

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:

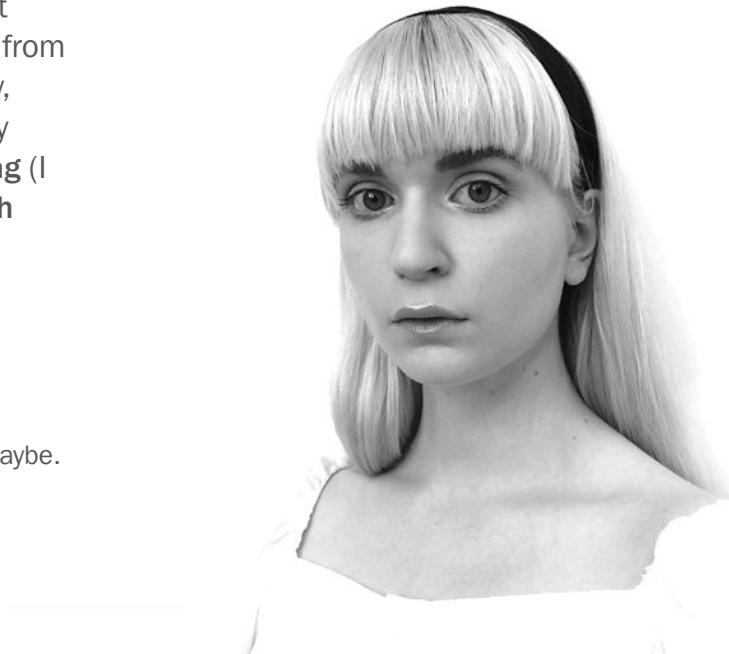
🎮 Videogames, it's a passion. Fallout 4 forever.

📝 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.



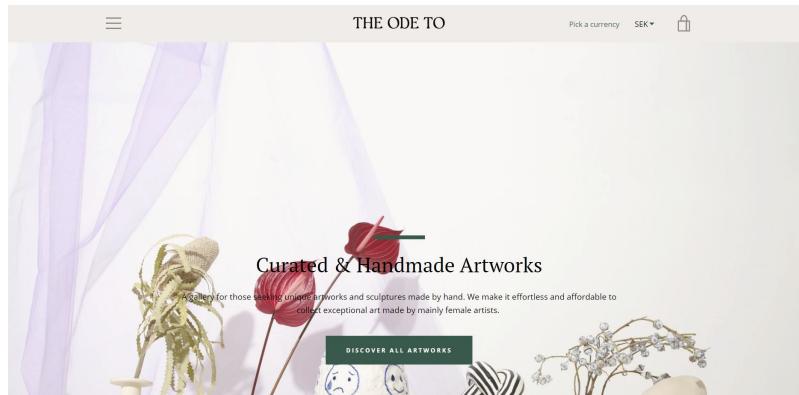
Case 1

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.

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 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 at the top.

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?](#) +

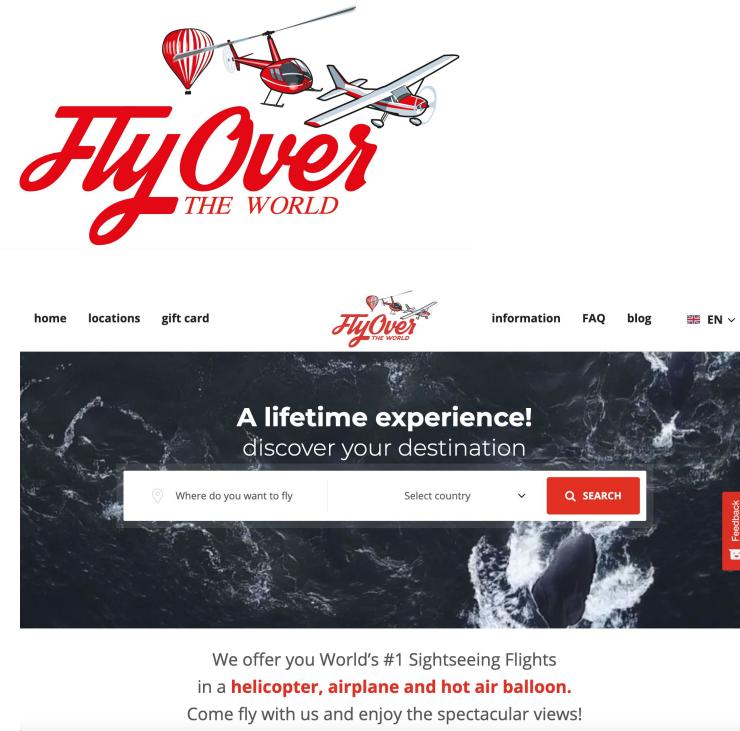
[What happens if I don't pick up my parcel?](#) +

