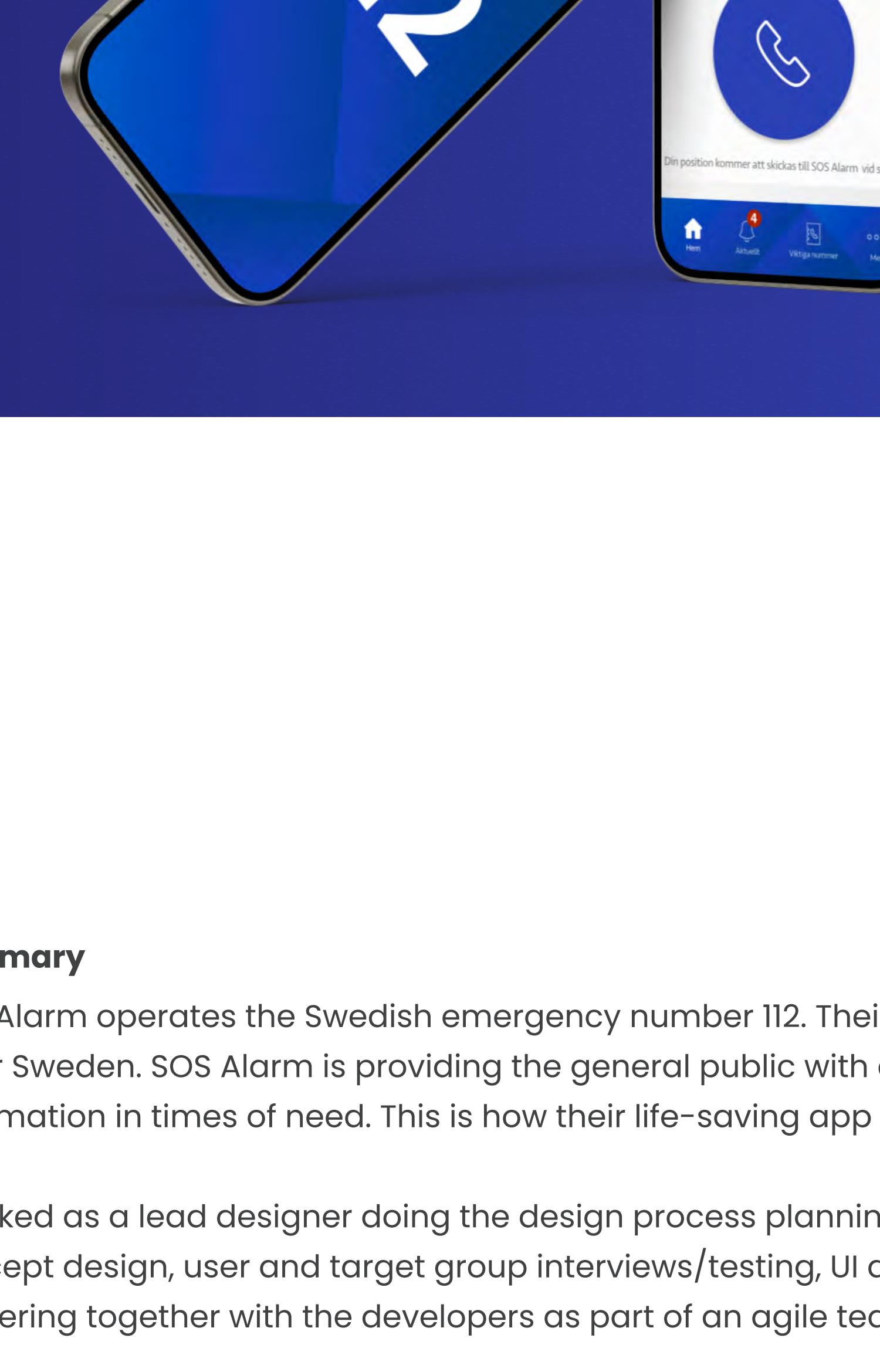


UX DESIGN LEAD

## 112 app

A very important app



01

## Project

**Date**

Jan 2019 – Jun 2021

**Client**

SOS Alarm AB

**Role**

UX Design Lead

**Source**

App / Editor web / Digital service

**Summary**

SOS Alarm operates the Swedish emergency number 112. Their vision is to create a safer Sweden. SOS Alarm is providing the general public with assistance and information in times of need. This is how their life-saving app was created.

I worked as a lead designer doing the design process planning, research, concept design, user and target group interviews/testing, UI design and delivering together with the developers as part of an agile team.

02

## What, Why and How?

**What is the 112 app?**

The 112 app is a life-saving app. It provides useful information about critical events happening in the proximity of the user to guide them to stay safe. It provides the GPS coordinates of the user in contact with emergency services and other useful information.

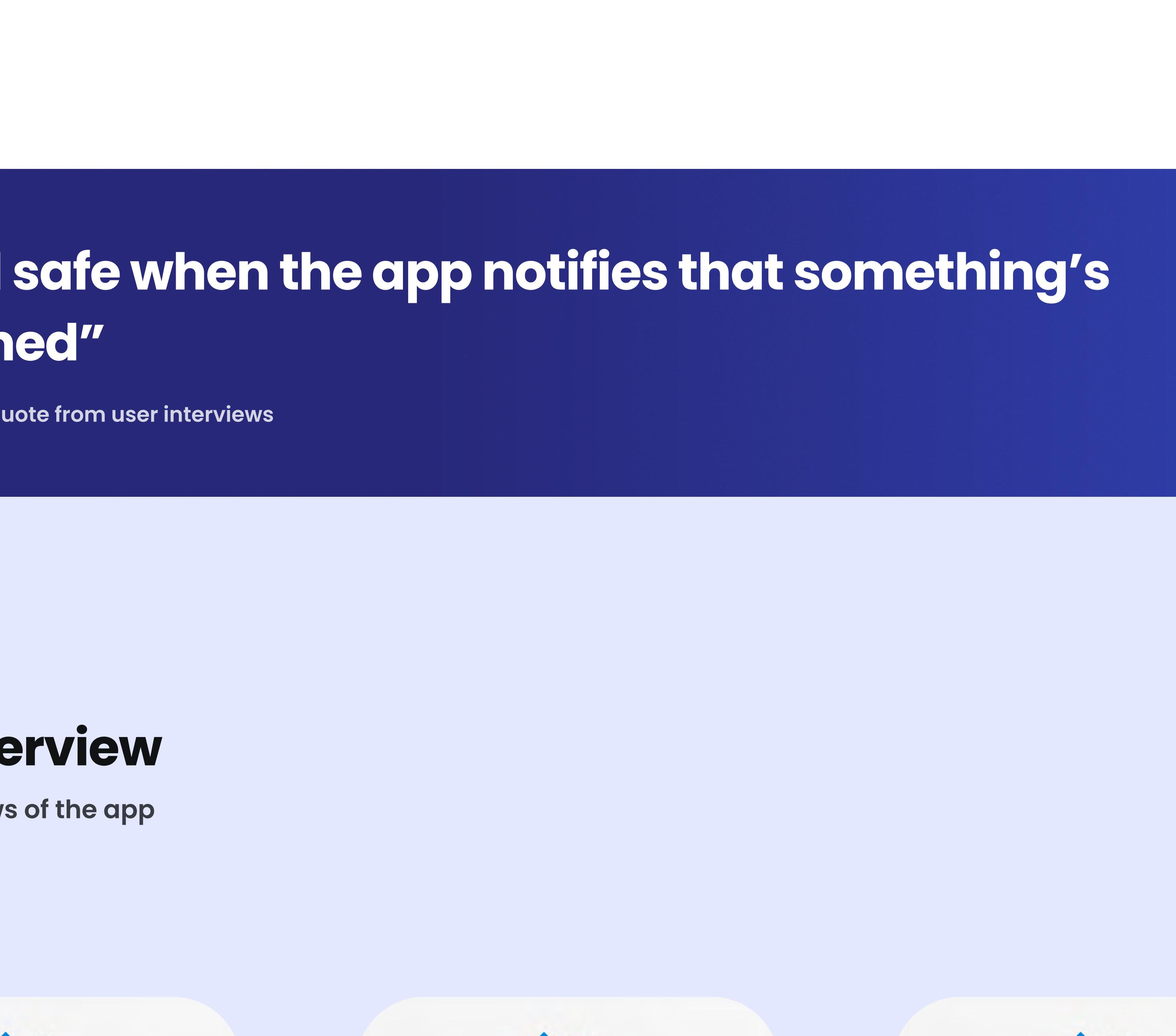
**Why do SOS Alarm want to build the app?**

