

UX Portfolio

Carolina Töremar (Karlsson)

Presentation

👋 I'm Carolina, a former makeup artist and web developer that lives in Stockholm with my code crunching husband. I'm originally from a small town called Alingsås (on the west coast). In 2019 I graduated from Chas Academy where I studied **Interaction Design** and **Requirements engineering**. Before that I enrolled as a **web developer with focus on e-commerce** at Medieinstitutet. I currently work as a UX- and UI Designer consultant at Telia Company represented by Fröjd Agency.

Chat with me about:

🎮 Videogames, it's a passion. Fallout 4 forever.

✍️ Writing, and how I might have been an avid role player in my tweens... maybe.

🖼️ Why medieval babies looks so weird in art.

🎬 Movies, it's nothing wrong with intermissions.

☕️ Why ice coffee is perfectly fine to drink in the winter times.



Case 1

Former Telia

As of August 2021 I was assigned as the sole UX and UI designer for the former Telia.se B2C pages. It was my responsibility and great honor to maintain and manage the site with millions of visitors each day.

The site also requested new features and user journeys, eg. the possibility for a delivery option in the checkout, I designed, tested and presented it for all internal stakeholders. For me it was important that the design was adaptable for both the current site as well as the new one for a seamless transition for the teams involved to the new site launch.

The screenshot shows a desktop view of the Former Telia website's checkout page. At the top, there is a navigation bar with links for 'Plånbok', 'Mobil', 'Mitt Telia', 'Bredband', 'Tv & Streaming', 'Support', and 'Kontakt'. On the right side of the header, there are icons for search, sign-in, and account management.

The main content area displays a product listing for an 'Apple iPhone 14 5G 128GB Blå' with 'Telia Mobil 15 GB'. The price is listed as '639 kr/mån'. Below this, there is a section titled 'Leverans' (Delivery) with a note: 'Vid varje frakttärt ser du ett preliminär leveransdatum.' (At every shipping cost, you see a preliminary delivery date.) It offers two delivery options: 'Till ombud' (To agent) and 'Till dig' (To you). A note below states: 'Vid hemleverans skickas dina varor till din fakturabeläggningsadress.' (When home-delivered, your goods are sent to your billing address.)

Under the delivery section, there is a 'Hemleverans' (Home delivery) box with the note: 'Standard hemleverans den 19/10 kl 21:00'. It includes a 'postnord' logo and a 'Signaturen krävs.' (Signature required) note. A 'Gå vidare' (Continue) button is visible.

Below this, there is a 'Frågor & svar' (Questions & answers) section with three collapsed questions:

- Vårfrå krävs min signaturen vid hemleverans?
- Kan jag följa min leverans?
- Vårfrå är det inte samma leveranstid här som på produkttsidan?

Further down, there is a 'Betalsätt varor' (Payment methods) section with a 'Beställ' (Order) button.

The next section is 'Betalning av varor med 36 mån räntefri delbetalning' (Payment of goods with 36 months interest-free instalments). It shows two payment plans:

Månad 1-36	Månad 37 och framåt
250 kr/mån	0 kr/mån
Summa	250 kr/mån
	0 kr/mån

The final section is 'Betalning av tjänster' (Payment of services), showing a payment plan for 'Telia Mobil 15 GB':

Engångskostnad	Månad 1 och framåt
299 kr	369 kr/mån
Summa	299 kr
	369 kr/mån

At the bottom of the page, there is a footer with the Telia logo, contact information ('© Telia Sverige AB 554430-0142 Box 50077 973 22 Luleå Site: Stockholm'), social media links (Twitter, Facebook, YouTube), and quality seals ('Bra IT', 'Säkerhet', 'Omwebbplatsen').

The old site with the new header navigation in desktop view first iteration of the delivery option in the checkout

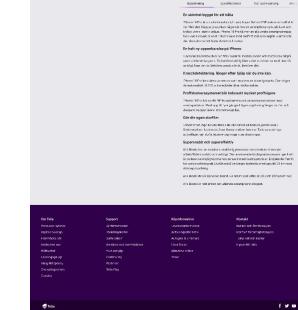
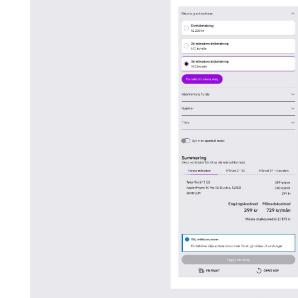
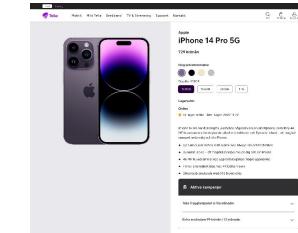
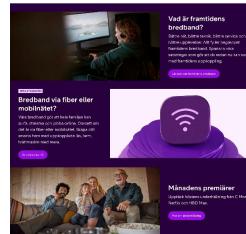
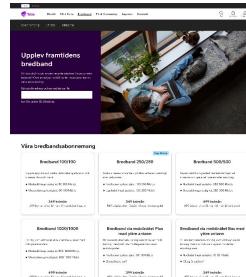


In December of 2021 I was working with both the current and the new site together with the UI and UX lead for the new site.

Together with the small team of three we've been doing the design with contributions to and from the global design system as well as adapting the design in collaboration with the content department for the brand update. We also strive to work in close collaboration with the whole B2C part of Telia (logged in, support and the Telia app) as well as B2X - all the designers at Telia SE.

As of October 2022 parts of the new website was launched with the MVP:s, and the work continues henceforth.

I also advocate for the UX writing on the B2C side, and have been doing it since my start at the company.



The new site, MVP:s and first iteration in desktop view
To the left; broadband landing page, to the right; the product page for mobile

Case 2

The Ode To

The Ode To is a company that sells independent art online.

They needed help with improving the overall experience on their website that would fit the current design.

- Improved the main navigation and product filtering to the site
- Identified and resolved usability issues
- Built their content interface
- Improved old and added new features
- Boosted the site's SEO



The old hamburger menu navigation hid the menu options.

THE ODE TO

Pick a currency SEK

THE ODE TO ARTWORKS CUSTOMER SERVICE ABOUT SEK

Artworks Selected by Inspiration Highlight

All artworks Ivania Carpio How to start an art collection

New Arrivals Karolina Modig Our art advisors

Sculptures Linnéa Salmén How pricing works

Wall Art Co-Founder Anna Lukins About Us

Design objects Co-Founder Helena Carlberg Digital exhibitions

Editions Artists

Gift card Erika Emerén Exhibition

Artist Portraits

Shiny Little Treat
6,900 kr

Powered by [Globo Mega Menu](#)

Curated & Handmade Art

A gallery for those seeking unique artworks and sculptures made by hand. We make collect exceptional art made by mainly female artists

DISCOVER ALL ARTWORKS

The new mega menu navigation with a selected product highlight shows all the options.

