforward and user-friendly.

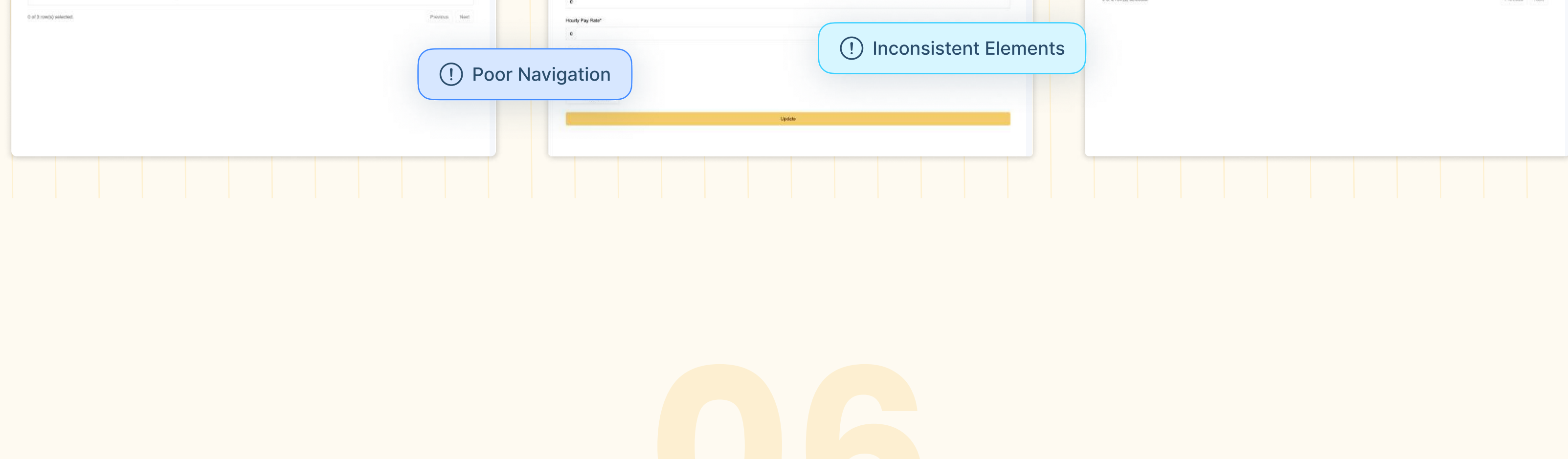
3. Optimize Transaction Management

Create a clearer and more organized system for managing and tracking transactions, distinguishing between ongoing and completed jobs.

4. Improve Overall User Experience

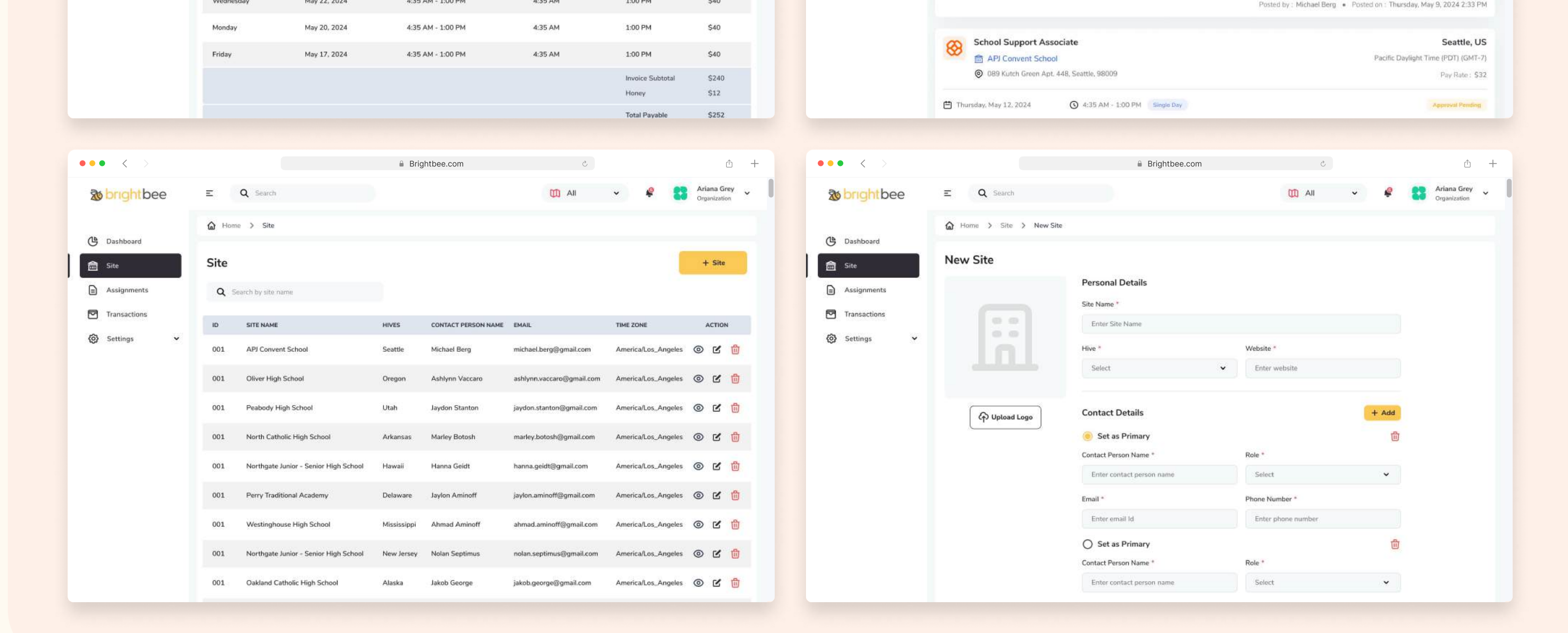
Refine the design to make the entire platform easier to navigate and use, reducing confusion and enhancing efficiency for recruiters.

