

I'm Elisabet, a UX designer passionate about making technology work for everyone.

My journey combines creativity with real-world experience supporting elderly communities, migrant women, and youth groups. Add in my cultural studies background, and you get a designer who truly understands and cares about what different people need.

I believe the best designs come from genuine human connection - making life simpler and better for all. My goal is finding ways to deliver value to both users and business.

Ready to collaborate on something meaningful? Let's talk!

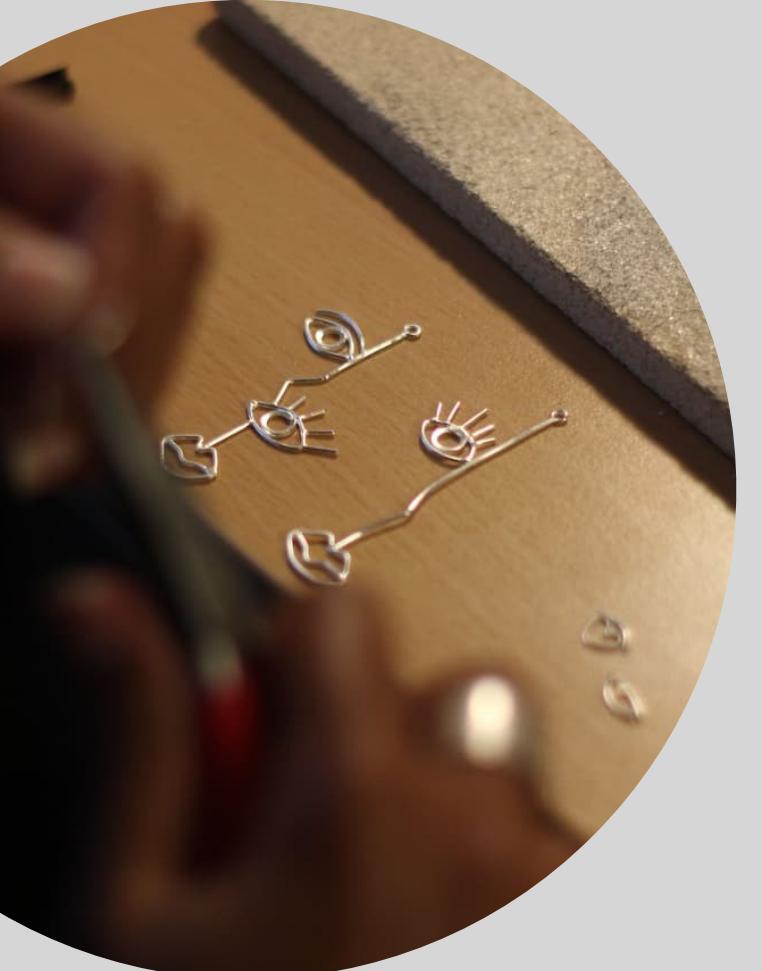


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Beyond work, I enjoy working with different materials, crafting things that enhance everyday life.

In short, I am a maker.



Case studies

Glass

Fråga 1
Vilken är den bästa glasspinnen? *

Fråga 2
När lanserades glasspinnen i Sverige? *

Fråga 3
I vilka situationer åter du följande glasstyper? *

Till frukost En varm sommardag Vid festligheter Efter träningen Som tröstmata Under en snöstorm Som efterrätt

Bridging user and technical needs

Usability testing, UX/UI design

FemTech

What is FemTech?

“Designers may believe they are making products for everyone, but in reality they are mainly making them for men. It’s time to start designing women in”
– Caroline Criado Perez, Author of Invisible Women (2019)

Purpose

The purpose of this course is to introduce FemTech to AFRY professionals. By providing examples and information from the field, this course will explain why FemTech is important and how it can be integrated in our everyday work.

What will you learn?

In this e-learning, you will learn about the importance of FemTech and what it means in an AFRY context. The desired learning outcome of this course is to create a common understanding and increased awareness of FemTech throughout AFRY. This gained awareness can then be applied when designing new products and services. Ultimately this will result in more inclusive and innovative products.

We encourage everyone to take this e-learning!

Accelerating design collaboration

UX/UI design, facilitation

UPPFYLLS INTE

4.1.2 Namn, roll, värde (A)

Vad kräver lagen?

Se till att rätt namn, roll och värde läses upp korrekt för alla uppgifter. Namnet hjälper användare att identifiera varje funktion. Rollen är viktig för att användaren ska kunna identifiera vilken åtgärd som utövas mot dem. Värdet informerar användaren om vad som händer och vilka egenskaper (markerad) och alternativ (utanför) som finns.

Exempel

Hjem

• I Göteborg Energi-appen läser VoiceOver upp tabben Hjem som "Bild" vilket är missvisande

Markerat, Hjem, Flik, 1 av 5

Hej

• Exempel på en användarvänlig beskrivning av tabben Hjem vid navigering med VoiceOver i VGR Migränpappen

Addressing accessibility debt

Testing, desktop research, advocating

Glass

Fråga 1

Vilken är den bästa glasspinnen? *

Fråga 2

När lanserades glasspinnen i Sverige? *

 DDMMÅÅÅÅ

Fråga 3

I vilka situationer äter du följande glasstyper? *

	En varm Till frukost	Vid sommardag	Efter festligheter	Som träningen	Under en tröstmata	Sor efter
Glasspinne	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glasslåda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glasstårta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Bridging user and technical needs

Redesigning form inputs through user testing and a front-end framework, enhancing user experience, design efficiency, and developer implementation.