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.

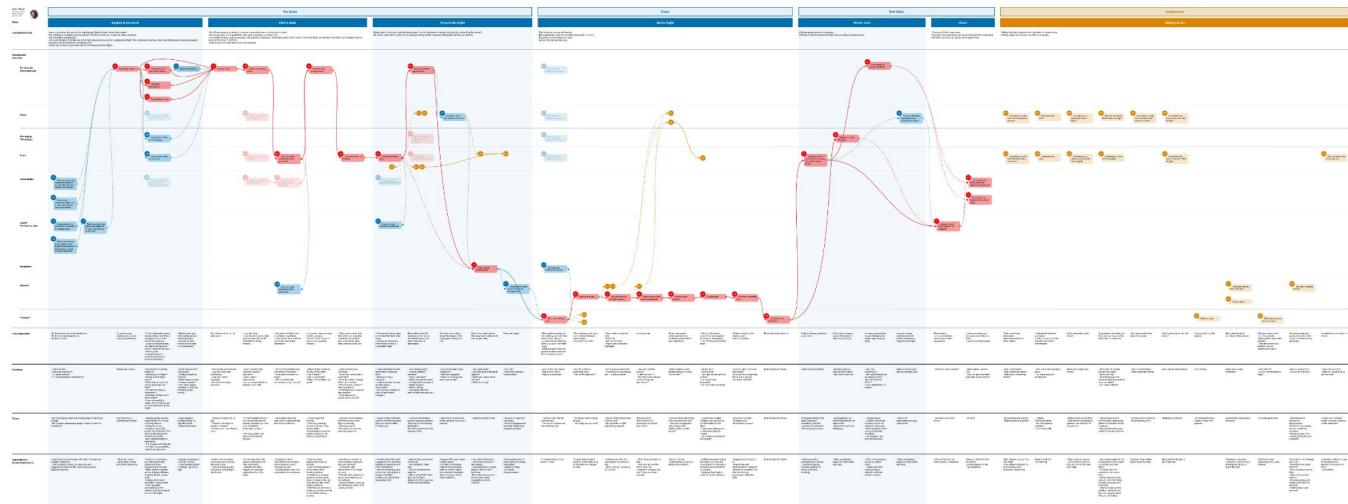


The touchpoints/activities have a number #.# which refers to places in the design.

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.

