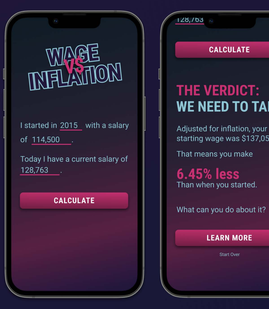
WAGE vs INFLATION

A tool to help you understand how inflation is effecting your wages and helps you understand if you're worse off than when you started.



Project Details

Collaborators
Sam Daugherty & Nathan Smith

Project Duration
May - July 2022

Tools
Figma, Figjam, Vue.JS

Background

Inflation is hot garbage when it comes to worker wages. We all know that and it's been discussed before. Many people find inflation rising year after year, but not seeing their wages rise accordingly. But how do you know if you've been effected by inflation, and how much has it effected you?

Problem

While there are plenty of inflation calculators out there, what to do with the data isn't always obvious. And how to read it can be downright confusing.

There isn't a simple tool that exists that helps you crunch the numbers *and* help you understand how to read. There needs to be a tool that allows you to see your starting wage in current inflation-adjusted dollars, and figure out the difference between your actual current wage.

Solution

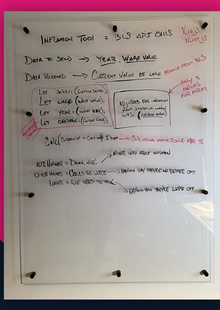
The Wage vs. Inflation calculator helps you understand those numbers in real terms and gives you advice and information on how to use it.

Simply enter the year you started your job and how much you made, along with your current wage you make right now, and the calculator does the rest. It tells you your inflation-adjusted wage, calculates the percentage difference, and tells you how you're doing compared to the average person.

Design Process

Brainstorming

The first step to designing this product was talking to the developer and learn about the capabilities of the API, the limitations and constraints, and understand the best process to send/receive the information. And then we go from there.



Step One: The Ask

First we had to figure out how we want to ask for the required information—starting year, starting wage, current wage. We figured a simple form would work, but we wanted it to make sense why we needed that information.

Step Two: The Results

The next step was to display the results so they made sense and gave a clear picture of the data. We settle on three results ranges: Low (More than 5% Lower), Medium (5% Lower to 5% Higher), and High (more than 5% Higher wage).

Step Three: The Help

We knew, just statistically speaking, that most people would have a wage that was less than when they started. So we knew we needed to provide help with how to ask for a raise (using the data), job search help, and upskilling resources. We settled on a modal once you get your results.

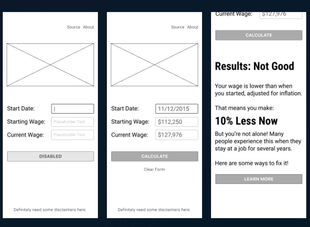
Wireframes

Keep It Simple

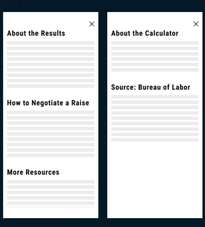
That was our defining motto throughout the project. We didn't need to do a million different things. We never want to monetize this. We just want it to be as simple as possible for people to figure out if they're making enough money or not.

So we settled on as few screens as possible: a form, results, and helpful info.

Initial Wireframes



Helpful Info Modal

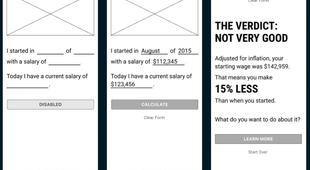


And Then Iterate Again

Once we created the initial wireframes, we started to ask qualifying questions. Is this necessary? Does the data make sense? Do people understand the data we need to run the calculations?

We simplified it further from there by clarifying the ask and simplifying the help.

Udpated Wireframes



Helpful Info Modal

Key Findings

We needed it to feel more conversational and intentional than just a simple 3 question form. And we didn't want to cause any confusion about what we were asking. So we chose a madlib-style layout to gather the data. We also wanted to make the results less formal and seem more like a conversation between two people.

We also removed the navigation. It just wasn't important to the project that people know *why* we're doing this; we just wanted them to know why it mattered for them. We still left a small paragraph in so people would understand the point of the project, but included it in the "learn more" modal after the more important information. And we included the source of the data so that people could verify the information if necessary.

The Design Phase

Make it Pop

We had very few requirements for the design portion of the product. We knew we wanted a big, bold typeface. And we knew we wanted bright and fun colors from a contrasting, but complimentary palette. The design system had to match the product: simple and clean, with choices we could easily justify.

Logos and Iconography

WAGE VS INFLATION

Colors

Get It Pink	Plum Crazy	Enlightened Blue	Dark Prospects Blue
Hex: #DC1672 RGB: 220, 22, 114	Hex: #23163E RGB: 35, 22, 62	Hex: #7EC9D8 RGB: 136, 201, 216	Hex: #021925 RGB: 2, 25, 37

Varry White	Sounds About White	Get It Gradient	Oh Wow Gradient
Hex: #ffffff RGB: 255, 255, 255	Hex: #F5F5F5 RGB: 245, 245, 245	Hex: #DC1672 > #811547	Hex: #0B1D27 > #2A2036 > #5F1B44 > #23163E

Typography

Primary Header Text

Family: Roboto
Weight: Condensed Bold
Font Size: 45
Line Height: 50

The five boxing wizards jump quickly

Body Copy (Regular)

Family: Roboto
Weight: Regular
Font Size: 24
Line Height: 30

Pack my box with five dozen liquor jugs

Primary Sub-Header Text

Family: Roboto
Weight: Condensed Bold
Font Size: 30
Line Height: 40

How vexingly quick daft zebras jump

Body Copy (Small)

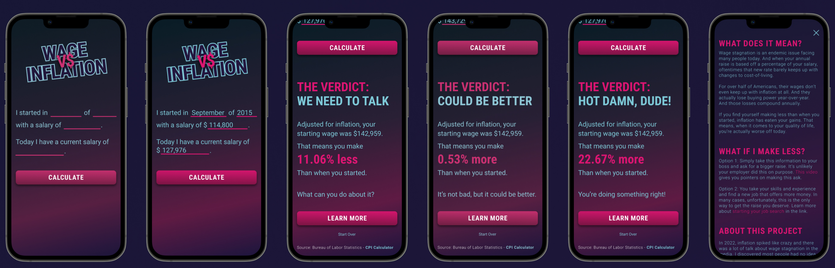
Family: Roboto
Weight: Light
Font Size: 16
Line Height: 20

Jackdaws love my big sphinx of quartz

Final Screens

Design and Refine

Once we narrowed down the colors and fonts it was just a matter of piecing it all together into a final design for testing.



Form | Results | Help

Final Review

Testing and Development

We initially tested the product using the Figma prototype. It's such a simple prototype, with so few screens (which was on purpose) that the feedback we got was mostly based on the copy and trying to make it clearer. We took all of that to heart and worked to refine our content.

This project has been handed off to development to finally build and I'm incredibly excited to share the final results for all of you to try.