SOS alarm is on a mission to create a more safe Sweden. They want to communicate information that is of interest to the general public from their systems. In their system they have information from the fire department, alarm systems, the police, and more. They want to reduce calls to 112 and educate on which numbers to call instead.

**How is it supposed to work?**

The solution works in the following way:

- The users are notified about events in their proximity through information and notifications. The events are e.g. fire alarms, traffic accidents, other accidents and weather warnings.
- When a user calls to the 112 emergency number from the app their GPS coordinates are sent to the operator.
- The GPS coordinates are shown at all times for the user to be able to request help to an exact location in the time of need.
- Contact information for other operators to use when it's not an emergency
- A web interface for the editors to review and tweak information before it's sent out.
- The main metric was to make the users get a feeling of safety from the app.

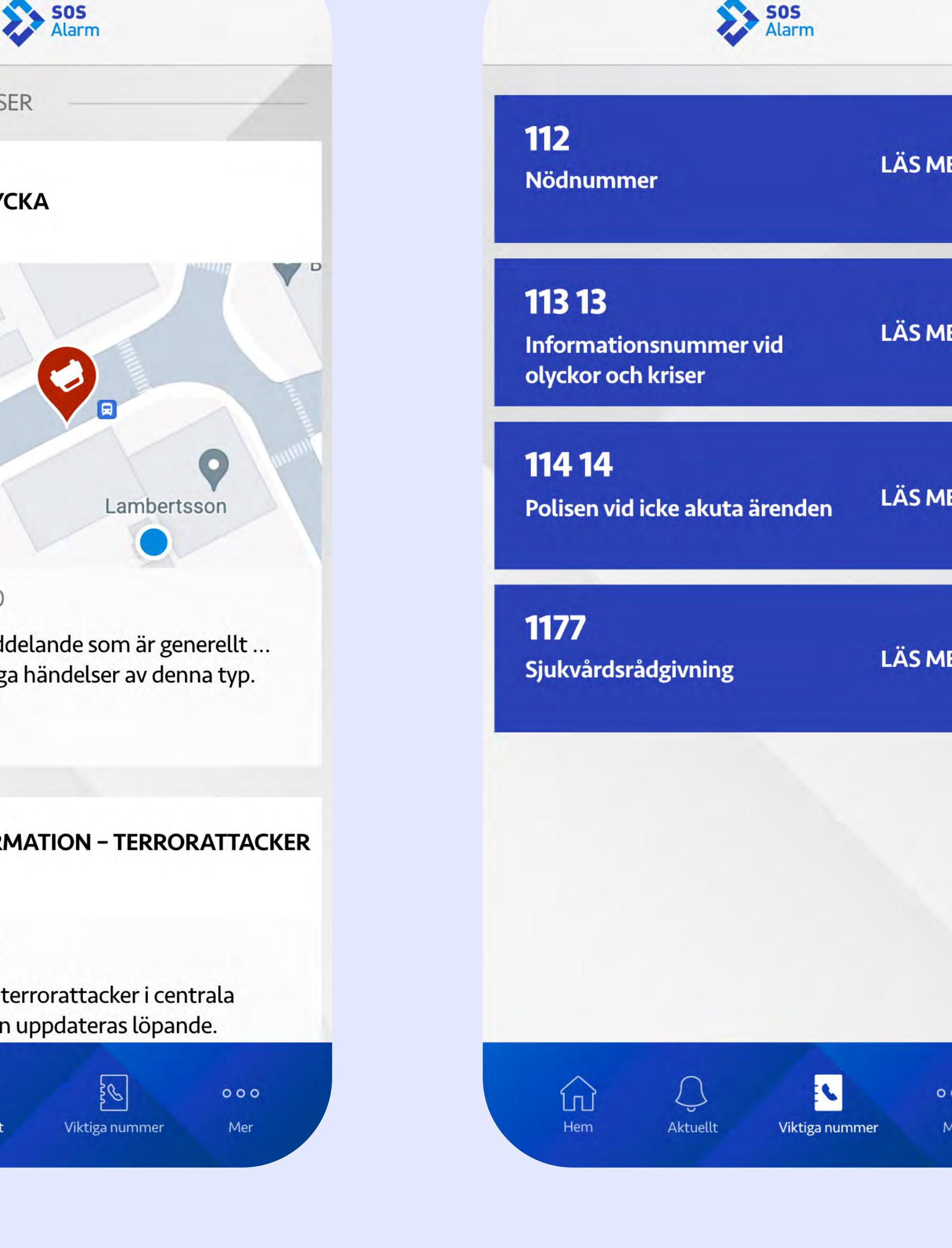


03

## The process

**Setting up the design process**

An analysis of the design maturity of the client was conducted to plan the correct activities for the design process and to give the project the optimal preconditions to succeed. The analysis includes areas such as target audience, impact goals, data, organisation, competitors and more.

**Concept design**

Me and the client started to write the main user scenarios as stories (cheap/fast) to design for the user's needs and situation rather than a GUI. When we were satisfied they were translated into prototypes for the most important scenarios.

**Validation**

We conducted user tests and interviews to make sure that the app was desired to the general public, user-friendly and that the concept would make them feel safe. The main problems of the design was addressed and other issues were put in a backlog.

**Detailed prototype**

The prototype was used for writing requirements for development, user stories and more. We kept on refining the prototype and adding versions of the app to support the roadmap and backlog.

**"I'll feel safe when the app notifies that something's happened"**

Representative quote from user interviews

04

## App overview

The main views of the app

**Home screen**

Notifications about current events, GPS coordinates and map and a massive CTA to call the emergency number 112.

**Critical information**

The notifications can be configured to pass through the DND mode of the users operating system to ensure that the information reaches the user.

All events of importance can be found in a flow.

