

UX Portfolio

Carolina Karlsson

Presentation

👉 I'm Carolina, a former makeup artist and web developer that lives in Stockholm with my code crunching fiancé. I'm originally from a small town called Alingsås (on the west coast). I love to study, and I recently sent in my UX thesis to my school, Chas Academy where I studied **Interaction Design** and **Requirements engineering** (I graduate in June). Before that I enrolled as a **web developer with focus on e-commerce** at Medieinstitutet.

Chat with me about:

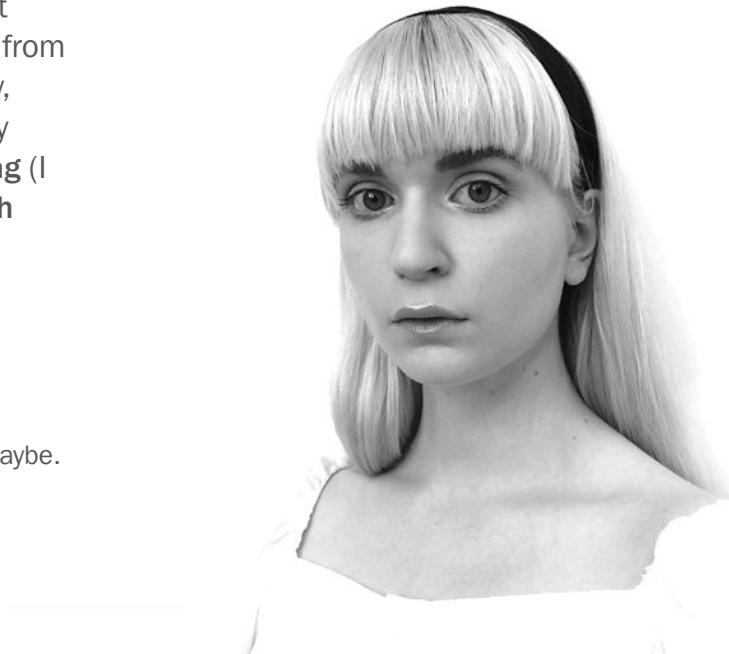
🎮 Videogames, it's a passion. Fallout 4 forever.

📝 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.



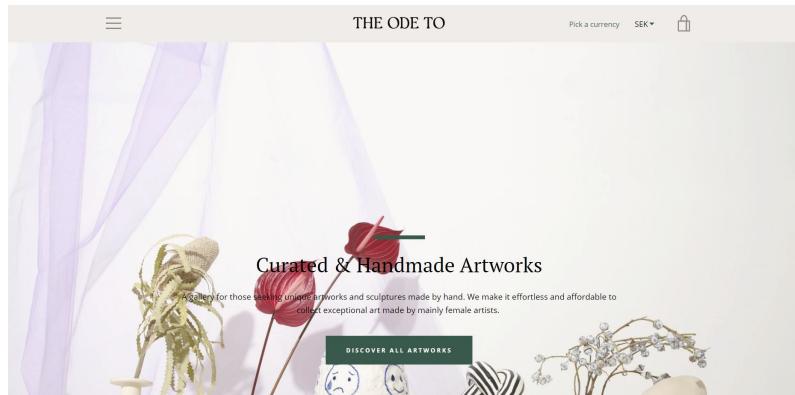
Case 1

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 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.

[EB, 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 shipping cost.

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 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 design was made **responsive**.

THE ODE TO

SEK kr

FILTER SORT

ARTIST

- Emeli Höcks (7)
- Erika Kristoffersson Bredberg (9)
- Fanny Bylund (6)
- Fanny Ollas (16)
- Fanny Schultz (1)

ARTWORK TYPE

PRICE

500 18.000

500 4875 9250 13625 18000

STYLE

EMELI HÖCKS DUM KERAMIK

T.F.T.S. 1 FAKE MARBLE

THE ODE TO

SEK kr

ORDERS

[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

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.