05 Problems Involved



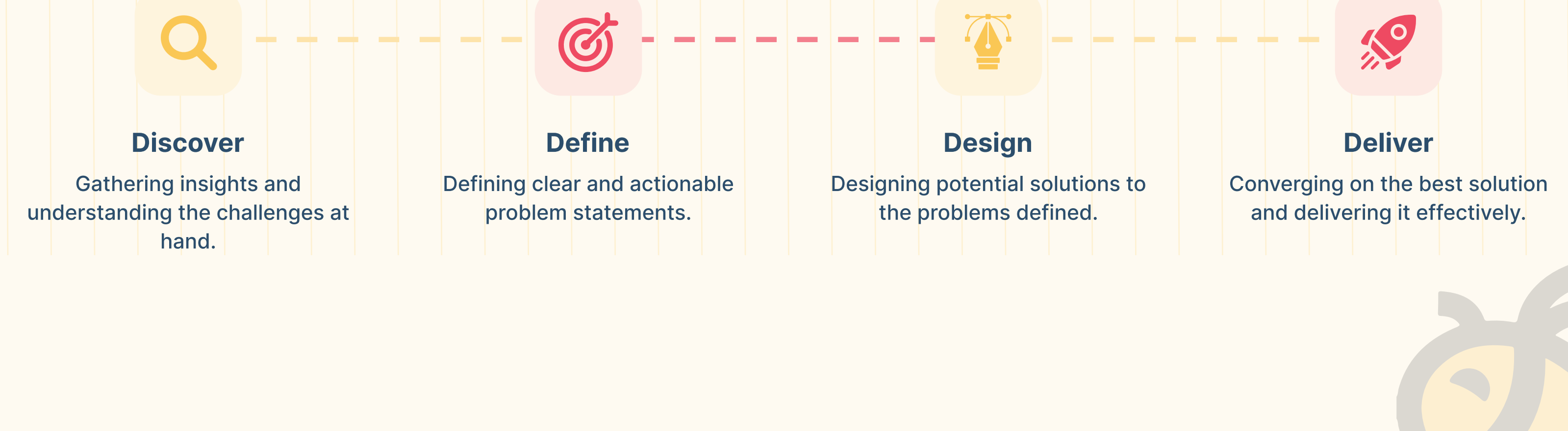
06 The Solution

We redesigned the job creation and candidate selection process to be more straightforward and reduced the number of steps involved. By cleaning up the interface and making important actions stand out, recruiters could now find what they needed without hassle. We also added a clearer distinction between ongoing and completed transactions, making it easier for recruiters to manage their jobs and finances. The completion flow was simplified, so wrapping up a job was quick and easy.