**Educational material**

The 112 number should be used only when in an emergency. In other situations there are corresponding numbers to dial. This is important to keep down the number of unwanted calls to 112. Here's education about where to call in what situation as well as a CTAs ↗

**Future of the app****Map focus**

Design the app interface with more spatial awareness in focus.

**Safety**

Include more educational material about safety and first help.

\*Results from survey with 8559 participants

**The numbers (1 year after release)**

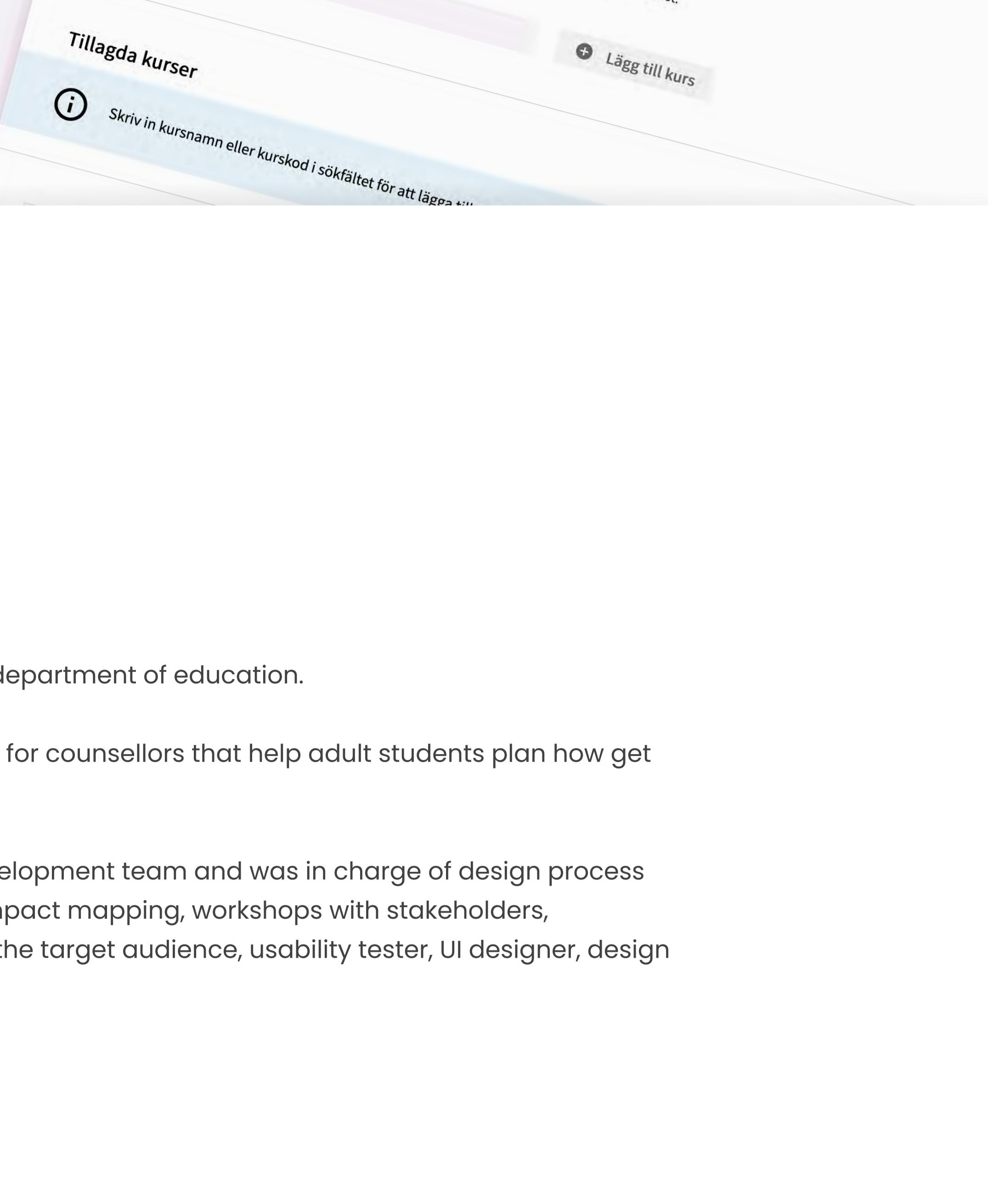
- 2 million downloads
- 4.2 rating on Play Store
- 3.7 rating on App Store
- 17 498 calls placed from the app
- 93% finds the app easy to use\*
- 85% finds the app to make their everyday safer\*

\*Results from survey with 8559 participants

## UX DESIGN LEAD

## Planning tool for high school post grads

Get your high school diploma (even if you missed it the first time)



## 01

## Project

**Date**

Jan 2018 – Jan 2019

**Client**

Department of education

**Role**

UX Design Lead

**Source**

Web / Digital service

**Summary**

Skolverket is the Swedish department of education.

This project created a tool for counsellors that help adult students plan how get their high school diploma.

I worked with an agile development team and was in charge of design process strategy, user research, impact mapping, workshops with stakeholders, collaborative design with the target audience, usability tester, UI designer, design system and more.

## 02

## What, Why and How?

**What is the planning tool?**

The student and counsellor work together with the tool to map out which courses the student need to pass, already have a passing grade in and which high school diploma is most efficient to pursue.

**Why do Skolverket want this?**

Skolverket support all school personnel through legislation, frameworks for learning, political decisions and software support systems.

This tool is helping the counsellors in their workday. It streamlines the process of planning all the details around a students diploma and makes sure all the academic criteria are met.

**How is it supposed to work?**

The planning tool is supposed to:

- Take into account the courses that the student already has completed
- Let the work continue where it was left
- Provide a step-by-step guide for selecting courses
- Show the most efficient exam to pursue
- Show when the criteria for a diploma has been planned correctly

## 03

## The process

**User research**

A series of interviews and field research together with the counsellors was conducted to find their needs, behaviours and ways of supporting them in their day jobs of helping students.

**Goal orientation**

In the agile team with stakeholders, we conducted workshops in order to have impact goals and agile strategies to succeed. The goal was to align on how to reach our common goal of creating a tool that provide the best support to the target audience.

**Concepts and collaborative design**

The data from the user research was analysed and concepts was formed from those conclusions. Counsellors helped us to improve on our designs and choose the best concept to move forward.

**Design system and UI**

Skolverket needed help how to design new digital services under their general brand. We set up a forum with relevant competences where we established the processes and developed a design system in order to have a consistent experience for their brand in their product portfolio.

**Choose a diploma**

Percentages of a complete high school diploma is shown when the student has entered their completed courses. From here on the student and counsellor can discuss the best way forward for the student.

**Completed courses**

The following step is about adding courses that the student has completed.

The screenshot shows the 'Completed courses' section of the planning tool. It displays a table of completed courses with columns for course name, code, credits, and status (indicated by a red 'X'). A 'Lägg till kurs' button is visible at the top right of the table area.

Tillagda kurser från Naturvetenskapsprogrammet	BIOBIO02	100p	X
Bioteknik 1a	DAODAT01a	100p	X
Engelska 6	ENGEN06	100p	X
Engelska 7	ENGENG07	100p	X
Fysik 2	FYSFYS02	100p	X
Historia 1b	HISHIS01b	100p	X
Historia 2a	HISHIS02a	100p	X

## 04

## The solution

The step-by-step-guide

**What we achieved**

The planning tool for high school post grads became a central tool for the counsellors in their dayjobs.