[Can I return my order?](#) +

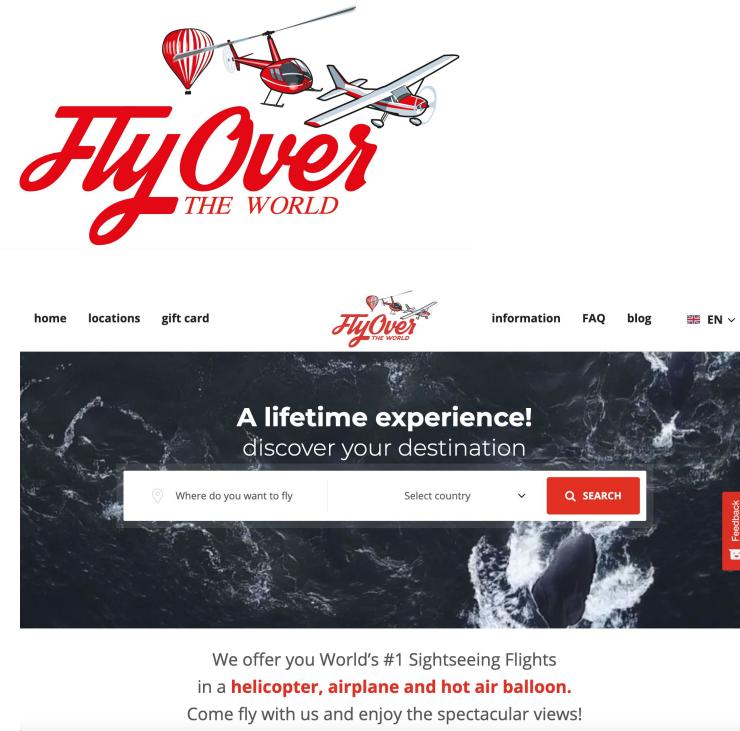
[What happens if I don't pick up my parcel?](#) +

Case 2

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.

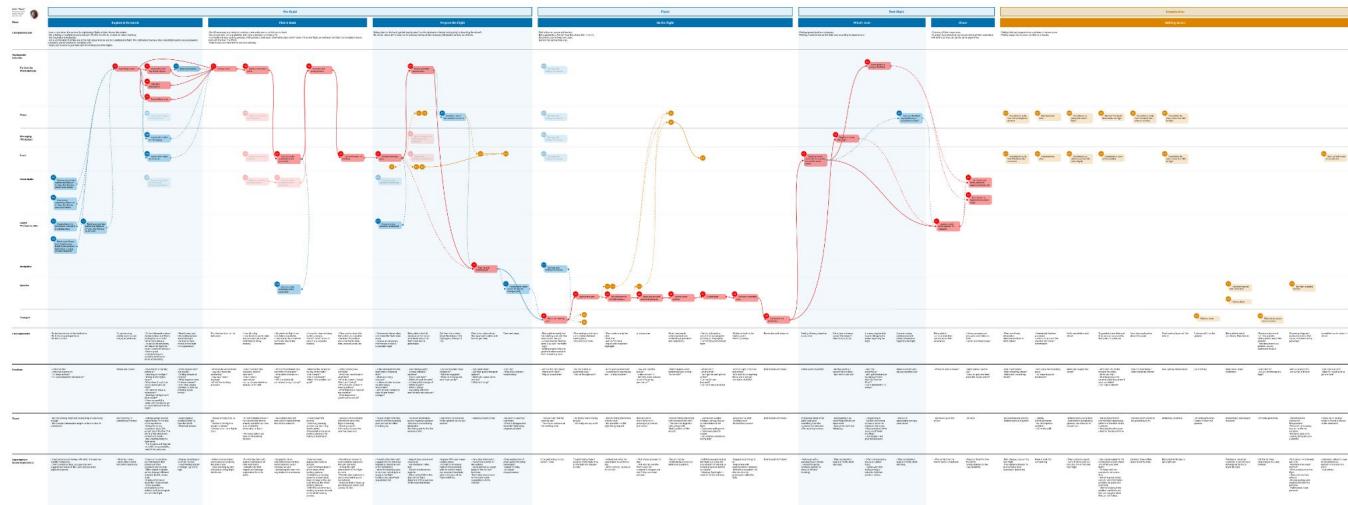


The touchpoints/activities have a number #.# which refers to places in the design.

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.