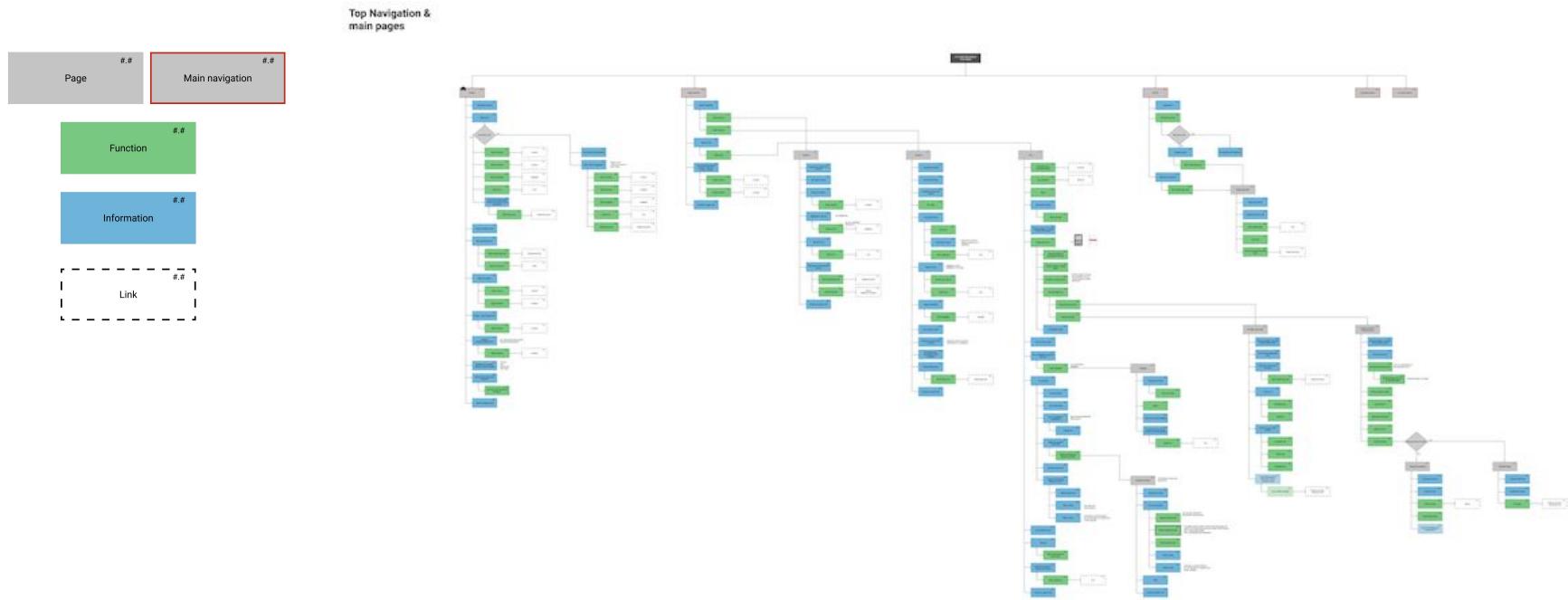
She is tech-savvy and uses:



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 **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]. You can follow the line for a detailed route 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.

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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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.

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

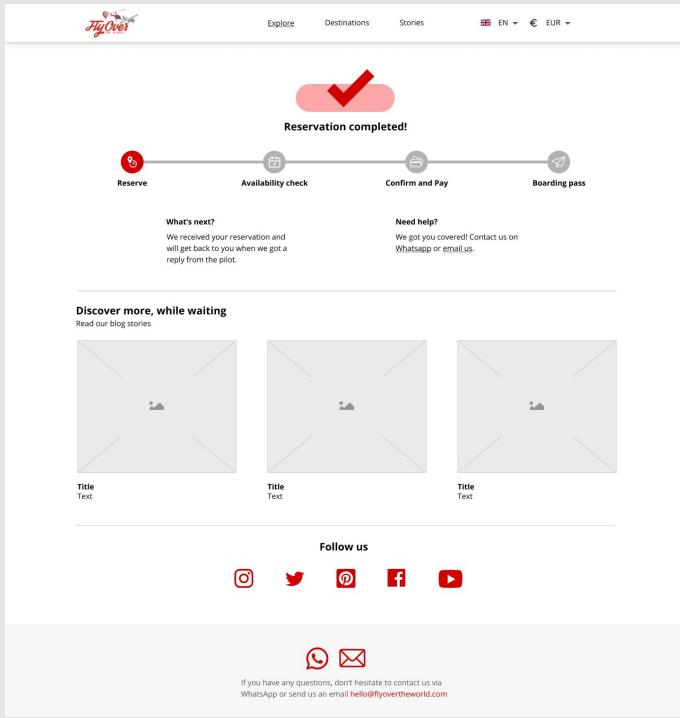
This section shows three instances of a booking form summary component for the "Stockholm Helicopter tour":

- 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, including flight details, passengers, and payment information.
- Order summary Stockholm helicopter tour: A detailed breakdown of the order for a Stockholm helicopter tour, including flight details, passengers, and payment information.