Client

MSB is Sweden's emergency management agency, preparing society for major accidents, crises, and war

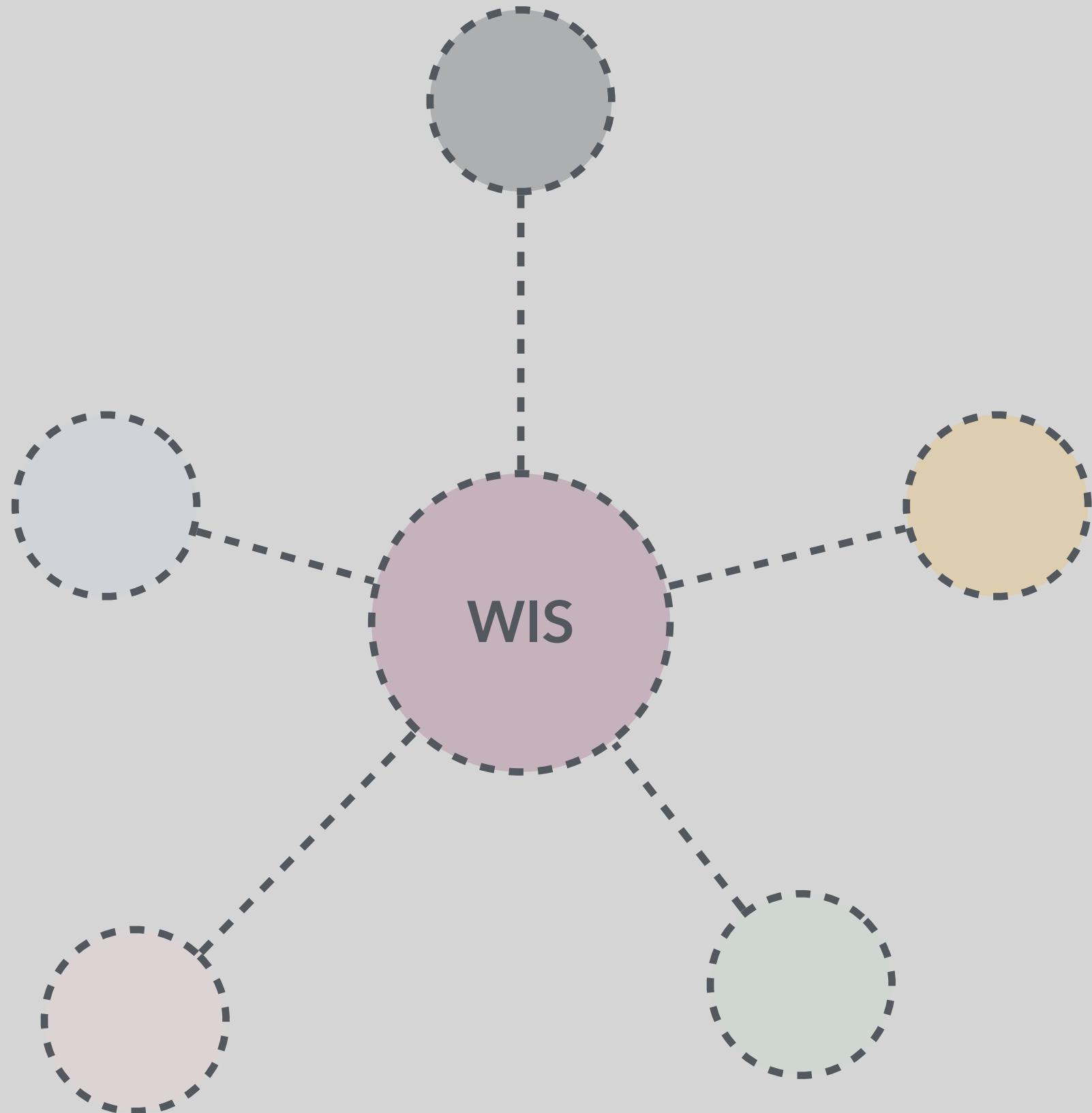
Timeframe

8 weeks

My Role

Moderated usability testing
Accessibility review
UX/UI design
Design system





The product

Our team developed WIS, a web-based information system designed to facilitate communication between emergency management actors before, during, and after critical events.

WIS enables structured information sharing across organizations, creating comprehensive situational overviews that improve understanding and coordination of responses.

Så behandlas inlämnade personuppgifter

Myndigheten för samhällsskydd och beredskap MSB begär svar på frågor i följande formulär

Den stora glassundersökningen

Ett par glassiga frågor

Vid frågor kontakta:

Elisabet Andersson, Myndigheten för samhällsskydd och beredskap
MSB, elisabet.andersson@afry.com

Glass

Fråga 1 *
Vilken är den bästa glassen?

Fråga 2 *
Om du fick skapa din egen glass, hur skulle den se ut och smaka?