The old filter was cluttered and provided no advanced options for the user.

The image displays two side-by-side screenshots of the THE ODE TO website. The left screenshot shows the 'Prints' section, where a cluttered dropdown menu labeled 'Filter' lists numerous artist names. The right screenshot shows the 'Sculptures' section, which features a more organized and advanced filtering interface. This interface includes dropdown menus for 'Artist', 'Artwork Type', 'Price' (with a slider from 650 to 25000), and 'Style'. It also includes a 'Sort' dropdown and a search bar with a currency selector ('SEK'). Both sections show examples of their respective art forms (prints and sculptures) below the filters.

The new implemented filter option provides the user with filtering categories to choose from.

The old FAQ desktop version was a cluttered list of information, and overwhelming to read.

SHIPPING

How much is the shipping fee?
We use standard shipping rates and since we want your products to arrive in good condition, we're using trackable shipping that will handle your package with care.

Sweden
Prints and originals 49 kr. Sculptures and large originals 99 kr.

DK, FI, Baltics, DE, BE, NL, LU, PL, SK, CZ, AT, UK
Prints and originals €15. Sculptures and large originals €24.

BE, IE, BG, RO, ES, GR, HR, HU, IT, PT, SL, MT, CY
Prints and originals €24. Sculptures and large originals €34.

Norway
Prints and originals 199 SEK. Sculptures and large originals 299 SEK.

Orders are shipped on a Delivery Duty Unpaid (DDU) basis, meaning that all taxes and duties are levied by the used shipping carrier. We are unable to calculate the exact amount in duties and taxes when you place an order, as charges are imposed directly by the Norwegian customs and postal code. The Ode To do not incur any related charges. Taxes and duties incurred on refused or unclaimed packages are not covered by the Ode To.

How do you ship the products?
Sweden: we use Postnord for shipping and the delivery time is normally 2-4 days from when the order is placed.

How do you package the goods?

What happens if the product is damaged?

Do I get a tracking number?

ORDERS

Why can't I order a framed print?
Framing is only available in Sweden, due to high shipping costs. If your delivery address is outside Sweden, you won't be able to place the order with a frame.

How do I know that my order has been registered?

I have not received an order confirmation

I have not received any text notification

The new FAQ implemented is a structured open/collapsed accordion for each FAQ subject that I built with pure CSS and HTML.

[My FAQ solution is currently live on the site →](#)

The design was made **responsive**.

A screenshot of a mobile application interface for filtering artwork. At the top, there are three horizontal bars icon, the text "THE ODE TO", a currency selector showing "SEK kr", and a user icon. Below this is a search bar with a magnifying glass icon. Underneath the search bar are four filter sections: "ARTIST" (with dropdown menu), "ARTWORK TYPE" (with dropdown menu), "PRICE" (with a range slider from 500 to 18,000 and numerical input fields for 500 and 18,000), and "STYLE" (with a color swatch and dropdown menu). At the bottom, there are four style categories: "EMELI HÖCKS", "DUM KERAMIK", "T.F.T.S. 1", and "FAKE MARBLE".

A screenshot of a mobile application interface for a frequently asked questions (FAQ) section under the heading "ORDERS". The section includes the following questions with plus signs for expansion:

- Why can't I order a framed print? +
- How do I know that my order has been registered? +
- I have not received an order confirmation +
- I have not received any text notification x

Below the questions, there is a detailed answer for the fourth question:

If it has been 8 days after you placed your order and you have not yet received your text notification, please contact us immediately. It could be that the mobile number you entered when ordering was incorrect. Please get in touch with us as the package only remains for 14 days and then is sent back and we charge 150 SEK for not picked up packages.

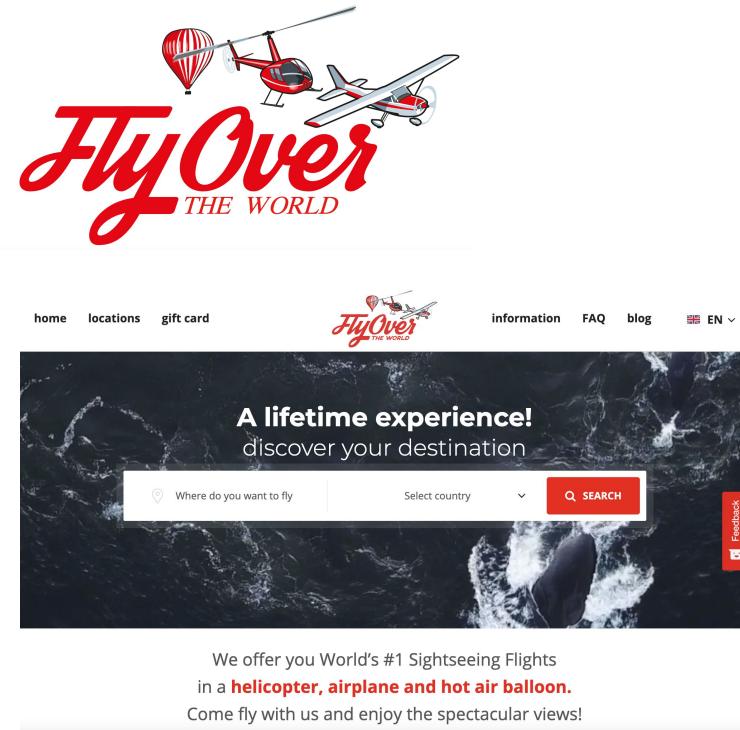
At the bottom right, there is a green circular icon with a white upward-pointing arrow.

Case 3

Fly over the world

Fly Over the World is a booking platform for sightseeing flights. Their request was for me to build a unified and smooth booking experience for their end-to-end users for the upcoming third platform release.