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

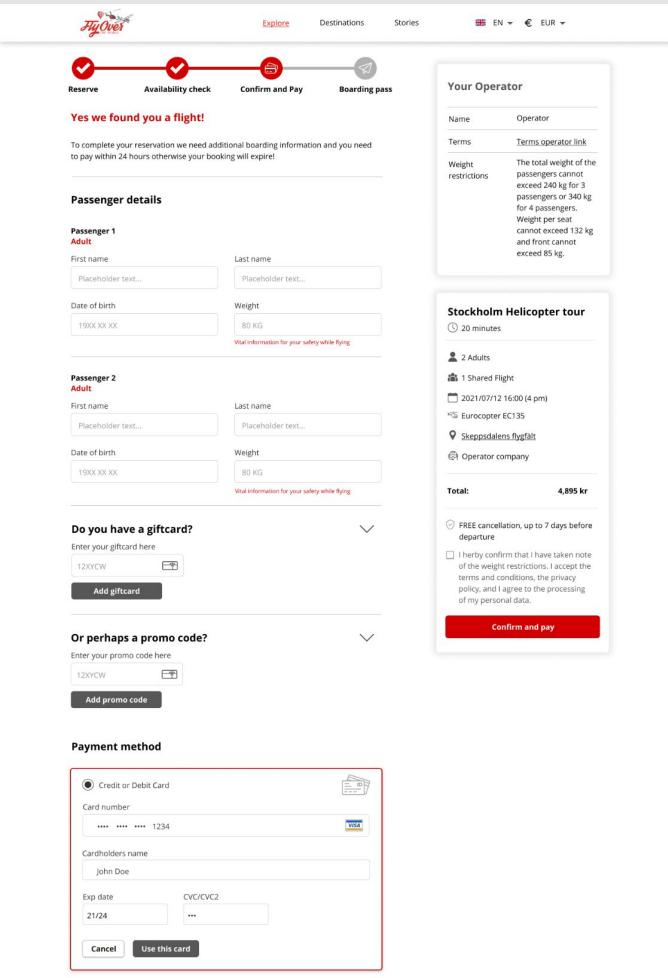
This screenshot shows a travel booking page for a helicopter tour in Stockholm. At the top, there's a navigation bar with links for 'Log in', 'Logout', 'Destinations', 'Search', and 'Help'. The main title is 'Stockholm helicopter tour' with a 'View details' button. Below the title, there's a section 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 kr is displayed. Underneath, there's a 'highlights on this tour' section with three small images labeled 'Lah', 'Lah', and 'Lah'. Below that is a 'Reviews' section showing a map of Stockholm with a flight route highlighted in red, and a 'Read reviews' button. Further down are sections for 'Things to know' (including 'How to book', 'What to expect', 'What to bring', and 'What to wear') and 'Similar tours' (with three tour cards for 'Stockholm Archipelago tour', 'Stockholm Archipelago helicopter tour', and 'Stockholm Archipelago helicopter tour'). At the bottom, there's a footer with social media icons and a 'Contact us' link.

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 'Visit information for your safety while flying' is present. The 'Stockholm Helicopter tour' section includes details like '2 Adults', 'I Shared Flight', '2021/07/12 16:00 (4 pm)', 'Eurocopter EC135', 'Skeppsdalslens.flygflit', 'Operator company', and a total price of '4,895 kr'. It also features a 'Do you have a giftcard?' section with a field for 'Enter your giftcard here' (containing '12XYCW') and a 'Add giftcard' button. A note 'FREE cancellation, up to 7 days before departure' is shown. The 'Or perhaps a promo code?' section has a field for 'Enter your promo code here' (containing '12XYCW') and a 'Add promo code' button. The 'Payment method' section is highlighted with a red border, showing a radio button selected for 'Credit or Debit Card', a card number field (ending in '1234'), a cardholder's name field ('John Doe'), an exp date field ('21/24'), and a CVC/CVC2 field. Buttons for 'Cancel' and 'Use this card' are at the bottom.

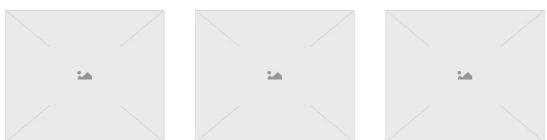


All done!