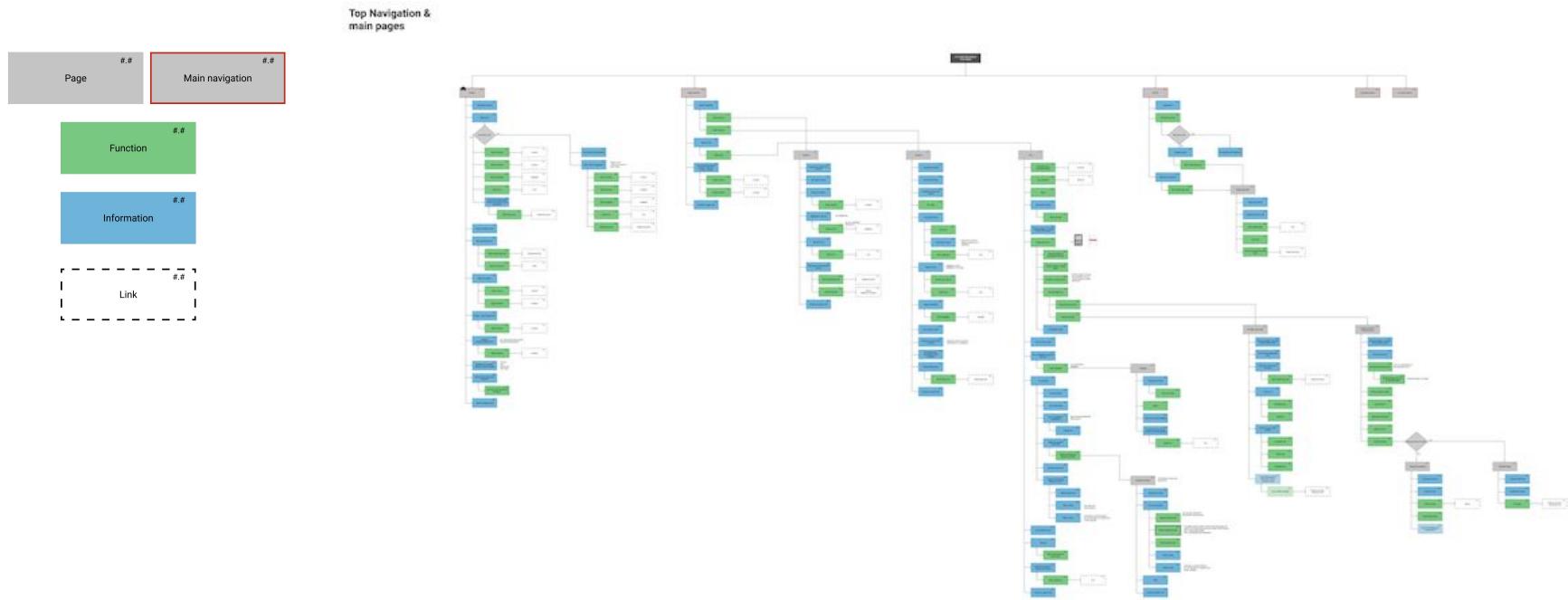
She is tech-savvy and uses:



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 **not 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 **not 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. You won't be charged extra for a gift.

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 extra for a gift.