- Stakeholder interviews
- Usability evaluation
- UX Vision
- Customer Journey
- Google analytics and Hotjar reports
- Persona
- Top level user flow
- Sitemapping/Information architecture
- Wireframes (desktop and mobile, including UI)



The screenshot shows the homepage of the FlyOver website. At the top, there is a logo featuring three red aircraft (a hot air balloon, a helicopter, and a propeller plane) flying above the text "FlyOver THE WORLD". Below the logo is a navigation bar with links for "home", "locations", "gift card", "information", "FAQ", "blog", and a language selector "EN". The main banner has a dark background with a map of the world and the text "A lifetime experience! discover your destination". Below the banner is a search bar with fields for "Where do you want to fly" and "Select country", and a red "SEARCH" button. To the right of the search bar is a "Feedback" link. At the bottom of the page, there is promotional text: "We offer you World's #1 Sightseeing Flights in a **helicopter, airplane and hot air balloon**. Come fly with us and enjoy the spectacular views!"

The current website they wanted to improve

The customer journey with a legend of the desired user flow with detours and irregularities.

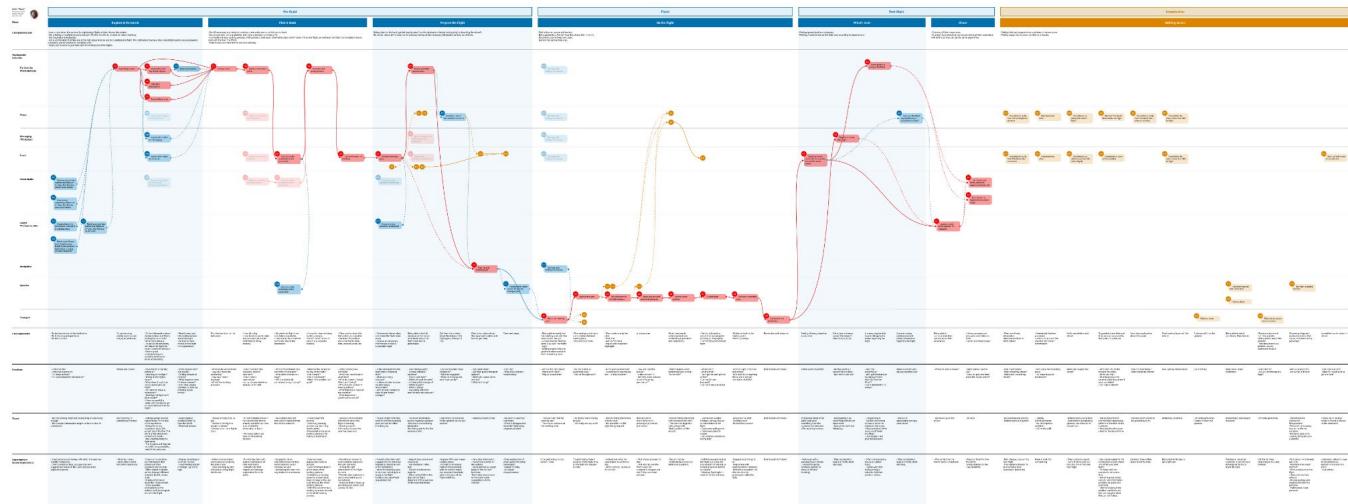


The touchpoints/activities have a number #.# which refers to places in the design.

required —————
optional - - - - -

Priority:

1. Ideal journey - the journey we want the customer to make
2. Detour - things people don't always do, but still important
3. Irregularities/Issues to solve
4. Variants - other media alternatives for touchpoints in the ideal journey or detours



The Persona of the Fly Over the World customer.



Age 36-40
Job Title Freelance Journalist
Status Unmarried, cohabiting, 1 child (two years old)

TYPICAL TRIP

Traveling partners	Alone, or with 3 really good friends
Where	Cultural and city trips
When	Bank holidays, avoids tourist seasons
How	By train
Typical stay	B&B
How long	4 nights
Frequency	1 longer trip, 2 shorter trips per year

Nora The Independent Explorer

"When I travel I'm always searching for exciting and unique experiences! A sightseeing flight is the perfect activity that gives such a thrill and provides a great view of the city from above."

ABOUT

Nora is an open minded person, constantly looking for new opportunities. She likes to travel to different places and always seeks unique experiences. Nora cares about the environment and therefore prefers to travel by train. Even though Nora is curious and adventurous she is also logical, has a critical and analytic approach to her decisions, and wants to be well-informed. She focuses on authentic and inspiring experiences.

PERSONALITY TRAITS



GOALS

- Be as environmentally friendly as possible
- Learn and experience new things
- Make her trip stand out with a sightseeing tour
- Take exceptional pictures
- Share her adventure with the world

WANTS

- A service having online presence on multiple channels
- A spontaneous, genuine experience
- Direct and up-to-date information
- Inspiring and inviting activites with 'real' stories that are honest, colorful and with emotions
- Breathtaking scenery

NEEDS

- Honest reviews to evaluate her decisions
- Smooth and uncomplicated processes while booking and planning her trip

FRUSTRATIONS

- Not being able to ask questions
- Unclear information
- Advertisement, and 'advertisement stories'
- Forceful selling (skeptical about big business)
- Mass tourism, crowded tours

MOTIVATIONS TO DO A SIGHTSEEING TOUR

Nora is attracted to the experience of sightseeing flying since it's a 'once in a lifetime' opportunity that taps into her adventurous side. She dislikes the feeling of being a tourist which makes sightseeing flights ideal because it's private and unique. Since she also is an avid user of social media a sightseeing tour is a perfect experience for showing off her idealistic side by taking (and posing for) photos.