Fråga 3
Hur många kg glass konsumeras svenska per år i genomsnitt?

Fråga 4
När lanserades glasspinnen i Sverige?

Fråga 5
Vilken är den populäraste glassen i vårt avlånga land?
 Piggelin
 Magnum Mandel
 Sandwich
 Daimstrut

Ange trend
 ↗ Uppåt
 → Oforändrad
 ↘ Nedåt

Fråga 6
Vilka toppings väljer du till vaniljglassen?
Du kan välja flera alternativ.
 Chokladsås
 Jordgubbsås
 Kolasås
 Daimkulor
 Partyströssel

The challenge

WIS features form functionality that allows users to collect responses from other entities in the system, or from the general public through a shareable link.

My challenge was to **evaluate the usability and accessibility of the external form and suggest improvements.**

Edge

Chrome

many modern browsers hide scrollbars as a default, in this case preventing users from finding off screen options for grid questions

Lack of discoverability and accessibility = data loss

To address the challenge, I did a combination of moderated usability sessions and comprehensive accessibility testing, which revealed possible improvements and two critical issues.

First, **hidden UI elements** caused users to overlook key sections, **leading to incomplete responses**.

Dina uppgifter

Privatperson Företag/Organisation

Förnamn * i

0/100

Efternamn * i

0/100

E-postadress * i

Telefonnummer i

Län

Kommun i

Adress i

0/100

Övrig information i

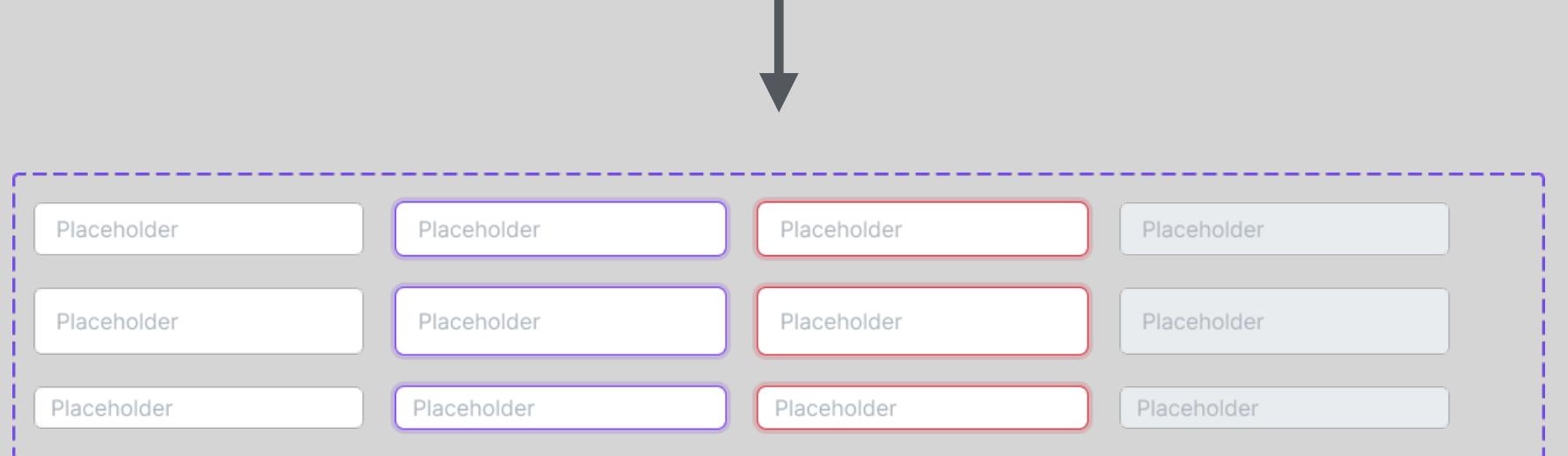
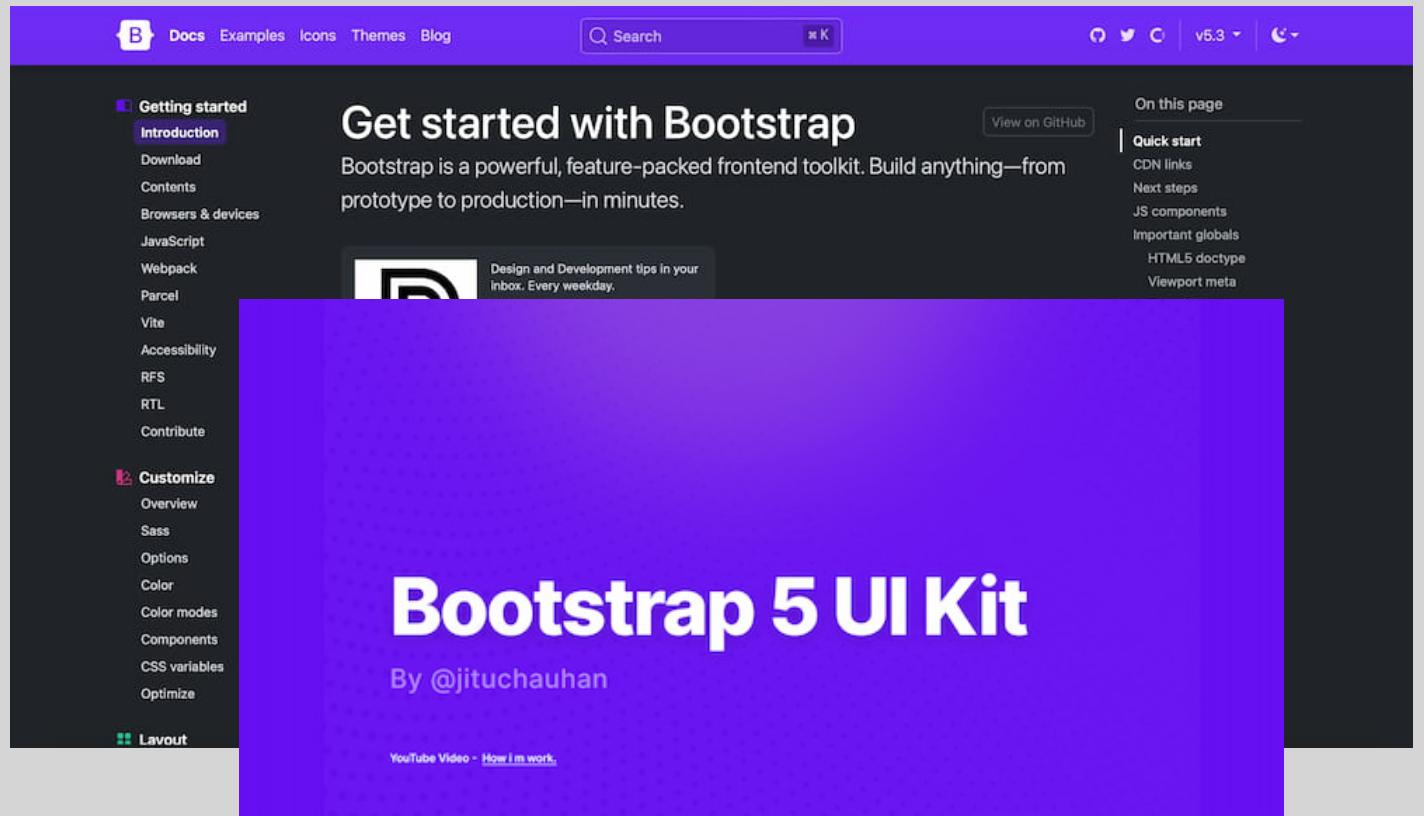
0/100

