

# GUSTAV KARLSSON

## ABOUT ME

My name is Gustav Karlsson and I am a 28 year old guy from Stockholm. I live in Gothenburg with my girlfriend where I am currently studying UX design at IT-Högskolan and my biggest passions aside from UX is cooking, sports, crafting and fashion. I always strive to do the best I can with my design work and my ambition is to create user-friendly and user-centered design. In the future I want to be able to participate in the entire creation process, from research, to sketching and prototyping to the final product. As a graduate cognitive science student, I see myself as a bridge between human and technology where knowledge is required on both sides. In addition to my education, I have always had an interest in design founded in appearance, user experience and function from technical products to architecture and interior design. I want to keep evolving all the time, whether it is through studies or through professional experience.



## PERSONAL INFO

★ 1993-01-08  
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## EMPLOYMENTS & EXPERIENCE

### WEB/UI DESIGNER CONSULTANT

JUNE 2020 - DECEMBER 2020

BELYSNINGSBRANSCHEN

Created three unique websites through wordpress with the aim of conveying a stylish and representative image for each specific association.

### BACHELOR THESIS IN UX AND BEHAVIORAL DESIGN

JANUARY 2020 - JUNE 2020

INDENTIVE, UMEÅ ENERGI, LINKÖPINGS UNIVERSITY

Performed to examine what motivates the user to engage in environmentally positive challenges with associated rewards based on a framework consisting of gamification and persuasive technology.

### UX DESIGNER

APRIL 2019 - AUGUST 2019

WESTPAY AB

Worked alongside my studies to create a prototype for a Pay at Table application for restaurants to be used in the next generation payment terminals.

## EXTRACURRICULAR

### UX/UI DESIGNER

DECEMBER 2020 - JANUARY 2021

TREDDY

Developed style and brand guidelines as well as design proposals for a website and web service.

## EDUCATION

### UX DESIGN (400 YH CREDITS)

2020 - PRESENT

IT-HÖGSKOLAN, GOTHENBURG

Expected graduation in 2022.

### COGNITIVE SCIENCE (180 CREDITS)

2017 - 2020

LINKÖPING UNIVERSITY, LINKÖPING

Graduated from the Bachelor Program in Cognitive Science in 2020.

## INFORMATION SYSTEMS

AUGUST 2019 - DECEMBER 2019

HANYANG UNIVERSITY, SEOUL, SOUTH KOREA

One semester exchange program as part of Bachelor Program in Cognitive Science.

## SKILLS

Sketching, Concepting, Task flows & Agile methods

Lo-Fi prototypes, Hi-Fi prototypes & Wireframes

User interface design, Styleguides, Illustrations, User research, Personas, Customer journeys, Usability testing & Thematic analysis

## PREFERRED TOOLS

Figma, Adobe XD, Miro

Adobe Illustrator, Procreate

## LANGUAGES

English - excellent

Swedish - native

## PHONE APP

# A SOCIAL PLATFORM FOR NON-PROFIT PROJECTS

## CONTEXT

Werkstad aims to make meaningful contacts between people who want to meet at get things done in the world. The idea behind Werkstad is to match people who will work well and thrive together in non-profit projects (WERKS) that the members (The WERK Crew) will find meaningful, fun and developing.

## BACKGROUND

Werkstad is a prototype of a mobile app I created as part of an interface design course at IT-Högskolan. The purpose of the project was to, based on a specification from the product owner, independently be responsible for the design process to create a high fidelity prototype.