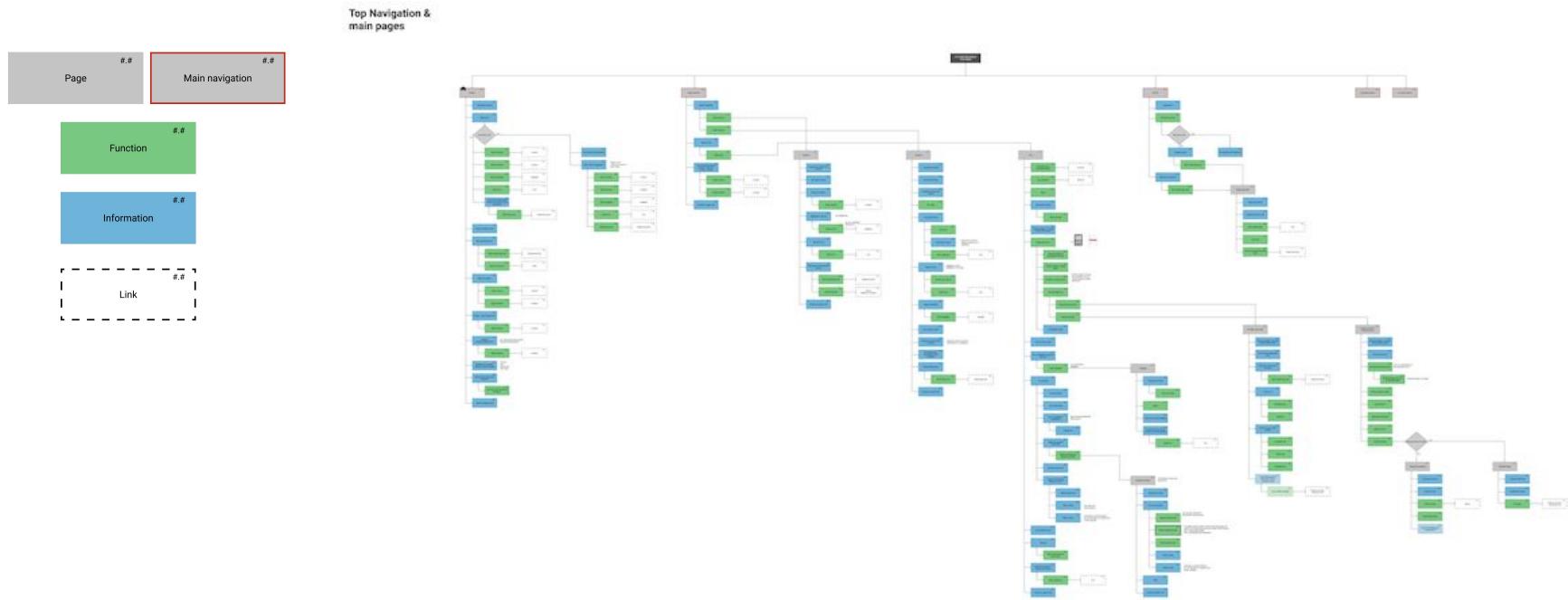
She is tech-savvy and uses:



Frequently Used Apps



The sitemap/Information architecture of the new platform in detail with each pages information and functions.



Wireframes with annotations of the mobile tour page.

The tour page title has a different top navigation than the rest of the site.

On the mobile version a sticky header is always present on the screen as a booking widget.

When price options is selected an overlay of the price categories appears on the screen.

When you book a shared flight you are flying with other people. It's important to note that if you book a flight for more than one person you might **share the same flight**. This information will be provided clearly in the payment form.

Price per passenger: 1,500 SEK
1 to 3 passengers: 2,895 SEK
1 to 4 passengers: 4,895 SEK

Shared flights

When you book a shared flight you are flying with other people. It's important to note that if you book a flight for more than one person you might **share the same flight**. This information will be provided clearly in the payment form.

Price per passenger: 2,500 SEK

Private flights

When you book a private flight you are flying alone. It's important to note that if you book a flight for more than one person you might **share the same flight**. This information will be provided clearly in the payment form.

Price per passenger: 2,500 SEK

Route

The tour starts at [departure] airport and takes you to [the destination].
Follow the route line for a detailed look, or click on the link for a detailed view.

More about the location

Open In Google Maps

When the user press the google maps they get a go to google maps pop up option.

Enjoy a beautiful helicopter tour and picnic in Stockholm

Duration: Lorem ipsum, consectetur adipiscing elit, sed do eiusmod.

Departure (Location): Lorem ipsum, consectetur adipiscing elit, sed do eiusmod.

Arrival (Location): Lorem ipsum, consectetur adipiscing elit, sed do eiusmod.

Passenger count: 100 | Person 4.7 (7 reviews)

Book

More price options

Highlights on this tour

Route

4.7 (7 reviews)

Tour version m...

From 2,258 kr per person

Flight type: Private flight

Passengers: 5 Adults

Book a timelist or reserve a custom date and time.

Date: Custom

Time: Book

Cancellation policy: Buy a gift for someone else

5 Adults

2 Shared flight Why mixed flight?

Total: 4,895 kr

The reservation form is an overlay that takes up the whole screen.

Your flight

Flight type: Private flight

Passengers: 5 Adults

Book a timelist or reserve a custom date and time.

Date: Custom

Time: Reserve

You won't be charged yet.

Buy a gift for someone else

5 Adults

2 Shared flight Why mixed flight?

Total: 4,895 kr

The form has another appearance based on the selection of the timelist or custom button.

Form/Reservat...

Form/Dropd...

Form/Dropd...

Contact details

Name: Enter first name

Last name: Enter last name

Mail: Enter mail

Phone: Enter phone number

Call to action

When price transferred payment p reserver

Overlay pop up...

I worked closely with the brands typography and colors. During the project I suggested a new red color (#D20000) that met the **accessibility requirements**.



The old brand color



The suggested accessible color

Typography

H1 32 Header

SH1 28 Header

SH2 22 Header

SH3 19 Header

Section

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Tour page title

Tour page sub header

Only use light, regular and bold.

p+ 17 Paragraph

16 Body

p1 16 highlighted

p1 16 bold

p2 15 Paragraph

p3 13 Paragraph

This is a link

Colors



I built all the components from scratch.

Navigation

This section displays various navigation components built from scratch. It includes:

- Breadcrumbs: A standard breadcrumb trail with links for Home, Activity, Products, Destinations, and Services.
- Desktop navigation: A horizontal navigation bar with tabs for Explore, Destinations, Services, and a search bar.
- Mobile navigation: A vertical navigation menu with sections for Explore, Destinations, Services, and social media links.
- Your page sticky menus on desktop: Examples of sticky menus at the top of a page, showing how they move with the user's scroll.
- Your page sticky menus with header desktop: Examples of sticky menus at the top of a page, showing how they move with the user's scroll.
- Your page sticky menus on mobile: Examples of sticky menus at the top of a page, showing how they move with the user's scroll.
- Mobile navigation bar page: A modal or overlay showing a navigation menu with categories like Explore, Destinations, Services, and a search bar.

Contact form

This section shows two versions of a contact form:

- Contact form desktop: A standard form with fields for Name, Email, and Message, along with a file input for attachments.
- Contact form mobile: A simplified mobile version of the form with a single input field for the message.

A small modal or overlay component with a close button and some descriptive text.

Booking stepper

This diagram illustrates the booking stepper process across different service types:

- First service: Shows a sequence of steps: Arrival, Assigned private pilot, Book, Pay.
- First service components: Shows the individual steps: Arrival and Assigned private pilot.
- Current service, first page desktop: Shows a sequence of steps: Book, Availability check, Confirm and Pay, Boarding pass.
- Current service, mobile: Shows a sequence of steps: Book, Confirm and Pay, Boarding pass.
- Booking stepper components: Shows the individual steps: Book, Confirm and Pay, Boarding pass.