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

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

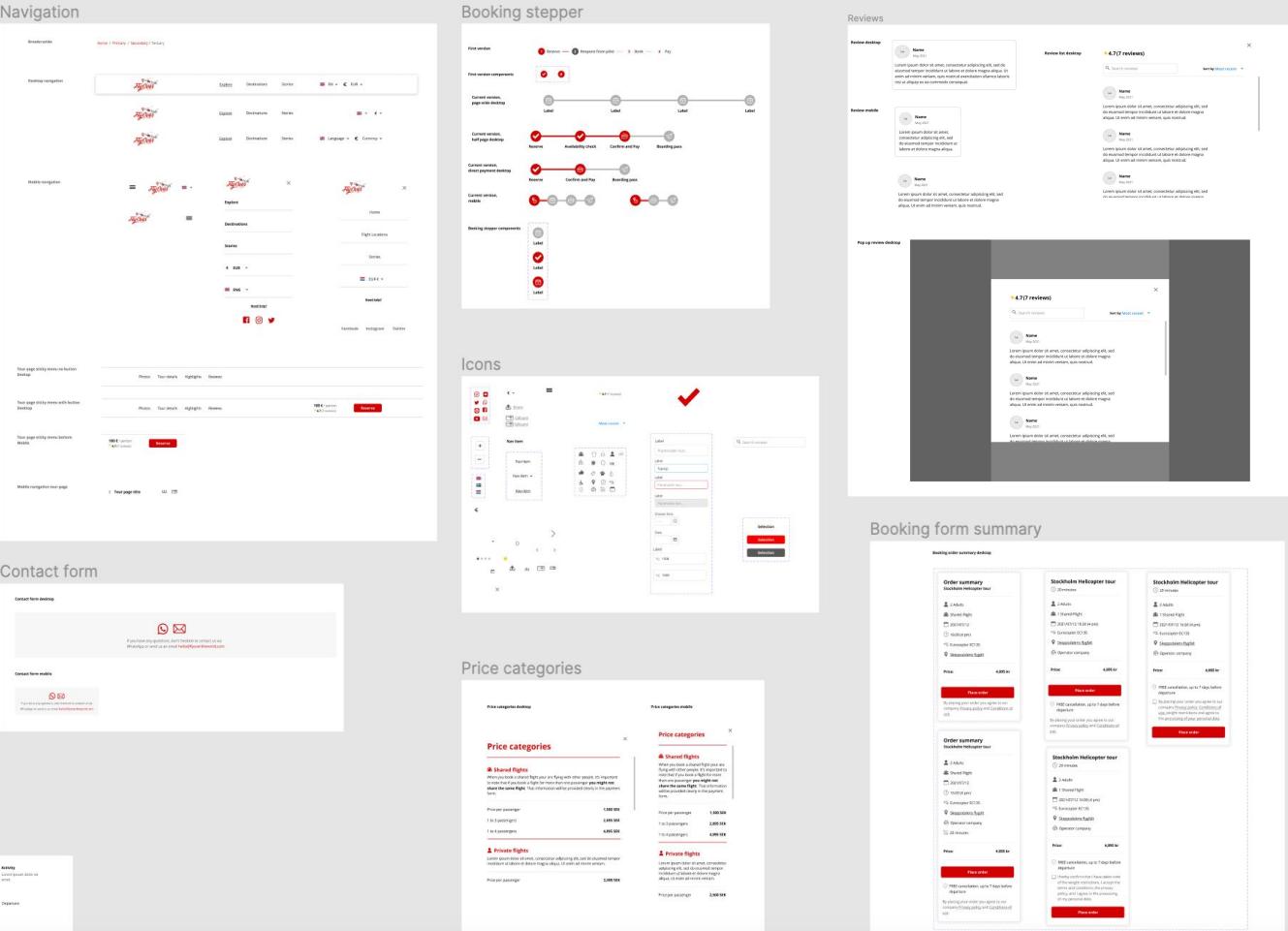
p3 13 Paragraph

This is a link

Colors



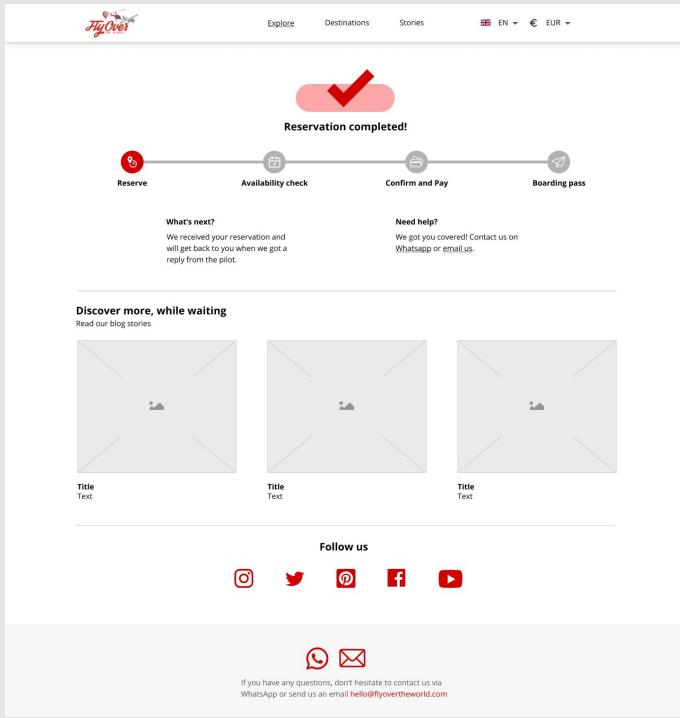
I built all the components from scratch.