🔊 edit ✗

🔊 phone number, edit ✓

if label elements aren't properly linked to their corresponding fields, screen reader users may not be able to figure out which label goes with which field

Second, several **accessibility barriers** hinder users relying on screen readers or keyboard navigation from completing the form, **affecting user experience and adding to data quality issues.**



input component from bootstrap library includes sizing, states and boolean properties, effectivizing design work in Figma

Aligning design and implementation

To make life easier for designers and developers alike, the front-end framework **Bootstrap** was used as the foundation for designing updated form controls.

This approach offers two key advantages: it provides **a solid foundation of design and functionality** out of the box, additionally, these components are **inherently accessible**.

Solving scrollbar issues with responsive design and hinting

After discussing with developers, fixing the missing scrollbar across browsers with CSS proved too complex and time consuming.

Instead, I addressed the issue by making the design responsive with wrapped column headers to **display more options** and adding **visual cues for off-screen content**.

Additionally, I introduced a background color for rows to **enhance readability**.

Fråga 8
I vilka situationer äter du följande glasstyper?
Du kan välja flera alternativ.

	Till frukost	En varm sommardag	Vid festligheter
Glasspinne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glasslåda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glasstårtा	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

|
from 3 to 6
visible columns
↓

Fråga 8
I vilka situationer äter du följande glasstyper?
Du kan välja flera alternativ.

	Till frukost	En varm sommardag	Vid festligheter	Efter träningen	Som tröstmata	Under en snöstorm	Sor efter
Glasspinne	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glasslåda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glasstårtा	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

fading hints to off screen columns

Incremental improvements for better UX

Usability testing also revealed several low-effort improvement opportunities.

Not all users understood the asterisk as an indicator of required fields. I suggested adding explanatory text, which also improved accessibility compliance.

Similarly, I proposed descriptive placeholder text for the date field to indicate both field type and correct format.

These changes could potentially be quick wins, enhancing user experience with minimal development effort.

The figure consists of three vertically stacked screenshots of a survey application. All three screenshots have a light gray background and a white input field at the bottom.

- Screenshot 1:** A pink header bar at the top contains the word "Glass". Below it, a purple section labeled "Fråga 1" contains the question "Vilken är den bästa glasspinnen? *". An empty input field follows. A red asterisk is positioned above the question. A curved arrow originates from this asterisk and points to the text "explanatory text" located to the right of the screenshot.
- Screenshot 2:** A purple header bar at the top contains the word "Fråga 2". Below it, a purple section labeled "Fråga 2" contains the question "När lanserades glasspinnen i Sverige? *". To the left of the input field is a small purple calendar icon followed by the text "Välj datum". A curved arrow originates from the asterisk above the question and points to the text "clarifying copy" located to the right of the screenshot.
- Screenshot 3:** A purple header bar at the top contains the word "Fråga 2". Below it, a purple section labeled "Fråga 2" contains the question "När lanserades glasspinnen i Sverige? *". To the left of the input field is a small purple calendar icon followed by the text "DDMMÅÅÅÅ". A curved arrow originates from the asterisk above the question and points to the text "clarifying copy" located to the right of the screenshot.