Reviews

This section shows a review section with multiple reviews for both desktop and mobile platforms, and a detailed view of a single review:

- Review desktop: A list of reviews with names and short descriptions.
- Review mobile: A list of reviews with names and short descriptions.
- Pop up review desktop: A detailed view of a single review for a user named "Name" with a rating of 4.7/5 and 4,717 reviews.

Icons

This section displays a collection of various icons used throughout the application, categorized into groups like User, Location, and Action.

Price categories

This section shows two price category components:

- Price categories desktop: A summary of price categories for shared flights.
- Price categories: A detailed breakdown of price categories for shared flights, showing categories like Shared flights, Private flights, and Private flights.

Booking form summary

This section shows three instances of a booking form summary component for the "Stockholm Helicopter tour":

- Booking form summary desktop: A desktop version of the summary.
- Order summary Stockholm helicopter tour: A detailed breakdown of the order for a Stockholm helicopter tour.
- Stockholm Helicopter tour: A simplified version of the summary.

The tour page desktop version, the beginning of the booking flow.

This screenshot shows a travel booking page for a helicopter tour in Stockholm. At the top, there's a navigation bar with links for 'Log in', 'Logout', 'Destinations', 'Search', and a search bar. Below the header, the title 'Stockholm helicopter tour' is displayed, along with a small 'Edit' icon.

The main content area starts with a section titled 'Enjoy a beautiful helicopter tour and pickup in Stockholm'. It features three small thumbnail images labeled 'Lunch', 'Lunch', and 'Lunch'. To the right of these are two buttons: 'Book now' and 'Price 2000 kr'. A 'More price options' link is also present.

Below this, there's a detailed description of the tour, followed by a section titled 'Highlights on this tour' which includes three small thumbnail images labeled 'Lunch', 'Lunch', and 'Lunch'.

On the right side of the page, there's a sidebar with a 'Price 2,200 kr per person' summary, a 'Flight time' dropdown set to '1 hour', a 'Passenger' dropdown, a 'Book now or receive a reservation code' button, and a 'Book now' button.

The central part of the page contains a map showing the tour route over Stockholm, with a red line indicating the flight path. Below the map are 'Read more' and 'Open in Google Maps' buttons.

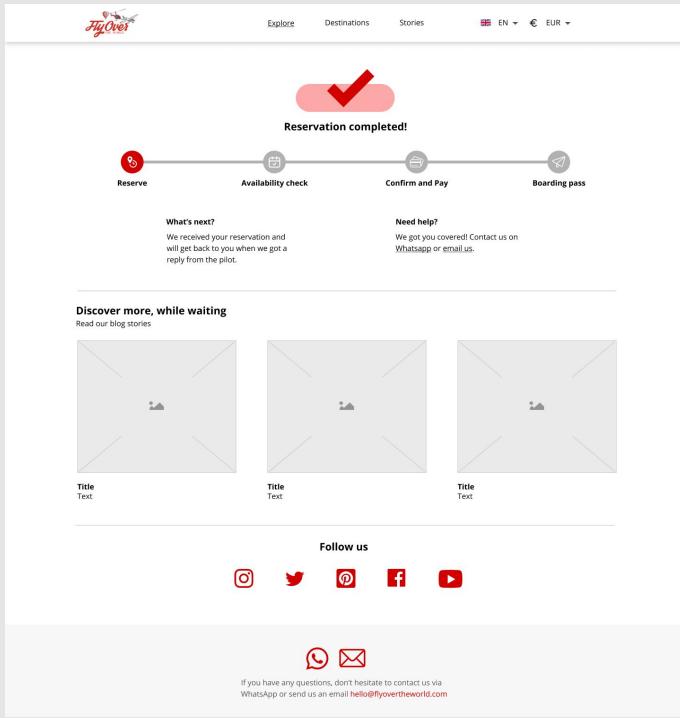
Reviews are shown next, with a heading '4.77 reviews' and a snippet of a review from 'Hans'.

Below the reviews, there's a 'Things to know' section with several items listed, each with a small icon and a brief description. These include 'How to book', 'What to expect', 'What to wear', 'What to bring', and 'Safety tips'.

At the bottom of the page, there's a 'STOCKHOLM' section with a weather forecast (partly cloudy) and a row of small icons representing different tour types. There's also a 'Similar tours' section with three thumbnail images labeled 'Lunch', 'Lunch', and 'Lunch'.

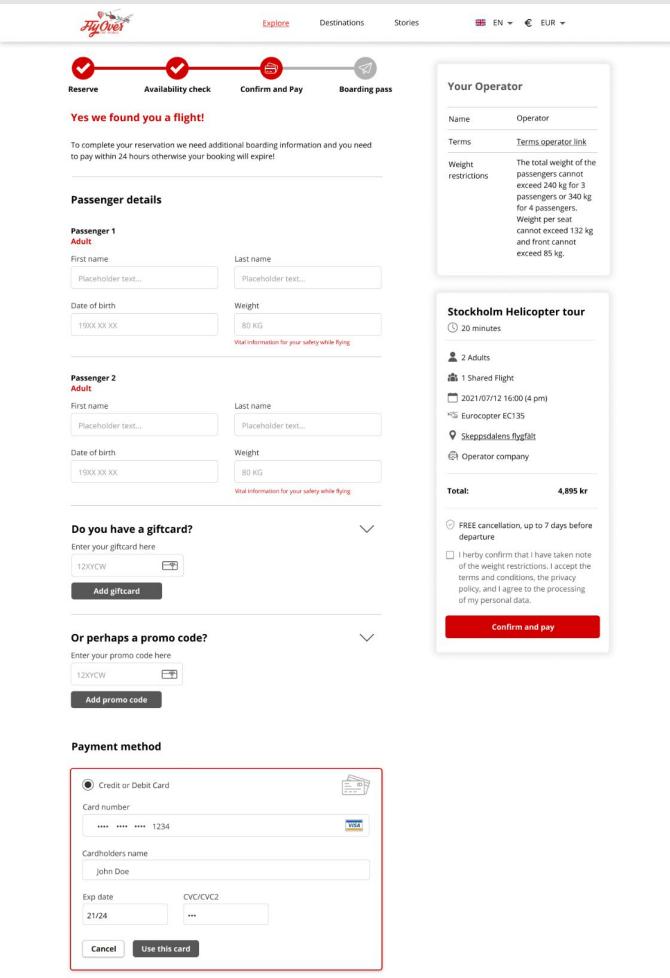
At the very bottom, there's a footer with social media icons for Facebook, Instagram, and YouTube, and a copyright notice: '© 2017 Travelzoo. All rights reserved. Message us or email help@travelzoo.com'.