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

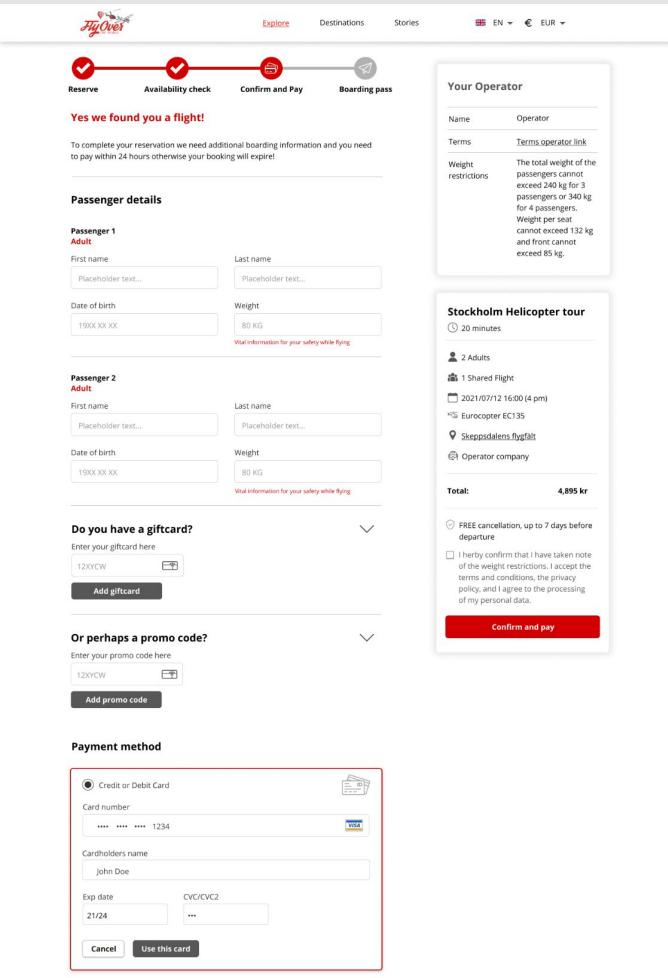
This screenshot shows a travel booking page for a helicopter tour in Stockholm. At the top, there's a navigation bar with links for 'Log in', 'Logout', 'Destinations', 'Search', and 'Help'. The main title is 'Stockholm helicopter tour' with a 'View details' button. Below the title, there's a section titled 'Enjoy a beautiful helicopter tour and pickup in Stockholm' with a 'Buy now' button. A price table shows rates for 1, 2, or 3 passengers. To the right, there's a search form for 'Flight time' and 'Passenger' count, with a 'Search' button and a 'Get a gift for someone else' link. A 'Total' amount of 4,800 SEK is displayed. The central part of the page features a 'highlights on this tour' section with three small images labeled 'Lah', 'Lah', and 'Lah'. Below this is a 'Route' map showing a flight path from a starting point to a destination. A 'Read reviews' section follows, displaying two reviews with names and scores. At the bottom, there's a 'Things to know' section with various tips and icons, and a 'Similar tours' and 'Explore stories from this tour' section with preview cards.

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. Underneath, sections include 'What's next?' (with a note about getting back to you), 'Need help?' (with contact info via WhatsApp or email), and 'Discover more, while waiting' (with three placeholder 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, along with a note about contacting via 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. 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!'. The 'Passenger details' section shows two passengers: 'Passenger 1 Adult' and 'Passenger 2 Adult', both with placeholder first name and last name fields, date of birth '19XX XX XX', and weight '80 KG'. A note at the bottom of each passenger section says 'Visit information for your safety while flying...'. The 'Stockholm Helicopter tour' section shows details for 2 adults: 'I Shared Flight' (2021/07/12 16:00(4 pm)), 'Eurocopter EC135', 'Skeppsdalens flygflit', and 'Operator company'. The total cost is listed as 'Total: 4,895 kr'. A note says 'FREE cancellation, up to 7 days before departure'. A checkbox for accepting terms and conditions is present. The '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