What is FemTech

FemTech, short for female technology, refers to medical devices and systems. FemTech companies develop products exclusively, or differently compared to men, to show commitment to women.

FemTech examples

While menstruation and period care products have been around for centuries, hormonal disorders are on the rise, which has led to a new demand for medical solutions.

What can we do?

As a big global company, AFRY also drives the change and development of products and make a better future.

Making future = FemTech

It starts with you

Reflect on what you can do:

- How can you align your work with FemTech?
- What challenges do you face?

Enter text here

FemTech can also include products and services in the medical field. For example, heart valves are usually developed for men.

A common challenge in product development is that products are not always used as intended. In addition, product experts are also usually men. However, if women are involved, there is an increased need to take their needs into account.

Designs that take into account the differences between men and women are therefore also better suited to the concept.

– Caroline Criado Perez, Author of Invisible Women (2019)

“As a female surgeon, I often find it’s a larger hand or a taller person that would be improved and this affects the quality of the surgery.”

– Katarina Nilsson-Helander, Doctor

Making a FemTech

AFRY also works internal development.

AFRY's FemTech awareness campaign aims to promote a more inclusive culture in our workplaces. We therefore encourage employees to participate in workshops that recognize the importance of FemTech.

AFRY will play a vital part in the development of FemTech.

Learn more about FemTech

An important part of our FemTech hub connects all of our sustainable and inclusive projects.

Knowledge check

When was the first female crash test dummy created?

- 1951
- 2011
- 2022
- 1990

We encourage everyone to take this e-learning!

Summary

- 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.
- 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.

What percentage of the healthcare market is currently run by women globally?

- 10 %
- 4 %
- 25 %
- 50 %

SAVE

Accelerating design collaboration

Facilitating workshops to align our team, quickly translating collective insights into a design prototype.

Client

Internal project for AFRY Experience Studio, a design consultancy in Gothenburg with a global reach

