

The background of the slide is a dark, atmospheric landscape featuring a range of mountains. The sky is filled with heavy, dark clouds, with some lighter, orange-hued light filtering through them, suggesting a sunset or sunrise. In the foreground, a dark road or path leads towards the mountains. The overall mood is moody and dramatic.

Anton Nyström

Portfolio review

McKinsey Design



An UX generalist creating digital products from research to ideas
to prototypes.

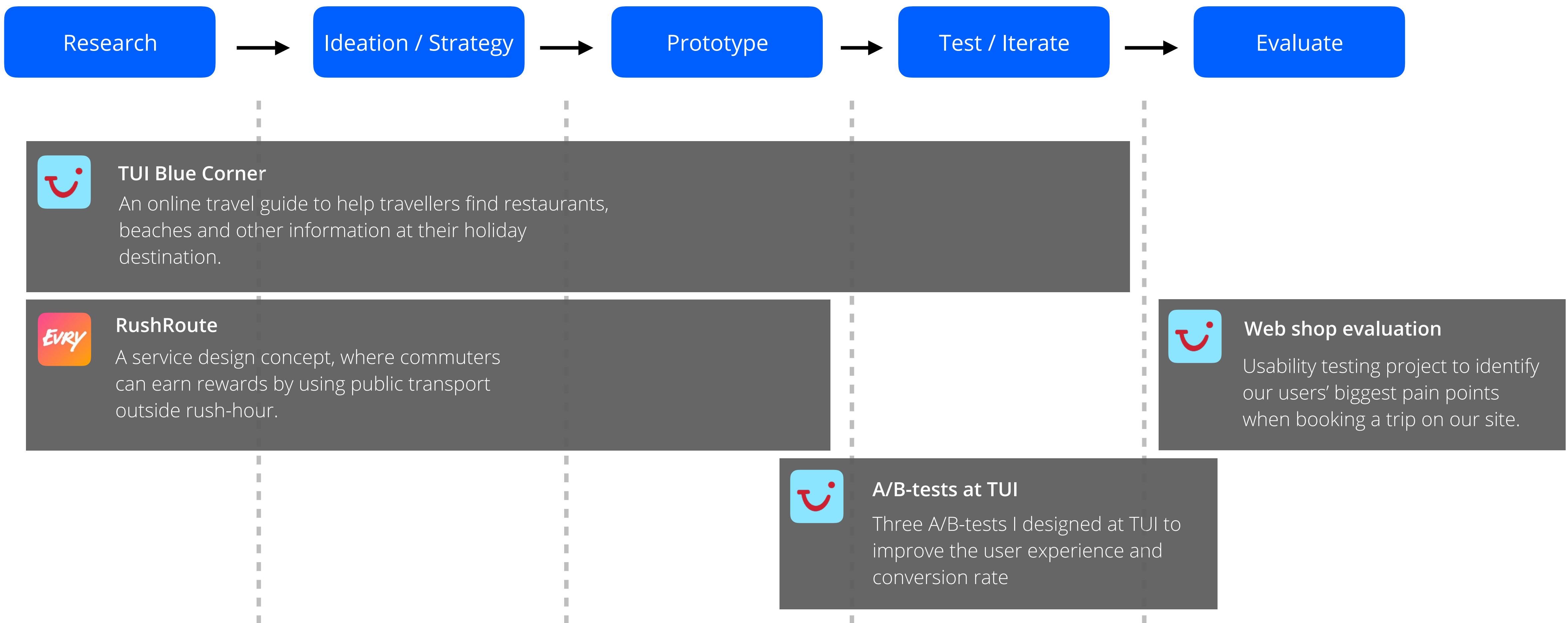
UX/UI designer at TUI

Previously UX designer at a digital agency and Graduate Trainee at EVRY (IT consulting firm)

Master's degree in Human-Computer Interaction (Uppsala)

Bachelor's degree in Computer Information Systems (Uppsala)

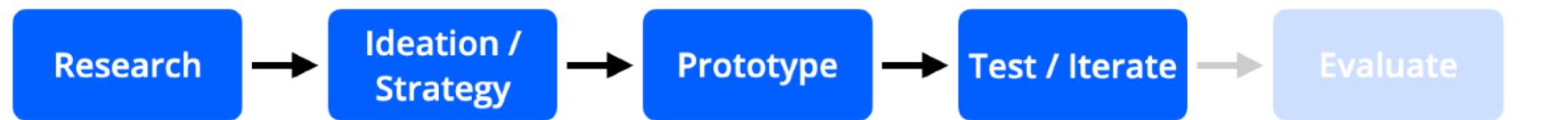
Selected four projects with different focus to show my experience working across the different parts of the UX design process.



TUI Blue Corner

Online travel guide





TUI Blue Corner

Background: TUI wants to increase profits by decreasing number of guides on location (-35% fewer guides).

Problem: Decrease number of physical guides without a negative impact on customer satisfaction

Concept Idea: Replace physical guides with an online guide to answer different traveler's questions

Goal: Get an MVP out fast just to try it and see how it works and then iterate the design

Role & team structure: Me as UX designer and the product owner

Timeline: Less than 1 month 😳



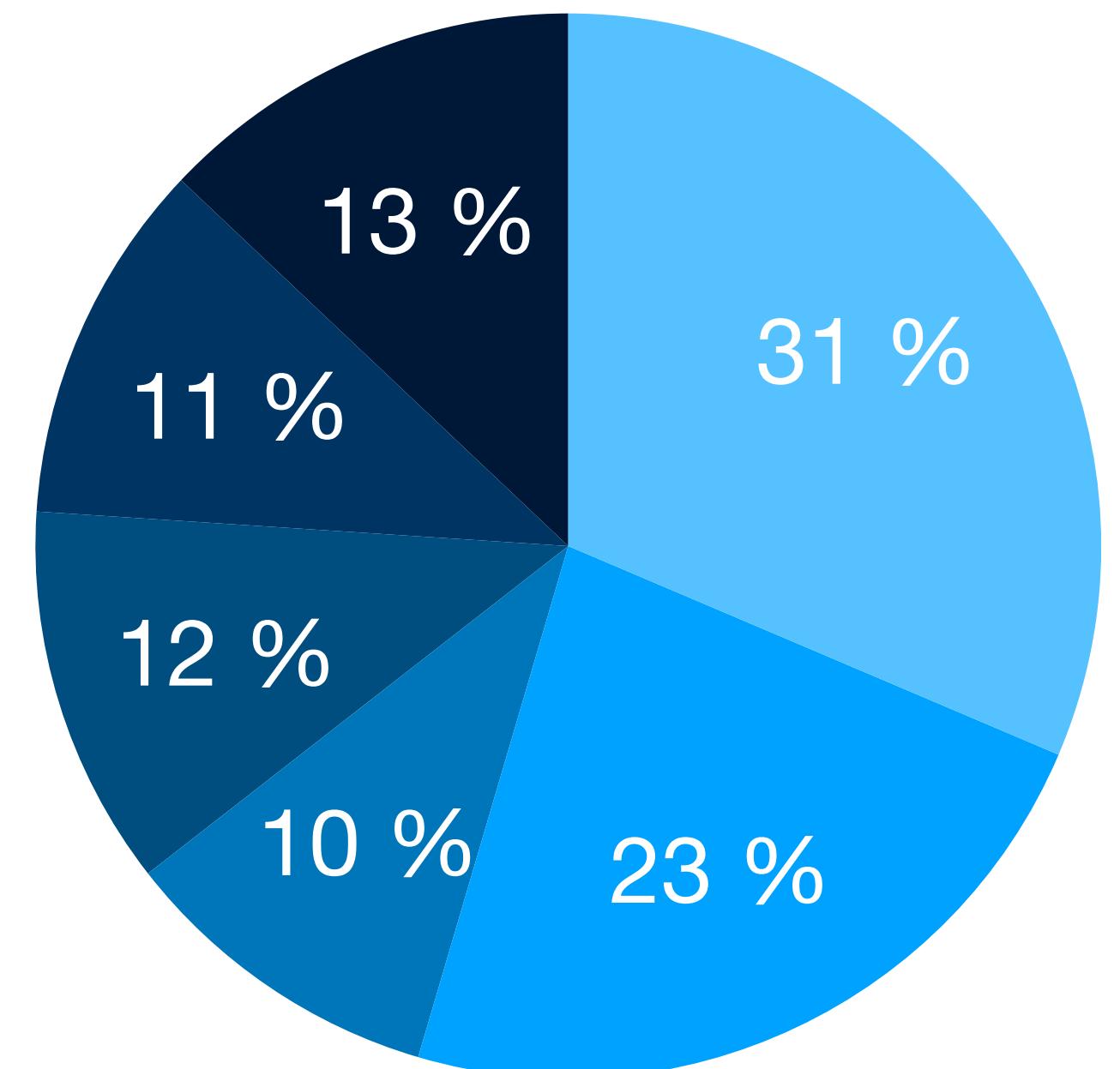


Discovery

Why do travelers contact guides? What kind of questions do they have? (user needs)

With no access to travelers. Asked existing guides on location to conduct a log of what questions they receive.

- Total of 363 questions logged over 6 days
- Grouped into 6 categories



- Destination knowledge/Destination tips
- Questions about the hotel
- “Questions about arrival/transfer/airport service”
- “Questions about excursions or car rental”
- “Questions about their booking – we can assist”
- “Questions about their booking – we need to advise them to TUI Nordic Sales office”





Discovery

When and where do travelers contact guides? (context)

- Guides are present in hotel lobbies, and this is also where travelers interact with the travel guides. Sometimes all day and sometimes half days.

Who are the travelers? (demographics)

- During project trial on 9 hotels in Gran Canaria, February 3rd to February 23rd:
 - Nordic (Sweden, Denmark, Norway, Finland) and UK travelers
 - Almost exclusively retirees (age > 60)





Defining solution



Mobile first web accessible online guide



English, Swedish, Norwegian, Danish and Finish language



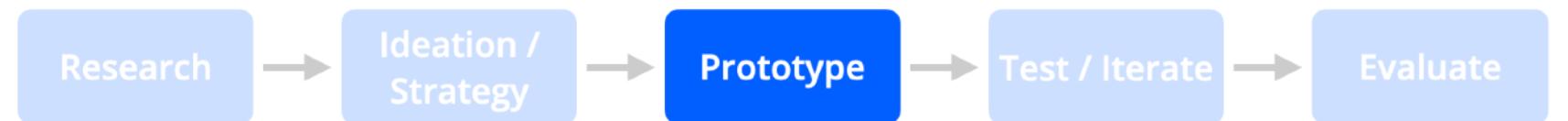
Content:

- Destination specific tips
- Times for transfers to and from airport
- Link to access a real guide digitally
- Link to book excursions



Onboarding to online guide at hotel via a physical prompt

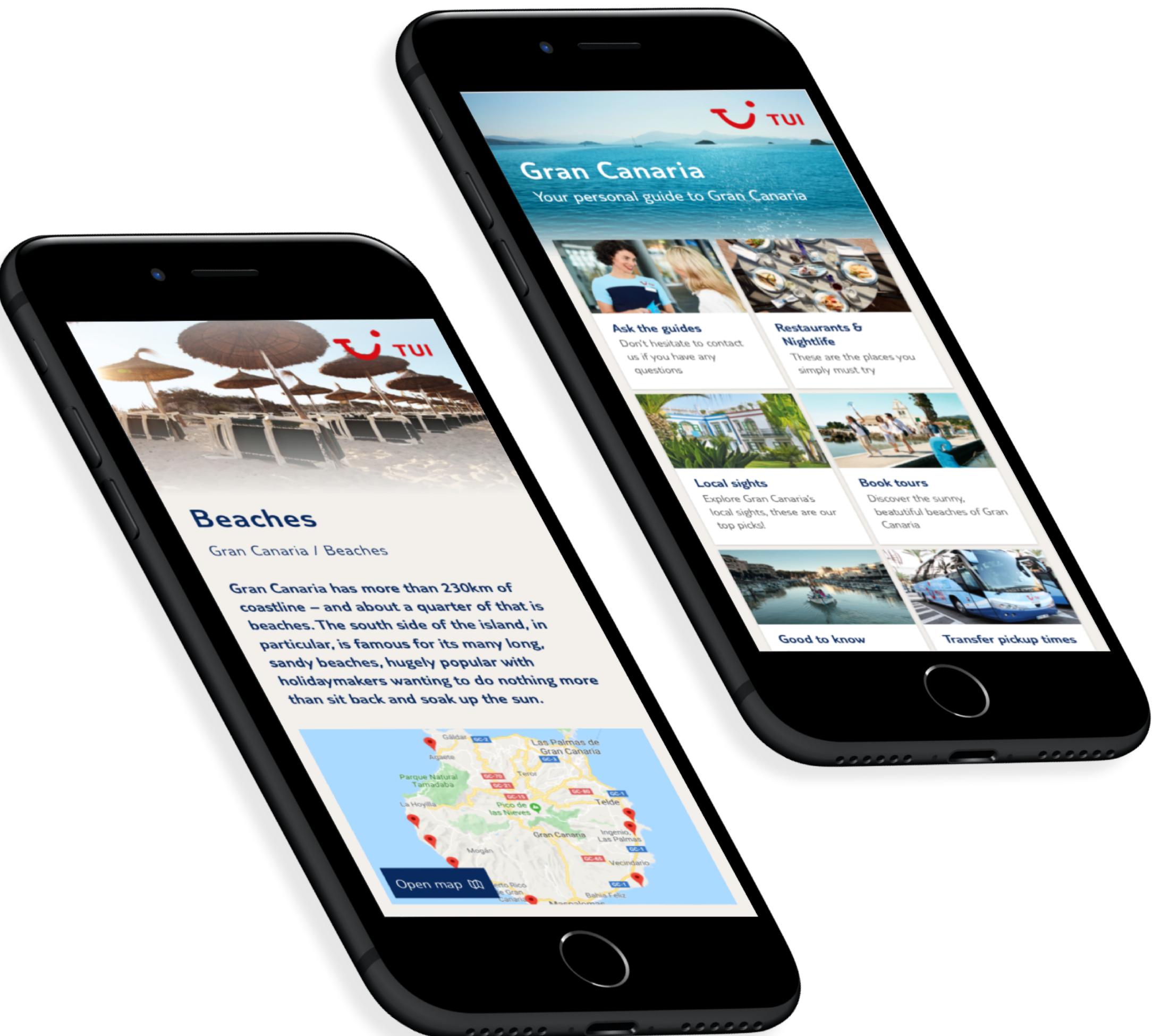


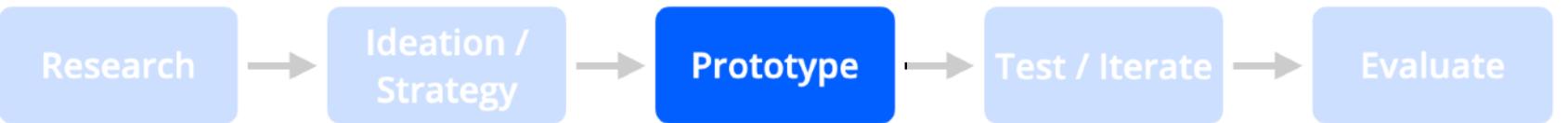


Prototyping

- High fidelity clickable prototype to present to stakeholders and developers
- Using Sketch and InVision

<https://invis.io/JMWCL75BZCG>





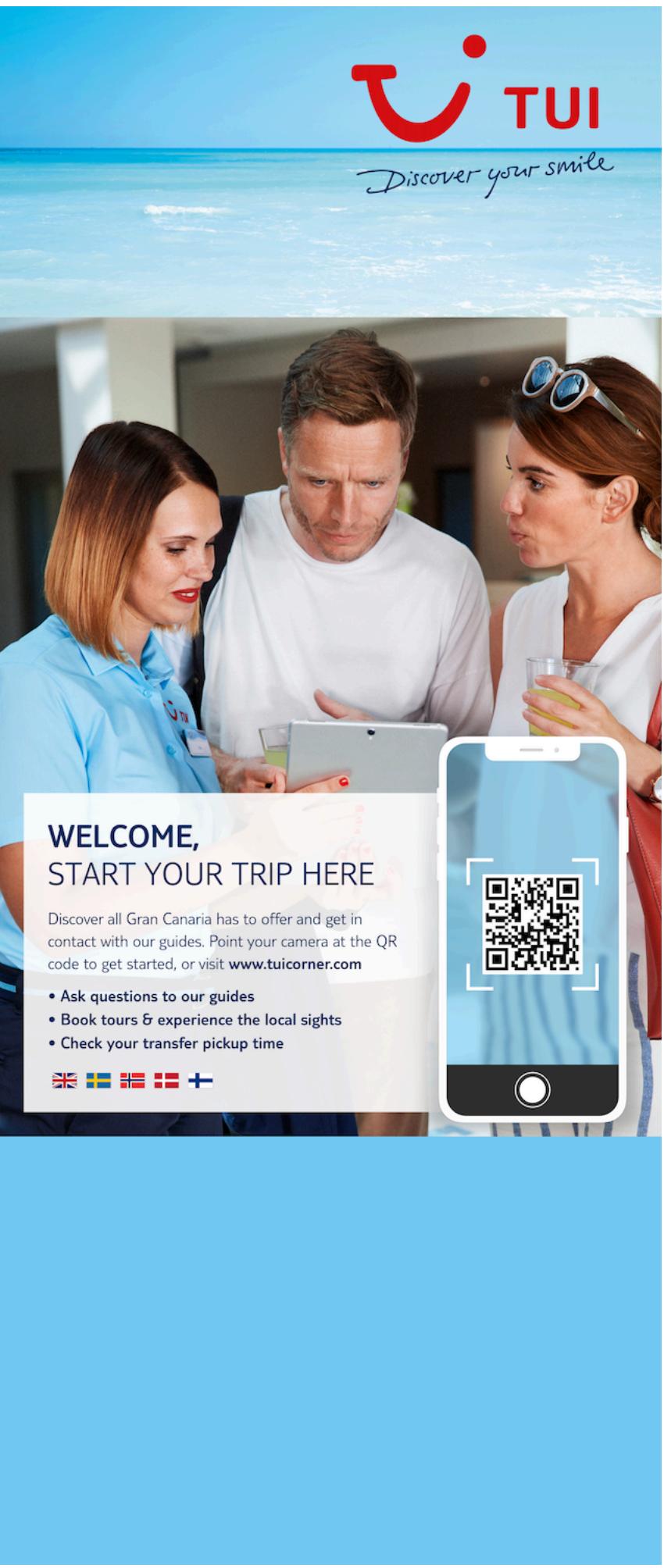
Printed product design

I designed a poster which was placed at various hotels on Gran Canaria to onboard travelers to the online travel guide

Poster communication goals:

- Big image to quickly communicate the service idea
- Clear call to action
- Most valuable USP:s presented clearly
- Indicate that the service is available in these languages
- Graphic explanation how to use QR code





The poster/rollup I designed, displayed at three different hotels on Gran Canaria

TUI Blue Corner -
online travel guide





Quantitate evaluation plan

User behavior



Google Analytics to collect user behavior and KPIs (pages visited, bounce rate, average session length etc)



Hotjar to record sessions and analyze user behaviour (screen recordings, heatmaps)



UTM parameters on URL to collect acquisition data in Google Analytics (www.tuicorner.com/?utm_source=qr)

User feedback

- Collect user satisfaction using Google Tag Manager.