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

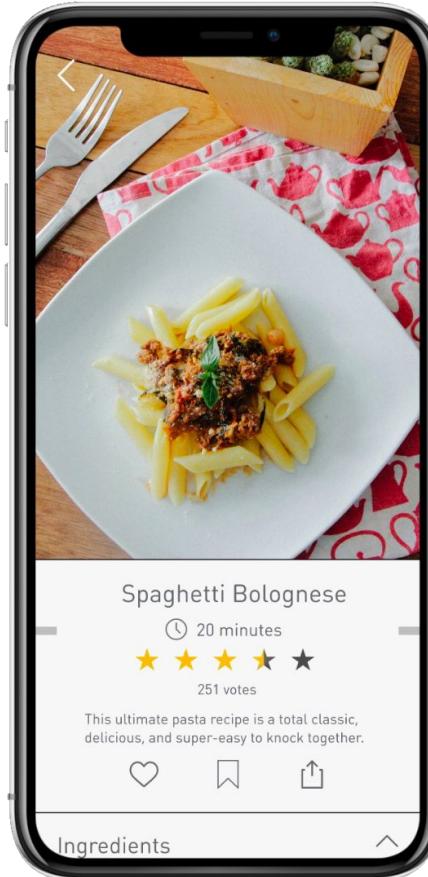
The payment failed page.

Case 3

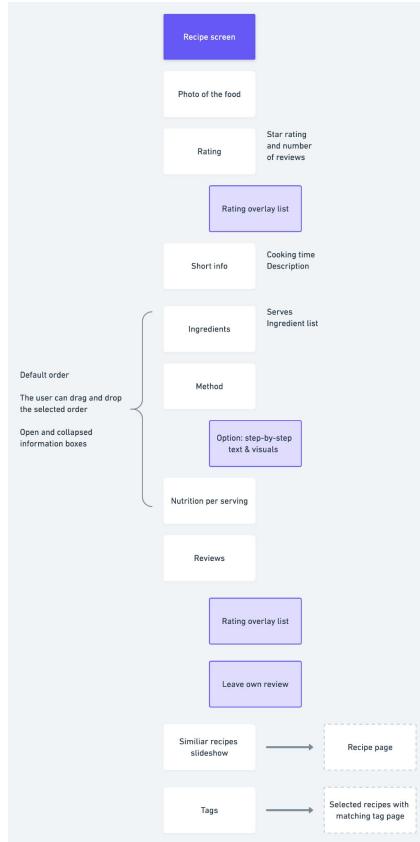
Recipe app for Duolingo

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.

The image displays a collection of Figma wireframes and design assets for a mobile application, likely for a Duolingo recipe project. The wireframes include:

- iPhone 11 Pro Screens:** Three screens showing a dish image, reviews, ingredients, and a step-by-step guide.
- viewport Diagram:** A diagram illustrating the layout of a screen with various components labeled: Status bar, Navigation Bar, Large Title, Safe Area (316 x 734 pt), Screen height, Layout margin, Home indicator, Tab Bar, Screen width, and Screen height.
- Safe Area Diagram:** A detailed diagram showing the safe area dimensions for an iPhone 11 Pro screen, including the status bar height (44pt), navigation bar height (44pt), large title height (56pt), safe area width (316pt), safe area height (734pt), and tab bar height (44pt).
- Smartphone Mockups:** Three smartphones showing hand placement for a 'Natural' grip, labeled Left Hand, Combined, and Right Hand.
- Other Components:** A 'Closed el...' screen, a 'Review list' screen, and a set of icons for 'Handshake', 'Feedback', 'Addition', and 'Square'.