The booking page.



The reservation completed page for FlyOver. At the top, there's a navigation bar with 'Explore', 'Destinations', 'Stories', language 'EN', and currency 'EUR'. A large red checkmark icon is centered above the main content. Below it, a horizontal progress bar shows four steps: 'Reserve' (red), 'Availability check' (grey), 'Confirm and Pay' (grey), and 'Boarding pass' (grey). A message 'Reservation completed!' is displayed above the progress bar. Underneath, there are two sections: 'What's next?' and 'Need help?'. 'What's next?' says: 'We received your reservation and will get back to you when we got a reply from the pilot.' 'Need help?' says: 'We got you covered! Contact us on WhatsApp or email us.' Below these, there's a section titled 'Discover more, while waiting' with placeholder text for three blog stories. There's also a 'Follow us' section with social media icons for Instagram, Twitter, Pinterest, Facebook, and YouTube. At the bottom, there are contact links for WhatsApp and email, and a note about contacting via WhatsApp or email to hello@flyovertheworld.com.

The reservation complete page.



The booking page for FlyOver. At the top, there's a navigation bar with 'Explore', 'Destinations', 'Stories', language 'EN', and currency 'EUR'. A horizontal progress bar shows four steps: 'Reserve' (red), 'Availability check' (green), 'Confirm and Pay' (grey), and 'Boarding pass' (grey). A message 'Yes we found you a flight!' is displayed above the progress bar. Below it, a note says: 'To complete your reservation we need additional boarding information and you need to pay within 24 hours otherwise your booking will expire!' Under 'Passenger details', there are fields for 'Passenger 1 Adult' and 'Passenger 2 Adult', each with first name, last name, date of birth, weight, and a note about safety information. A section for 'Stockholm Helicopter tour' shows details for 2 adults: 1 shared flight on 2021/07/12 at 16:00, Eurocopter EC135, Skeppsdalslens.flygflit operator, and a total cost of 4,895 kr. A note about free cancellation up to 7 days before departure is present. A 'Do you have a giftcard?' section allows entering a gift card number (123XYCWX) and adding a new gift card. A 'Or perhaps a promo code?' section allows entering a promo code (123XYCWX) and adding a new promo code. A 'Payment method' section is highlighted with a red border, showing a credit/debit card form with fields for card number (1234), cardholder's name (John Doe), exp date (21/24), and CVC/CVC2. Buttons for 'Cancel' and 'Use this card' are at the bottom.



All done!

Thank you, your payment has been successful. Your boarding pass has been sent to email@name.com

📍 Departure 🗂️ What to bring 📸 What to wear

Why not read our blog while you wait?
Here are some selected stories from the tour:



[Go to our blog](#)

Follow us



If you have any questions, don't hesitate to contact us via WhatsApp or send us an email hello@flyovertheworld.com

This is the payment complete page



Oh no, something went wrong!

Your payment wasn't successful. Try again or contact us at hello@flyovertheworld.com

[Try again](#)

Why didn't my payment go through?



If you have any questions, don't hesitate to contact us via WhatsApp or send us an email hello@flyovertheworld.com

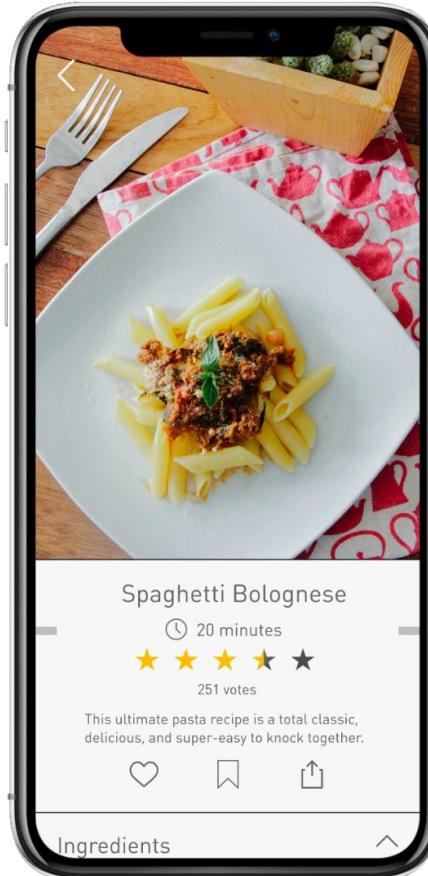
The payment failed page.

Case 4

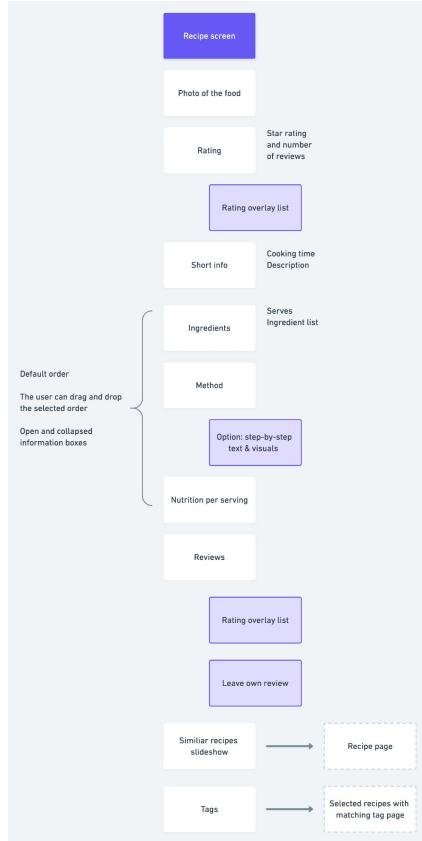
Recipe app for Duolingo

What if Duolingo made a recipe app? I made a suggestion on how the recipe page could look like on iOS based on findings using the Design Thinking Method:

- **Empathize** - Company background, current application observation/benchmark, customer reviews, competitive analysis, user tests + user interviews
- **Define** - Personas, Hypothesis
- **Ideate** - Brainstormed with a two friends, sketching
- **Prototype** - Information architecture, Wireframes, UI
- **Test** - User tests of the prototype



Information architecture to represent the hierarchy of the presented information.