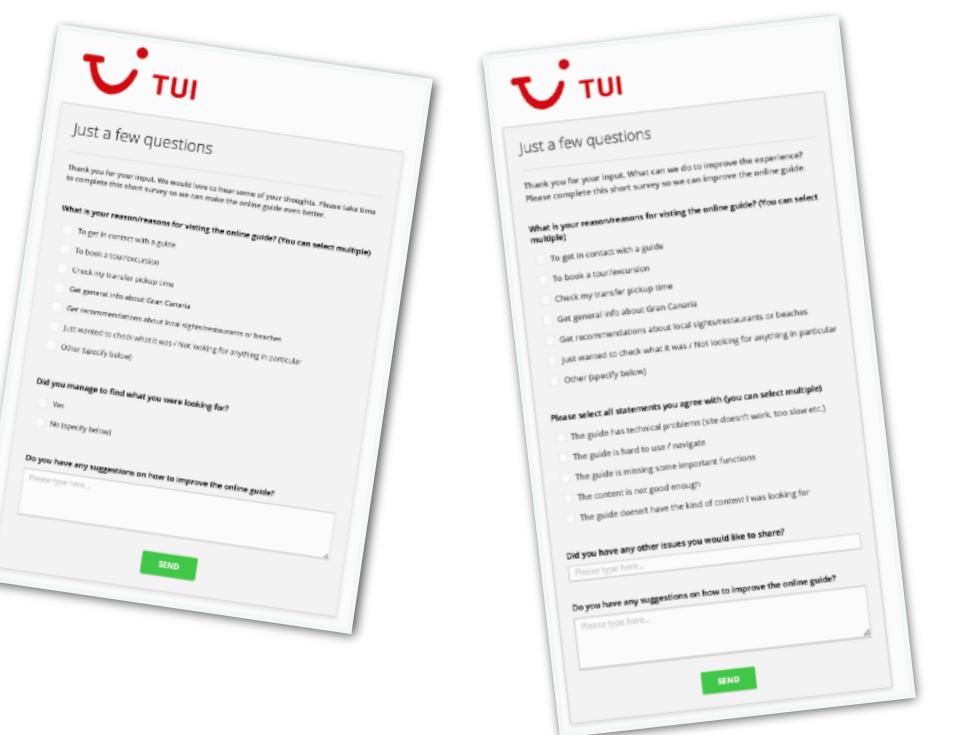
What do you think of this page?

- Great!
- Not what I needed
- I have a suggestion

Google Analytics

	Event Label	Total Events
		27 % of Total: 100.00% (27)
1.	Great	15 (55.56%)
3.	I have a suggestion	6 (22.22%)
4.	Not what I needed	6 (22.22%)

- Surveys using Hotjar.
 - User needs
 - User expectations
 - User suggestions





Evaluation ongoing...

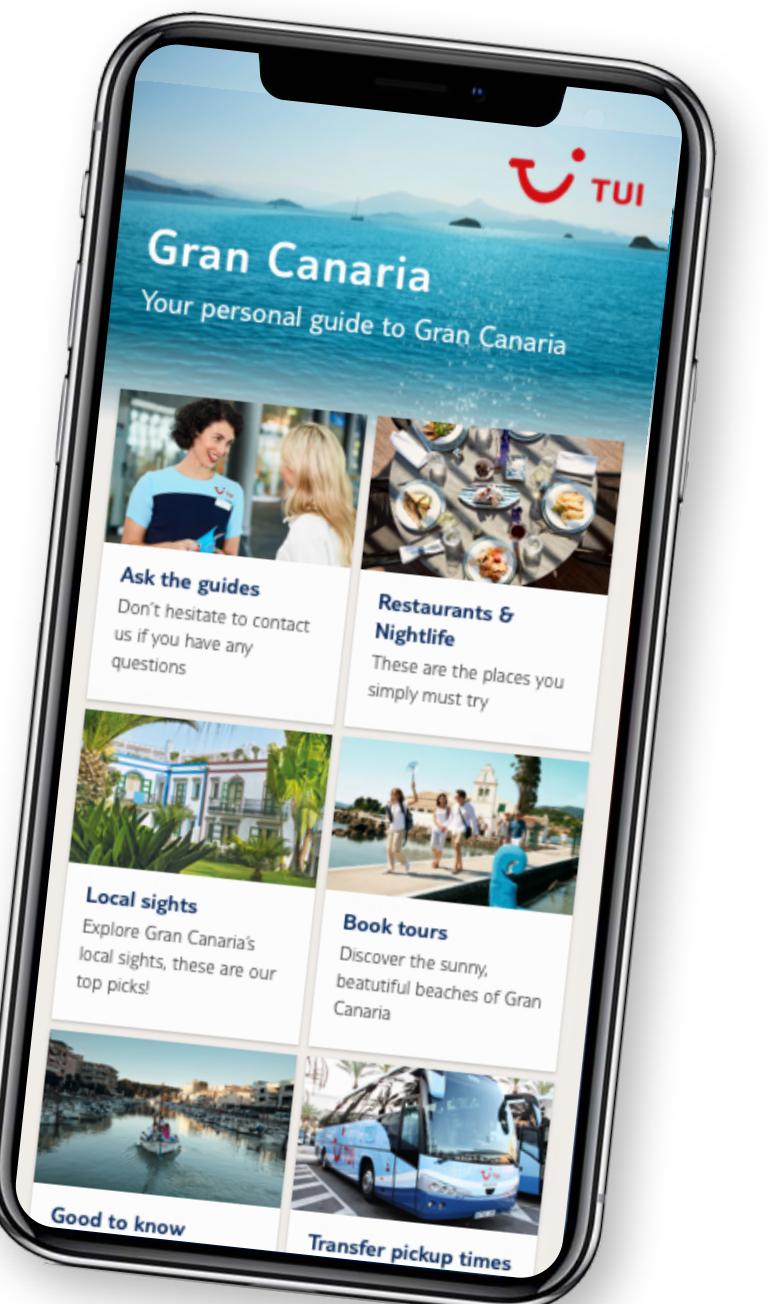
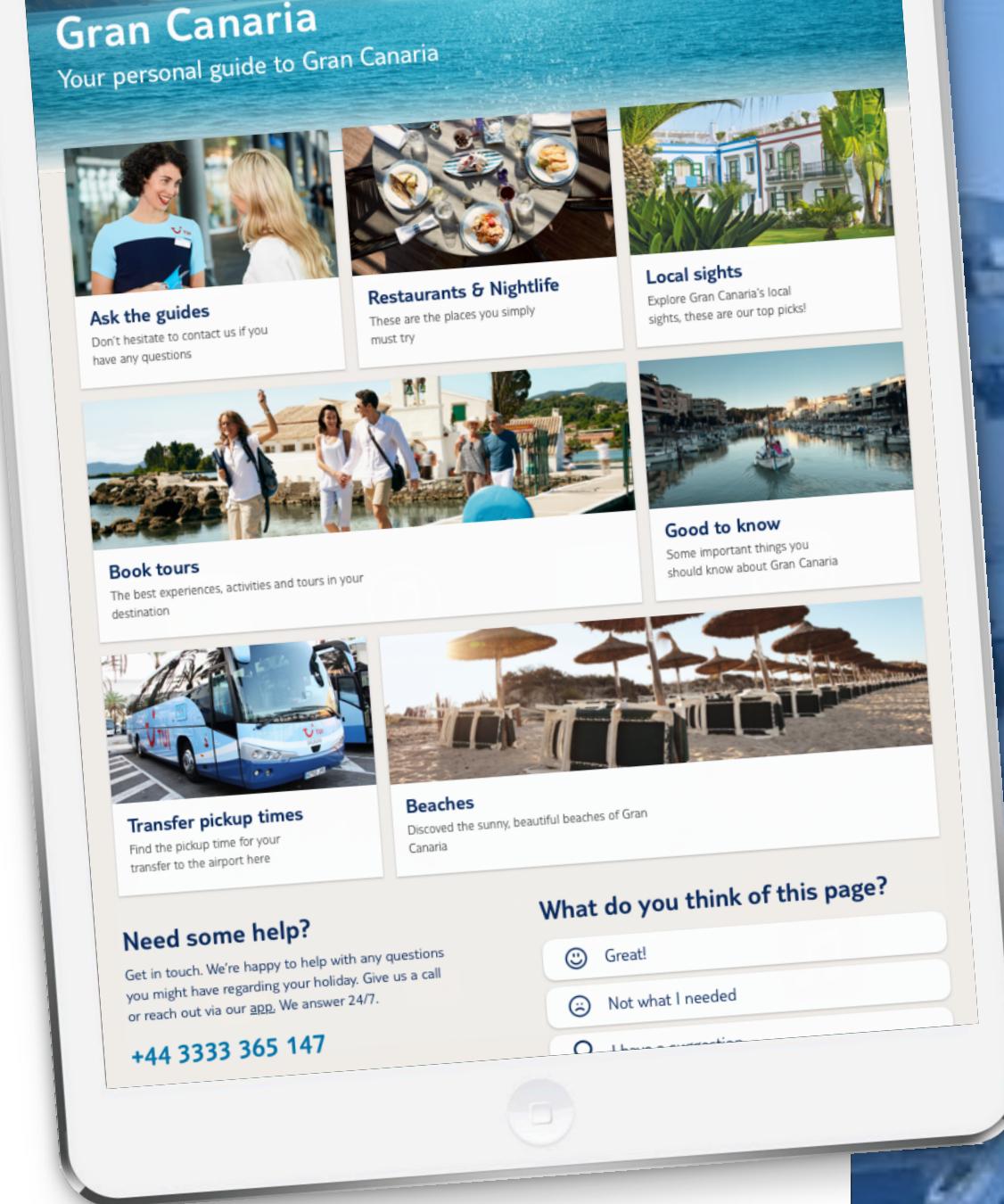
Some of the findings:

- 47% used the QR code to access the online guide
- Most popular content was
 1. Restaurants
 2. Local sights
 3. Good to know
- Difficult to draw conclusions due to low amount of data, some additional qualitative research and evaluation is required



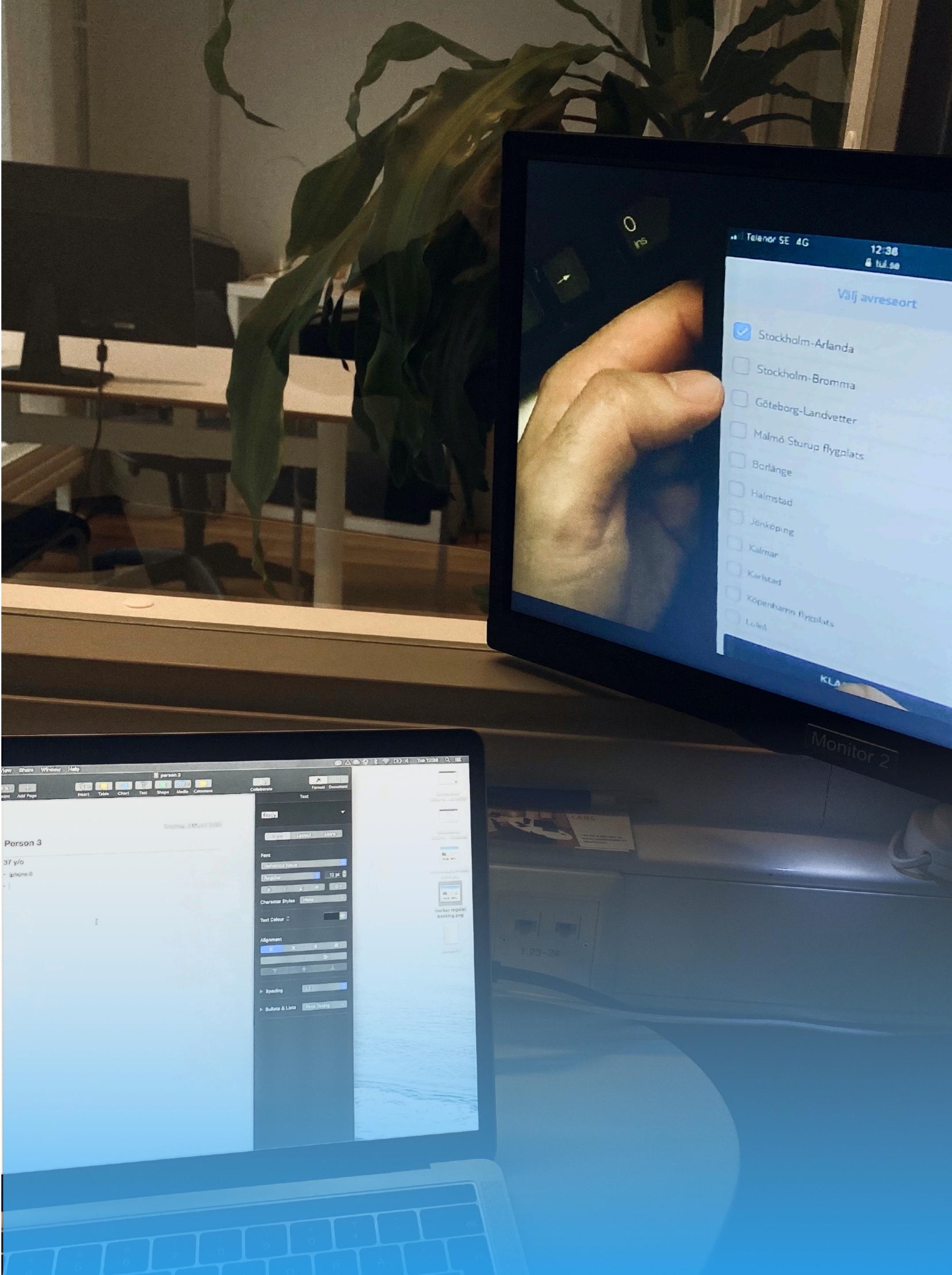
Learnings

- Be more questioning about the process before I was involved. How did you land on this solution? Is this what the users need etc?
- Not have overconfidence in quantitative research and evaluation
- Be more insistent on using some qualitative methods as well, and open up discussions for the time line of the project. Is it feasible?



Web shop evaluation

Usability testing project



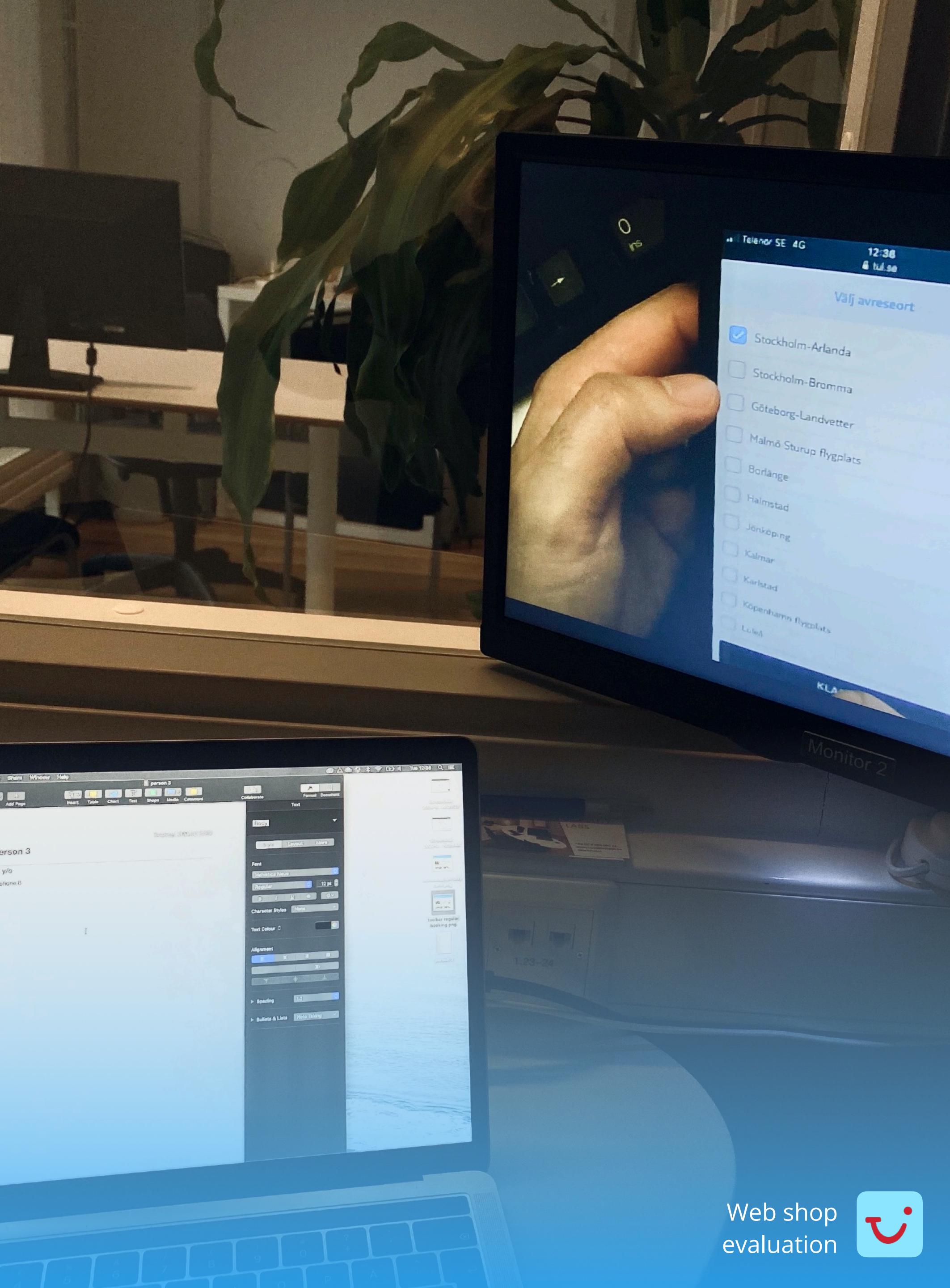


Web shop evaluation

Background: After switching to a new selling platform on our site, we could see negative trends in our data regarding conversions and our main KPI:s

Task: I was tasked to evaluate the new selling platform from a user perspective and identify the biggest pain points for users when booking a trip.

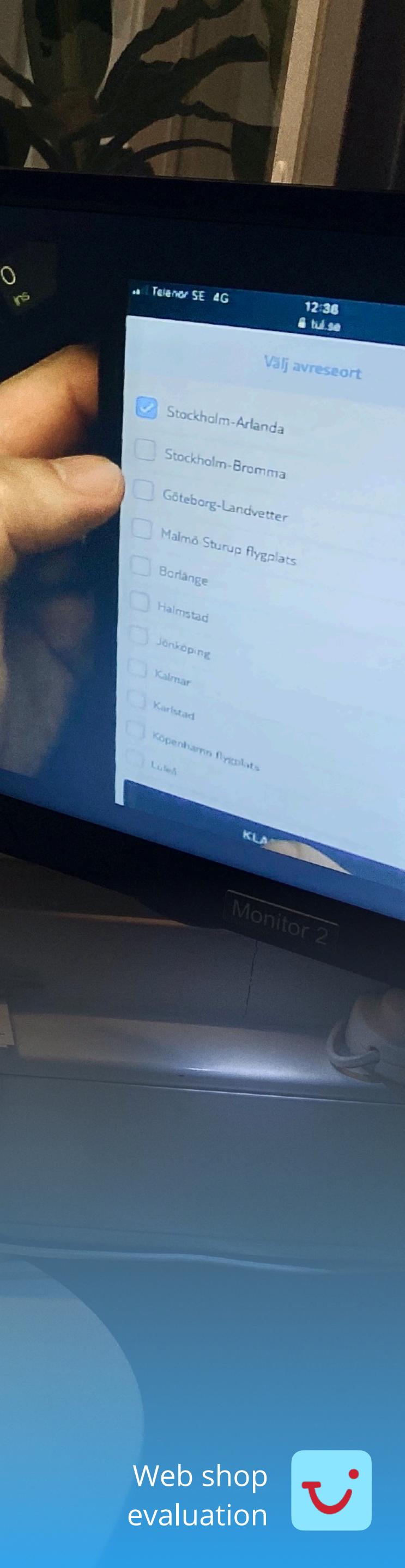
Role & team structure: Me as lead and a UX intern





Process

1. Writing task scenarios and scripts to be used for the tests
2. Recruiting participants
3. Performing the usability tests
4. Compiling results
5. Analyze and nuance the results
6. Communicating the results





1. Writing task scenarios and scripts to be used for the tests

Important aspects

- Cover most-use cases
- Be realistic and feel natural, and adaptable
- Appropriate time per scenario
- Mobile/desktop ratio

Scenarios to use

specific destination

Includes lunch

specific dates (leave 7th return 21st)

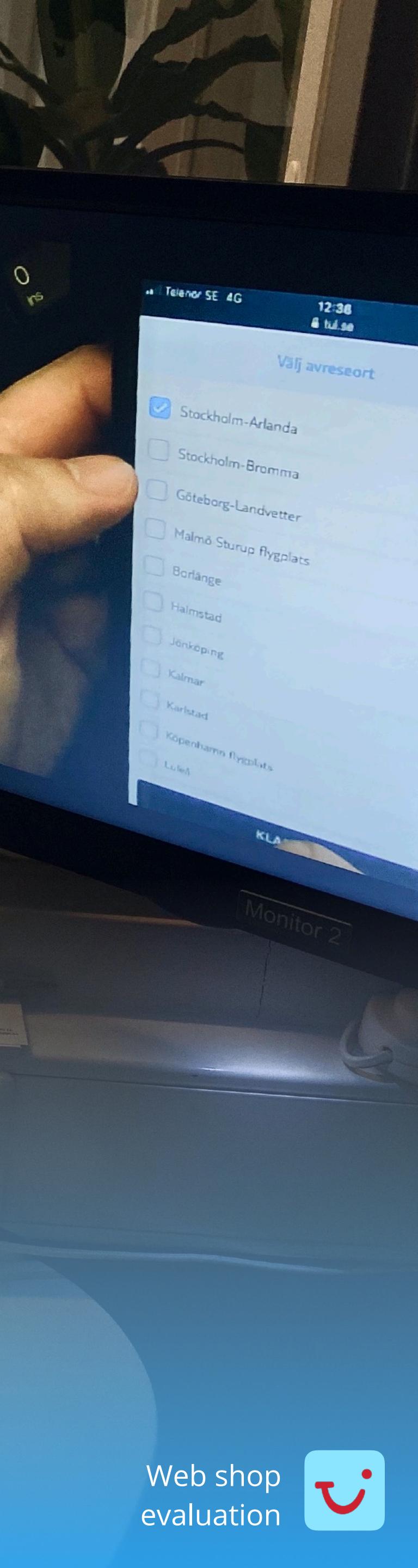
Room req

Food req

Location req

Map

	Scenario 1	Scenario 2	Scenario 3	...
Participant 1	Mobile	Desktop	Mobile	
Participant 2	Desktop	Mobile	Desktop	
Participant 3	Mobile	Desktop	Mobile	
	...			