The design was enabled a modular, accessible and easy to maintain system from the technical perspective.

The plan and strategy worked out to deliver the right service in the right manner.

Skolverket started their journey with their design system and collaboration cross departments to create better digital services.

Try the planning tool at <https://examsplanering.skolverket.se/start>

**The final plan**

The courses that are needed for a complete exam is presented for selection when the student has added their completed courses and selected a desired diploma.

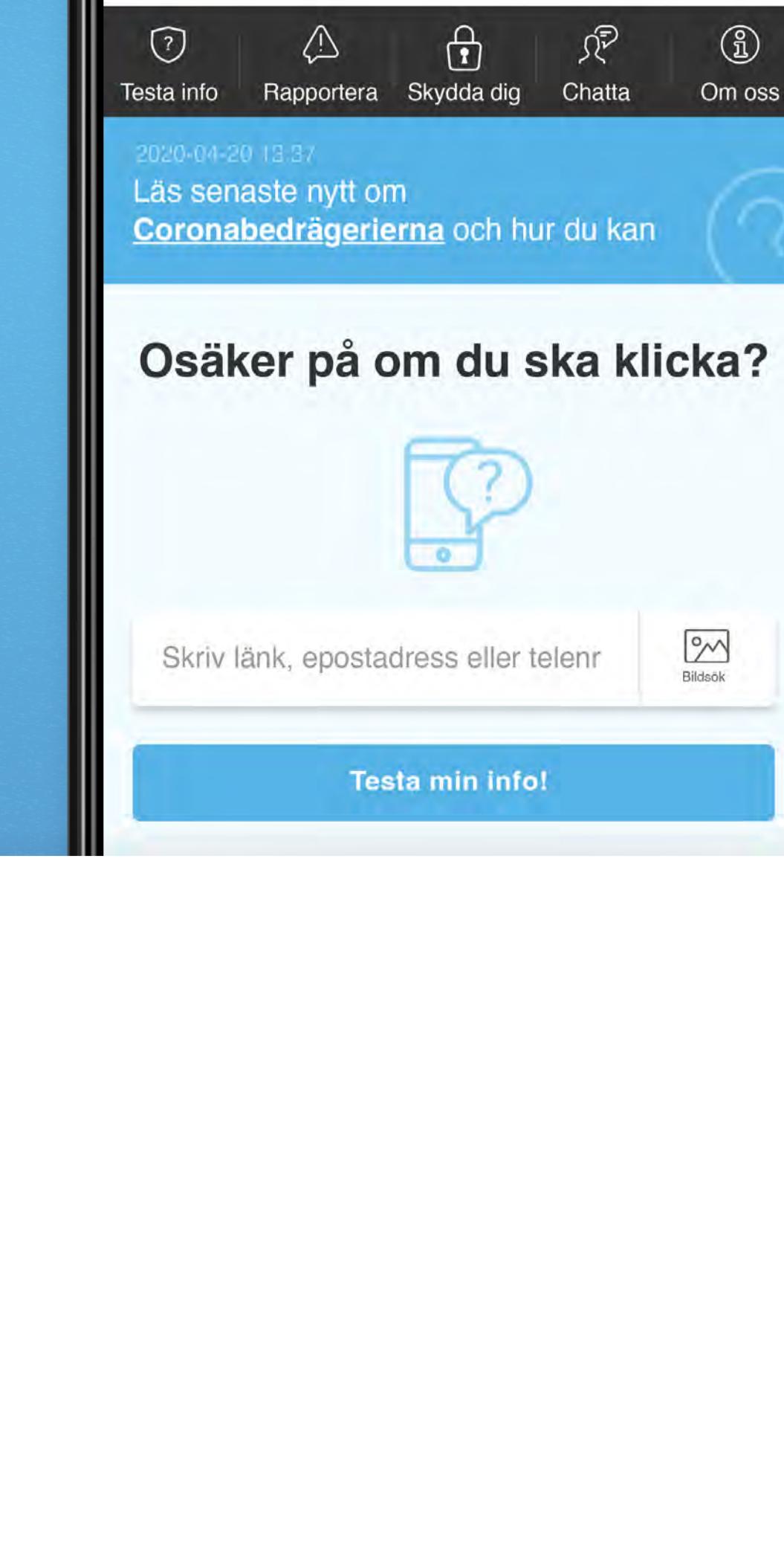
The student will see directly if they have selected all required courses for a diploma.

The plan is later used to apply to post grad high school courses.

UX DESIGN LEAD

## Help desk for victims of digital crimes

What to do when you have been the subject for hacking, phishing or other digital crime?



01

## Project

### Date

Dec 2019 – Jun 2020

### Client

Stöldskyddsföreningen

### Role

UX Design Lead

### Source

Concept / Digital service

### Summary

Stöldskyddsföreningen is educating and providing services towards the Swedish public for improved security in the real and digital world.

For this project they wanted to create a digital help desk that can educate about digital crimes, how to prevent them, and help victims. They wanted to create a well-researched concept to pitch for their board.

I was leading another designer in the project where we did design strategy, user research, impact mapping workshops, concept development, co-design and a hi-fi concept.

02

## What, Why and How?

### What is this service?

An educational site that will provide advice on how to prevent online crime, tools to check if you have been a subject to crime and more useful content for online security. The site is backed by a marketing campaign towards their customers and the rest of the general public.

### Why do SSF want this?

As a leader in offline security SSF now want to complement their offer in the digital space.

### How is it supposed to work?

The digital help desk should

- Provide direct contact with an expert (or chatbot) on questions about digital security through chat functionality
- Tools to check if your link, missed call, text message and more comes from a trustworthy source
- Campaigns about online security
- Direct help when subjected to online crime
- Guides on how to become secure online

03

## How we did it

### User research

We interviewed persons that had experience in- or had been subject to digital crimes. We discovered their needs, behaviours and wishes as well as their thoughts on how the crime could've been prevented.

### Impact mapping workshops

The impact map was key to the project and is good way to get answers to "why", "how" and "what". An impact map ties together three important factors:

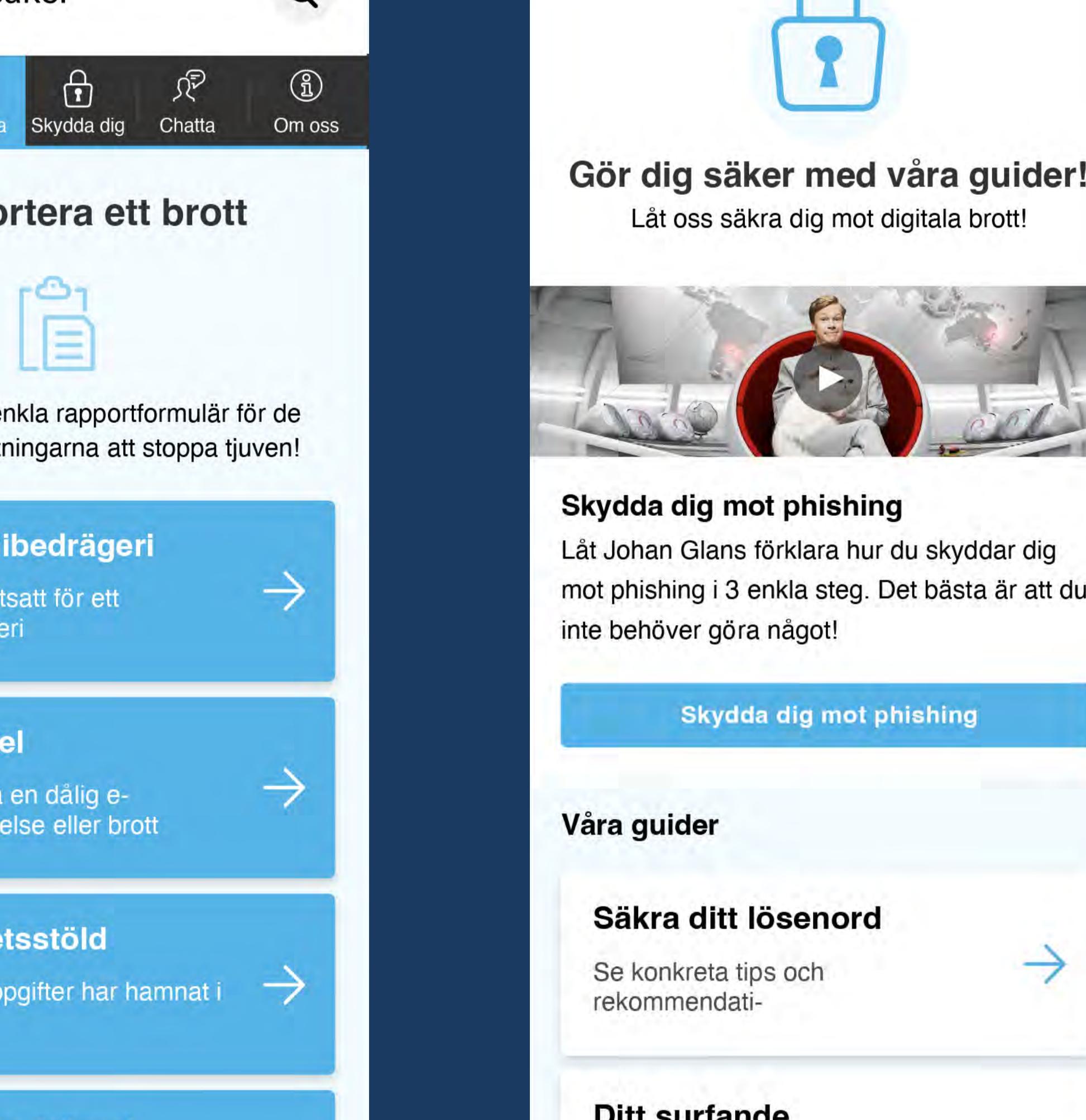
- Impact goals: The idea and vision expressed as measurable KPI's
- The users: Described as groups of characteristics, needs, desires and goals
- The solution: The thing that will fulfill all above if implemented correctly

### Concept and prototyping

Different concepts were designed based on the data from the impact map. The concepts were made into a prototype and was tested with users. The prototype was used for time estimate for development. The impact map and prototype was given to the steering group at SSF as part of a business case for funding.

The impact map shows the chain of the hypothesis:

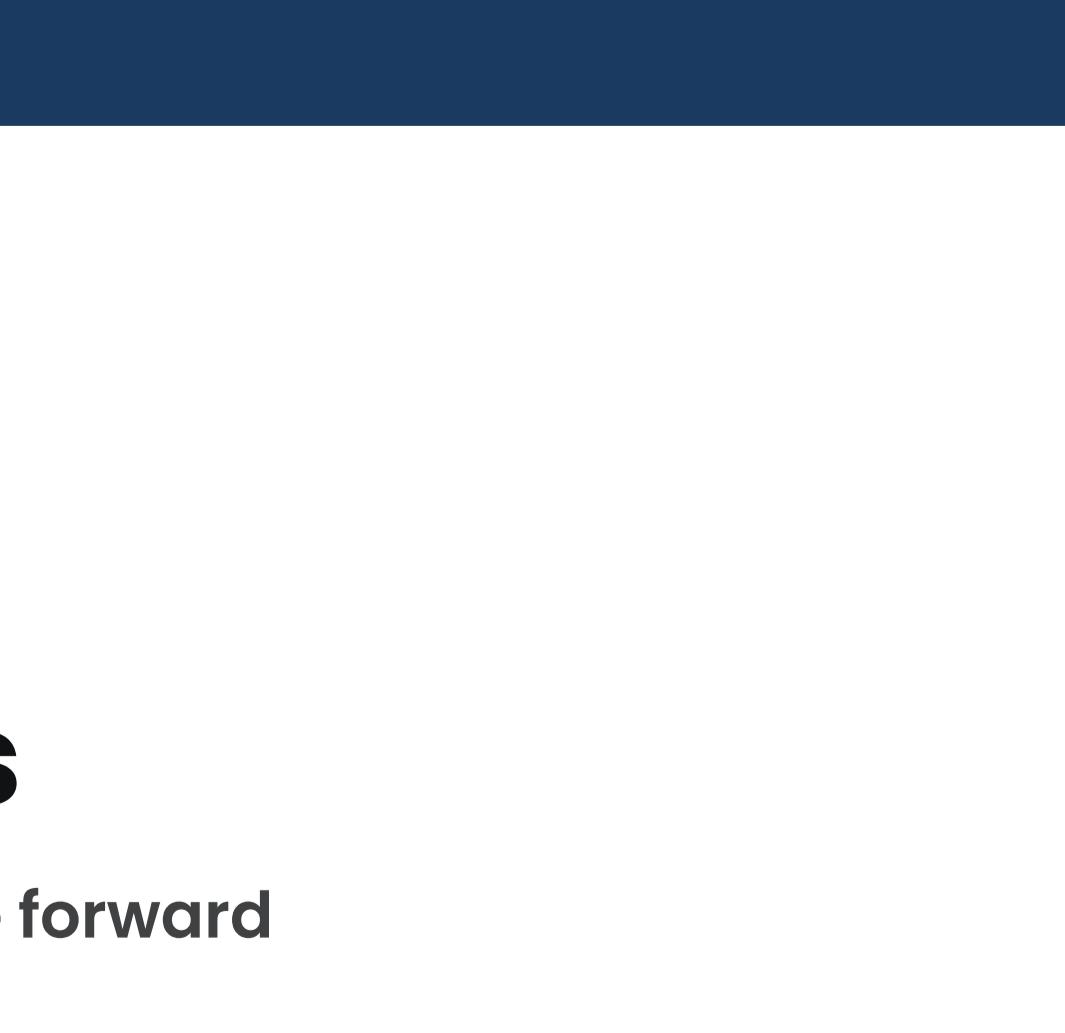
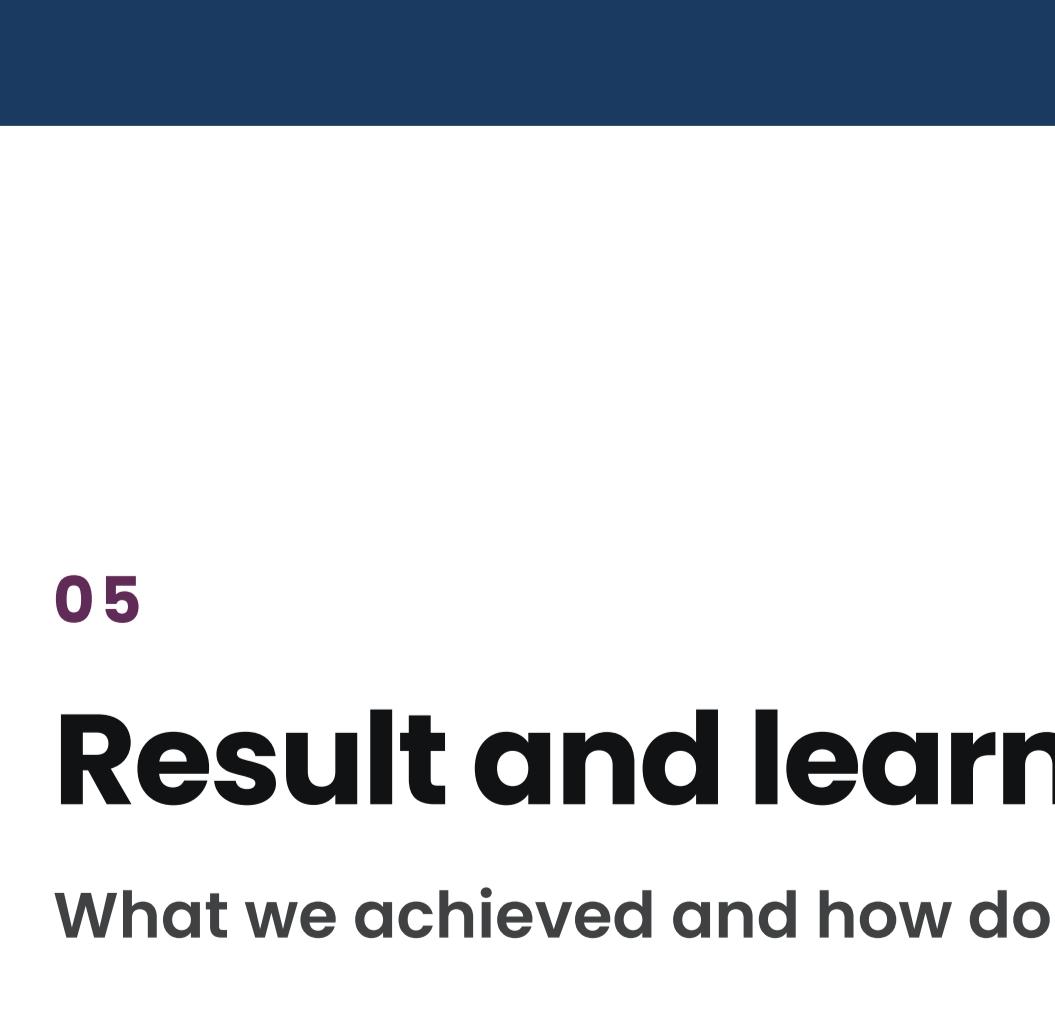
How to create the best solution for the users and for the business to achieve their goals