## PURPOSE & CHALLENGES

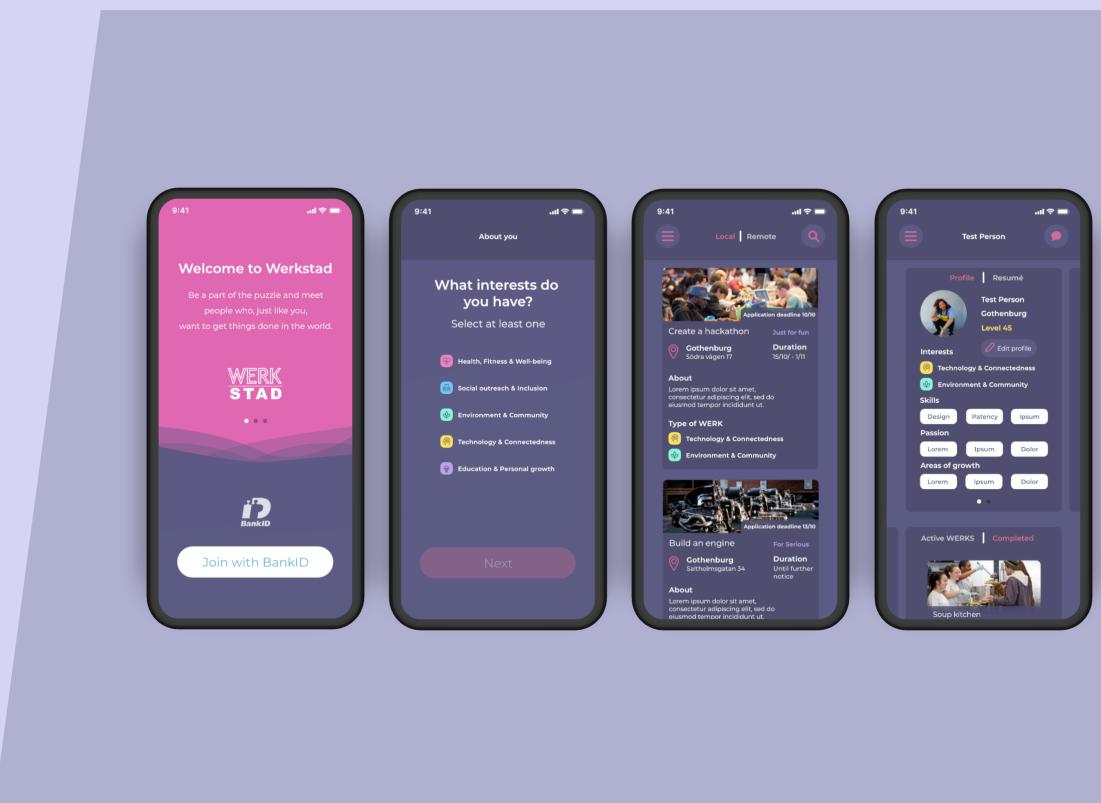
The users of the intended app are people aged 16 - 32 who want to participate in non-profit projects. They want to find projects that match their interests and improve their environment.

### THE TWO MAIN AREAS OF USE

- The user should be able to find non-profit projects that match their interests and apply to participate in a non-profit project
- The user should be able to create and manage their own non-profit projects

ROLE: UX &amp; UI

DURATION: 1 week



## IDEATE

Since the project only lasted for one week, the define phase had to be a rather quick process. I decided that a deeper understanding of the specification was needed and therefore I gathered the information from the specification and summed it into a bulleted list. This summary then served as a confirmation of my understanding of the specification as well as a basis for discussion and continuous contact with the customer / product owner. I also used this to create a task flow to get a better overview of the app's flow and the user's various goals.

## RESEARCH

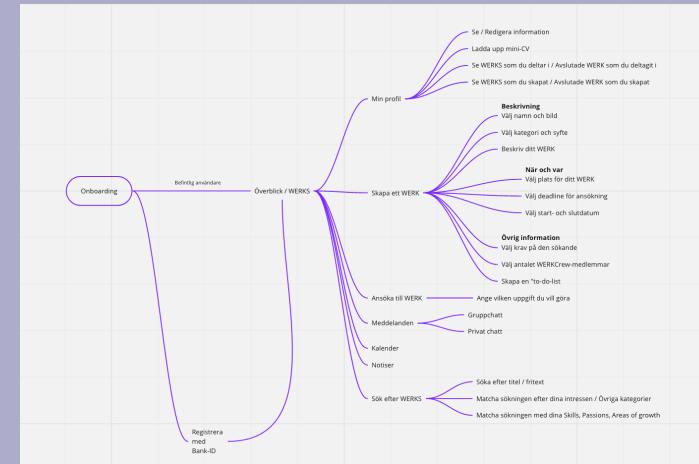
Another thing I did was that I looked at two similar services through a competitive analysis where I examined strengths and weaknesses. Meetup and Citysocializer are two sites which help people organize events and meet like-minded people. This helped me with inspiration for features and structure that I wanted to create in Werkstad.