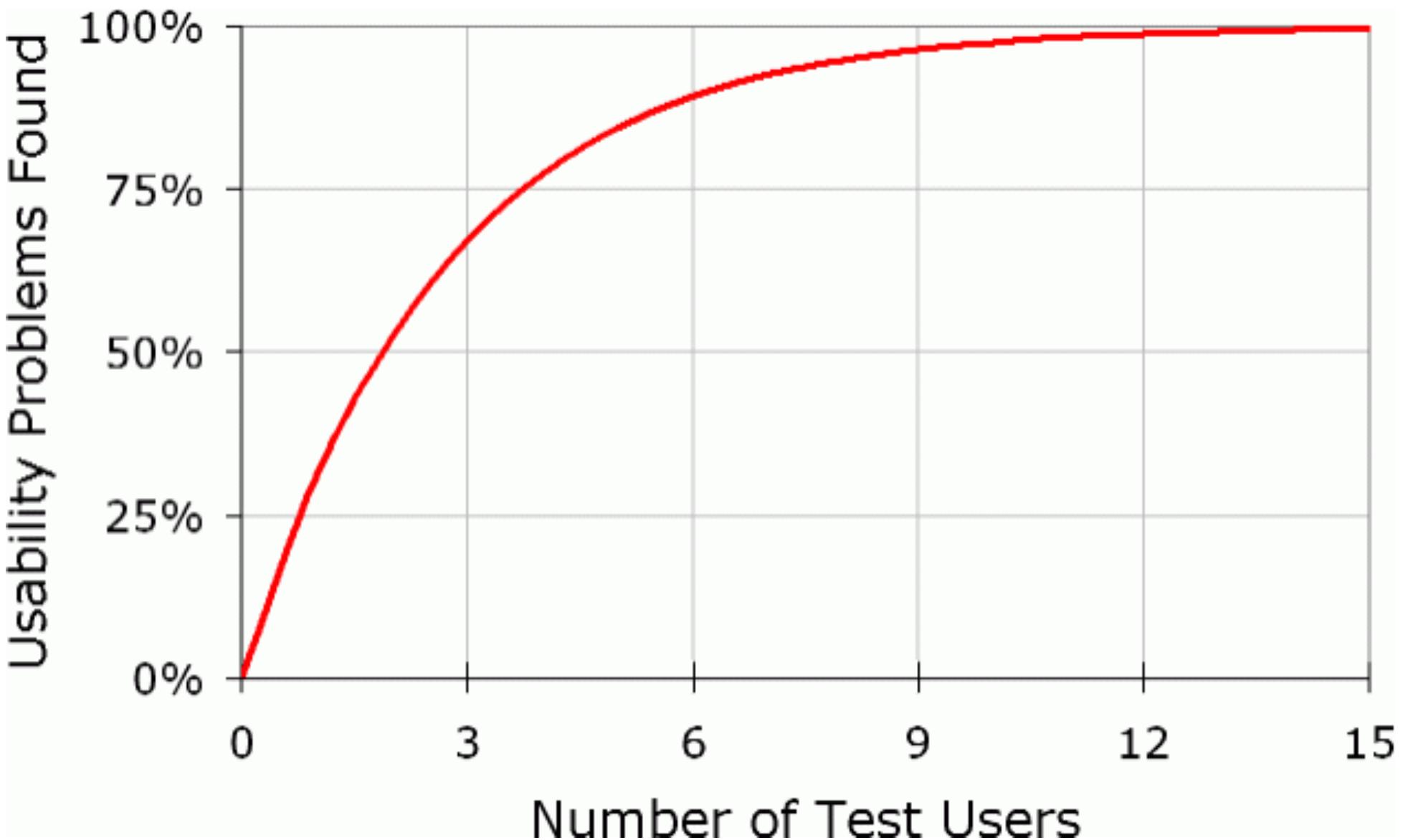


2. Recruiting participants

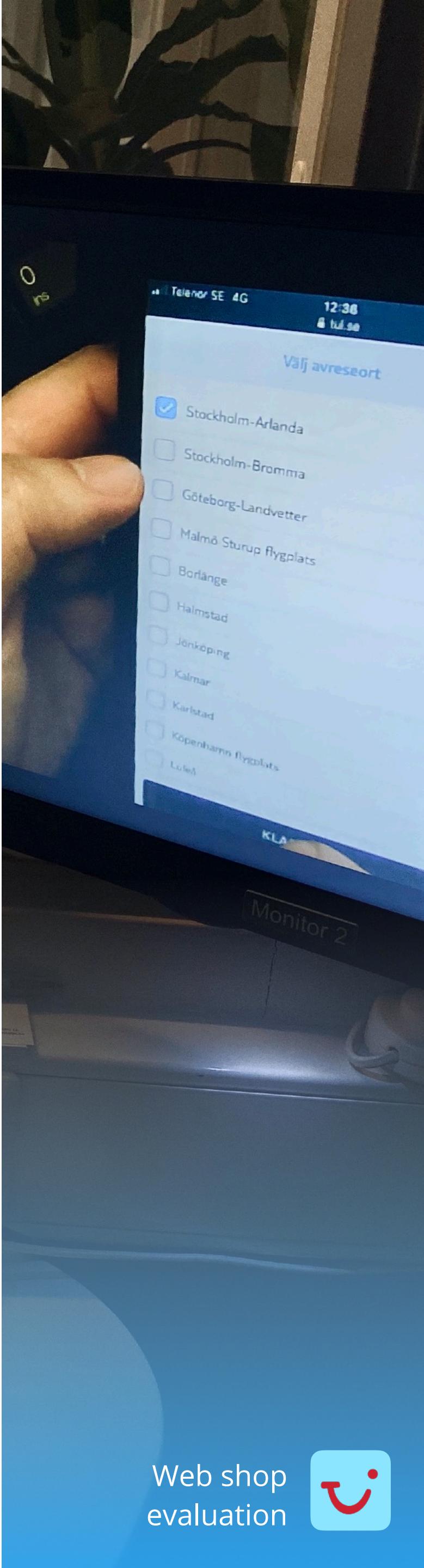
Used a company to recruit participants.

Requirements:

- 12 participants (count with a drop off rate of 2-3 participants)
- Varied age (but focused on our main user base)
- Familiar with the package travel concept, since it's a niche product



Ref: Nielsen Norman Group

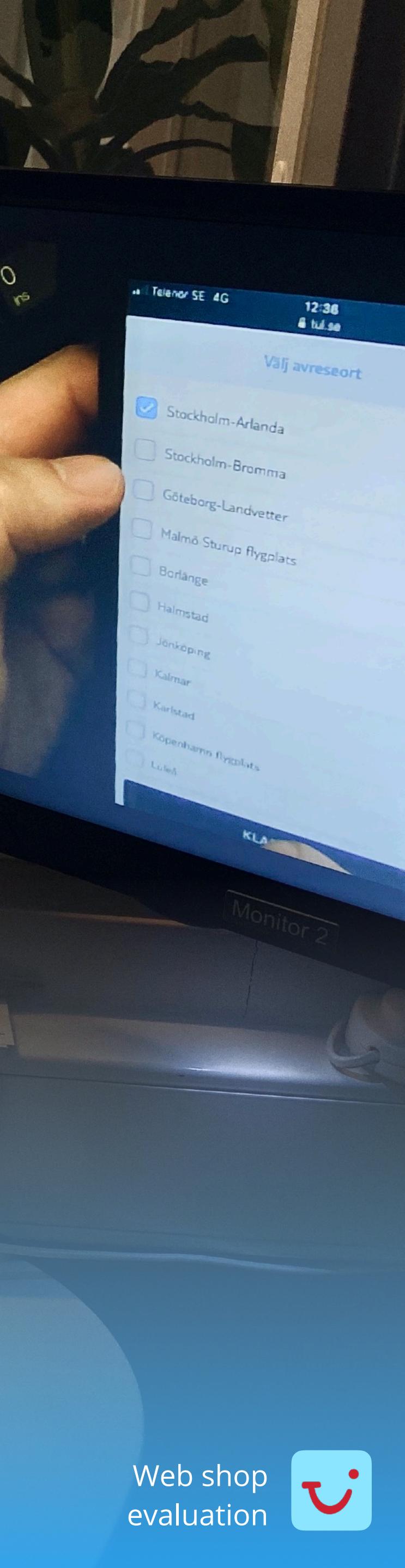


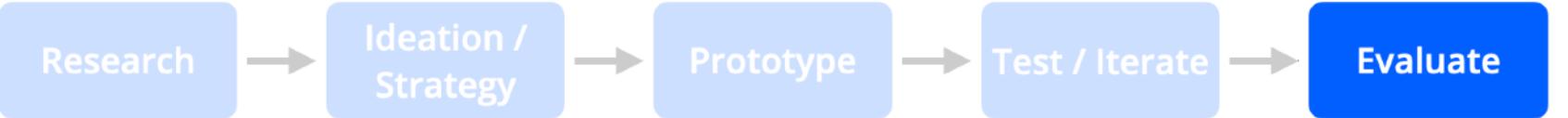


3. Performing the usability tests

Used the company's testing facilities.

- 2 days
- 60 minutes per participants
- 32-66 years old
- Taking notes of the participants issues behind the one way mirror

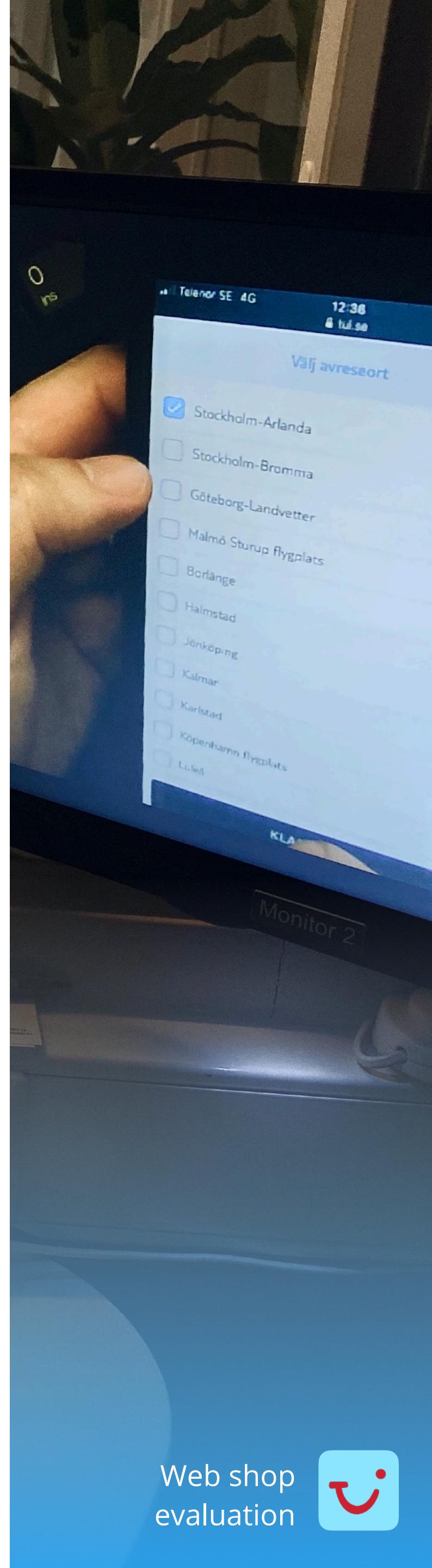




4. Compiling results

- Went over notes and recordings and documented each issue on a custom matrix (user, device, page)
- 2 days

Participant	Search result page Desktop	Search result page Mobile	Hotel info page Desktop	Hotel info page Mobile	Summary page Desktop	Summary page Mobile	Optional page 1 Desktop	Optional page 1 Mobile	Optional page 2 Desktop	Optional page 2 Mobile
1 - Man 46 y/o	- Doesn't understand the hotel concepts in filter. "What are these concepts?" - Filter glitch/jumps in an intrusive manner when scrolling past the filters extended - Expresses that he would like a map search on this screen - Gets 7 day duration instead of weekend like he selected (because he chose direct flight) - Wants to filter on beach distance but doesn't find it in filters.	- Wants to change filters here but can only modify the search. Modifies the search but doesn't press Sök - Can't find hotel facts (doesn't see the dropdown mobile menu) - What makes this hotel De Luxe (a filter he selected in search) - (Lage) Doesn't find the distances table under the map - Noticed the campaign code	- Expresses that he doesn't understand flygkass x2 och endast handbagage x2 inkluderat - Doesn't scroll further than luggage before continuing to next page. So he misses many ancillaries and room selection	- Expresses that he wants to add a rental car here	- Expresses that he thinks the luggage selection here is easier than the one on summary page - "Why does it say "Go back" when I wanna go forward with the booking?"	- Expresses that he wants pictures of the rooms. - (Room selection) Doesn't understand what "delad pool" means - (Room selection) Why does the price for the room disappear when I select it? - (Board selection) What's the difference between Hej/Halvpension?	- Expresses she wants photos of the rooms. Expresses that it was hard to find the room selection page.M6			
2 - Man 64 y/o	Confused why flight is showing a selected state when he hasn't even touched it It's like that because instead directly it selected	- Can't find map. When he does find map he expressed he wants to be able to see other hotels on the map. - Spend a lot of time on trying to find specific information regarding sun beds and how are located, was observing carefully all the images to find information from this.	- Wanted to add room and couldn't find it so went back to hotel page then again to summary page. He read carefully all the info. Find the opt 2. - The size for the room also it was an issue that he spend time to find. Scenario 2: DP flight he couldn't find the info to add luggage and the information that was displayed it was wrong he end up in the info page regarding luggage. He didn't seem that he can solve the issue.	- Commenting on that is -User comments on included after choose the taxi transfer, that included appears under the -2800 if click the option above out. - The menu is quite hard to find it took him several times to scroll up and down the screen to find it	- Found and add easier luggage and meal in opt 1 page - Scenario 2: Problem with the luggage he checked this page and clicked on the link for the info page. - Scenario 2: DP flight he couldn't find the info to add luggage and the information that was displayed it was wrong he end up in the info page regarding luggage. He didn't seem that he can solve the issue.	- Users comment that is been hard to do comparisons between the rooms and the hierarchy of the facts on the room modules they don't have the same layout. This is making it harder for users to compare rooms, also complain that is missing images - "Says to go backwards here, but I wanna go forward" - The size for the room also it was an issue that he spend time to find.				Vants to check if he can get one big room instead of small Vants to change room but couldn't Want's what's the room Doesn't say can only add rooms and not large rooms Can't see if the rooms are next to each other (Are the rooms connected?) same area of
3 - Man 37 y/o	- Add kids and age's but didn't understand to click search to confirm the changes, continue to watch the same results with out changes.	- Trying to find information for excursions and kid activities. End up on excursions page which didn't help out. - The menu is quite hard to find it took him several times to scroll up and down the screen to find it	- he is looking for more flight information, he went back to unit page to find. - Comment on ok included - didn't understand the info regarding the meals for kids. Didn't add anything more	- On desktop the user finds and solve the issue very confusing for the with adding luggage by user the way we display entering first the info page for luggage. From user tries to interact with the info page the user with the baggage module on the summary WEBPAGE and then he click on the option add baggage sections but are not interactive, goes back and forward in the Opt1 and Summary page.	- Scenario 2 DP flight it is after selected a room with pool view went back to hotel page and the selection got unselected - Expresses that he would like to see room availability here	- commenting on the rooms that can understand the difference between the rooms and also the name of the rooms that didn't find any information that explains what is the differences on these rooms. - after selected a room with pool view went back to hotel page and the selection got unselected - Expresses that he would like to see room availability here				
12 - Woman 32 y/o	Comments that here it says "ANVAND" and on contentful says "KAR". Why is it different? Confused over the	Barchelona from the filters but didn't click to confirm - realise from watching the	* Inga måltider inkluderat? She thinks this means that måltider is included? She wants to remove?	else? * Inga måltider inkluderat? She thinks this means that måltider is included? She wants to remove?	what to do after that. "And now what?" * Says here luggage is included but says on summary page that it's	confused with the inkluderat				
		* Filter jumps when she scrolls	rabatt - it says "is it already discounted or will they add the 3200 later?"		does this mean? - Reads the copy on the insurance module word by word and she is very critical about the way is explaining the product					



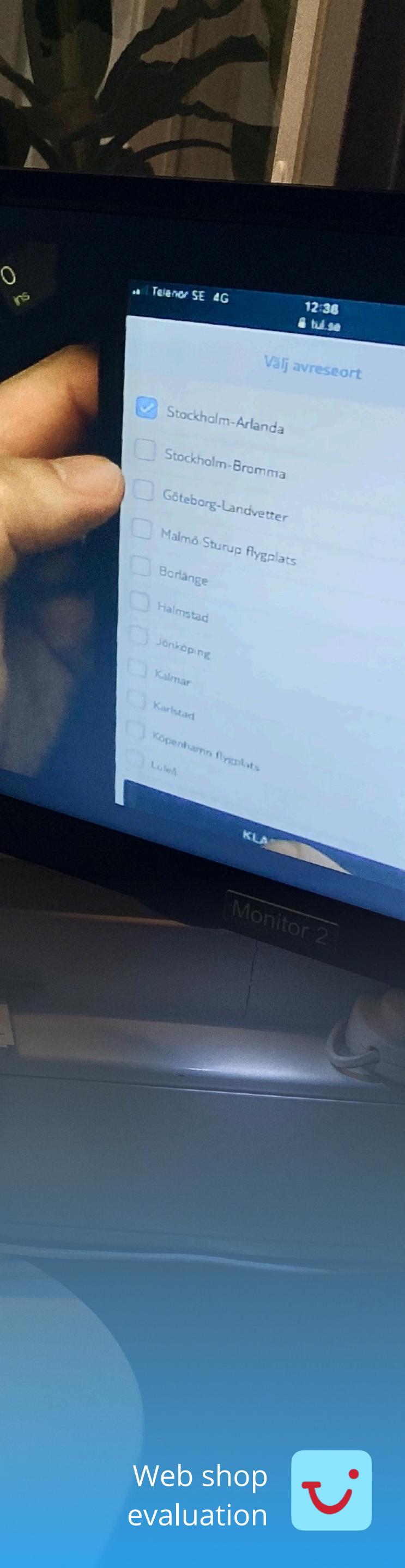
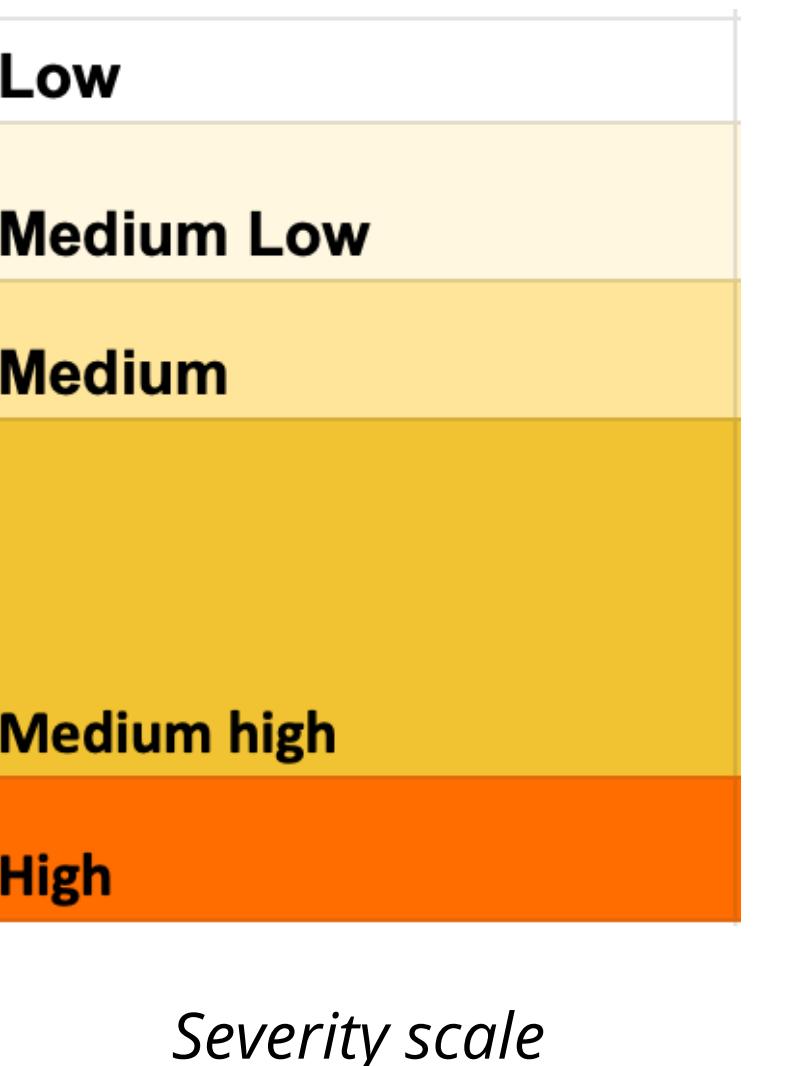