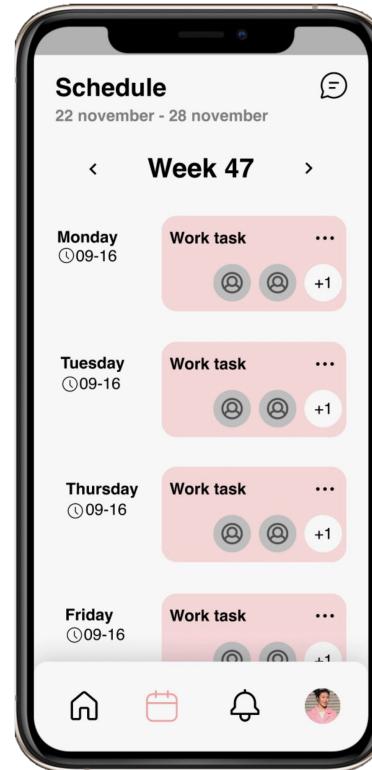
[Figma wireframes for the Duolingo recipe project →](#)

Case 4

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)



In progress wireframes
for the app project.

The image displays five wireframe prototypes for a mobile application, arranged horizontally. Each prototype is a rectangular card with a light gray header and footer bar, and a white central content area.

- Onboarding:** A "Welcome" screen with three main sections: "Your schedule" (calendar icon), "Notifications" (bell icon), and "Post & Apply" (document icon). It includes a "Let's get started" button at the bottom.
- First page:** A landing screen with a "Hello, Anne" greeting and a yellow emoji. Below it are four small icons: house, calendar, bell, and person. At the bottom are the same four icons.
- Schedule:** A weekly schedule view for "Week 47" from November 22 to 28. Each day shows a "Work task" with a plus sign indicating more tasks. Monday has one task, Tuesday has two, Wednesday has one, Thursday has two, Friday has one, Saturday has two, and Sunday has one. At the bottom are the four standard icons.
- Schedule detail...**: A detailed view of a shift on "22 November" from "09.00-16.00". It shows a "Check-out desk at ground floor" and a "Anne Smith" profile. A "Publish shift" button is present. To the right, explanatory text states: "To the left: Return to calendar overview. To the right: Help selection." and "If Anne doesn't want the shift she provides with a button option to instantly publish the shift for all her co-workers." Below this is a "Description:" section with placeholder text and a "Co-Workers:" section listing five users: Leslie Alexander, Savannah Nguyen, Marvin McKinney, and Kathryn Murphy, each with a small profile picture and a message.
- Publication com...**: A wireframe for a publication or sharing feature, showing a large empty text input field and a "Publish" button. To the right, explanatory text says: "This is detailed information section of the shift." and "The Co-Workers with the matching date and shift will be displayed here." Below this is a "Profile page" wireframe for "Anne Larsen" with tabs for "Overview", "Schedule", and "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 application interface. The columns represent different features or sections of the platform:

- Column 1:** Shows the Adocka logo and a mobile device icon with the word "SMS". Below it is a snippet of text: "Nå alla dina konsulter på ett ögonblick genom vårt adminverktyg" and an email address: info@adocka.com.
- Column 2:** Shows a screenshot of a feature titled "Hos oss är det möjligt att skicka och ta emot SMS direkt i Adocka." It includes a message box with "Allt du behöver är ett eget nummer!" and a screenshot of a UI with a red button labeled "Skicka SMS till valda kontakter". Below it is an email address: info@adocka.com.
- Column 3:** Shows a screenshot of a feature titled "Du kan använda vår SMS-funktion för att göra riktade massutskick". It includes a screenshot of a UI with a red button labeled "Skicka SMS till valda kontakter". Below it is an email address: info@adocka.com.
- Column 4:** Shows a screenshot of a feature titled "Eller för personliga konversationer". It includes a screenshot of a UI with a red button labeled "Skicka SMS till valda kontakter". Below it is an email address: info@adocka.com.
- Column 5:** Shows a screenshot of a feature titled "Från Anna. Vi har ett ledigt uppdrag som skulle passa dig v17. Intresserad?". It includes a screenshot of a UI with a red button labeled "Skicka SMS till valda kontakter". Below it is an email address: info@adocka.com.
- Column 6:** Shows a screenshot of a feature titled "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 includes a screenshot of a UI with a red button labeled "Skicka SMS till valda kontakter". Below it is an email address: 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](#)

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?

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

1/9 •

Thank you

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



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