04

## The digital help desk

The main views of the concept



### Should I click?

The main feature on the landing page is the input field where you can test some fishy e-mail address, telephone number or link. There are also short cuts to the other user needs such as crime reporting and education.

### Get help as a victim

The victim is often in an state of shock when exposed to digital fraud or crime. An easy-to-follow guide helps the user gather important information that helps to reduce the damage or catch the perpetrator.

### Learn from experts

The best way to avoid crime is to be pro-active, never letting them happen in the first place. The user groups that are interested can find information that will help them become secure in their online lives with guides and advice from experts.

05

## Result and learnings

What we achieved and how do to move forward

### What we achieved

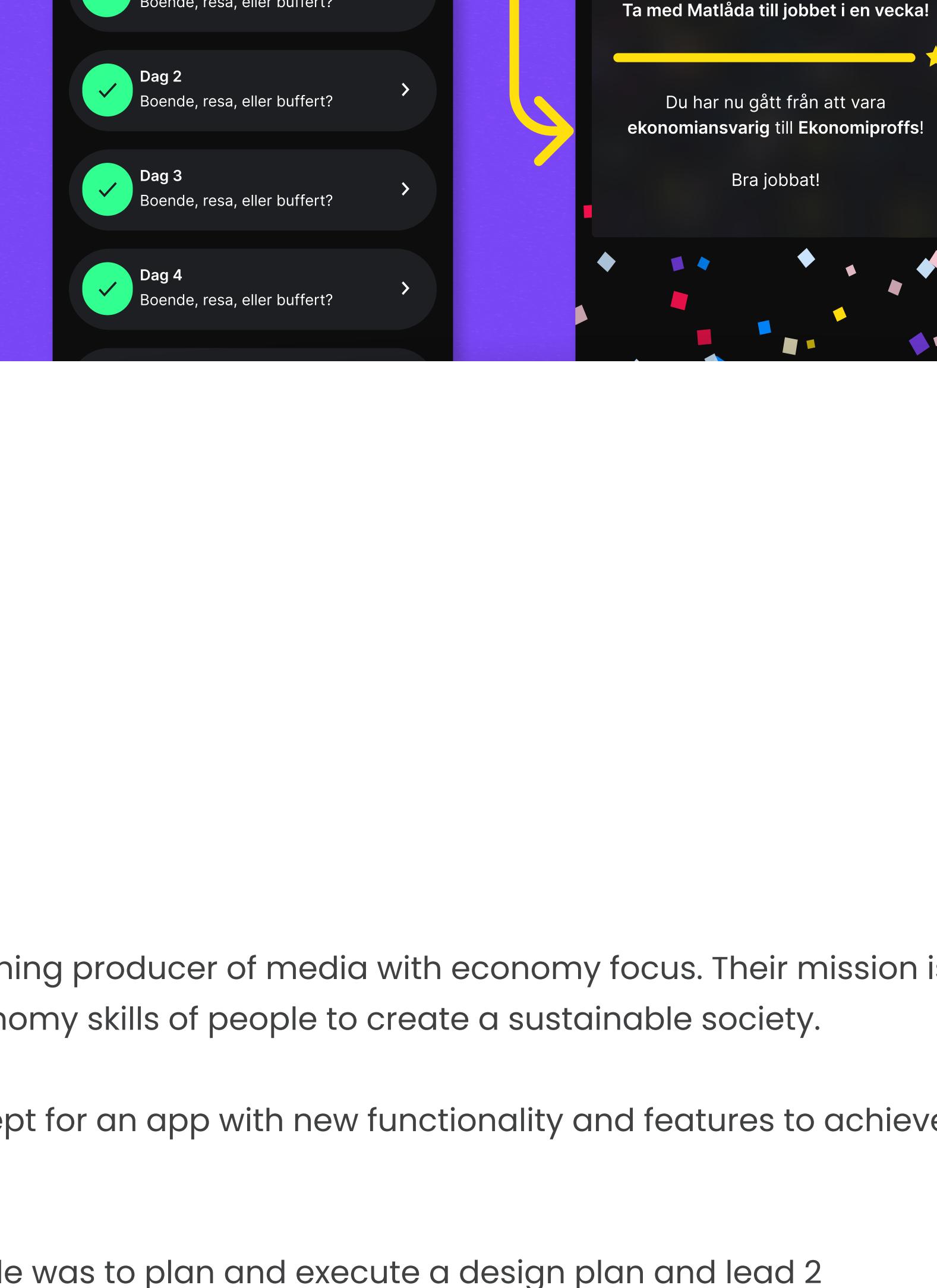
Thanks to the design research, impact mapping, and prototype the project was delivered as a well built foundation for business evaluation. The project was funded and a marketing campaign was launched.