5. Analyze and nuance the results

- Used Nielsen Norman Group Severity Ratings method.
- Ranked all page components' severity on a 5-grade scale

Based on

- Problem frequency
(How often problems occurred)
- Impact
(Time it took for participants to recover from it. Scale of 1-5)
- Criticality
(How important the particular function is for the user to finish their booking)





5. Analyze and nuance the results cont.

- The components for each page in through the search-to-book flow was calculated and ranked
- Gave us a good overview of where the users' biggest pain-points are
- A structured way to quantify findings and as a basis for decision making and prioritizing
- Easy way to show stakeholder where our main usability issues are

Hotel page

Page component	Criticality	Impact	Frequency	Severity
Hotel Overview	3	2.08	0.50	3.12
Hotel Facts	3	1.85	0.57	3.16
Map function	3	1.50	0.50	2.25
Excursions tab	1	3.00	1.00	3.00
Reviews	3	1.20	0.20	0.72

Modify room and food page

Page component	Criticality	Impact	Frequency	Severity
Overall/flow	4	1.55	0.55	3.4
Number of room selection	4	0.00	0.00	0.0
Specific room selection	4	2.30	0.80	7.4
Food on hotel selection	4	1.20	0.20	1.0

Booking summary page

Page component	Criticality	Impact	Frequency	Severity
Overall/Flow	4	2.42	0.50	4.8
Modify luggage	4	2.58	0.66	6.8
Add or modify meal onboard	3	1.16	0.16	0.6
Room and food component	4	2.41	0.75	7.2
Add transfer to/from airport	4	1.55	0.33	2.0
Add cancellation insurance	3	1.75	0.41	2.2

Booking summary page

TUI

DIN RESA - ÖVERSIKT

DINA FLYG

FLYGLASS & BAGAGE

FLYGMAT

DITT BOENDE

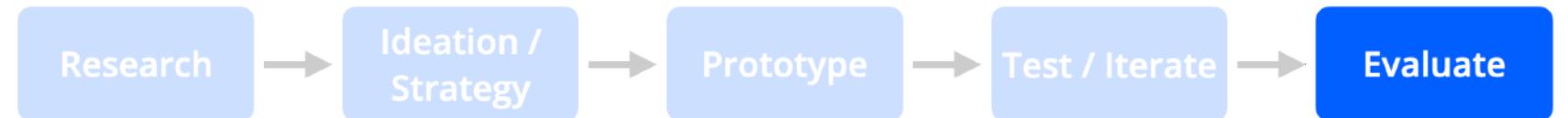
RUM & MÅLTIDER

TRANSFER

RESEFSÄKRÄK (REKOMMENDERAS)

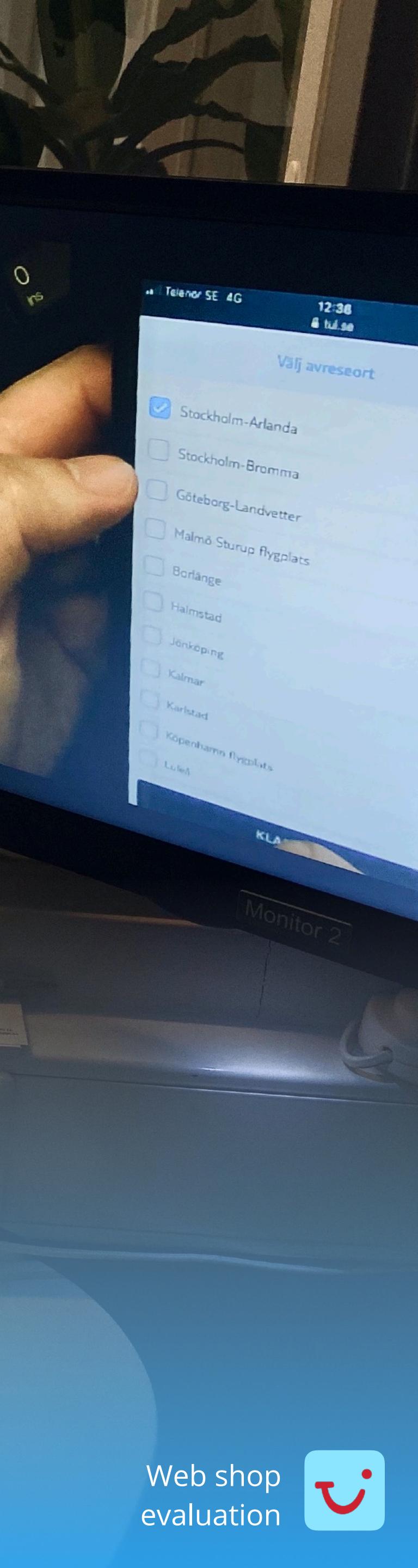
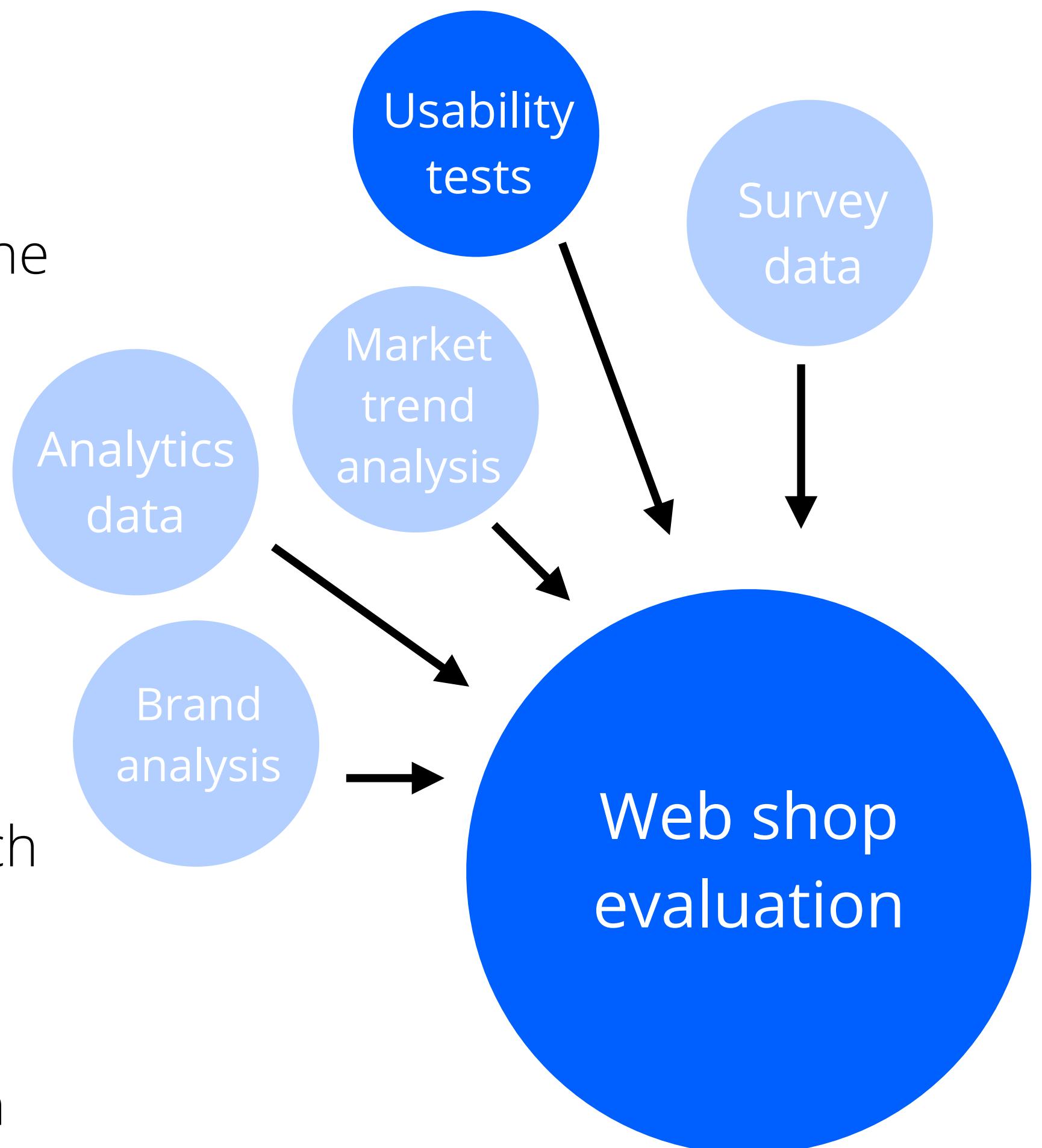
PRISSPECIFICATION

Web shop evaluation



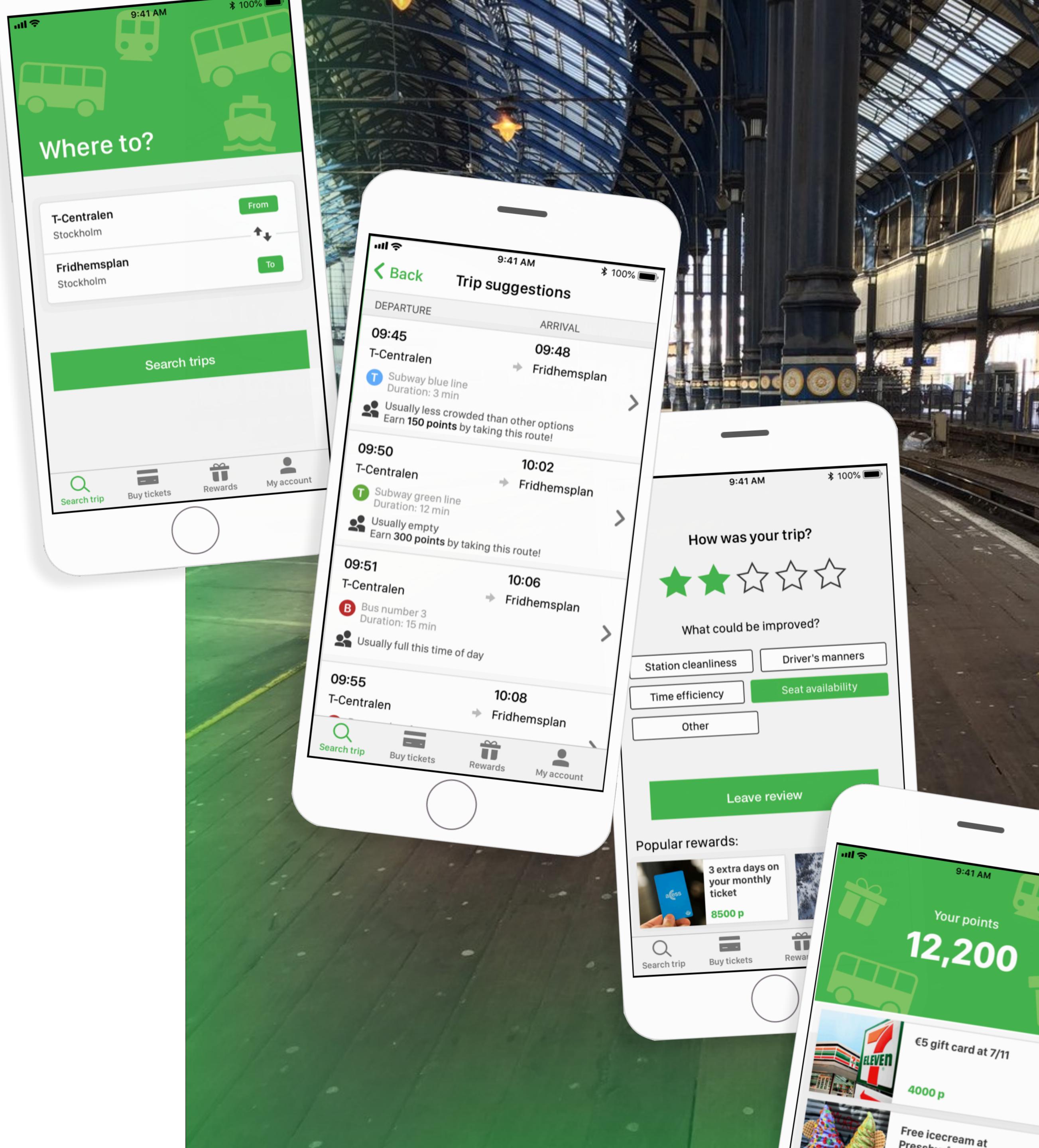
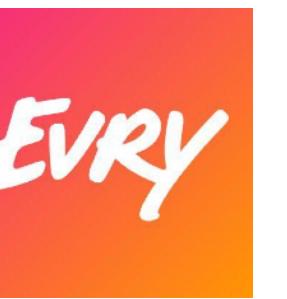
6. Communicating the results

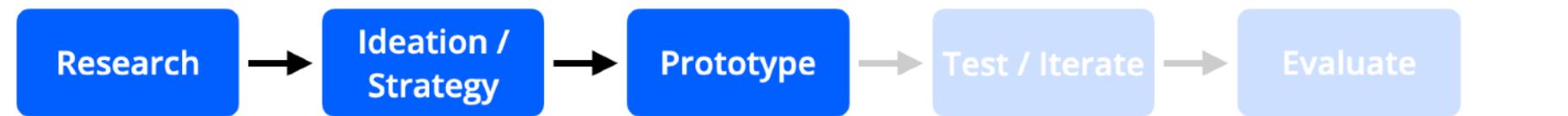
- The usability test was part of a bigger evaluation of the whole booking platform to investigate the business impact from the transition to the new platform
- Data from analytics were combined with surveys, market trend analysis and the findings from the usability test to show a complete picture of the state of our web shop platform for management.
- Tight collaboration with analytics and market research team to compile the results and make a compelling presentation.
- Presented to Nordic C-level executives and Northern Europe managers



RushRoute

Service design concept





RushRoute

Background: Service design project during my Graduate trainee program. In collaboration with SL (Stockholm Public Transport)

Project goal: Present a desirable, viable and feasible concept to SL on how we can make more people use public transport, while also providing a value to all stakeholders.

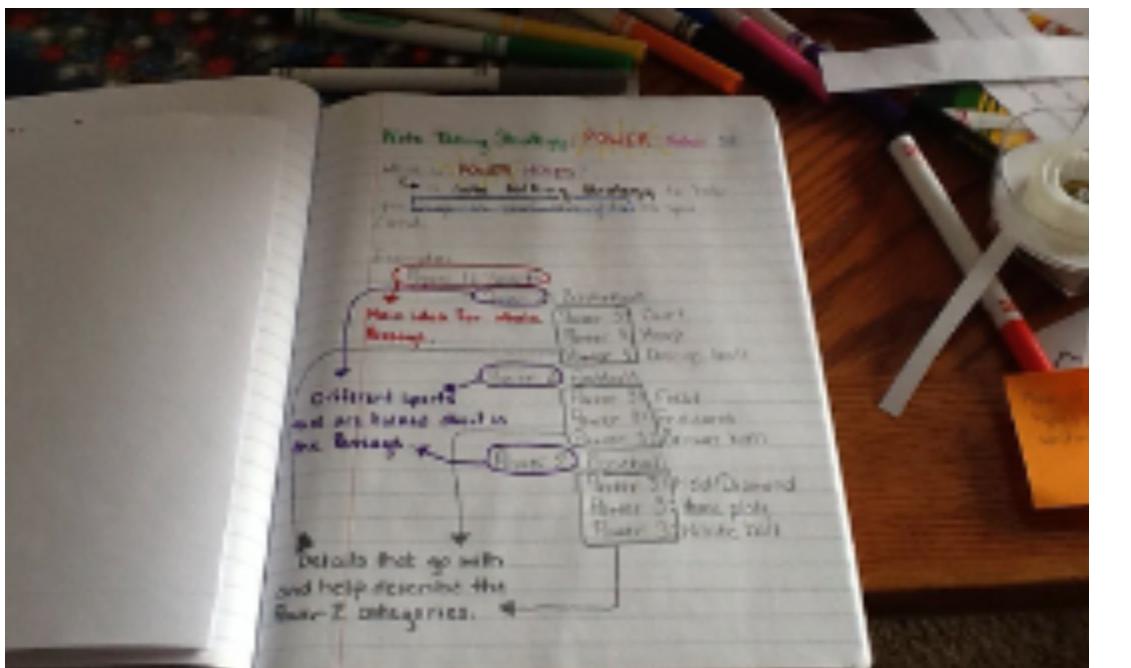
Role & team structure: UX Designer in a cross-functional team





Discovery

What are the strengths and weaknesses of SL?



S	W
Strengths <ul style="list-style-type: none"> - History of continuous funding, and low risk of breakdown due to insolvency issues - Time saver in densely populated and crowded city center - Saves you the investment in an expensive car - Young people who will use this in the future I the best at taking public transport. - The more people using busses, the more effective they will be (less traffic to interrupt the travel) - Strong position in the market due to few competitors and the ability to fund tickets via government funding. 	Weaknesses <ul style="list-style-type: none"> - Usually slower than car - Those who travel more are less satisfied (SL Stockholm p-27) - Many delays - Building new tracks is costly and time consuming - Depend on government funding for heavy investments - Tendency to be developed after population increase instead of before. - Easy loss of positive Public image - Big difference in peaks and lows of customers travel habits
O	T
Opportunities <ul style="list-style-type: none"> - Population increase. Easier to build profitable routes in increasing areas. - Young people (16-24) use more public transport than older. - More tech/app/gadgets available to ease travel. - Access to information/data/statistic is better than ever - If successful reducing cars, the offer will be better when the roads clear and more customers pay. 	Threats <ul style="list-style-type: none"> - Car/taxi/uber/city bikes - Big strain on public transport due to population increase. Demands greater needs for investments and increase the cost of operations. - Heavily dependent on government funding for investments - Can't be too narrow in ticket types/sales places due to the diversity in the population

- Interviewed a upper manager working with SL to make sure what data sources we could use and which technical limitations we had to take into consideration.

- A simple SWOT analysis was conducted to identify various possibilities and challenges with Stockholm Public transport today.