## LO-FI PROTOTYPING

I produced sketches to find out what the app could look like. I could then use these sketches to discuss features and structure and get early feedback on the app. In my sketches, I was also able to list the advantages and disadvantages of different alternative solutions with the help of plus and minus signs.

An example where I used sketches to discuss and test my ideas was regarding the app's registration process. Here I came up with two different suggestions where one meant that the user registers before entering the app and the other where the user enters the app directly and can register afterwards. With the help of the sketches, I had a basis for discussion and the opportunity to test the alternatives on my classmates and the product owner. I chose to go ahead with the first alternative. What the testers said was that it takes a little longer for the user to get into the app but only three steps are required and one can be skipped. At the same time, the user becomes more personally involved in the app immediately.

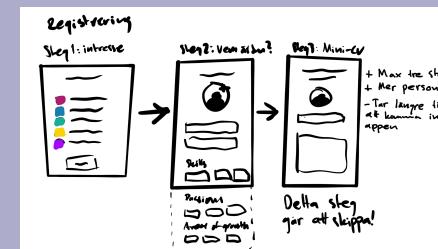
## TASK FLOW



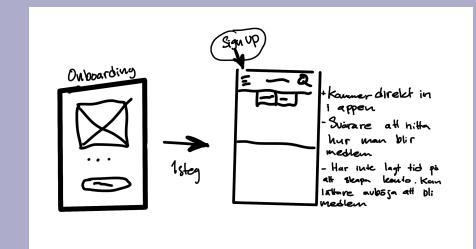
## COMPETITIVE ANALYSIS

<b>meetup</b>	<b>citysocializer</b>
<b>Styrkor</b> <ul style="list-style-type: none"> <li>- Lätt att söka efter evenemang</li> <li>- Tydliga klickbara kort</li> <li>- Tydliga kategorier på evenemang</li> <li>- Stilrent UI</li> <li>- Bra intro när man skapar konto</li> </ul> <b>Svagheter</b> <ul style="list-style-type: none"> <li>- Ingen lättillgänglig onboarding</li> <li>- Ganska otydligt hur man skapar grupp</li> <li>- Rörig profilsida</li> </ul>	<b>Styrkor</b> <ul style="list-style-type: none"> <li>- Man ser när ett event är fullt</li> <li>- Tydliga klickbara kort</li> <li>- Tydliga kategorier på evenemang</li> <li>- Filtera mellan global och local</li> <li>- Tydlig knapp för att "become a host"</li> </ul> <b>Svagheter</b> <ul style="list-style-type: none"> <li>- Ingen lättillgänglig onboarding</li> <li>- Introt innehåller moment som inte kan skippas</li> <li>- För långt intro när man skapar konto</li> <li>- Kladdigt UI</li> </ul>

## REGISTRATION ALTERNATIVE 1



## REGISTRATION ALTERNATIVE 2



## HI-FI PROTOTYPING (FROM PAPER TO XD)

Based on the sketches, I then developed an interactive prototype in Adobe XD. To the right I show examples of the flow in the app. The first flow shows how users finds and applies for projects and the second flow shows how the user can create their own non-profit projects.

## USABILITY TESTING

Although the project was actually over after the prototype had been shown to the product owner and the rest of the class, I chose to perform some user tests to get further usability feedback of the finished prototype.

## CONCLUSIONS

It is difficult to see which selection is highlighted when this is displayed by the border turning white. The terminology "WERK" and "WERKCrew" is unclear despite the onboarding. What happens after you have applied for or created a WERK is perceived as unclear. The information about a WERK is not self-evident.