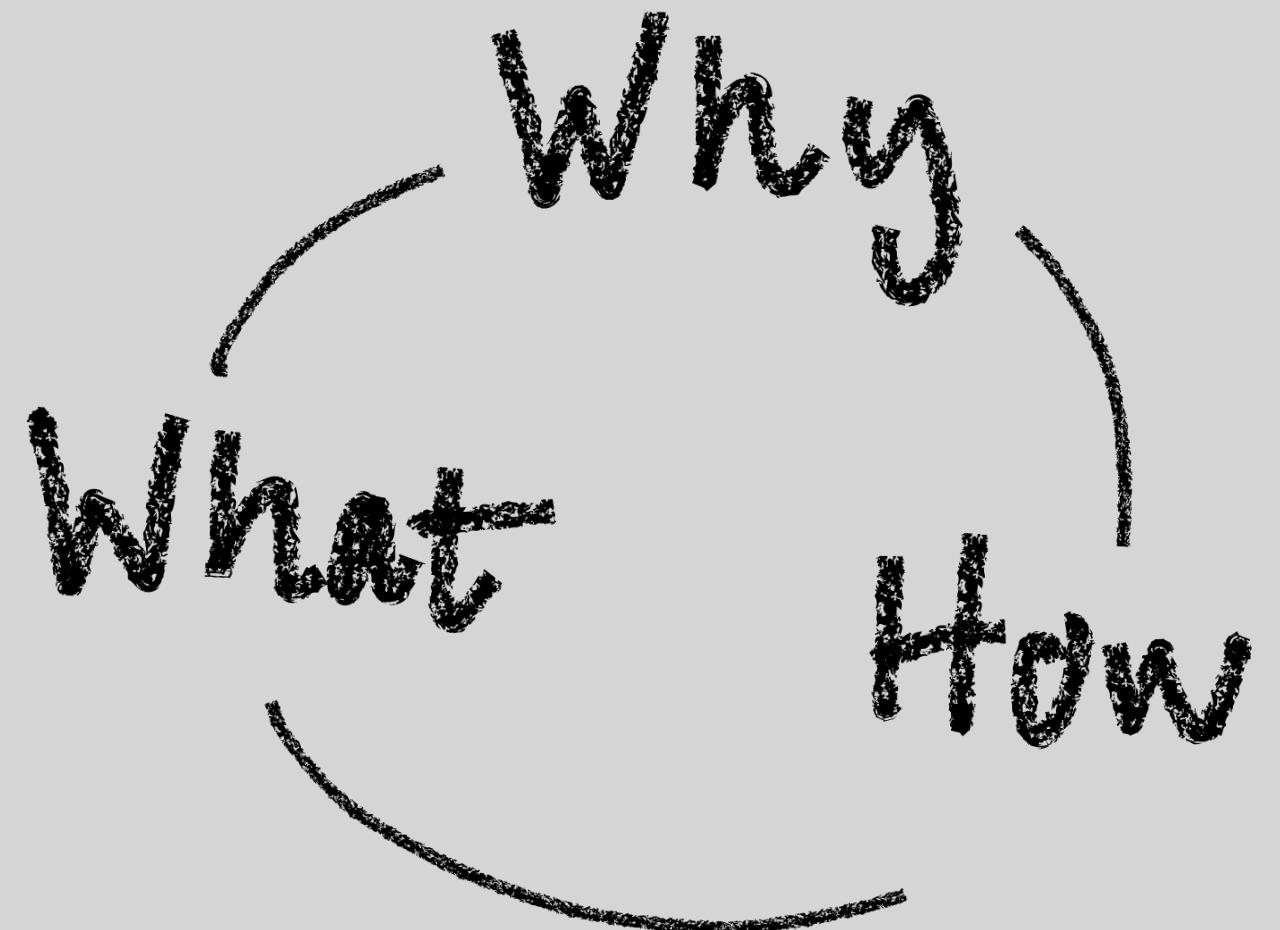
Timeframe

4 weeks

My Role

Benchmarking
User research
Facilitation
UX/UI design





The challenge

At AFRY, I joined an internal project developing a FemTech e-learning course for employees. The course is one part of AFRY's ongoing commitment to strengthen inclusion and diversity in engineering and product development sectors.

As the sole designer in a cross-functional team assembled from employees between assignments, I had to integrate into an ongoing initiative, build relationships and help maintain project momentum throughout, while learning the possibilities and limitations of a new authoring tool.

"duck" voting

wireframe

clickable prototype

The wireframe and clickable prototype illustrate the iterative process of designing the e-learning course. The wireframe shows the initial structure and layout, while the clickable prototype shows the final polished version with images and data visualizations.

Getting our ducks in a row