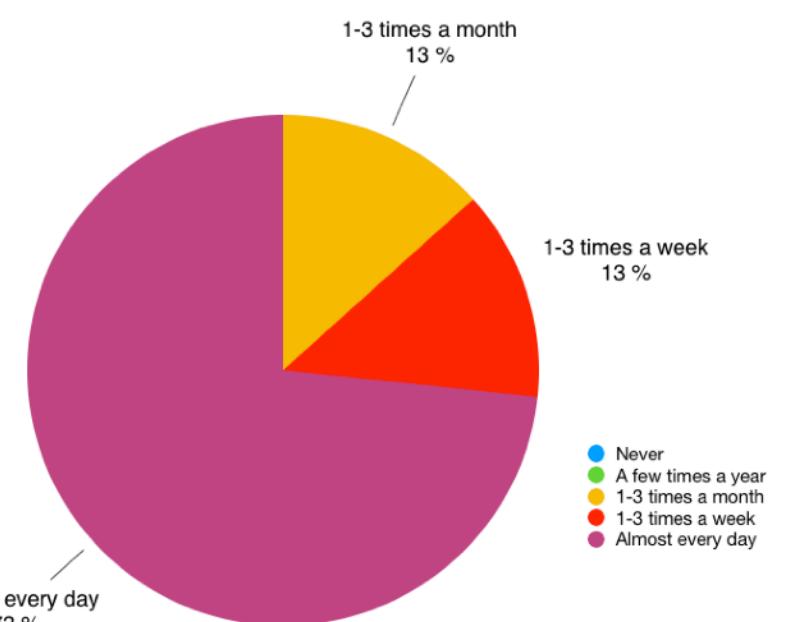


Discovery

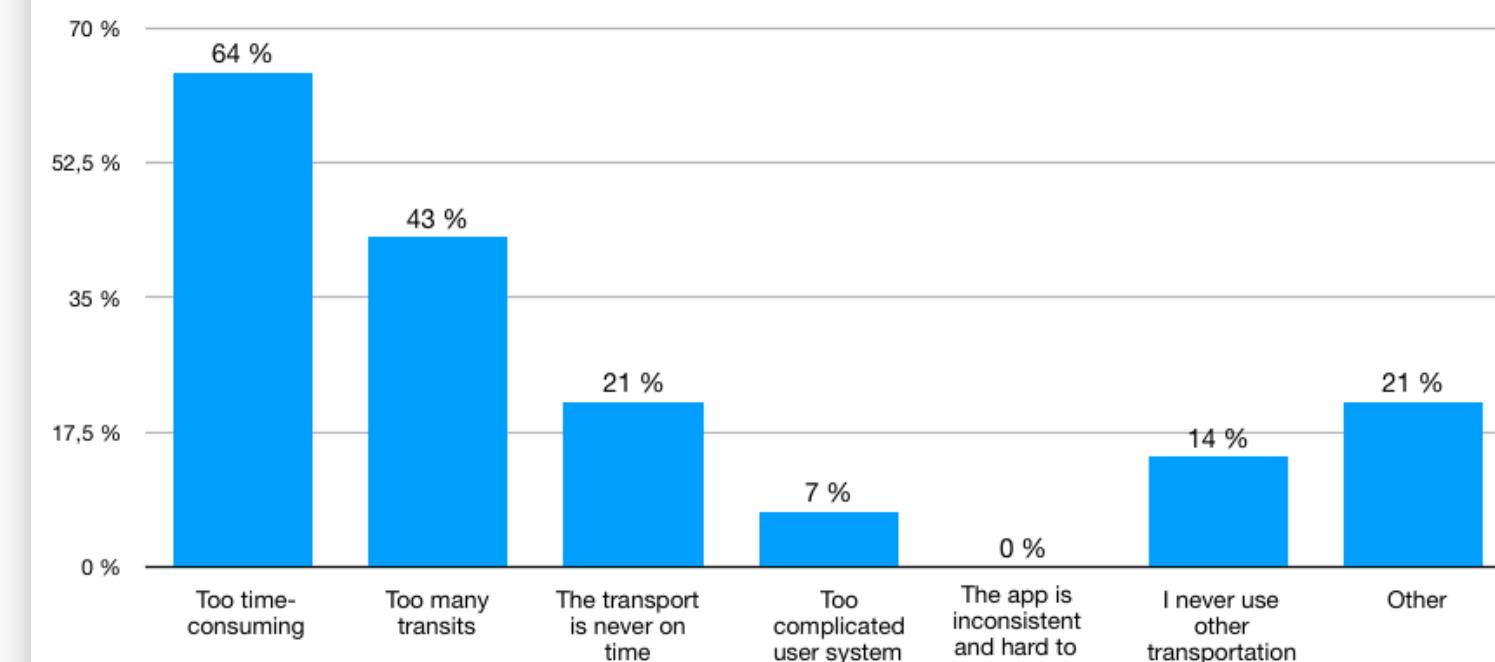
What is the behavior and the habits of both users and non users of public transport?

- Conducted survey concerning people's travel habits.
- Compiled the raw data into presentable and digestible formats.
- Able to map out main **pains and gains** when using public transport, break down the challenge in front of us from an end user point of view.
- This also allowed us to zoom in on the behavior of non-users.

How often do you use public transport?



Why do you use other transport modes than public transport?



Best things about public transport

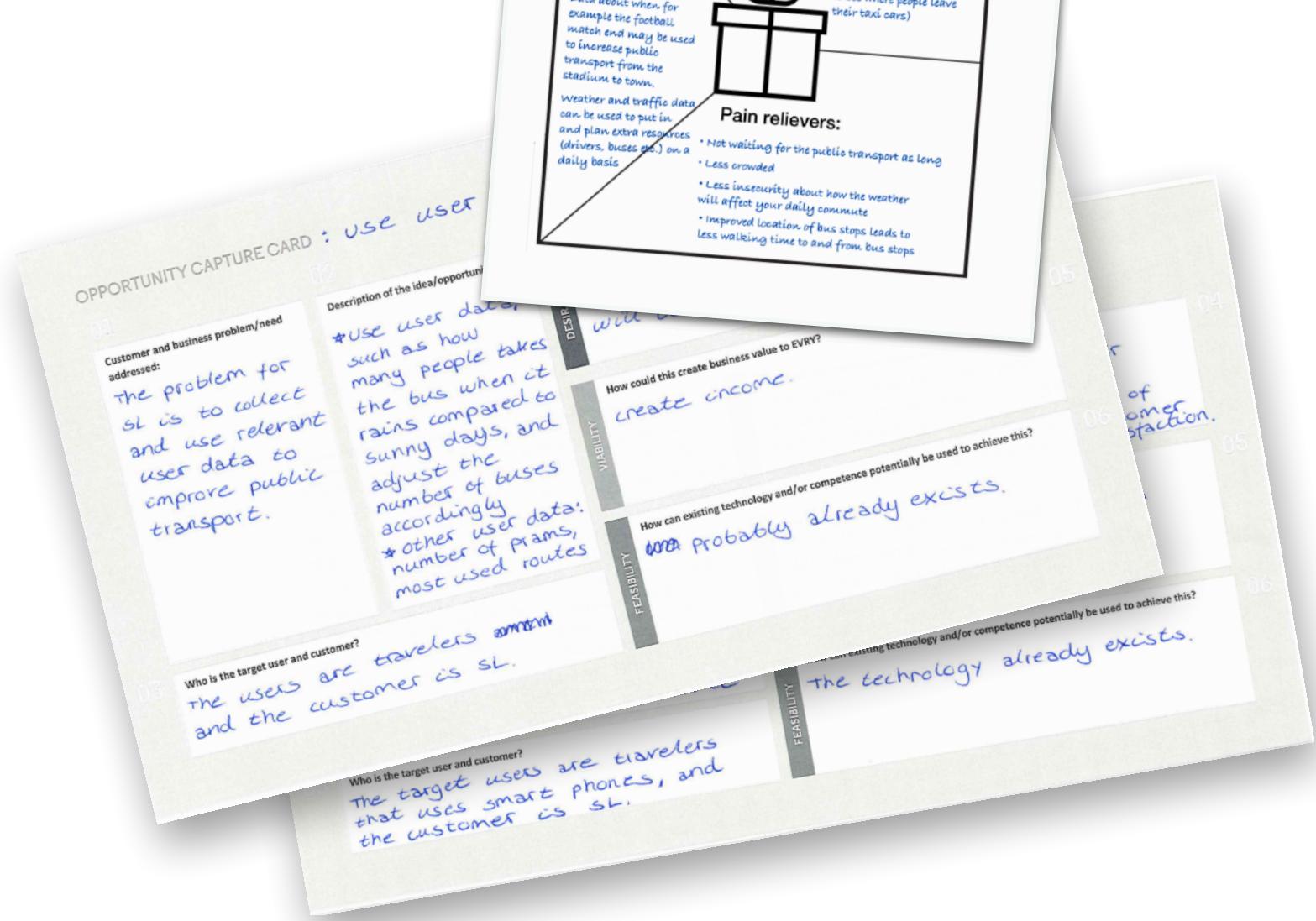
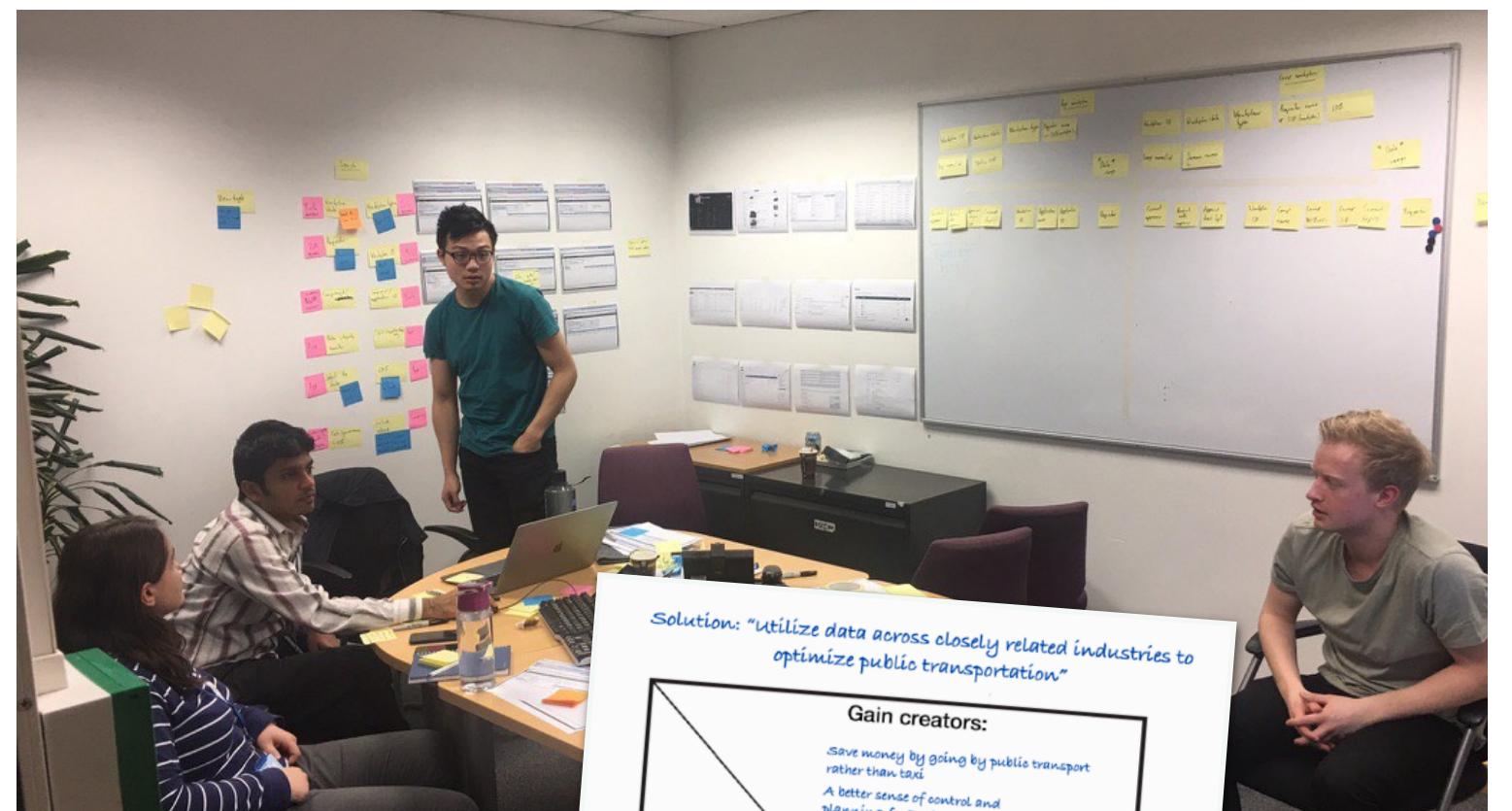


Worst things about public transport





Ideation



- I conducted a **workshop** with the goal of finding realistic opportunities where we could add value for commuters and the business
- Used **opportunity capture cards** to summarize and concretize ideas.
- **Output:** A few opportunities to move onto the next stage

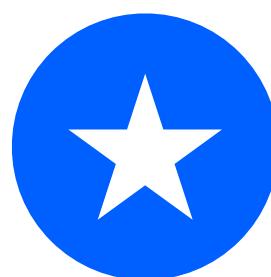




Ideation/strategy

- Problem statement: Too much pressure on the public transport during rush hour cause delays which decrease the reliability of public transport.
- **Main idea:** Shift a part of todays travelers' to travel outside rush hour. For the total volume of travelers to be more evenly distributed

Concept idea (RushRoute)



Incentive program which give users rewards for traveling outside rush hours or when choosing less crowded alternative routes, and by leaving a review after their trip.



Use review data to further identify areas of improvement within public transport



Use existing data sources to estimate crowdedness

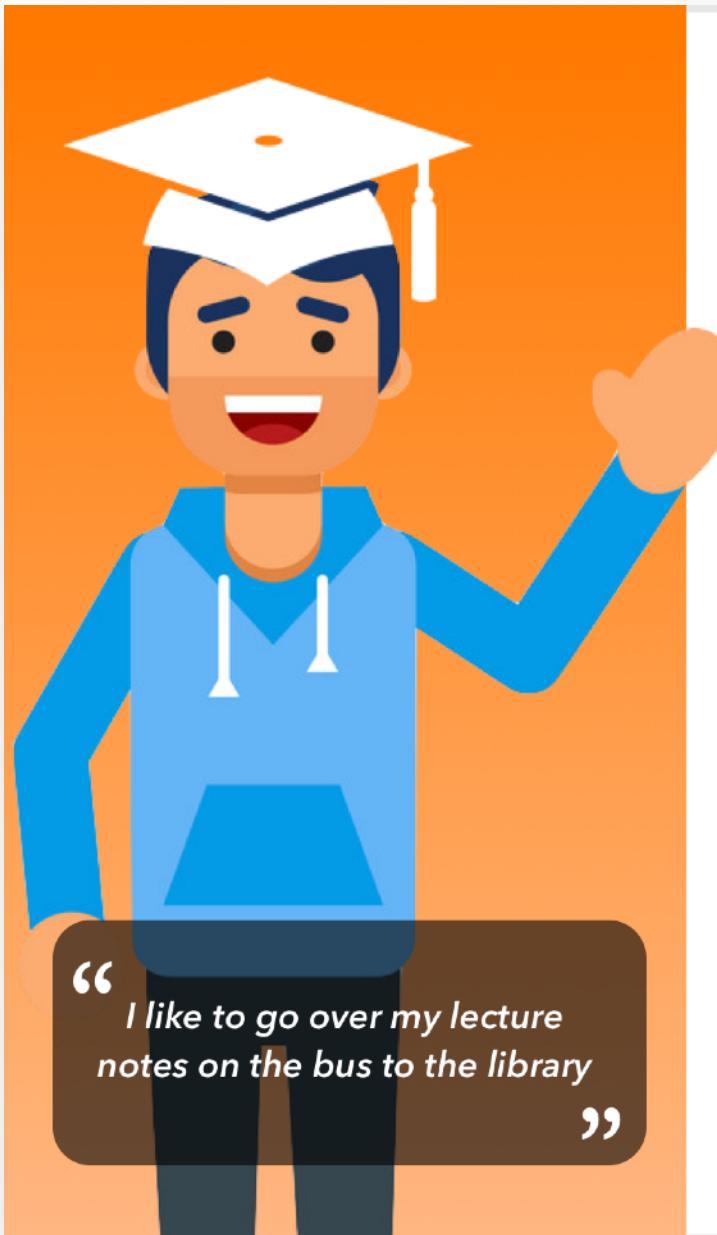




Ideation/strategy

Target groups

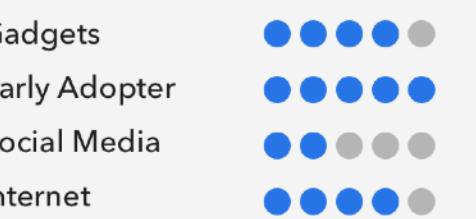
- Two main categories of users for our solution.
 - Students and young professionals users with most flexible schedules and most willing to adjust their behavior for rewards
- I created personas to represent our two main categories of users we decided to target with their wants, needs, motivations and frustrations



Billy

21 years old
In town
Full-time student
Student corridor

Tech



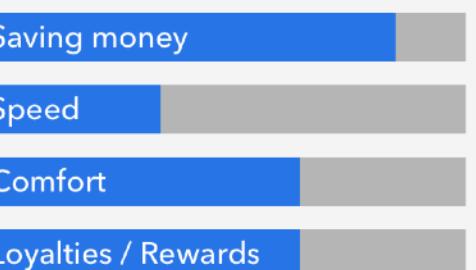
Bio

Billy mostly uses public transport to travel to and from university and the library, where he does most of his studying. Billy is on a tight budget since he doesn't have a part time job. He has a flexible schedule and can decide himself when and where to study.

Wants & Needs

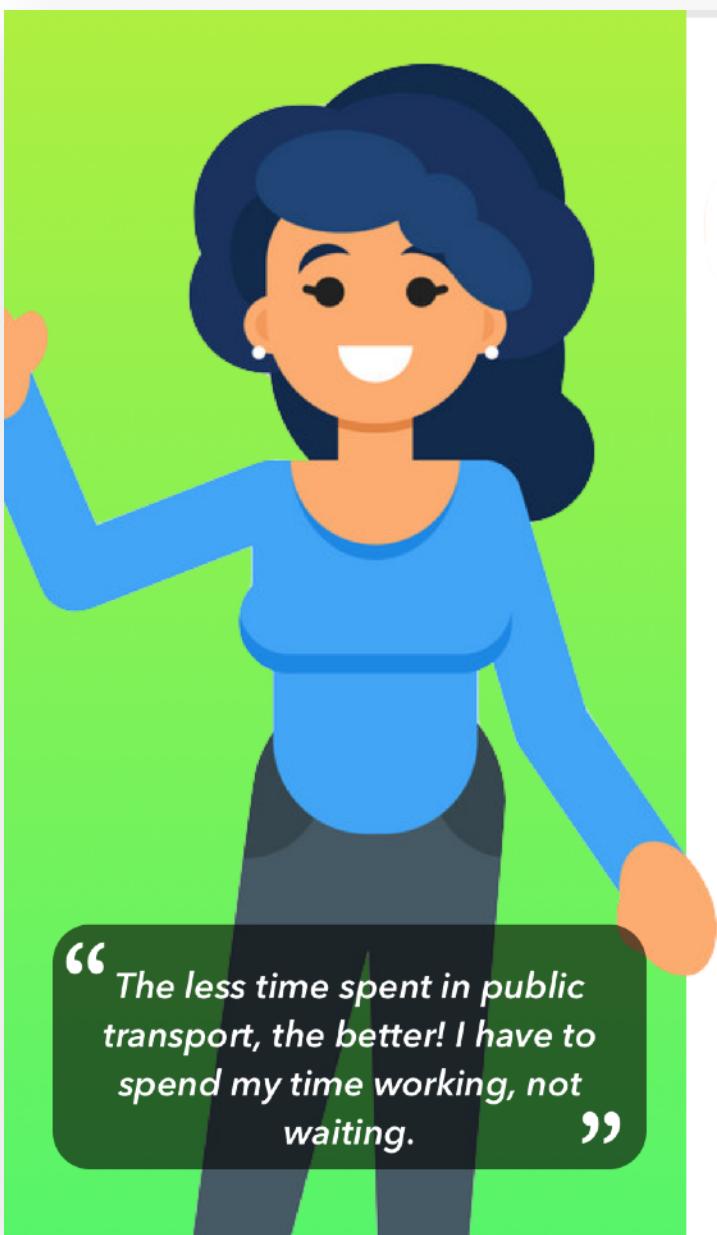
- To save money
- A seat at the bus so he can study while traveling

Motivations



Frustrations

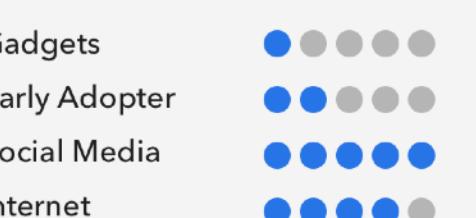
- I get rewards from airlines, why not from public transport too?
- I never know when the bus will be crowded or not



Barbara

26 years old
Just outside town
Junior Consultant
Her own apartment

Tech



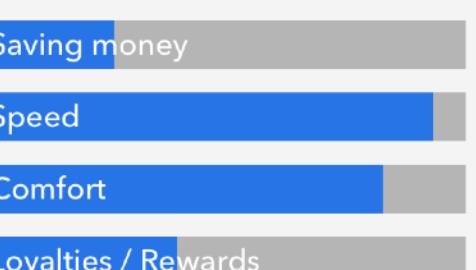
Bio

Just started her first job after graduating. She works a lot and does not want to waste any time. Barbara has a flexible schedule at work and works from home sometimes to save time by not having to travel to and from work.