## RETROSPECTIVE

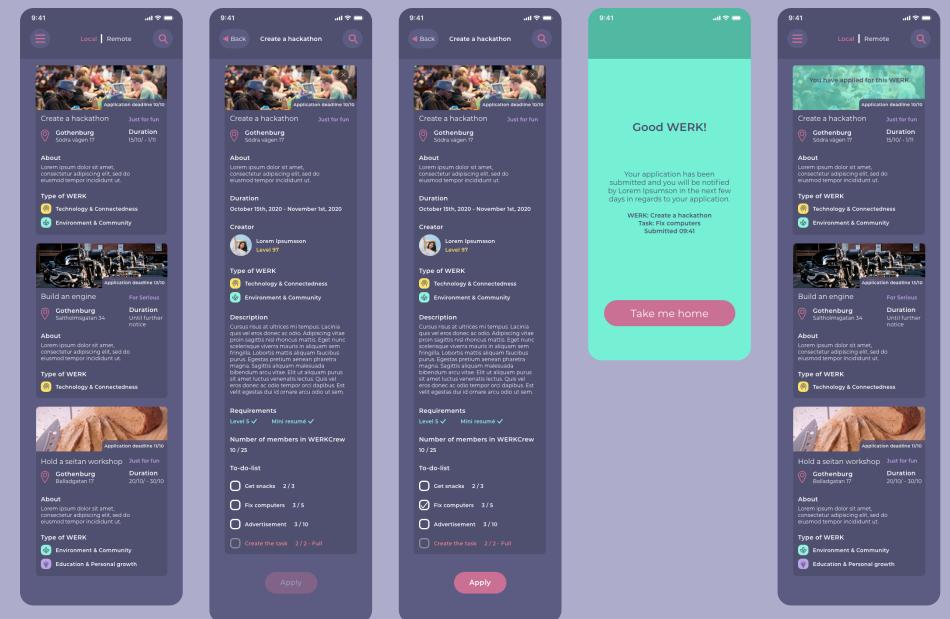
### WHAT WENT WELL?

I am happy with what I have achieved with this project, despite the limited time available and I have become better at focusing on the preparatory work before going into the prototype tool. Even though I worked independently, I have always sought contact with other people to gain new insights and test my assumptions.

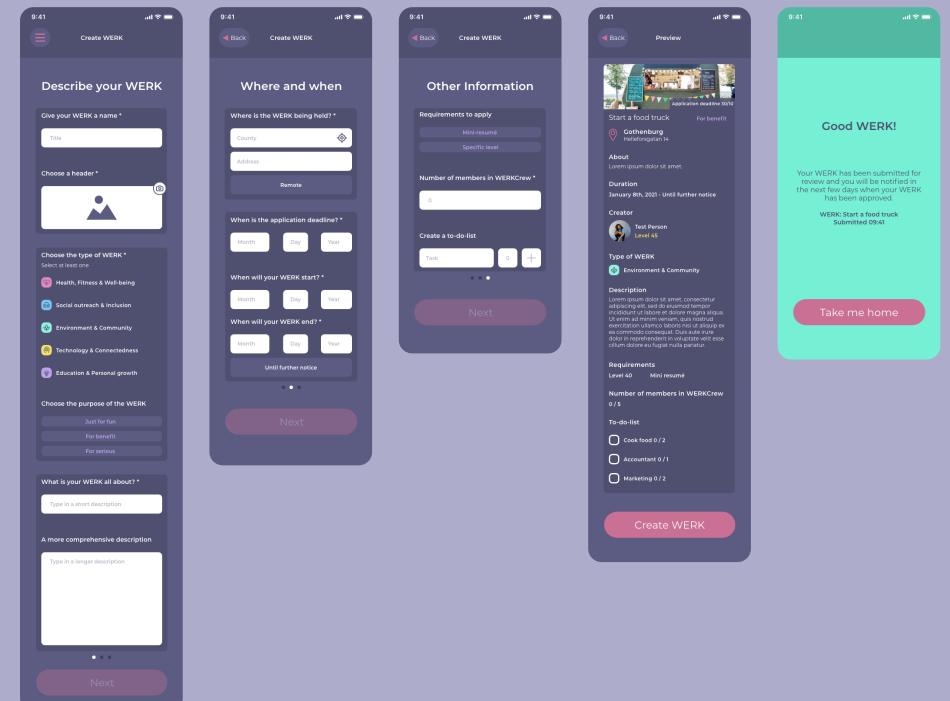
### WHAT CAN BE IMPROVED?

I should have performed the tests on people other than my classmates as they themselves were working on the same project. Something I would have done if I had continued to work on the project would have been to take in the feedback I received from the prototype. With these insights, I had then continued my work with Lo-Fi and Hi-Fi prototypes through several iterations to get a more complete product.

