InsightAI

CLIENT STORY

Groundbreaking Business Performance & Analytics Platform



Consultancy

Story Snapshot

NORTHSTAR is a consultancy service set-up to help growing businesses to achieve greater profitability. To meet its long-term goals, the client was looking to encompass accurate means of assessing performance to enhance its clients' planning and prediction capabilities.

The Challenge

The client wanted to build a groundbreaking SaaS business improvement and analytics platform for recruitment organisations. The platform would effortlessly expose where to focus and introduce strategies for change. The product needed to be integrated into existing CRM systems and able to produce unique insights through metrics. As well as providing holistic health and performance views of the businesses, the product also had to be accessible for individual users to review their own performance.

The first stage consisted of a kick off workshop with Insight AI and NORTHSTAR's senior stakeholders. The session's goal was to establish the project vision and align business objectives with ways of working. Extensive user interviews followed with the wider team at Opus – NORTHSTAR's parent company – which was set to be the initial primary user base for the new platform. Finally, interviews with senior stakeholders were held to establish key themes and features.



Every pivot, challenge and pain point, Insight AI helped us motor through. The team impresses me daily and understands our vision.

Charlie Voller Barnes, Product Director, NORTHSTAR



The Solution

Insight AI proposed a SaaS tool that would let Opus make effective, data-driven decisions based on real insight into how the business works and performs. We began by documenting proto personas and building user stories for four core features:

- Key data visualisation for employee performance mapping
- Appraisal tool with clear dashboard monitoring
- Forecast sales revenue display
- Clear, deep organisational insight that eliminates time-consuming reporting

Key activities: proto personas defined; design user stories created; features and stories prioritised.

To explore how the concept could be realised in the UI, we ran ‘Crazy 8’ ideation sessions with NORTHSTAR’s Product Director. The method helps represent the concept early, giving insight into usability and accessibility.

We then created high-fidelity prototypes as the visual criteria for developing the user stories. These quickly solidified the UI into a managed design system that keeps NORTHSTAR’s project consistent, and showed how the platform could be adapted for future white labelling.

Results

The platform Insight AI built is truly unique and has provided growing companies with the tools required to keep control and visibility across the business as it grows. Customers can map, manage and visualise every step of the recruitment business journey via clear visual indicators and an intuitive dashboard.

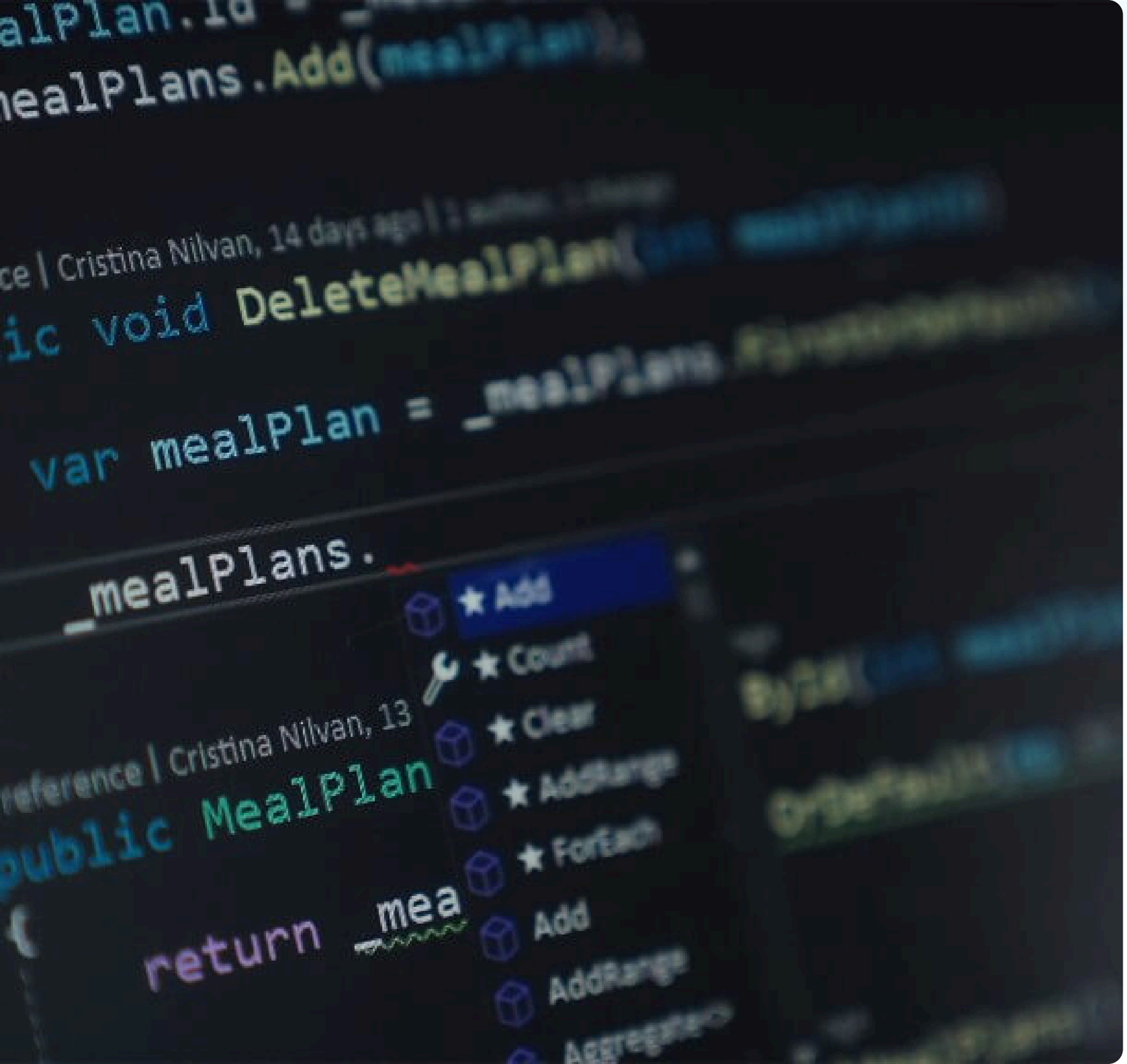
This delivers instant insights into the performance of each individual and ultimately the health of an organisation, exposing blind spots for businesses and empowering them to outperform their competitors.

· 4 second time to report, reduced from 24-hours.

· UX user and mobile-friendly dashboard.

· 2017 awarded ‘Best Recruitment Technology’ in the Recruitment International Awards.





Testing

Testing and validating design in UX ensures that the product meets the user needs, is intuitive to use and, ultimately, achieves its intended goals. It also helps to identify any usability issues, confirm design assumptions, and gather real-world feedback from users.

This process reduces the risk of costly mistakes, improves user satisfaction, and ensures that the final product delivers a positive and effective user experience.



Why Insight AI?

- **Innovation through partnership:** combining exceptional talent and processes to create innovative products that bring client visions to life.
- **Consultative approach**: We prioritise understanding the reasoning behind requirements to deliver solutions that exceed expectations.
- **Brand-focused solutions**: Our development work reinforces strong brand identity while maintaining market competitiveness.

Insight AI

Thank you for reading

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