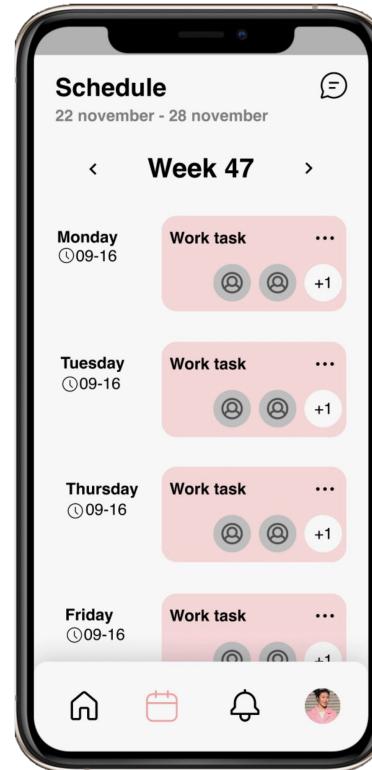
The payment failed page.

Case 3

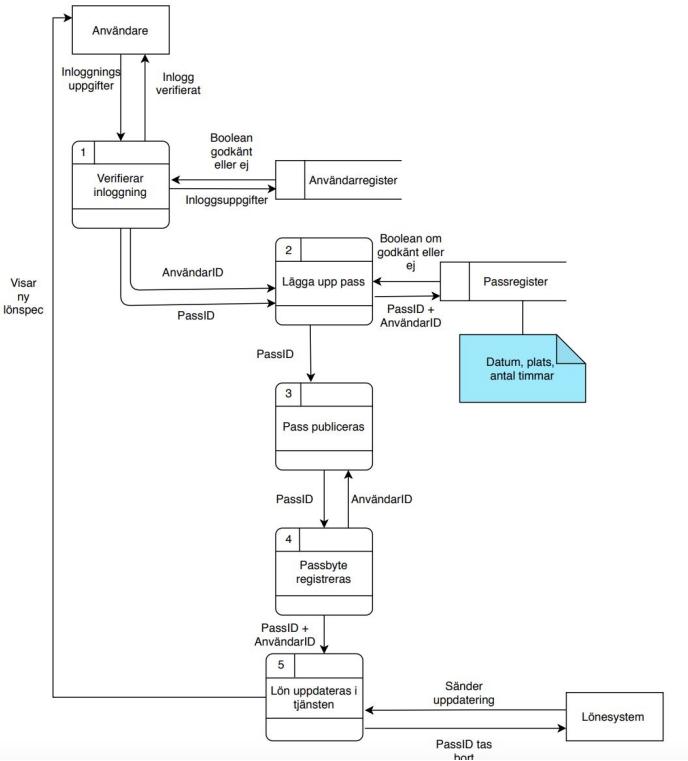
switchrU

Is a work in progress project of my own. It's a shift swapping and calendar app for people in the service industry.

- Elicitation
- Information modelling
 - Use Case, Activity diagram, Sequence diagram, DFD
- Requirement documentation
- ROI
- Business model canvas
- Customer Journeys (desired outcome)
- Wireframes (mobile only)

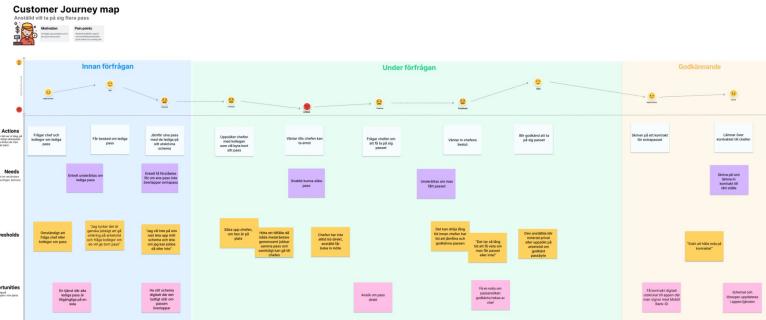


The DFD that represent the information flow of the project.



The requirement documentation based on elicitation and research.

The first (out of two) customer journey of the desired outcome.



In progress wireframes
for the app project.

Onboarding

Welcome

Your schedule
Get an overview of your weekly work schedule.

Notifications
Receive regular updates on available shifts.

Post & Apply
Post shifts that don't work for you, and apply for the ones you want.

Let's get started

First page

Hello, Anne

Schedule

Week 47

Monday 09:00-16:00 Work task ... +1

Tuesday 09:00-16:00 Work task ... +1

Thursday 09:00-16:00 Work task ... +1

Friday 09:00-16:00 Work task ... +1

Saturday 09:00-16:00 Work task ... +1

Schedule detail...