Wants & Needs

- To travel efficiently
- A stress-free ride in her hectic schedule
- To plan her trip based on when public transport is less crowded

Motivations



Frustrations

- When time is wasted on traveling
- I'm stressed out by crowded public transport
- I never know when the subway will be crowded or not



RushRoute

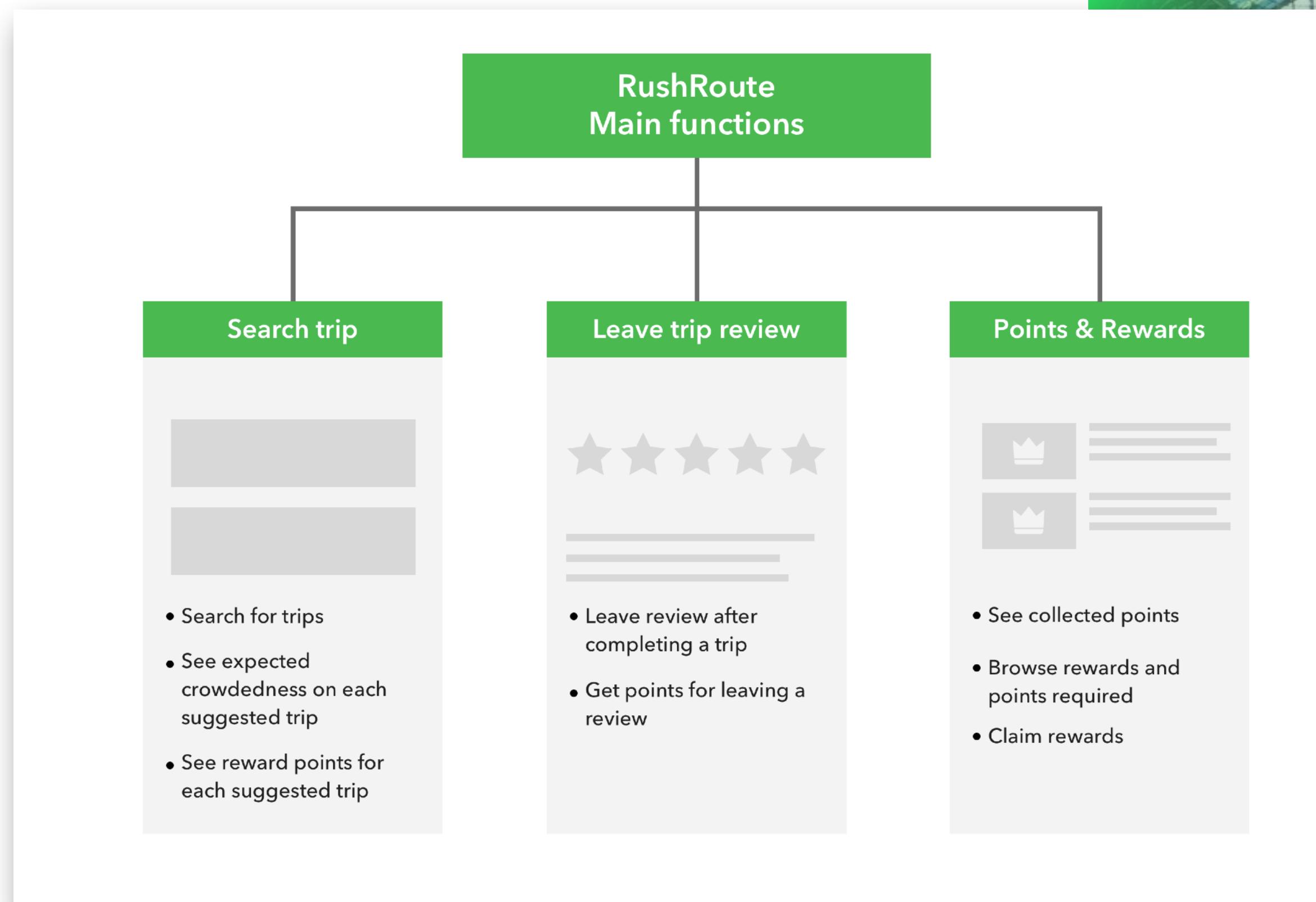




Ideation/strategy

Scoping functions

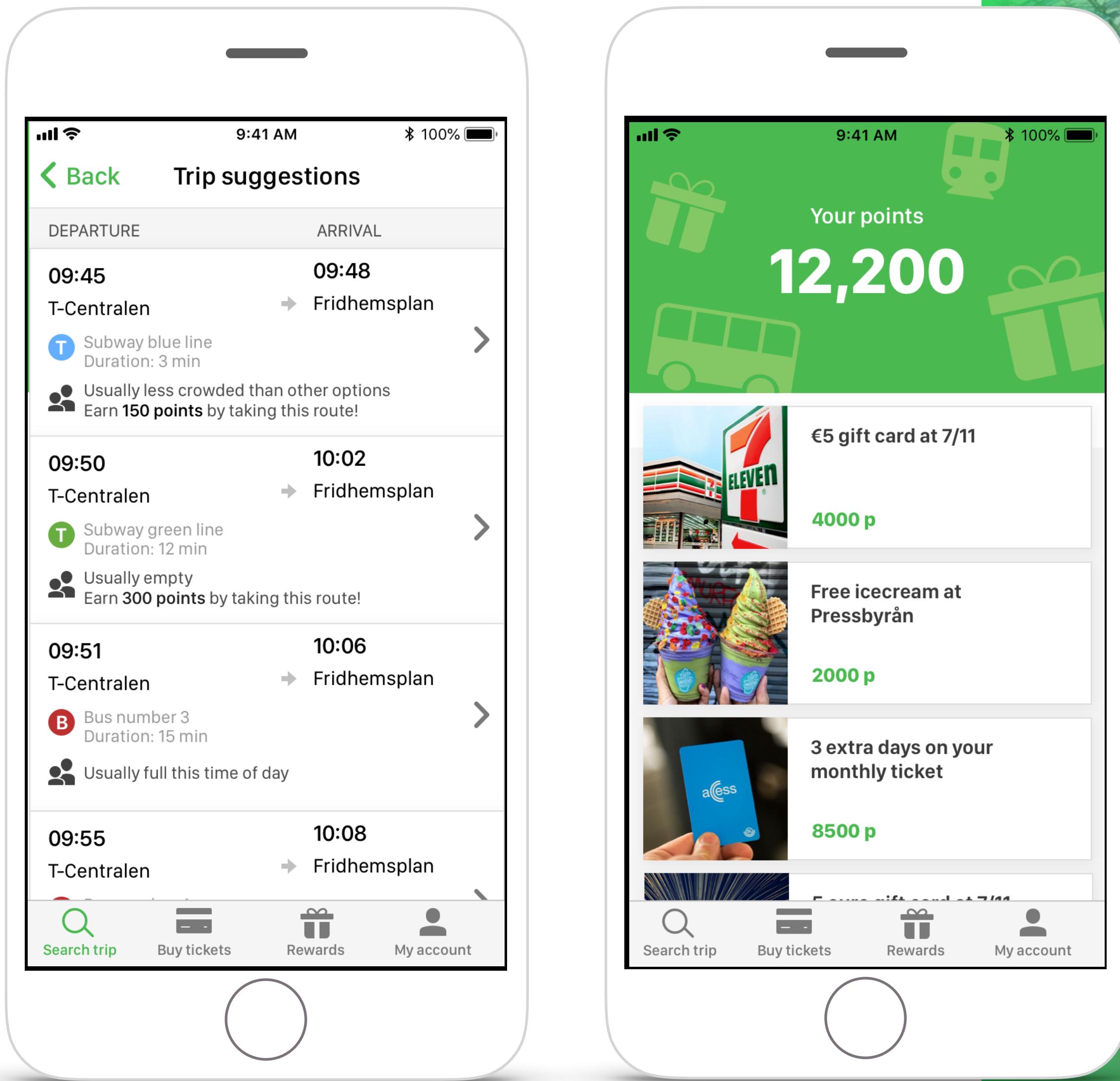
- In order to provide a MVP when presenting our concept. We scoped down the function to the bare essentials to showcase our idea in a way that's simple and easy to grasp.
- Three main tasks were identified to be essential to our idea and these are the functions we decided to sketch and prototype during the next stage.





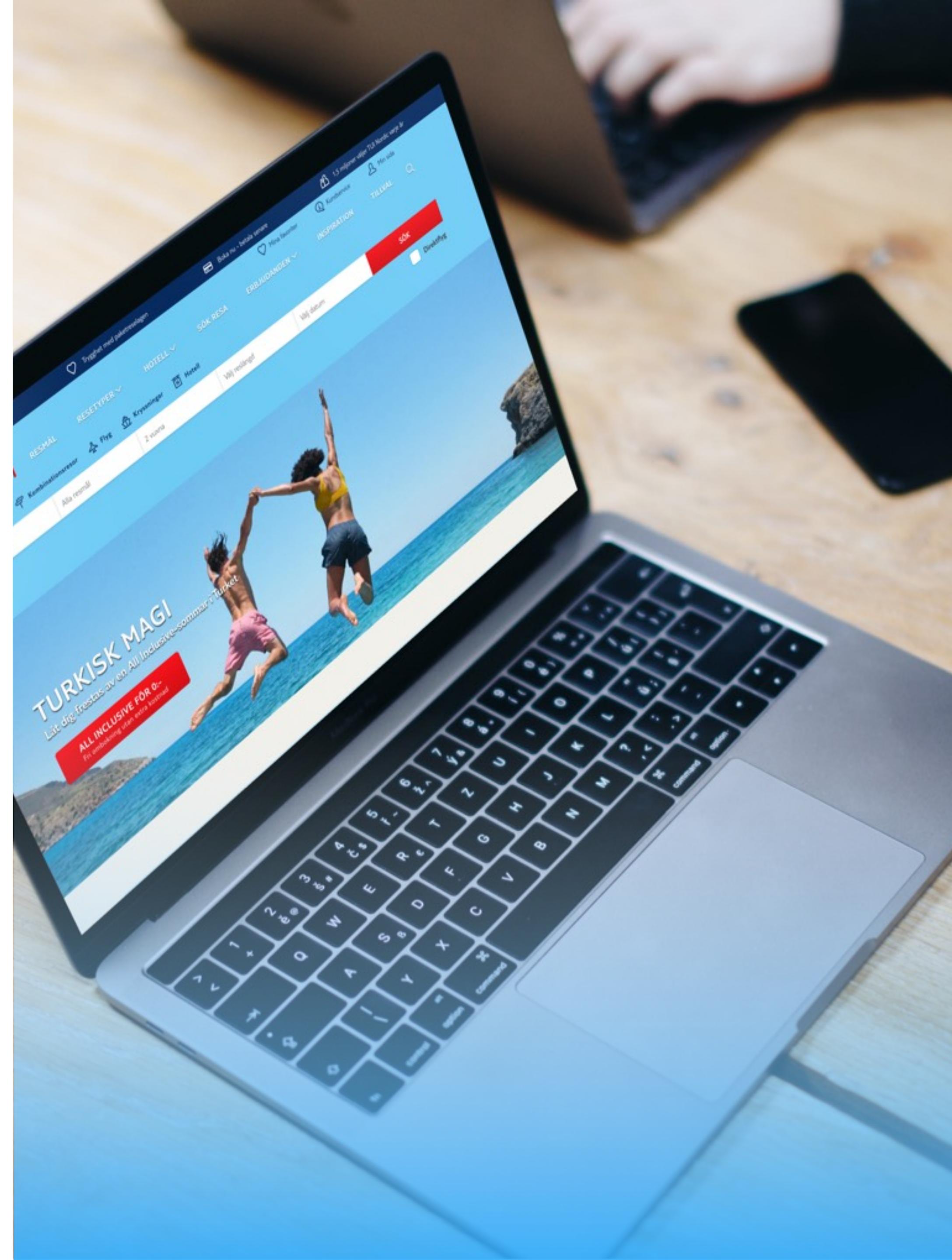
Prototyping

- High-fidelity clickable prototypes in Sketch and InVision
- Presented in Oslo and was well received by various stakeholders within the company and stakeholders from public transport companies.



A/B-tests at TUI

Ideating and designing A/B-tests



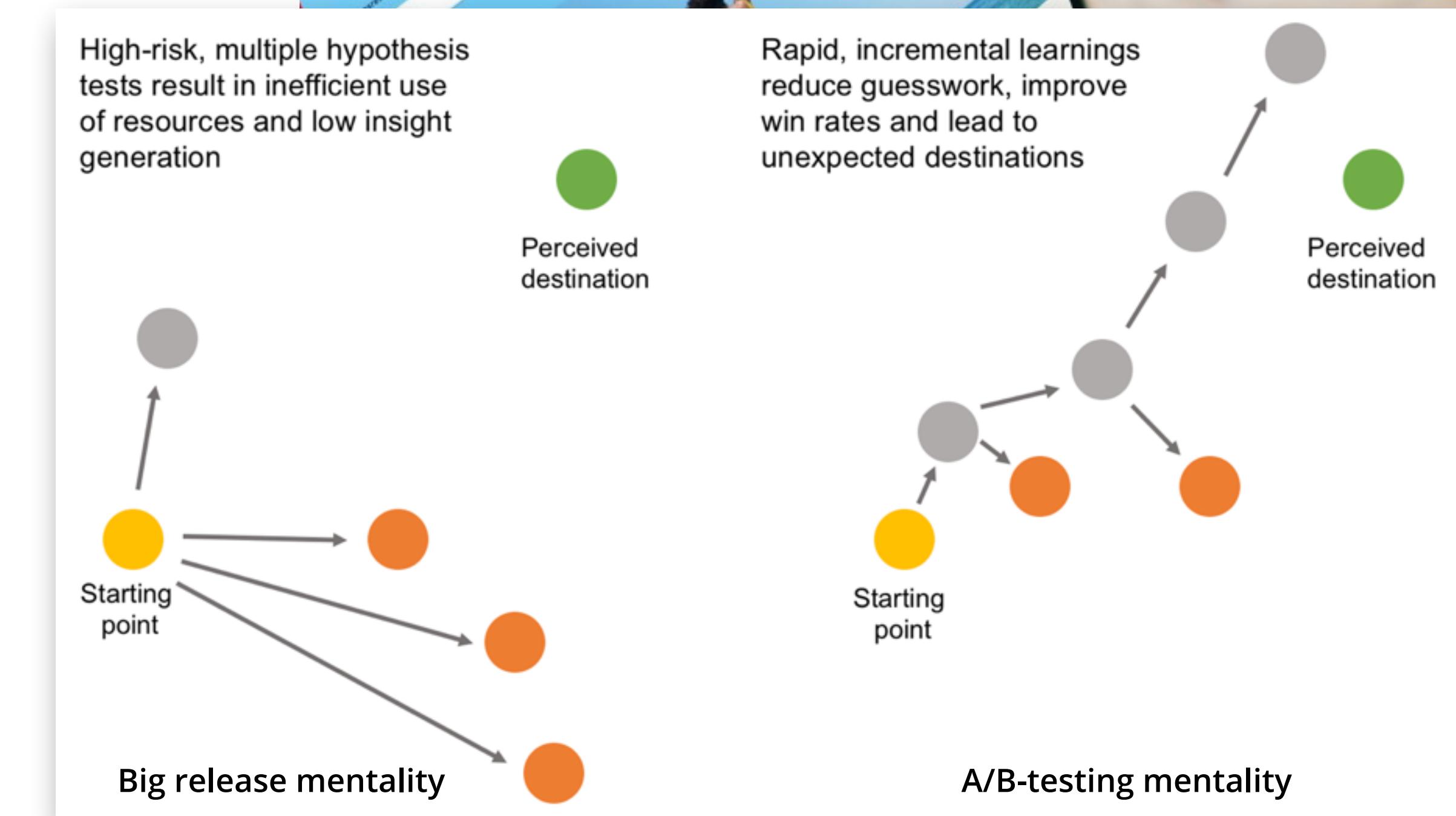
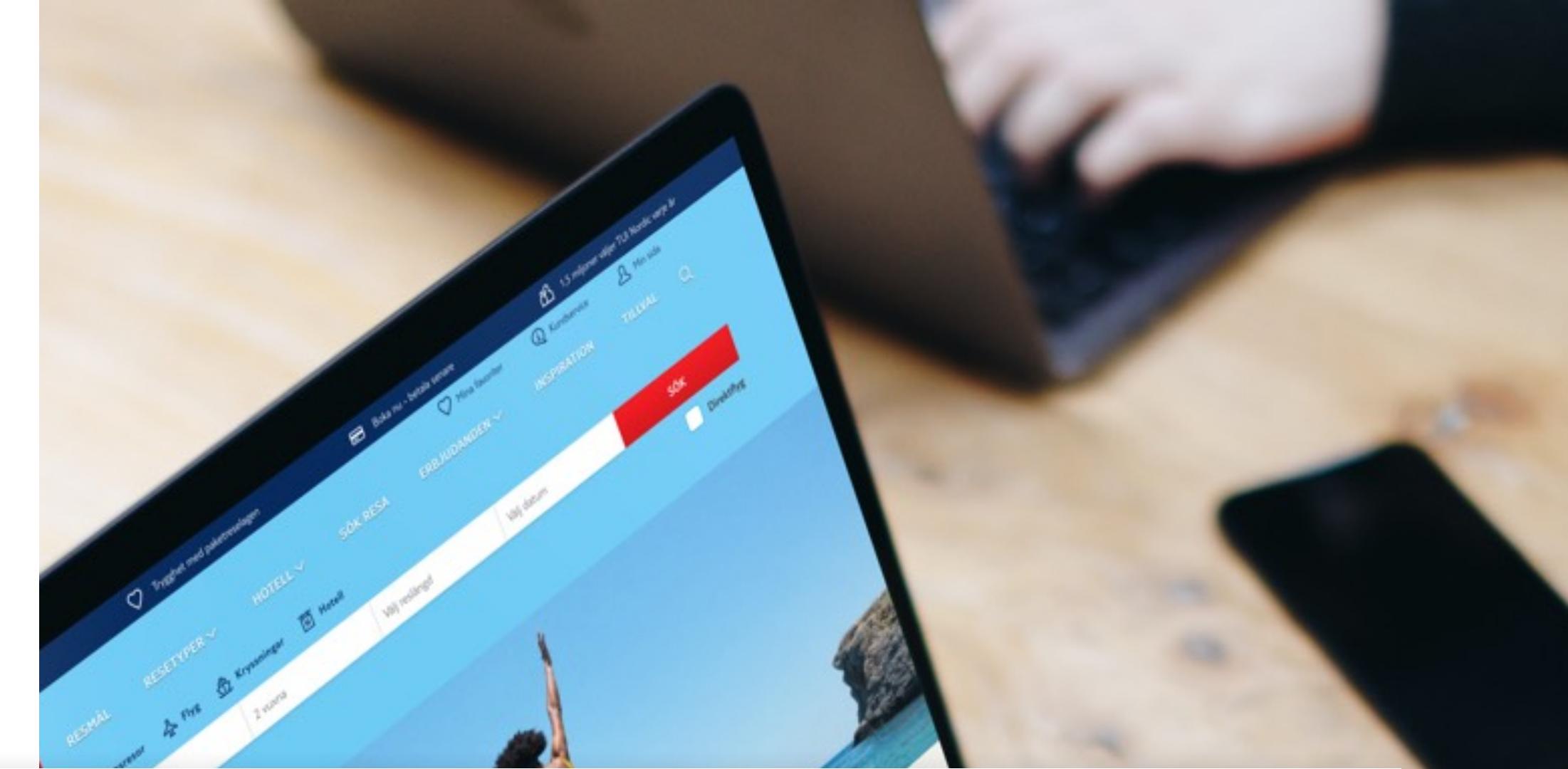


A/B-tests at TUI

Background: As a way of continually improving our site reliably and tweaking for increased conversion, we work experimentally and quickly with A/B-testing for Conversion rate optimization.