## HOW THE USER FINDS AND APPLIES FOR NON-PROFIT PROJECTS

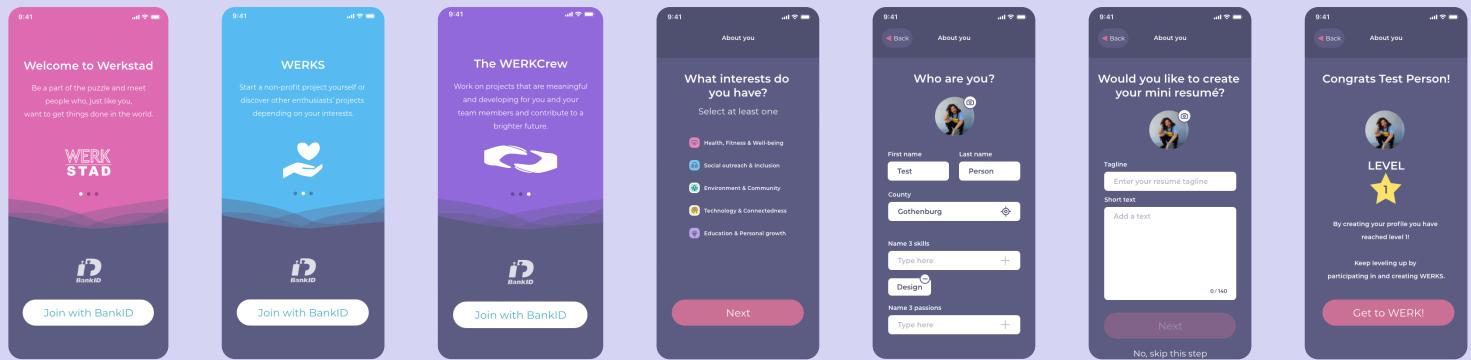


## HOW THE USER CREATES AND MANAGES THEIR OWN PROJECTS

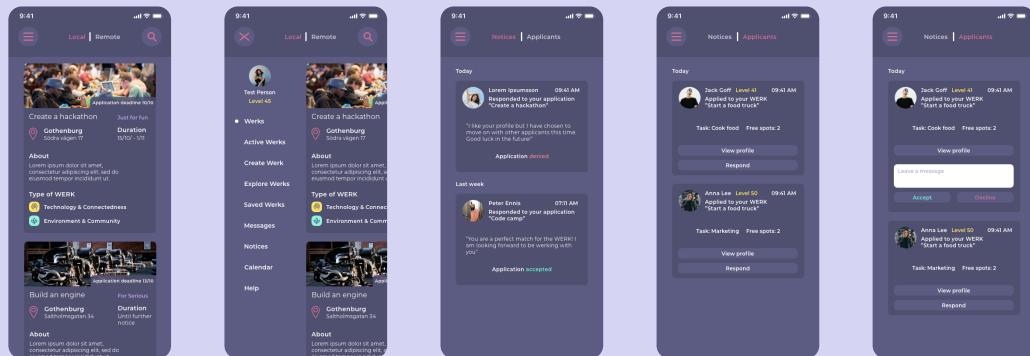


# 01 WERKSTAD

## OTHER FLOWS

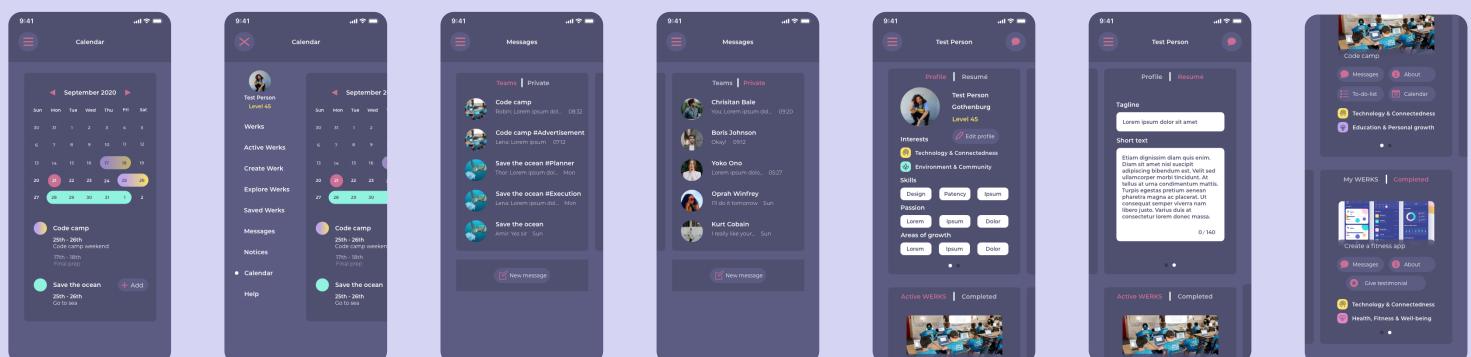


## ONBOARDING & REGISTRATION



## LANDING PAGE & MENU

## NOTIFICATIONS & MANAGE APPLICANTS



## CALENDAR & MESSAGES

## USER PROFILE

## QUALITATIVE STUDY

# BETEENDEFÖRÄNDRING AV MILJÖBETEENDE - EN KVALITATIV STUDIE OM MOTIVATION

## BACKGROUND

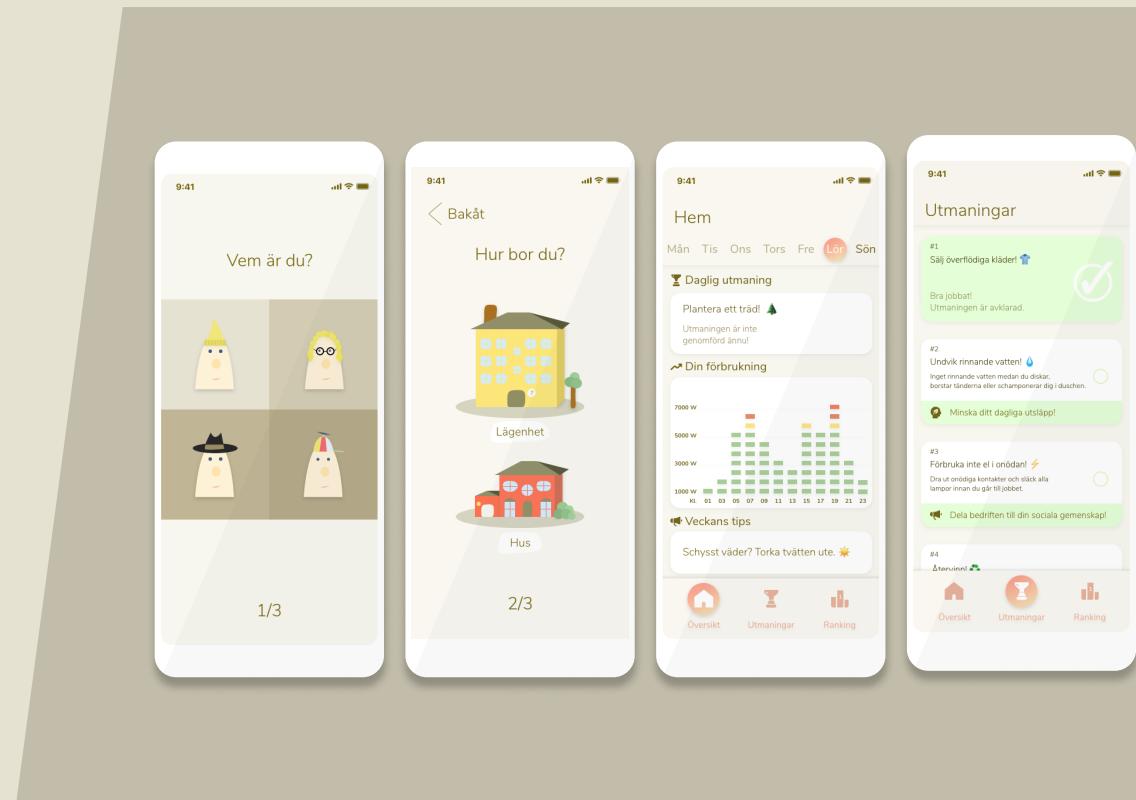
Human behavior leaves its mark on the environment. In order to reduce the accelerated climate change that is taking place, a change is required in how we carry out our daily chores. This study was conducted in collaboration with Linköping University and the company Indentive with the aim of finding out what motivates the user of an imaginary mobile application to change a behavior through behavior changing challenges with associated rewards. The study examines the question with the help of three problem statements. - 1] What motivates the user of the prototype to perform a challenge that benefits the environment? 2] How important is the reward for the challenge to be performed? and 3] What is less motivating when performing a challenge?