Check-out desk at ground floor

Anne Smith Publish shift

22 November 09:00-16:00

Description:
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Co-Workers:
[Profile icons]

To the left: Return to calendar overview.
To the right: Help selection.

The title description and location of the shift.

If Anne doesn't want the shift she provides with a button option to instantly publish the shift for all her co-workers.

This is detailed information section of the shift.

Publication com...

Chat

Search

Leslie Alexander Available 08:17

Savannah Nguyen On 1 day I don't know that K... - Yesterday

Marvin McKinney Naaan I can't, say - Mon

Kathryn Murphy Thanks again for taking... 24 april

Profile page

Anne Larsen

Overview Schedule Exit salary

[Figma wireframes for the switchrU 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 current venture with writing is for the company Adocka. It's a cloud based SaaS platform for staffing companies.

I'm 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 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 3x3 grid of screenshots from the Adocka platform, illustrating its features:

- Top Left:** A landing page with the Adocka logo and text: "Nå alla dina konsulter på ett ögonblick genom vårt adminverktyg". It shows a smartphone icon with the word "SMS" and the URL info@adocka.com.
- Top Middle:** A screenshot showing the SMS feature with the text: "Hos oss är det möjligt att skicka och ta emot SMS direkt i Adocka." and "Allt du behöver är ett eget nummer!". It includes a screenshot of the interface and the URL info@adocka.com.
- Top Right:** A screenshot of a message inbox with the text: "Du kan använda vår SMS-funktion för att göra riktade massutskick". It shows a list of messages and the URL info@adocka.com.
- Middle Left:** A screenshot of a user profile creation form with the text: "Eller för personliga konversationer". It shows a form field and the URL info@adocka.com.
- Middle Middle:** A screenshot of a message with a callout bubble: "Hej Anna, Vi har ett ledigt uppdrag som skulle passa dig v17. Intresserad?" It shows the URL info@adocka.com.
- Middle Right:** A screenshot of a message with the 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". It shows the URL info@adocka.com.
- Bottom Right:** A screenshot of a message with a dark overlay containing contact information: "Hej! Vi har nu ett ledigt uppdrag v187! Intresserad? Svara då på detta SMS. Mvh Mattias". It shows the URL info@adocka.com.

Medium & LinkedIn

- I Started writing at **Medium** a year ago

My first article (happy birthday)

Five tips on facilitating a successful Usability Test

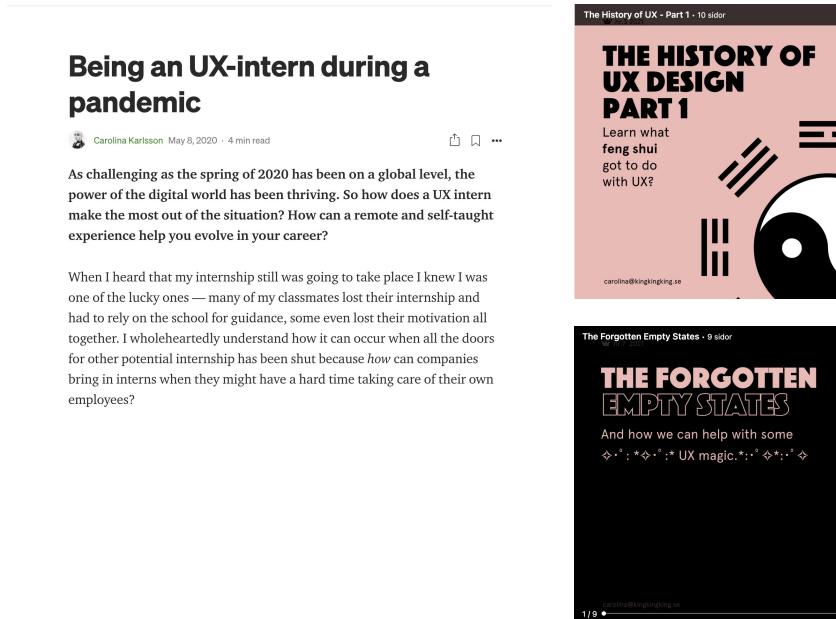
UX Competitive analysis/research

- 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



Thank you

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



carolinakarlssons@live.se



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