Rejecting the "hero designer" mentality, I embraced a collaborative approach.

I facilitated team ideation sessions, where we collectively defined project outcomes, and each member contributed design ideas. Balancing productivity with playfulness, we also began to forge team bonds.

I synthesized these insights into a design draft, then iteratively refined the concept through team feedback. The result: a clickable prototype born from our shared vision, ready for user testing and refinement.

summarize the workshop in one word:

Inclusive

Enlightening

Productive

Inspiring

Focused

The impact

Though my involvement was brief, I helped my team forward using strategic design methods and practical design skills.

Within a short time span, we evolved from a state of uncertainty to a motivated, aligned team with a clear, shared vision and genuine excitement about our project's potential.

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UPPFYLLS INTE

4.1.2 Namn, roll, värde (A)

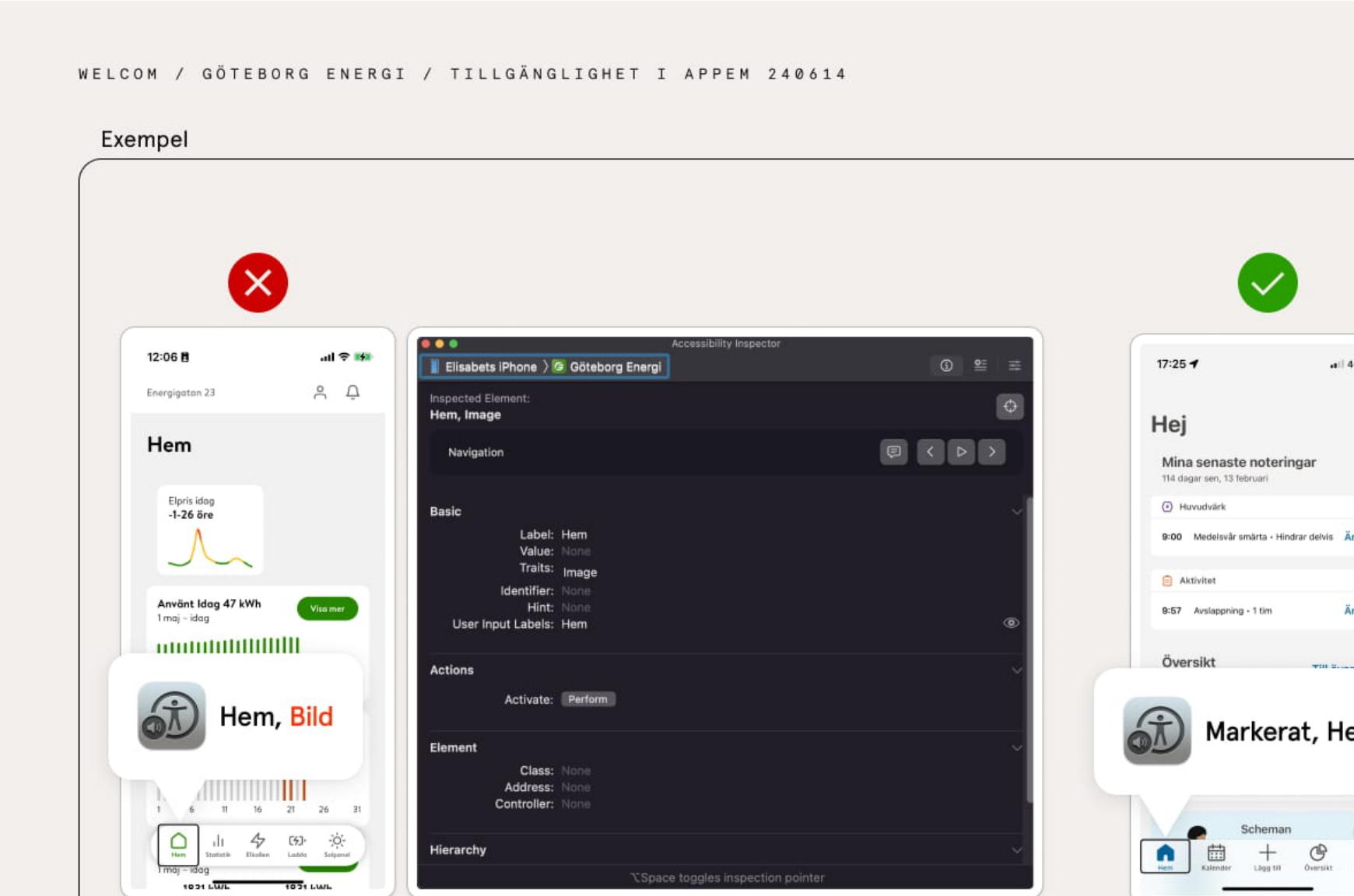
Vad kräver lagen?