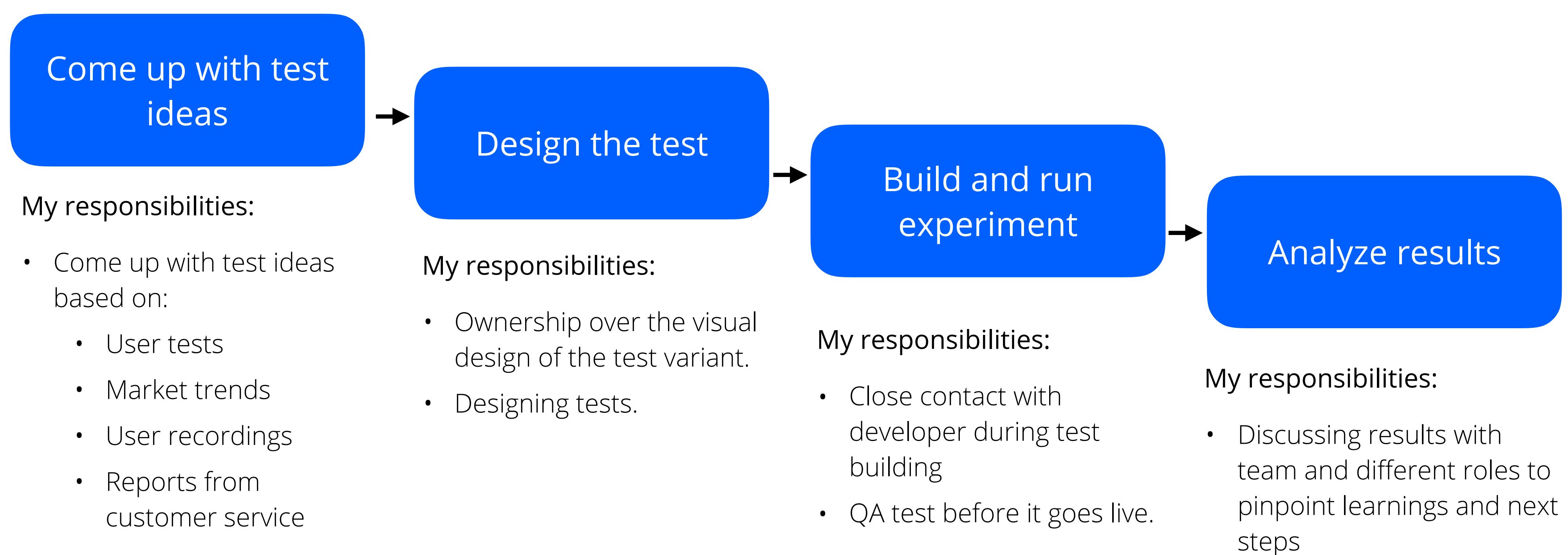
My role:

- Ideating A/B-test ideas based on user tests or market trends
- Ownership over the design of all A/B-tests on site





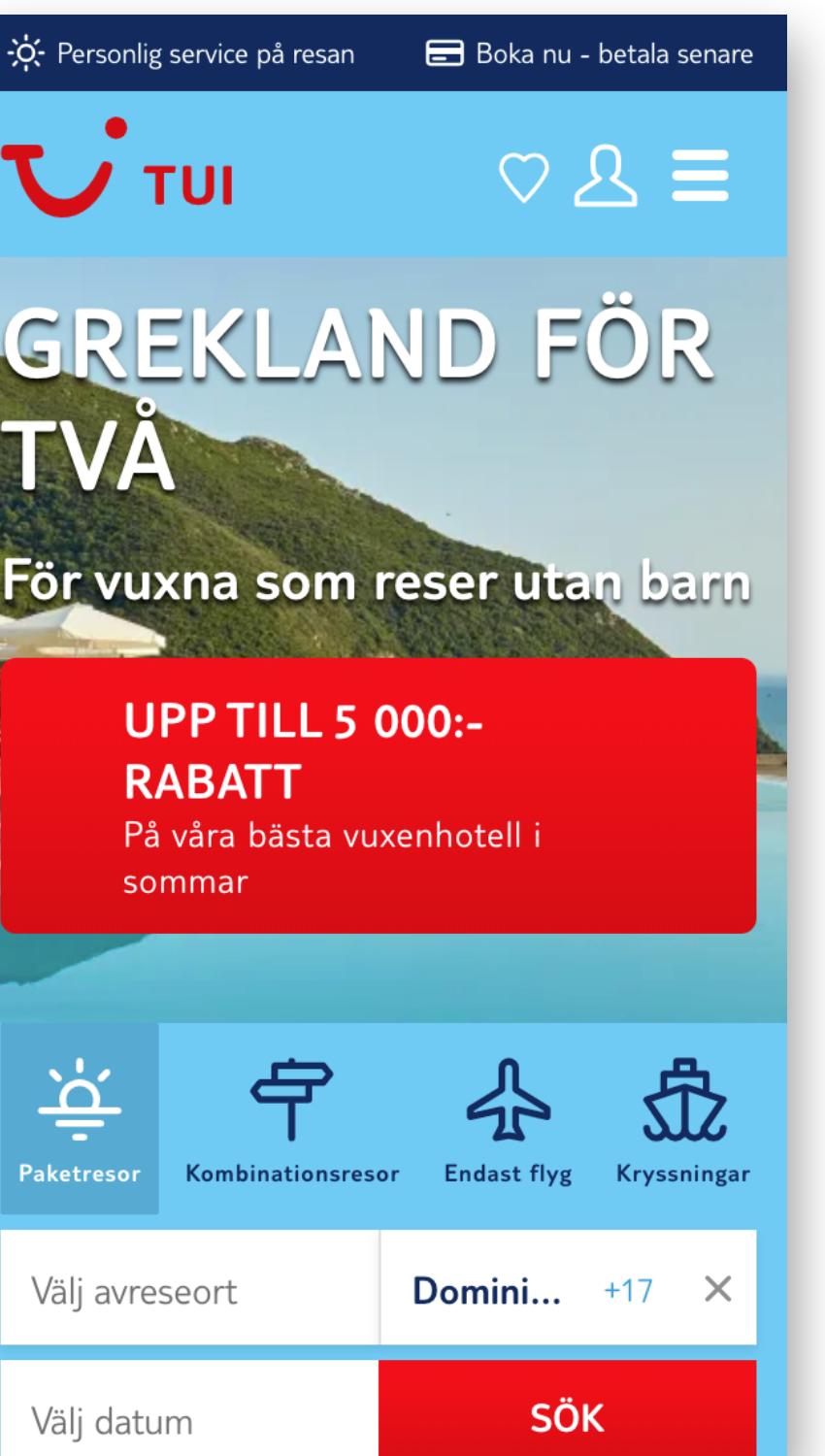
A/B-test process



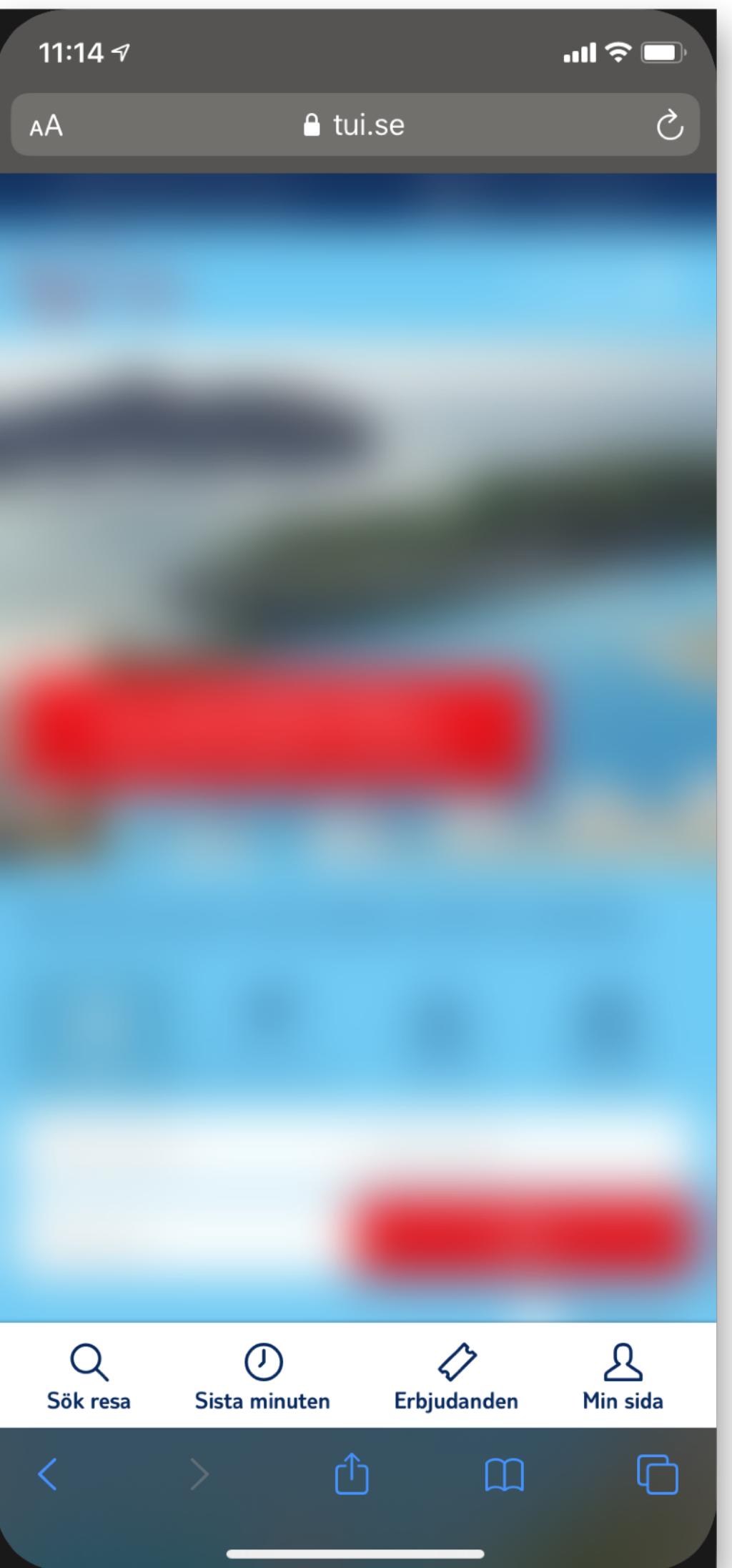


Sticky quicklink menu

- Hypothesis:** If we add a sticky quick link menu on the home page, users will more easily find our offers
- Business impact:** Increased conversions due to better discoverability of our offers
- Live:** Feb 14 – Feb 27



Original



Variant for test

A/B Tests at TUI



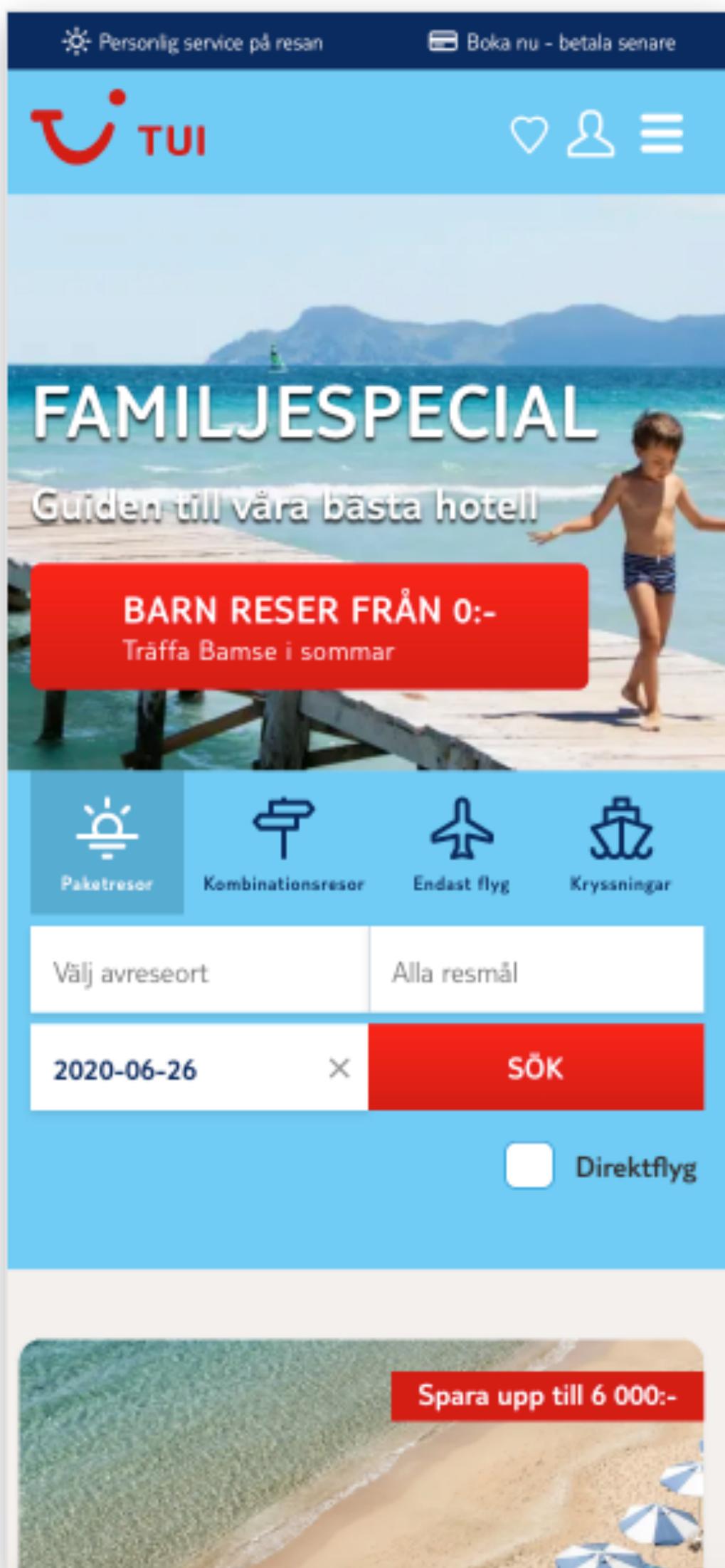


Sticky quicklink menu - results

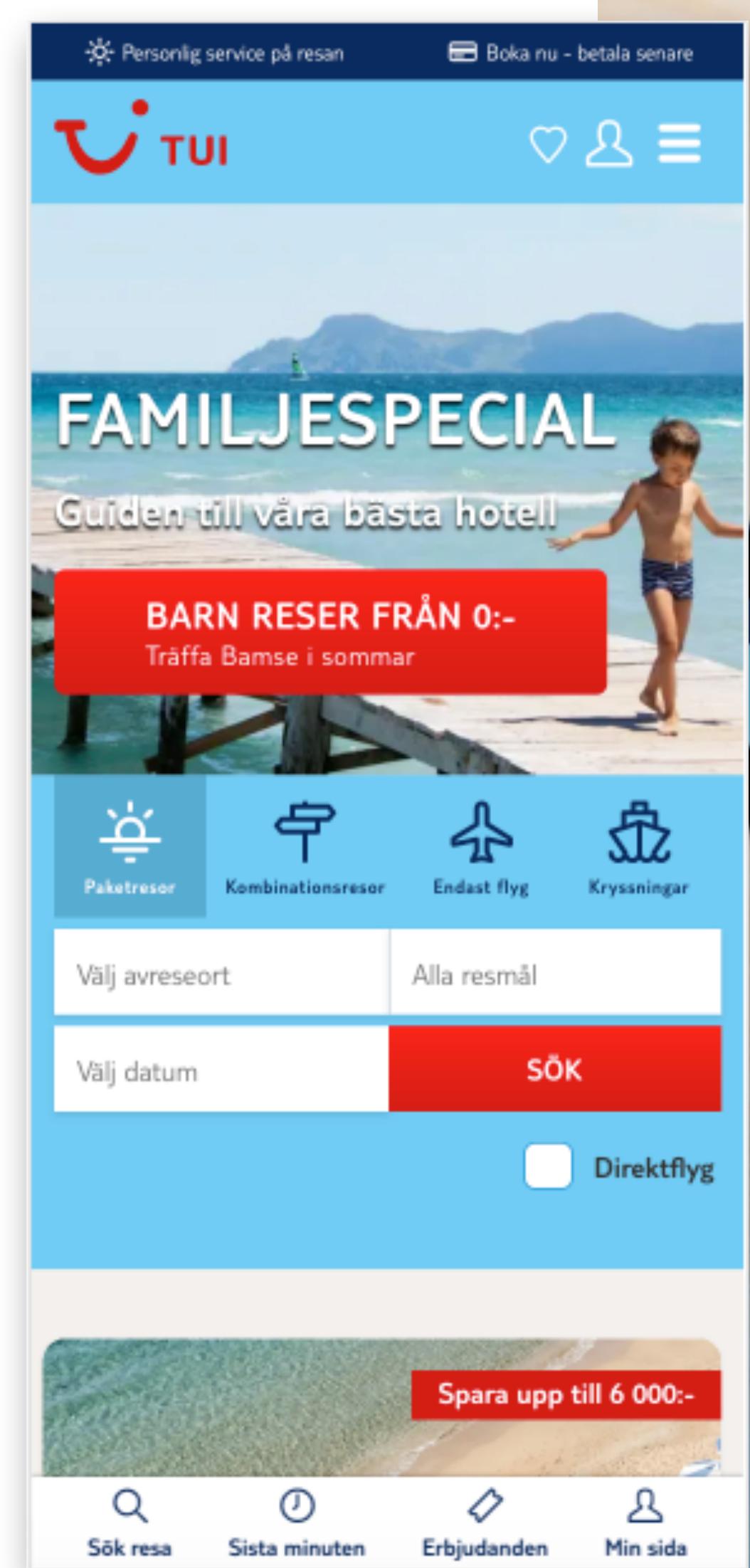
- Mixed results
- Possible explanation: Leads more traffic to last minute deals which is a high converting page
- Nav bar might cover search module on smaller devices and cause the higher bounce rate