A competitive analysis followed by user tests of the highest ranking and used recipe apps.



Kitchen
stories



Tasty (by
Buzzfeed)



Lifesum

Three personas that represented the user insights.



Sarah 'Know it by heart'

Sarah knows a recipe by looking at it once. Sarah rather requires **inspiration** and **motivation** when it comes to cooking. What to choose when you already know it all?



Marc 'Cooking with freedom'

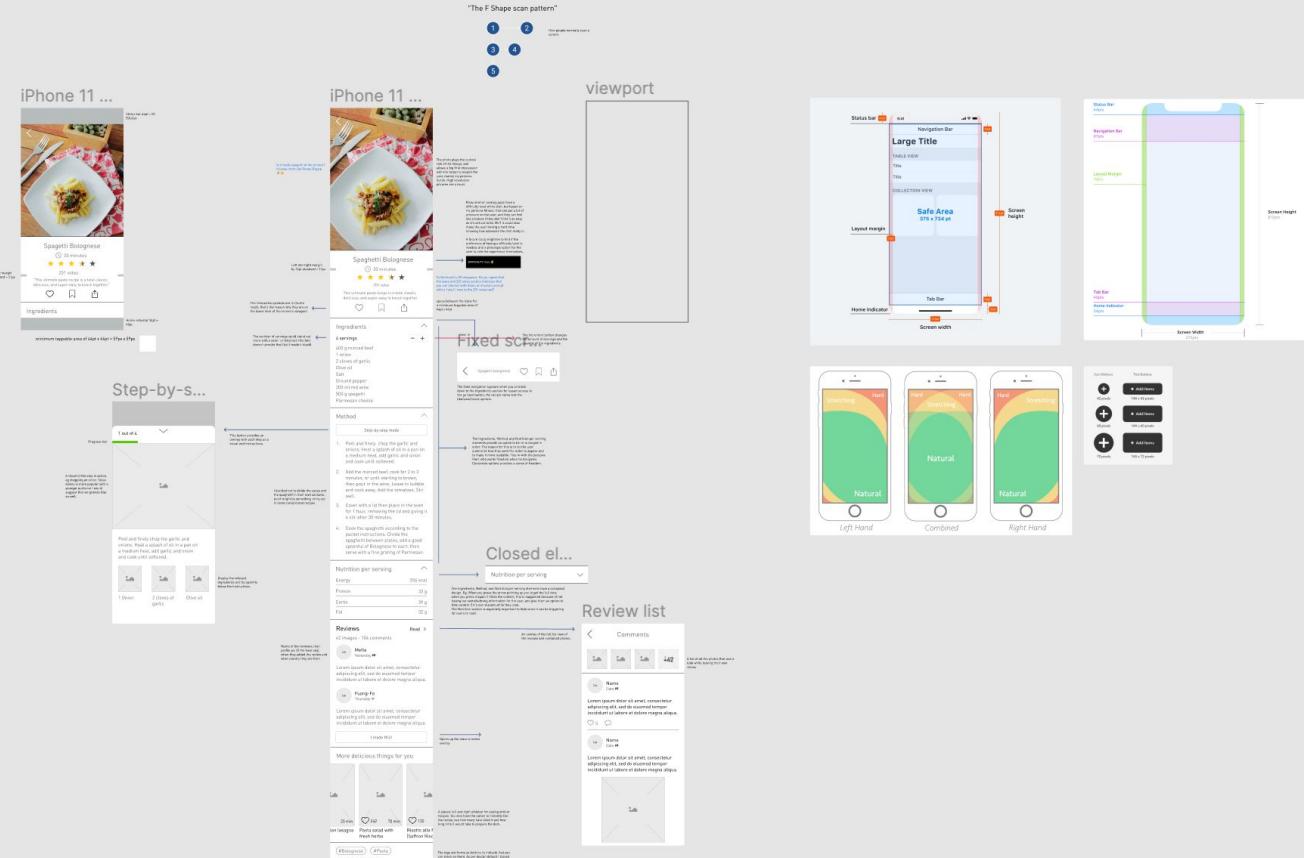
Marc is pretty self taught and likes to improvise his recipes, but still need to know that he has **something to fall back on**, but he needs it in his own way. **Freedom**.



Allison 'What's the next step?'

Allison never seem to succeed in the kitchen, and feels rather stressed out that people have a sixth sense with cooking. She needs **clear directions** and **structure** to achieve her cooking goals.

The final version of the iOS wireframes currently working on the the Android version.



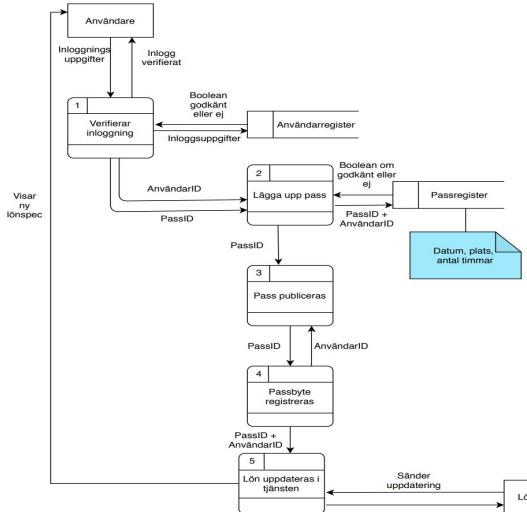
[Figma wireframes for the Duolingo recipe project →](#)

Requirements engineering

Requirements are a vital part in any organization

After working in the industry for quite a while now has made me very aware and happy that I not only have an education in User Experience Design but also requirements and documentation. Unfortunately many organizations still has a long way to implement this very important step to their everyday work, and I'm dedicated to apply it wherever my work takes me.

Here are a few screenshots of my work with flow charts and documentation:



A DFD that represent the information flow of a project.