## SUMMARY

The purpose of the study was to identify underlying motivational factors in the performance of environmentally positive challenges. The challenges were designed in such a way that it was clear that they benefit the environment. A future imagined mobile application could encourage the user to make environmentally conscious decisions by performing the challenges. Through the work, three prototypes were developed and tested containing five similar environmentally positive challenges with associated rewards based on a framework consisting of gamification and persuasive technology. The challenges and rewards were then evaluated through structured interview questions and a quantitative ranking system. For this, 15 participants were recruited through a convenience selection. In order for each prototype to be tested five times each, the selection group is divided into three groups of five where each participant uses his or her assigned prototype. The variations between the prototypes lie in the fact that the placement of the challenges and rewards in the list varies, and that different rewards belong to different challenges. The results were then analyzed through a thematic analysis to give a picture of what motivated the user to get involved or not to get involved in the challenges.

ROLE: Research leader

DURATION: 5 months



## RESEARCH

In order to create my study, I had to investigate several theories that were related to my work. These included theories of intrinsic and external motivation, behavior-changing design, persuasive technology, Fogg's behavioral model, ability, and gamification. This helped me set up a framework for how my entire work would be designed. This is where I decided to use Fogg's behavioral model for motivation and ability when I created my challenges and a basis for the thematic analysis.

## METHOD

The data collection methods I chose for the study were a structured interview and a quantitative ranking. As an analysis method, I chose to use a thematic analysis. In order to perform the test, three simpler prototype variants were required, created through a design process where three concept ideas were developed and designed.

## USER TESTS

The user test was based on an interactive part and a structured interview and was divided into four phases, Introduction, Interactive use, Discussion and Ending. Interview methods are a common method in user tests of systems and since the study used prototypes, I considered that a structured interview method would be suitable for the study. Another advantage I considered was that since the results were partly analyzed through a qualitative method, the interview was a good approach to gather personal experiences, opinions and attitudes. A structured interview also means that all test participants can answer the same questions, which makes it easier to replicate and validate the study.

The user test took place via Zoom, where the test participant was initially introduced to the study and what tasks were to be performed during the test. The participant was also asked to fill out a consent form to approve their participation in the study. During the interactive use I took the role of passive observer so as not to disturb or affect the participant's interaction with the prototype. After the test participant performed his tasks, the interactive part of the test was over and I now took a role instead where I interviewed the participant. The interview consisted of the participant answering questions related to challenges, rewards, motivation and ability based on an already determined interview template. The test was then completed by a quantitative assessment of challenge and reward.

## EXCERPT FROM THE INTERACTIVE PROTOTYPE



## EXCERPT FROM THE INTERVIEW TEMPLATE

**Bilaga 4 – Intervjuformulär**

**Frågor till studie**

**Direkt efter vald utmaning:**

Vadför valde du den utmaningen?  
På vilket sätt tilltalade den dig mer gentemot övriga utmaningar?

**Frågor för varje utmaning:**

Frågor om motivation och förmåga ställs för varje utmaning. Den valda utmaningen diskuteras först och därefter diskuteras övriga utmaningar från överst till underst.

**Motivation:**

Vad tycker du om denna typ av belöning?  
Hade belöningen kunnat vara utformad på något annat sätt för att den skulle vara ännu mer motiverande?  
Vad anser du om denna belöning jämfört med övriga belöningar?  
Hur viktig är en belöning för att du skall utföra utmaningen?  
Vilken typ av belöning tilltalar dig mest? Social, personlig eller miljömässig vinnning?

**Förmåga:**

Vad tycker du om denna typ av utmaning?  
Är utmaningen för svår eller utmanande?  
Upplever du att utmaningen kräver för mycket tid eller fysisk/psykisk ansträngning?  
Tycker du att utmaningen skall vara utmanande eller så lätt som möjligt?  
Hur skall en utmaning formuleras för att passa din livsstil? Skall den vara rutinmässig? Skall den få dig att ändra din livsstil?