Conversion rate	
Original	0.53%
Variant	0,62 %

Bounce rate	
Original	10.88%
Variant	11.78%



Original
139 581 sessions



Variant
140 320 sessions

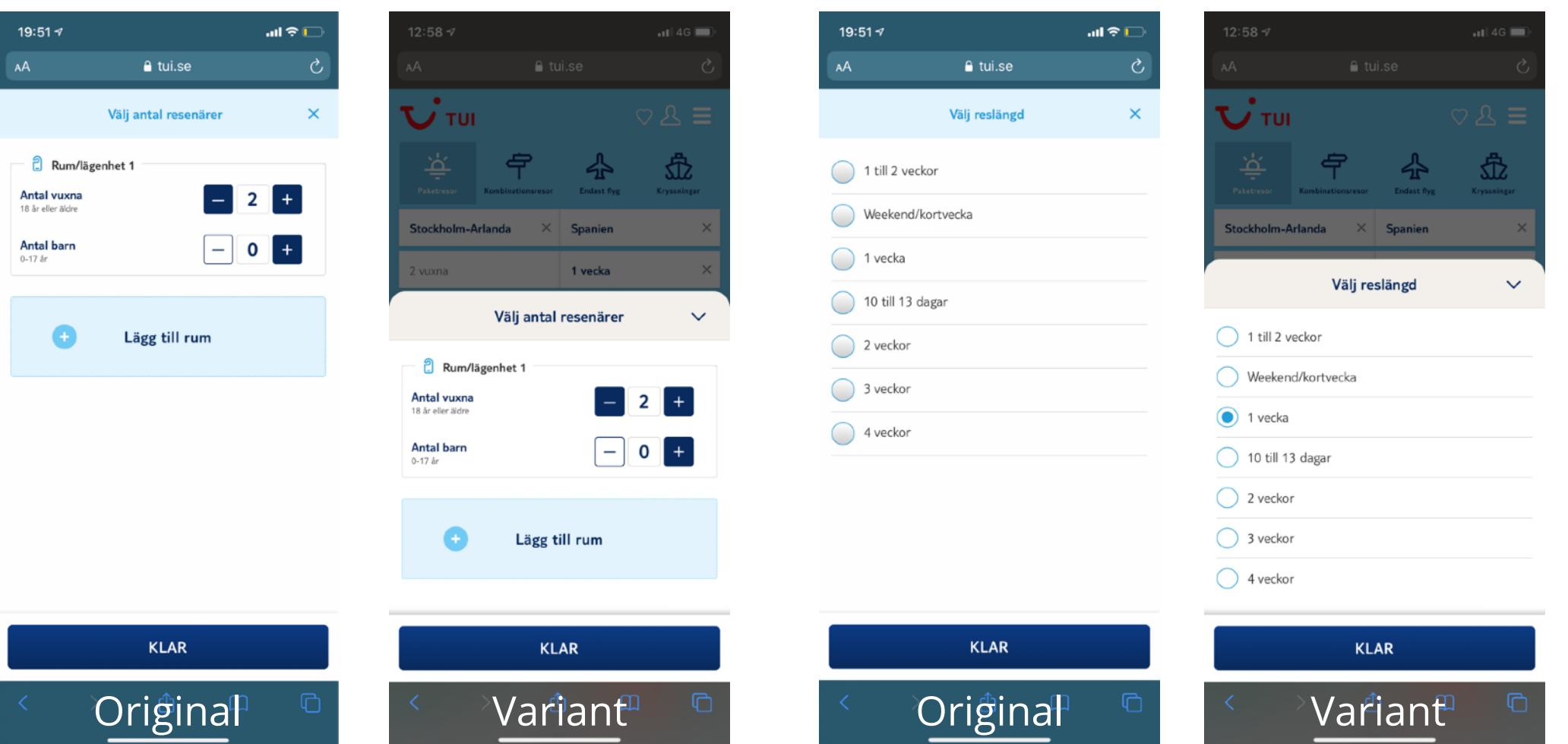
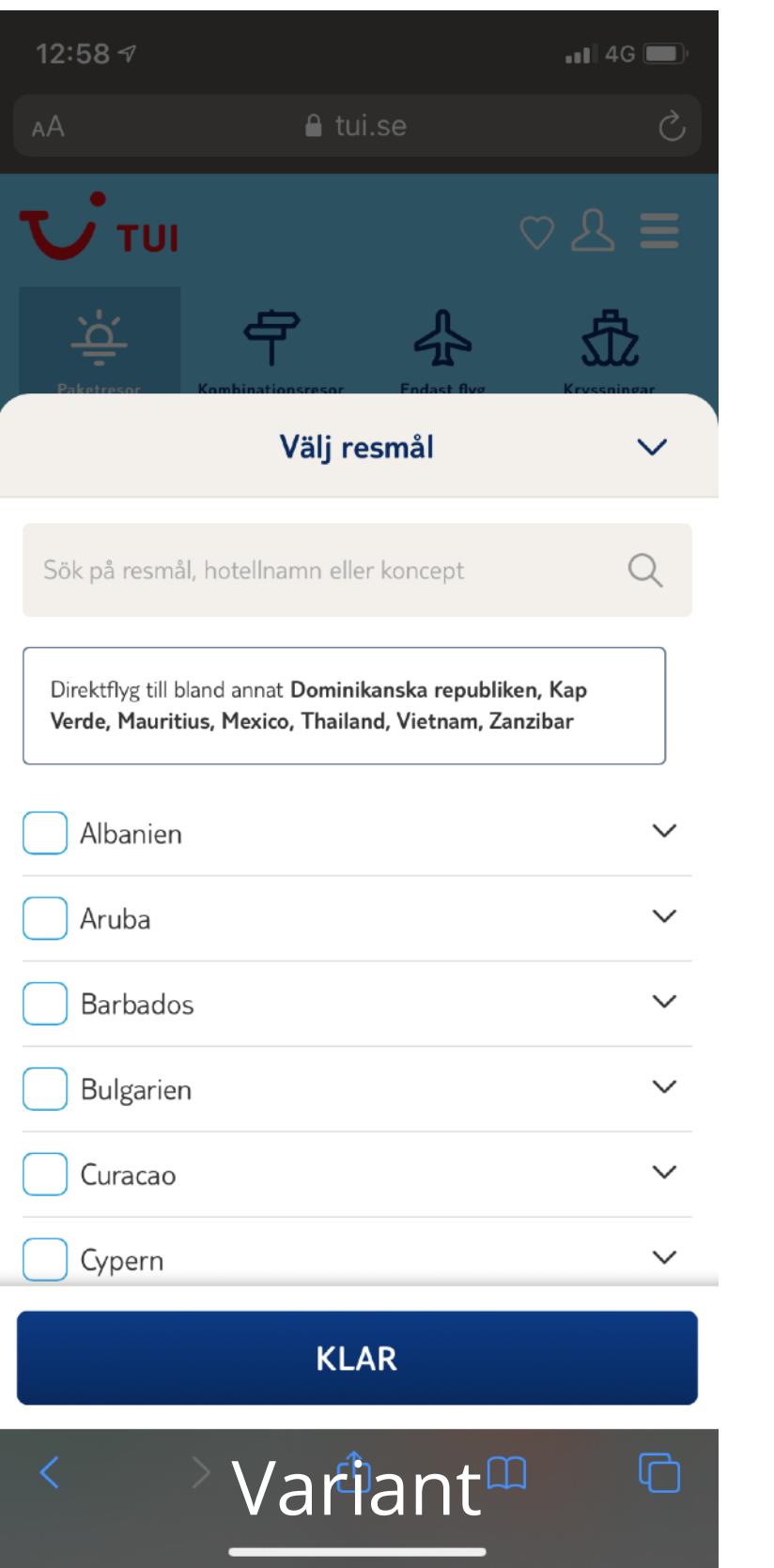
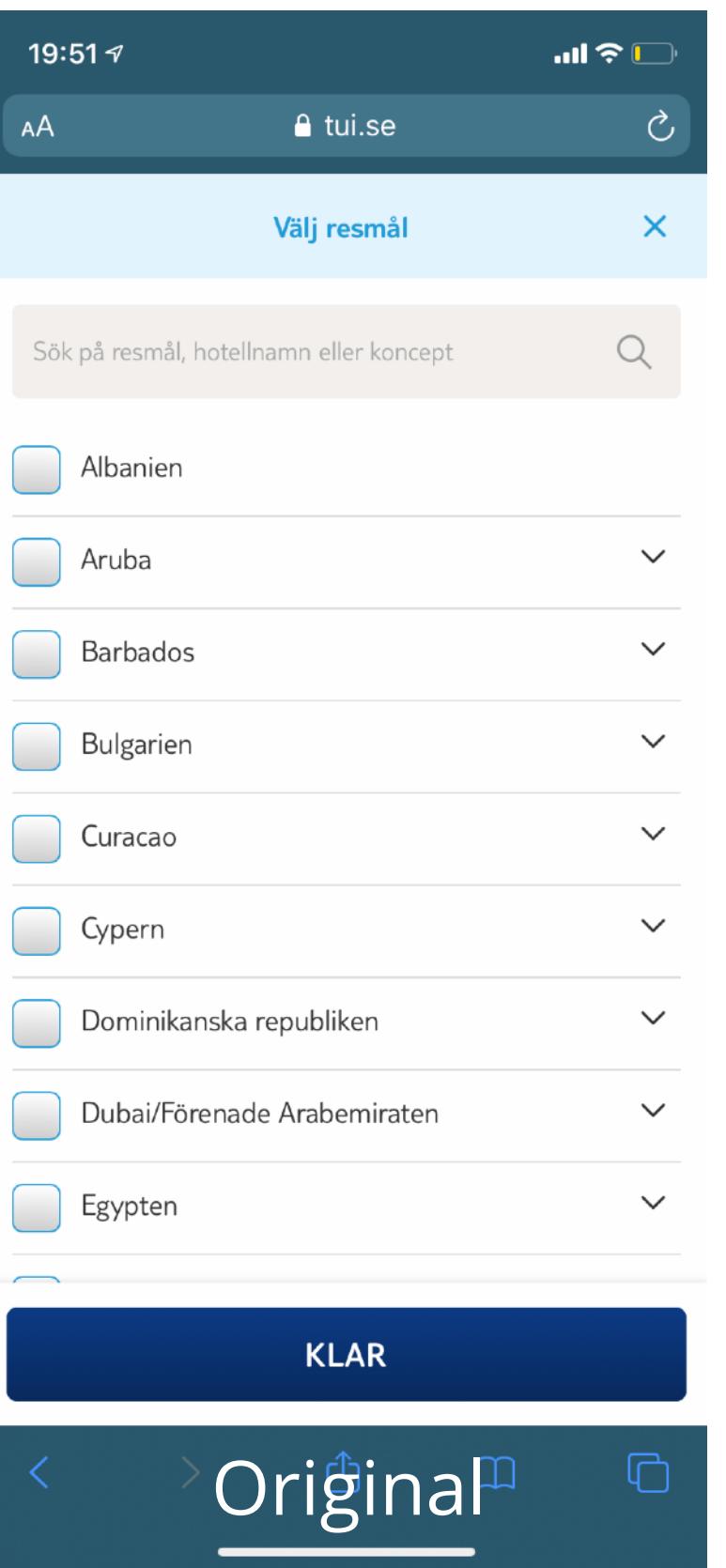
A/B Tests at TUI





Mobile lightbox search modals

- Hypothesis:** By optimizing space in the mobile modals, then we improve functionality and increase the amount of searches
- Main KPI:** Searches performed
- Live:** Mar 23 – Apr 19



A/B Tests at TUI

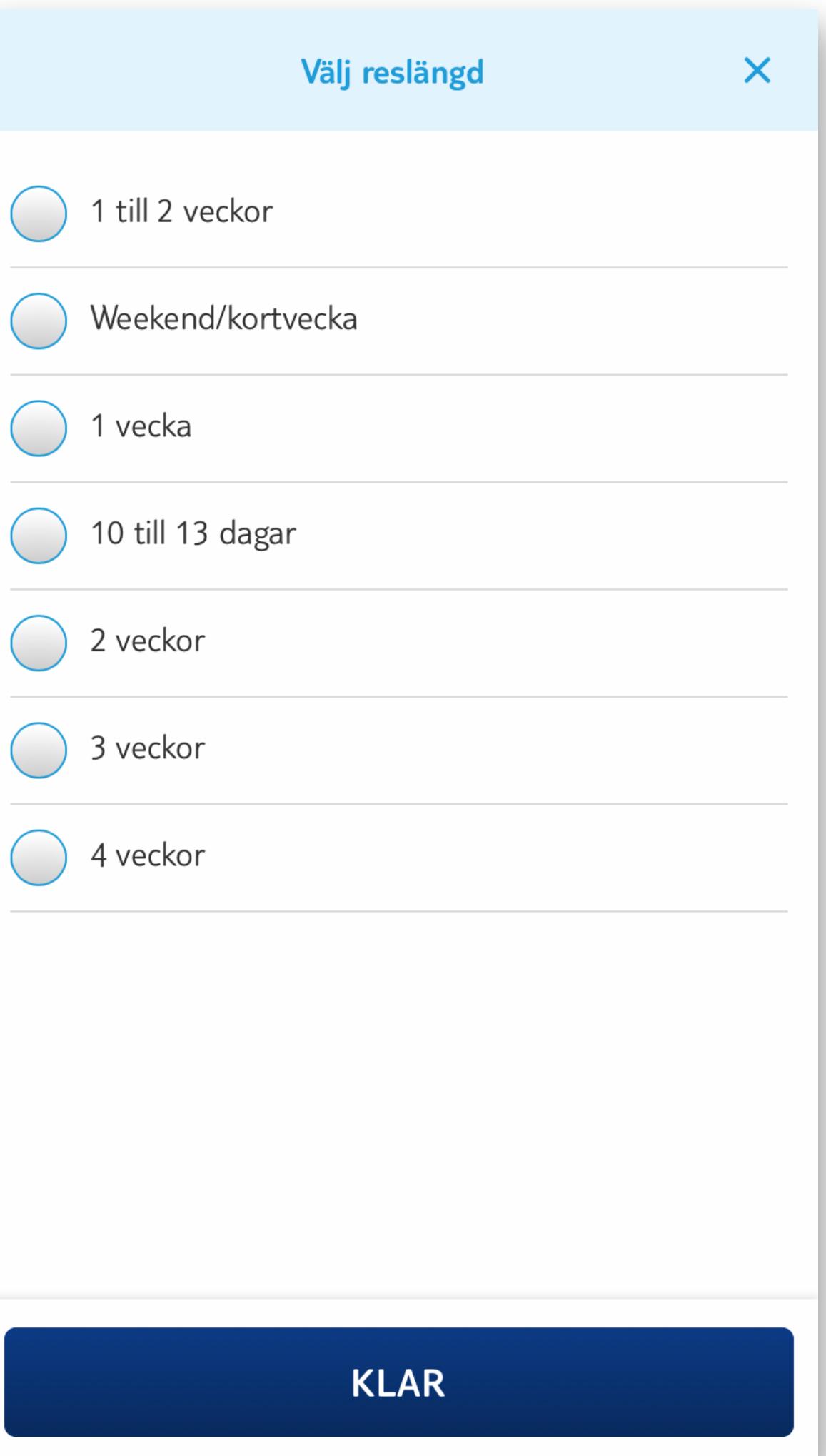




Sticky quicklink menu - results

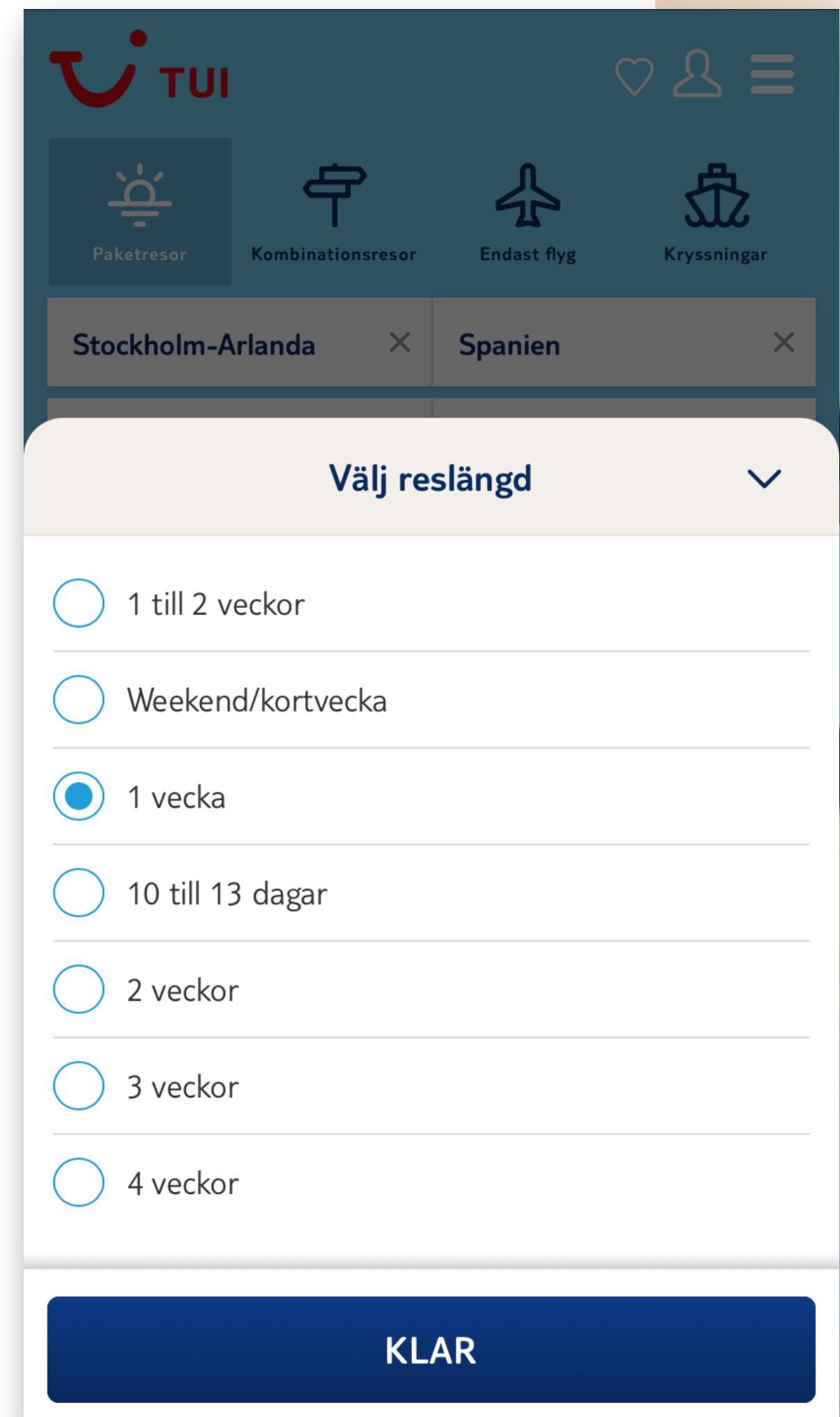
- No perceivable difference in user behavior detected in our KPI:s
- Implement or not?

	CTR - Search	Difference	Confidence
Original	4.43%		
Variant	4.42 %	-0.26%	44 %



Original

140 478 sessions



Variant

139 900 sessions

A/B Tests at TUI





Add luggage improvements

- Background:** Usability tests showed that many users had issues with understanding the luggage option and as a result call customer service or leave the site
- Hypothesis:** By making it easier to understand the luggage options, we will receive less calls to customer service and more users will go through with their booking
- Live:** Yet to go live
- Step 2:** Add sense of urgency

FLYGKLASS & BAGAGE

Economy Class
20kg incheckat bagage
Endast handbagage

VUXEN 1	VÄLJ	VÄLJ
0kg Inkluderat	20kg +200:- VÄLJ	20kg Valda
VUXEN 2	VÄLJ	
0kg -200:- VÄLJ		

Handbagage får generellt väga 5kg och räknas in i det incheckade bagagets vikt. Om flera resenärer väljer att packa i samma väska får väskan väga 32kg förutsatt att samtliga resenärer har bokat incheckat bagage.
Handbagage får generellt väga 5 kg.
[Se våra bagageregler för mer specifik information.](#)

Original

BAGAGE

VUXEN 1	VÄLJ	VÄLJ
Enbart handbagage Max 5 kg Vald	Handbagage + incheckat bagage Max 20 kg tillsammans +200 kr	
VUXEN 2	VÄLJ	VÄLJ
Enbart handbagage Max 5 kg -200 kr	Handbagage + incheckat bagage Max 20 kg tillsammans Vald	

Handbagage får generellt väga 5kg och räknas in i det incheckade bagagets vikt. Om flera resenärer väljer att packa i samma väska får väskan väga 32kg förutsatt att samtliga resenärer har bokat incheckat bagage.
[Se våra bagageregler för mer specifik information.](#)

Variant for test

BAGAGE

VUXEN 1	VÄLJ	VÄLJ
Enbart handbagage Max 5 kg Vald	Handbagage + incheckat bagage Max 20 kg tillsammans +200 kr	
VUXEN 2	VÄLJ	VÄLJ
Enbart handbagage Max 5 kg Vald	Handbagage + incheckat bagage Max 20 kg tillsammans +200 kr	

Buy now and save up to 50% from the price at the airport

Handbagage får generellt väga 5kg och räknas in i det incheckade bagagets vikt. Om flera resenärer väljer att packa i samma väska får väskan väga 32kg förutsatt att samtliga resenärer har bokat incheckat bagage.
[Se våra bagageregler för mer specifik information.](#)

Variant for test - step 2



A/B Tests at TUI



Cases presented:



TUI Blue Corner

An online travel guide to help travelers find restaurants, beaches and other information at their holiday destination.



RushRoute

A service design concept, where commuters can earn rewards by using public transport outside rush-hour.



A/B-tests at TUI

Three A/B-tests I designed at TUI to improve the user experience and conversion rate



Web shop evaluation

Usability testing project to identify our users' biggest pain points when booking a trip on our site.

Thank you A colorful party hat emoji with streamers.

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www.antonnystrom.com