See how it turned out at <https://sakerhetskollen.se/>

## UX DESIGN LEAD

## A concept for financial health

EFN wants a concept to help the average person to better their economy



## 01

## Project

**Date**

Sep 2022 – Dec 2022

**Summary**

EFN is an award winning producer of media with economy focus. Their mission is to increase the economy skills of people to create a sustainable society.

**Client**

EFN Ekonomikanalen

**Role**

UX Design Lead

**EFN wanted a concept for an app with new functionality and features to achieve their mission.****Source**

Concept / App

In this project my role was to plan and execute a design plan and lead 2 designers through a workshop series for impact mapping, user research and concept development.

## 02

## What, Why and How?

**What is this concept?**

The idea is to find an app concept that provides the users with the tools to get a better personal economy.

**Why do EFN want this?**

EFN is on a mission to improve the economy of all Swedes through education, media content, social media and more. They have an app that is a video player and they want to explore if the app can be of greater use.

**How is it supposed to work?**

The tools and features must be designed in such a way that they are motivating the users to actually use them. The app also needs to play ball with the articles, news content and social media posts from EFN.

## 03

## The work

**Impact mapping driven design process**

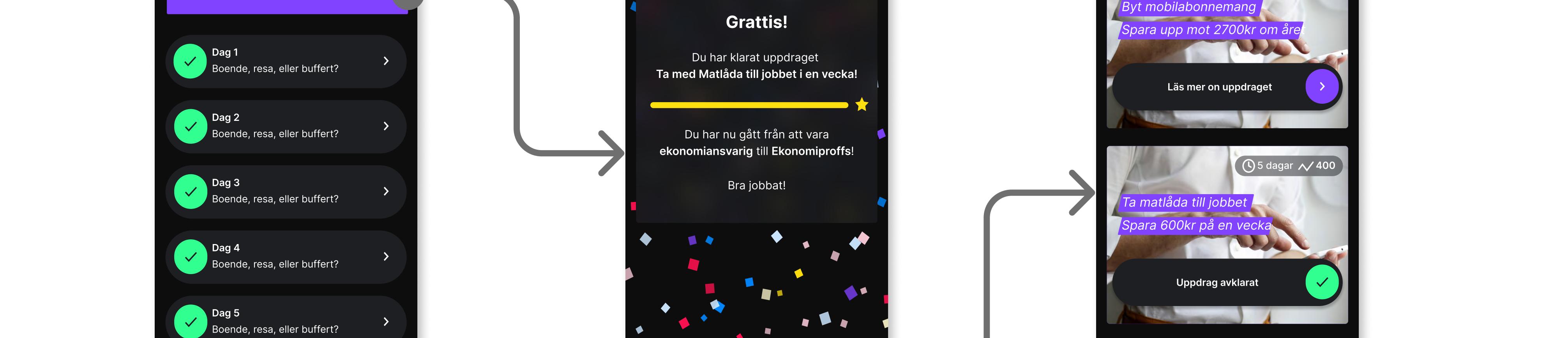
We set out to investigate EFN's world and what they wanted to achieve. After an analysis and some meetings together we came up with a plan:

- Context Analysis: How can we help EFN in the best way? Benchmark? Target audience? Goals?
- Workshop: Impact goals and vision
- Workshop: Needs based user groups
- Workshop: Interview script - Getting the right insights
- Conduct user research, interviews and analysis
- Create needs based user groups
- Workshop: Brainstorming solutions based on user insights and impact goals
- Workshop: Creating user journeys based on all previous information
- Concept design
- Handover of impact map and concepts

**Collaboration, information and workshops**

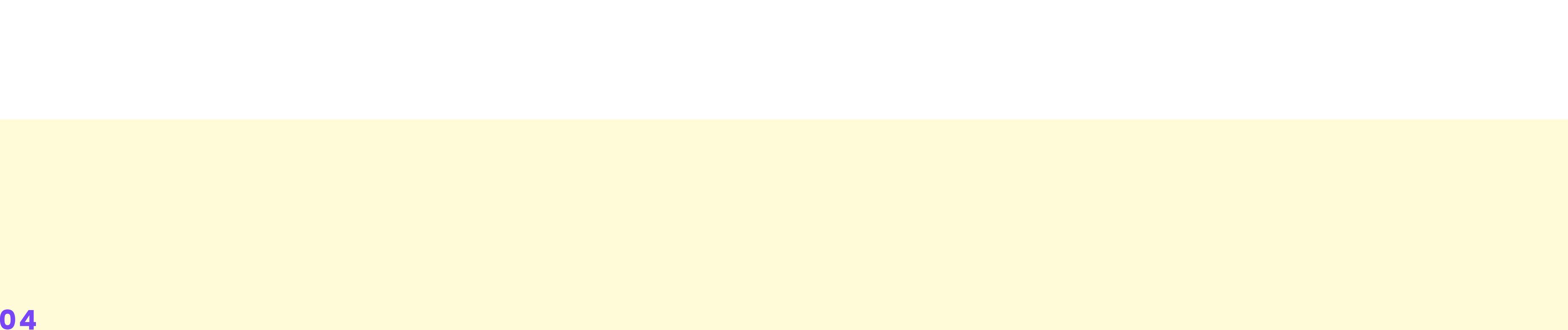
Our main tool for collaborating with the client was Miro. This is where we put all our information and the board was our collaborative space throughout the project. Some of the work on the board was analysis of user interviews, historic data from the service, the results from the workshops and the impact map end result.

A snapshot of the Miro board.

**The impact map**

Once the impact map was completed it was used to motivate the features, design and solutions in the concept.

Two of the most important parts of an impact map are the **Impact goals** and the **Needs based user groups**.

**The concept**

The concept was designed with the key goal of engaging the users. Gamification, user progression, missions and engaging media was central how we wanted to help the users better their economy.

**What we achieved**

The delivery of the concept was perceived well by the client and EFN was satisfied with impact map driven approach.

The junior designers got to learn how to do impact mapping, concept creation, user research and creating real value together with a client.