**Övriga frågor:**

Hur rolig tycker du att utmaningen verkar?  
Ser du fram emot att försöka utföra utmaningen?

## THEMATIC ANALYSIS

To analyze the transcribed interviews, I conducted an inductive thematic analysis. I did this by identifying and analyzing patterns from a qualitative data using themes that were identified during the analysis. I chose the thematic analysis as the analysis method as it is a common method when analyzing qualitative data. I performed the thematic analysis by transcribing the interviews and then creating codes based on the transcribed material. I then analyzed the codes and categorized them into possible themes and subthemes. I reviewed all possible themes examined to ensure that there was a sufficient amount of data to underpin each theme.

## RESULTS

My results show that the reward that appeals most is the reward that combines the pleasure of getting something and the positive self-esteem that comes from rewarding the environment. The reward of getting something must not be too great, because then there is a risk of over-rewarding which can lead to him or her completely stopping a desired behavior if he or she does not receive any physical reward for this. When it comes to environmentally positive challenges, the person wants to see what a positive difference is made. Although the person already knows that an environmentally positive challenge is good for the environment, they want to become aware of and see with their own eyes how big the difference is between a completed and a non-completed challenge. If, on the other hand, this difference is too small, there is a risk that the visualization will rather become a factor that causes the person to refrain from performing the challenge. Motivating the user of the application through lavish rewards cannot be seen as the key to preventing the negative effects that today's environmental behavior brings. Instead, it is about creating a conscious user and making a behavior change as simple as possible.

## RETROSPECTIVE

This was my first big project alone and of course there is a lot that could be done differently. If the project had not ended here, my next step would have been to implement and test my lessons through design and additional user tests. The reliability of the thematic analysis is affected by the fact that it is interpretation-based, which means that interpretations can vary depending on the research leader. The reliability of the thematic analysis is affected by the fact that it is interpretation-based, which means that interpretations can vary depending on the research leader. This was something I tried to weigh up by having the quantitative measure and also showing differences of opinion to show that not all participants share all views all the time.

### EXCERPT FROM THE THEMATIC ANALYSIS

#### Vad är en utmaning

Vid val av utmaning var det vissa deltagare som belyste att något man redan gör inte ses som en utmaning. Vid valet av utmaning var det många deltagare som valde en utmaning med anledning av att de redan utförde de andra utmaningarna i sitt vardagliga liv. Till huvudtemat identifierades fyra underteman *Rutin, Ökade möjligheter, Enkelhet och inspiration* samt *Variation och balans*.

"Jag ville välja en utmaning jag inte redan gör, ett befintligt beteende ser jag inte som en utmaning" – deltagare 12

"Det är ingen utmaning om man redan gör det. Presenteras det som en uppgift tar jag någon man redan gör, men presenteras det som en utmaning tar jag någon annan" – deltagare 1

"Jag valde utmaningen för att jag försökte tänka på vad jag skulle behöva göra i mitt eget liv. Den jag är sämt på att göra idag och ger mest utmaning." – deltagare 13

#### Ökade möjligheter

Ett tydligt mönster gick att urskilja angående hur en utmaning skulle formuleras för att öka chansen för genomförande. Det talades om hur en altför livsstilsändrande utmaning potentiellt skulle öka risken för att utmaningen inte utfördes.

"Tror att jag hade utfört fler utmaningar om de följt min rutin, är något helt obekant ökar risken att jag inte gör det. Rutin passar bäst för mig." – deltagare 13

"Många små förändringar blir en större helhet, är den förändringen för stor ökar risken att man inte orkar med det." – deltagare 14

"Om det var något som gick att göra till en rutin skulle det bli mindre ansträngande och det skulle ske oftare." – deltagare 3

***IN ADDITION TO THESE PROJECTS, I ALSO HAVE OTHER PROJECTS THAT I AM CURRENTLY PUTTING TOGETHER AND I WILL POST THEM AS SOON AS I AM DONE.***

***IN THE MEANTIME, I WOULD LIKE TO SHOW AND DISCUSS THESE OVER A CUP OF COFFEE AND A LIVE DEMO.***



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