Epic	ID	Beskrivning (acceptanskriterier)	Prioritet	Tidbestyrktmering* Kommentar	Kryttyp
1	1	Systemet ska vara lättanvändat och använda produkten	1	10	
2	2	Implementera mobil Bank-ID	2	20	
3	3	Lönesystem ska ha en funktion som användaren kan ha en stor kredit	1	10	
4	4	Systemet ska klara av att hantera flera användare samtidigt	1	40	
5	5	Systemet ska klara av att hantera flera användare samtidigt	1	60	
6	6	Systemet ska vara enkelt nog för en användare att använda den och inte behöver veta hur det fungerar	1	20	
7	7	Användaren ska kunna trycka "redigera min konto" och se sitt kontot borttaget ur systemet	1	60	
8	8	Dela konton med kollegor	1	40	
9	9	Användaren ska kunna styra om identitet i form av en funktions i systemet	1	60	
10	10	Integrera med lönehandikapp	1	40	
11	11	Förslag ska kunna få en bort sig av systemet genom att hämta in mer detaljerad uppgifter	1	20	
12	12	Systemet ska ha en FAQ sida	3	10	
13	13	Kontaktkategori ska finns tillgänglig på varje sida	2	20	
14	14	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	2	80	
15	15	Vissa sida har en rottningar där användaren kan skicka meddelanden till administratörer	2	40	
16	16	Chaten ska generera postdelar och vilja meddelanden kopplas till avsikt	1	40	
17	17	Chaten ska generera postdelar och vilja meddelanden kopplas till avsikt	1	60	
18	18	Chaten ska kunna trycka på "redigera min konto" när den besöker en användars profil	1	10	
19	19	Chaten ska ha en "läs mer" till rapporten funktion för tillhörigheten ched	3	5	
20	20	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	10	
21	21	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	20	
22	22	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	40	
23	23	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	60	
24	24	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	80	
25	25	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	100	
26	26	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	120	
27	27	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	140	
28	28	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	160	
29	29	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	180	
30	30	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	200	
31	31	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	220	
32	32	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	240	
33	33	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	260	
34	34	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	280	
35	35	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	300	
36	36	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	320	
37	37	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	340	
38	38	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	360	
39	39	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	380	
40	40	Systemet ska ha en funktion där användaren kan skicka meddelanden till administratörer	1	400	
41	41	Förslag ska kunna ha en funktion där användaren kan skicka meddelanden till administratörer	4	10	
42	42	Systemet behöver en funktion där användaren kan redigera sin konton	1	10	
43	43	Den ska ha en funktion där användaren kan redigera sin konton	1	20	
44	44	Det ska ha en funktion där användaren kan redigera sin konton	2	40	
45	45	Det ska ha en funktion där användaren kan redigera sin konton	2	60	
46	46	Användarhären ska testas och verifieras	2	80	

The requirement documentation based on elicitation and research of the same project.

One more thing...

One more thing

I love to write, in all its forms, both professionally and private and my goal is to combine my writing experience as well as my recent work in communications and content creation. I find UX Writing especially intriguing and would love to expand my knowledge in that profession as well.

If you are curious about my work you can find it on [Medium](#) and [LinkedIn](#).



Being an UX-intern during a pandemic

 Carolina Karlsson May 8, 2020 · 4 min read



As challenging as the spring of 2020 has been on a global level, the power of the digital world has been thriving. So how does a UX intern make the most out of the situation? How can a remote and self-taught experience help you evolve in your career?

When I heard that my internship still was going to take place I knew I was one of the lucky ones — many of my classmates lost their internship and had to rely on the school for guidance, some even lost their motivation all together. I wholeheartedly understand how it can occur when all the doors for other potential internship has been shut because *how* can companies bring in interns when they might have a hard time taking care of their own employees?



Nå alla dina konsulter på ett ögonblick genom vårt adminverktyg



info@adocka.com

Adocka

My latest venture with the main focus on writing was for the company Adocka. It's a cloud based SaaS platform for staffing companies.

I was responsible for creating **informative content** for current and potential customers about the development within the company and its platform. The information is communicated in the form of LinkedIn posts, webinars and customer newsletters.

Here is a few selection of posts I've made for them (in Swedish):

[6 things that defines Adocka](#)

[Adocka's SMS function](#)

[5 questions for Adocka's head of sales](#)

The image displays a 2x4 grid of screenshots from the Adocka platform, illustrating its features:

- Top Left:** Adocka logo and a mobile device icon with the word "SMS". Text: "Nå alla dina konsulter på ett ögonblick genom vårt adminverktyg".
- Top Middle:** Text: "Hos oss är det möjligt att skicka och ta emot SMS direkt i Adocka. Allt du behöver är ett eget nummer!"
- Top Right:** Text: "Du kan använda vår SMS-funktion för att göra riktade massutskick".
- Bottom Left:** Text: "Eller för personliga konversationer".
- Bottom Middle:** A message bubble: "Hej Anna, Vi har ett ledigt uppdrag som skulle passa dig v17. Intresserad?"
- Bottom Right:** Text: "För att kunna ta emot SMS krävs det att man först inforskafar ett eget telefonnummer för varje användare som ska ta emot inkommande SMS".

Medium & LinkedIn

- I started writing at **Medium** two years ago, with a year of hiatus I occasionally write there again, mostly for fun and to educate myself further. Check out some of my articles:

AI, Art and Design

Five tips on facilitating a successful Usability Test

UX Competitive analysis/research

- Since the beginning at King King King I've been posting UX related subjects to **LinkedIn**, here are three samples:

Avoid cognitive overload

The history of UX Design

The forgotten empty states

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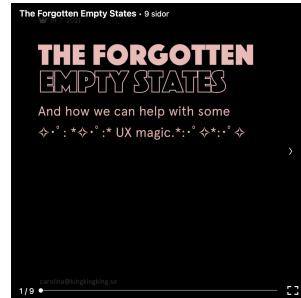


The History of UX - Part 1 · 10 sidor

THE HISTORY OF UX DESIGN PART 1

Learn what feng shui got to do with UX?

carolina@kingking.se



The Forgotten Empty States · 9 sidor

THE FORGOTTEN EMPTY STATES

And how we can help with some ♦*♦ ; *♦* ; * UX magic.*:-* ♦*:-* ♦

carolina@kingking.se

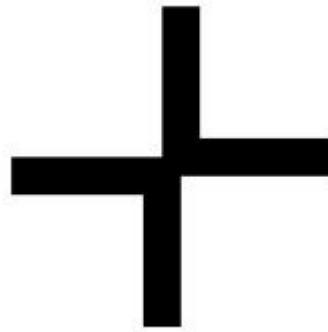
Proud member of the Interaction Design Foundation

As often as I can I like to take new courses and lectures regarding UX Design, and similar professions. In my free time I'm currently taking courses in:

- Mobile User Experience (UX Design)
- Accessibility: How to Design for All



Other companies I've worked with



Tät-a-Tät



Husqvarna

Thank you

Don't hesitate to contact me if you have any questions



carolinakarlssons@live.se



<https://www.linkedin.com/in/carolina-karlsson/>