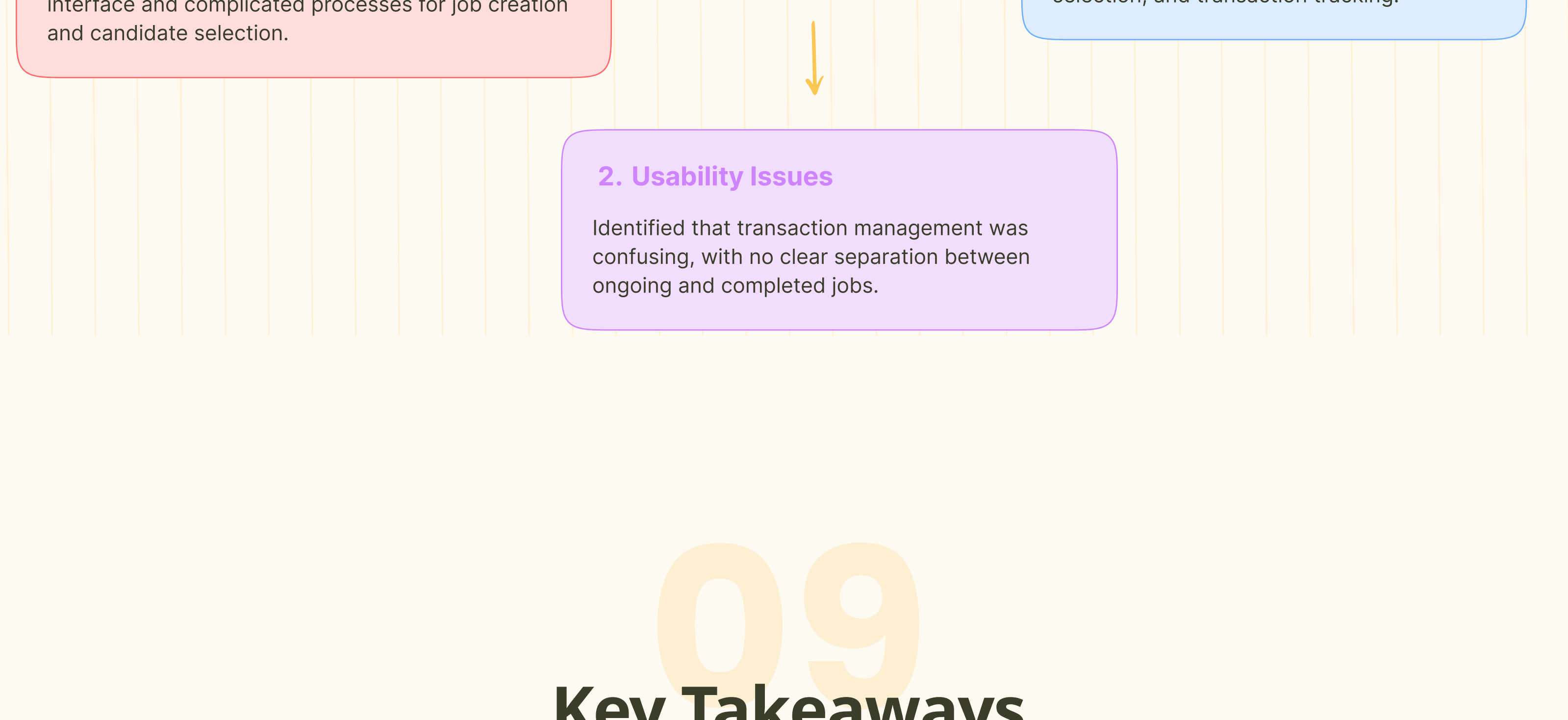
07 Design Process

We started by researching the needs of school recruiters and identifying their biggest pain points with the current platform. Then, I created wireframes for the new user flows and tested them to make sure they aligned with what recruiters needed. Based on feedback, I made tweaks to the designs and finalized the layouts to be as intuitive as possible.



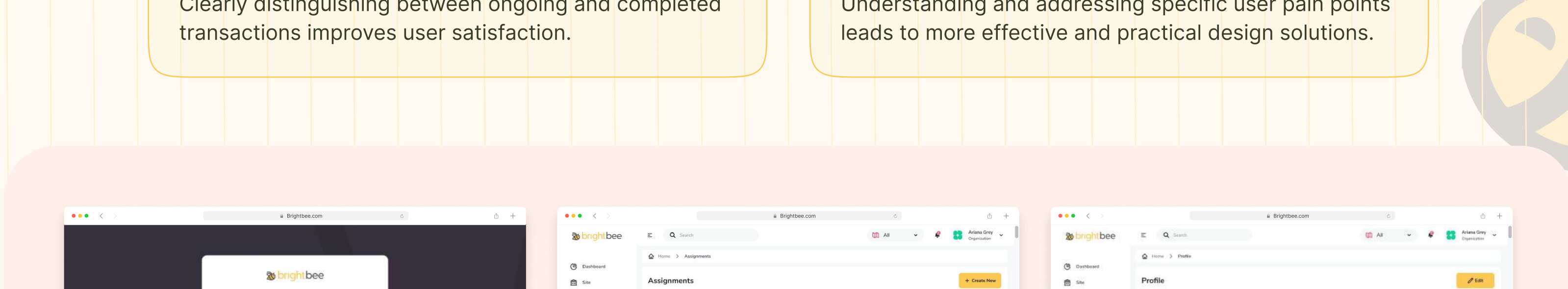
08 Research and Analysis

Through comprehensive research and analysis, we gain deep insights into:



09 Key Takeaways

Through comprehensive research and analysis, we gain deep insights into:

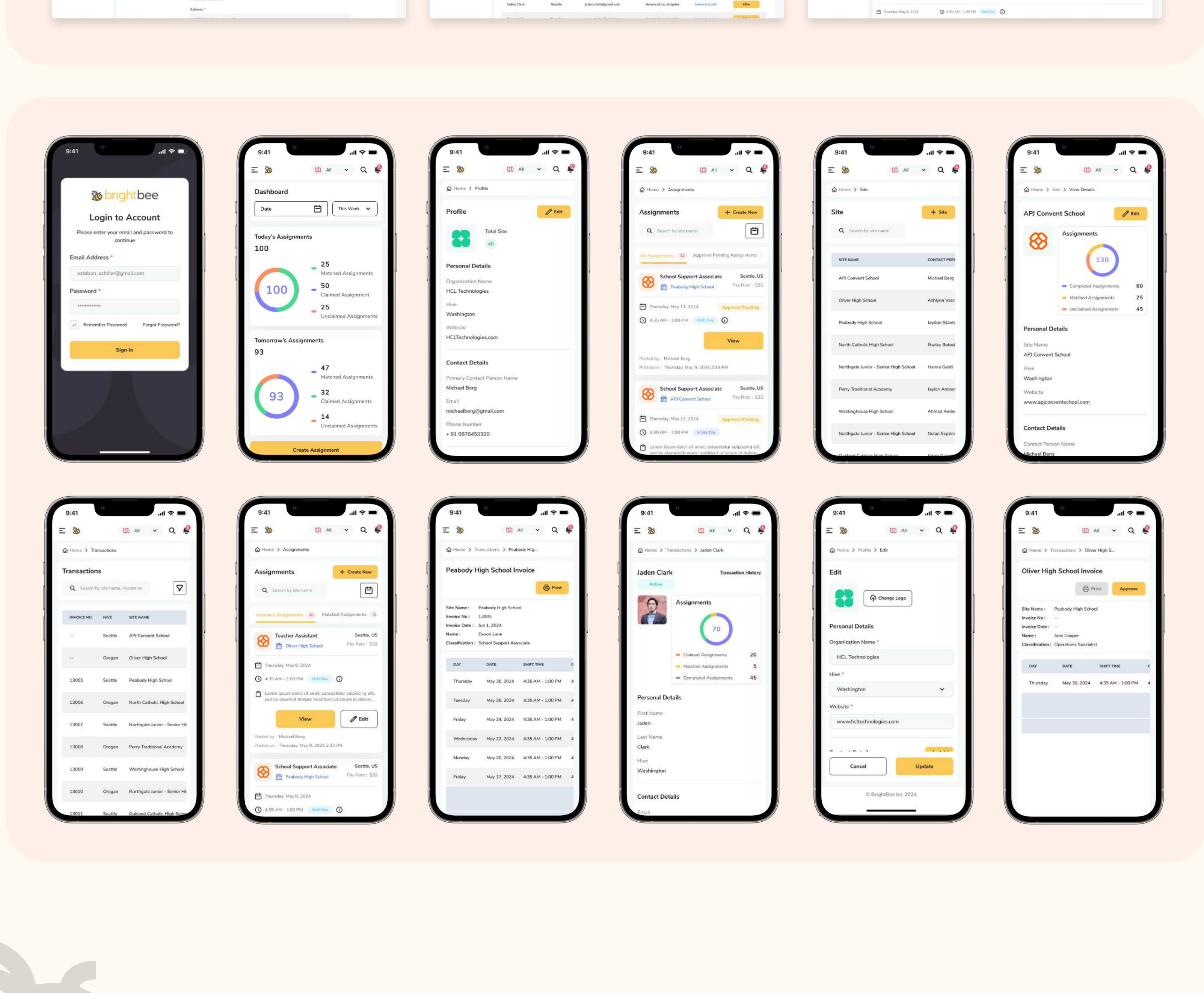
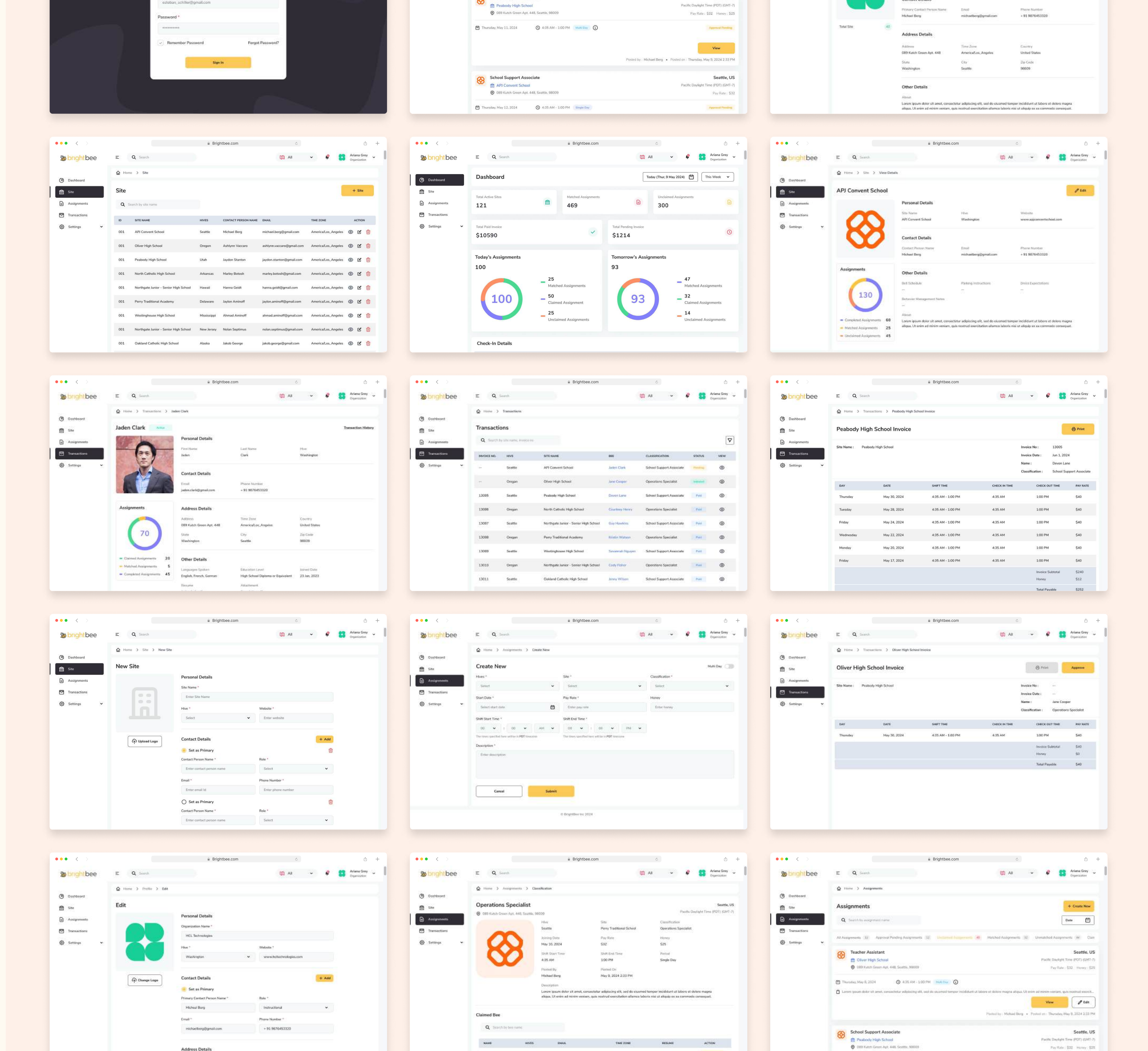


Effective Transaction Management

Clearly distinguishing between ongoing and completed transactions improves user satisfaction.

User-Centric Approach

Understanding and addressing specific user pain points leads to more effective and practical design solutions.



10 Conclusion

Revamping Bright Bee resulted in a platform that was not only more functional but also far more user-friendly. By simplifying the process and making the interface more intuitive, we were able to create a tool that genuinely helps schools manage their hiring needs with less effort and frustration.

Designed with ❤️ by Oodles Studio