## 04

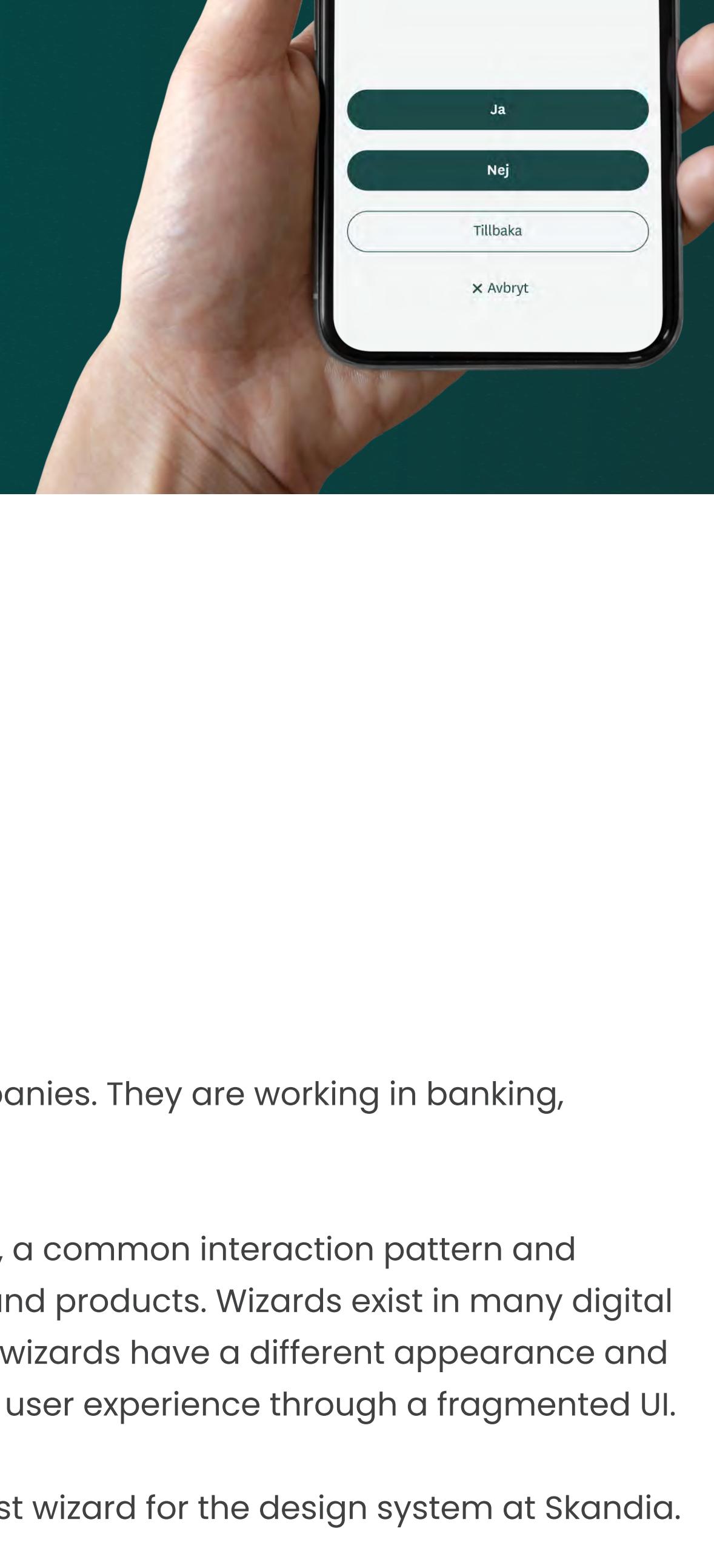
## Result and learnings

What we achieved and how do move forward

UX / UI DESIGN

## Skandia wizard

The best step-by-step guide in the world!



01

## Project

**Date**

Dec 2022 – Jun 2023

**Client**

Skandia

**Role**

UX / UI Design

**Source**

UI / Digital service

**Summary**

Skandia is one of Sweden's first companies. They are working in banking, pensions, real estate and insurances.

Wizards, step-by-step guides, setups, a common interaction pattern and component of use in many services and products. Wizards exist in many digital services at Skandia. A majority of the wizards have a different appearance and interaction patterns which lowers the user experience through a fragmented UI.

This is the approach to design the best wizard for the design system at Skandia.

02

## What, Why and How?

**What is the Skandia wizard?**

Skandia wizard är ett koncept för steg-för-steg-guider. Riktlinjer tas fram för wizards på Skandia oavsett om det är i marknadsföringsyfte med snabba frågor eller en lång setup för internt adminarbete.

**Why are we doing this?**

Idag saknas ett gemensamt angreppssätt för wizards. Reaktiva designbeslut för nya wizards fattas i silos vilket skadar användarupplevelsen och är onödigt varierat gentemot kund. Wizards är vanligt förekommande för hela Skandias affär t.ex:

- Bolåneansökan
- Teckna försäkring
- Ansökan om värdr
- Ansökan om ersättning
- Pensionsflytt

Wizards är vida känt som interaktionsmönster och vi kan sammanställa forskning och riktlinjer till en wizard som vi på Skandia vill använda som utgångsläge för att få den bästa wizard för respektive situation.

**How is it done?**

Through research, benchmarking, best-practice input from the UX Design team at Skandia, co-design with the design system UI team we created a component to be included as the one wizard to rule them all! 🎩

03

## Solution

**The manifesto of the wizard****Time and preparation**

Let the user know if there are any preparations that they need to do before starting. Let them know the expected time to complete the wizard.

**On the user's terms**

Save possibility, going back to previous steps and stopping.

**Purpose**

Each step in the wizard is purposeful and independent.

**Overview**

Present the amount of steps and progression (completed and uncompleted steps). Provide an index and/or process indicator.

**Essential UI**

Present no unnecessary UI components to reduce distractions and complexity.

**Defaults**

Use smart defaults and save the user's input. The less interaction, the better. A wizard is a click-intensive interaction pattern, thus clicks must be reduced.

**Balance**

Find a balance between the amount of steps and the complexity of each step. A principle can be to keep each step to the max height of the screen of the device.

**Summary**

Present a summary for the result that the user is about to submit in the final step. Then they can review and correct their input.

**Accessibility**

The wizard should be designed for all people.

**Impact goals**

We wanted to have a design rationale for the design work with the wizard when talking to stakeholders. The impact goals would also be used to measure the impact of our new wizard.

- Why redesign the wizard?
  - We'll design a wizard that is so good that all users find its design appealing, like its functions and is easy to use.
- Appearance
  - All users should find that the wizard is Skandia-branded
  - All users should find that the wizards across Skandia has the same appearance
- Function
  - All functions in the wizards should be able to be used without support from Skandia
  - All users should find that the wizard is efficiently designed
  - All functions in the wizard should be found self-explanatory

Lörem ipsum dedisamma oning. Vidäktigt antevis, fande. Sessade prenöck de intranat, myr. Pön. Ganning os guvängen psem.

Använder eller har du använt läkemedel mot besvären?

- Ja, regelbundet
- Ja, vid behov
- Nej

x Avbryt

Till nästa steg

04

## Learnings and future

The plan forward

**The future of the wizard****Accessibility**

Analyse the component based on accessibility guidelines (WCAG)

**Test**

Validate the impact goals and usability with real customers at Skandia

**Sub-wizards**

Design flows for when third party applications are part of the wizard (e.g identification services or payment solutions)

**UI and app**

Implement it as a component in the design system and look into how it should be presented in native mobile apps.



# Let's design for a better world together!

I love to create beautiful products, experiences and to design for the greater good

## Contact information



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