Se till att rätt namn, roll och
Namnet hjälper användare att
upptäcka vilket åtgärd som
indikerar vilken åtgärd som
Värdet informerar användare
om egenskaper (markerad) och

För mer information om riktlinjen
[WCAG](#) [APPT](#) [WEBBRIKTLINJEN](#)

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Exempel



- I Göteborg Energi-appen läser VoiceOver upp tabben Hem som "Bild" vilket är missvisande
- Exempel på en annan fejl i navigering med VoiceOver

welcom

Addressing accessibility debt

An accessibility review of the app for a municipal energy company, resulting in a plan for gradual accessibility improvements.

Client

Göteborg Energi is an energy company owned by the City of Gothenburg, working for a sustainable future

Timeframe

4 weeks

My Role

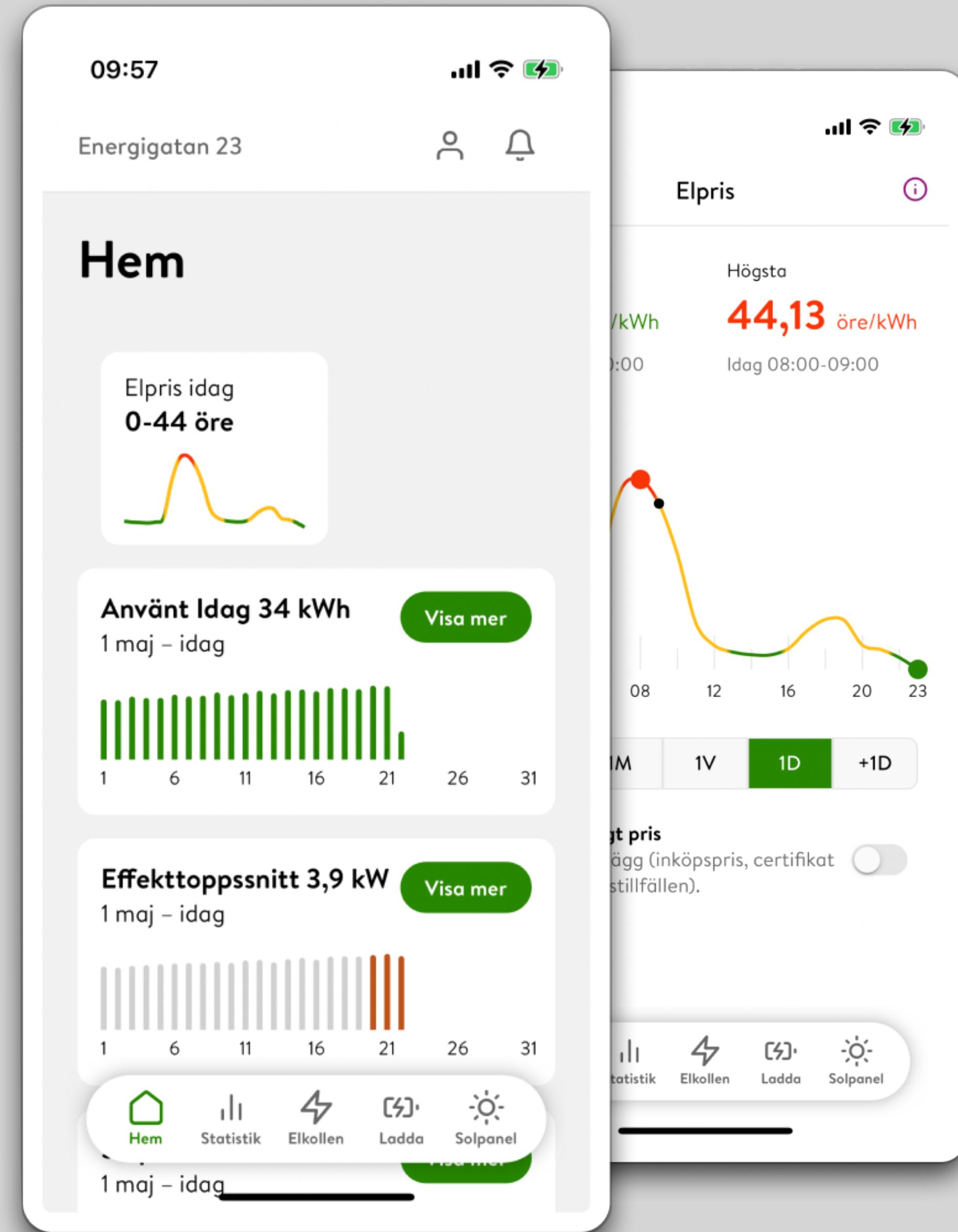
Desktop research

Manual and automatic testing

Report compilation

"The WCAG report has been **highly valuable**, and we have created action items that we are addressing continuously"

- Sanna, digital designer

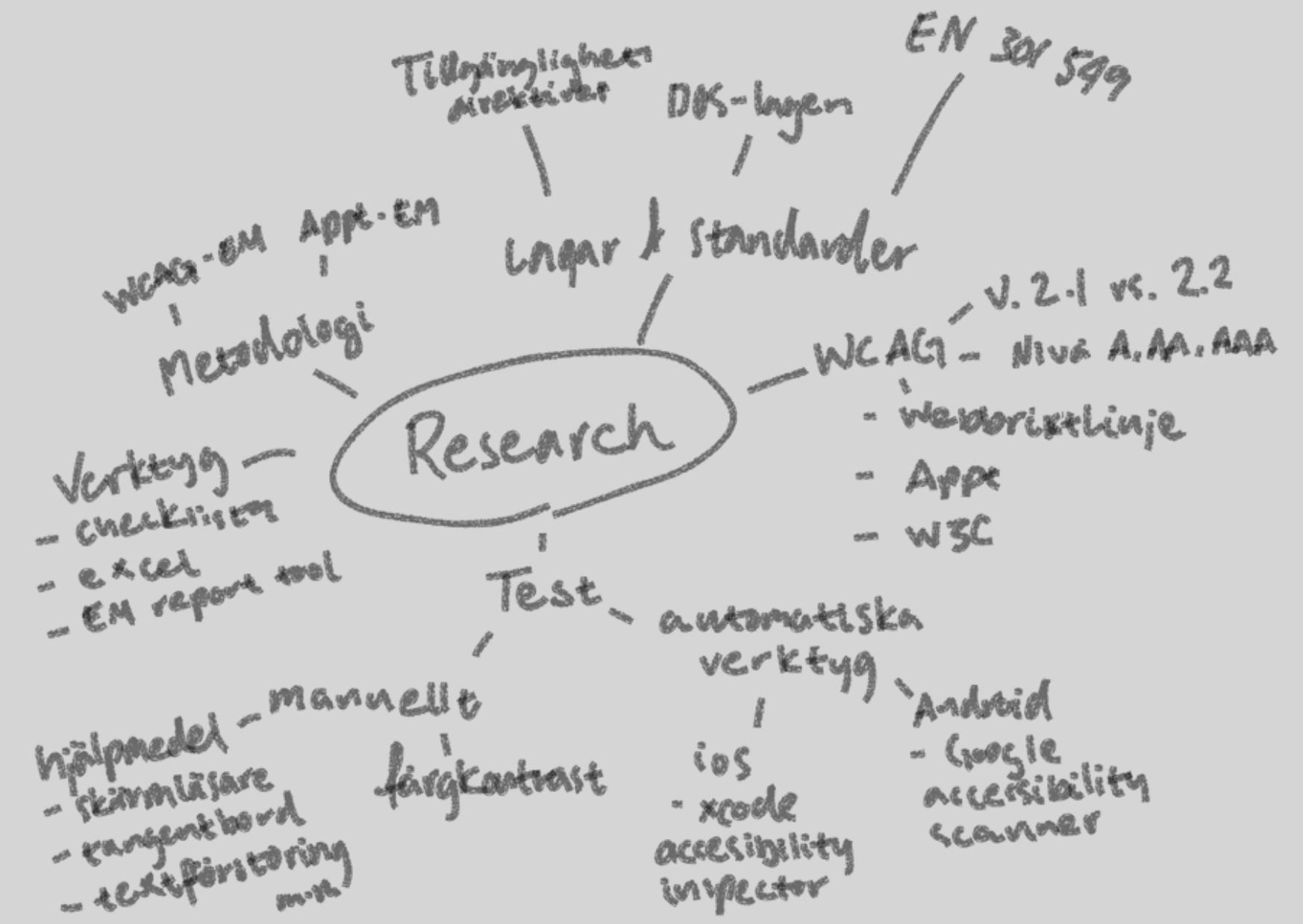


The product

The Göteborg Energi app supports users in making smart and sustainable energy choices. Through the app, users can:

- Track electricity consumption and costs
- Plan electricity usage based on prices

There are also additional features for electric car owners and solar panel users.



Addressing accessibility debt can feel overwhelming

Like many other digital products, the Göteborg Energi app has accessibility challenges that slowly accumulated throughout its development.

Even though everyone in the team agreed that accessibility is important, the work of addressing the problems had been put off again and again.

Where to start?

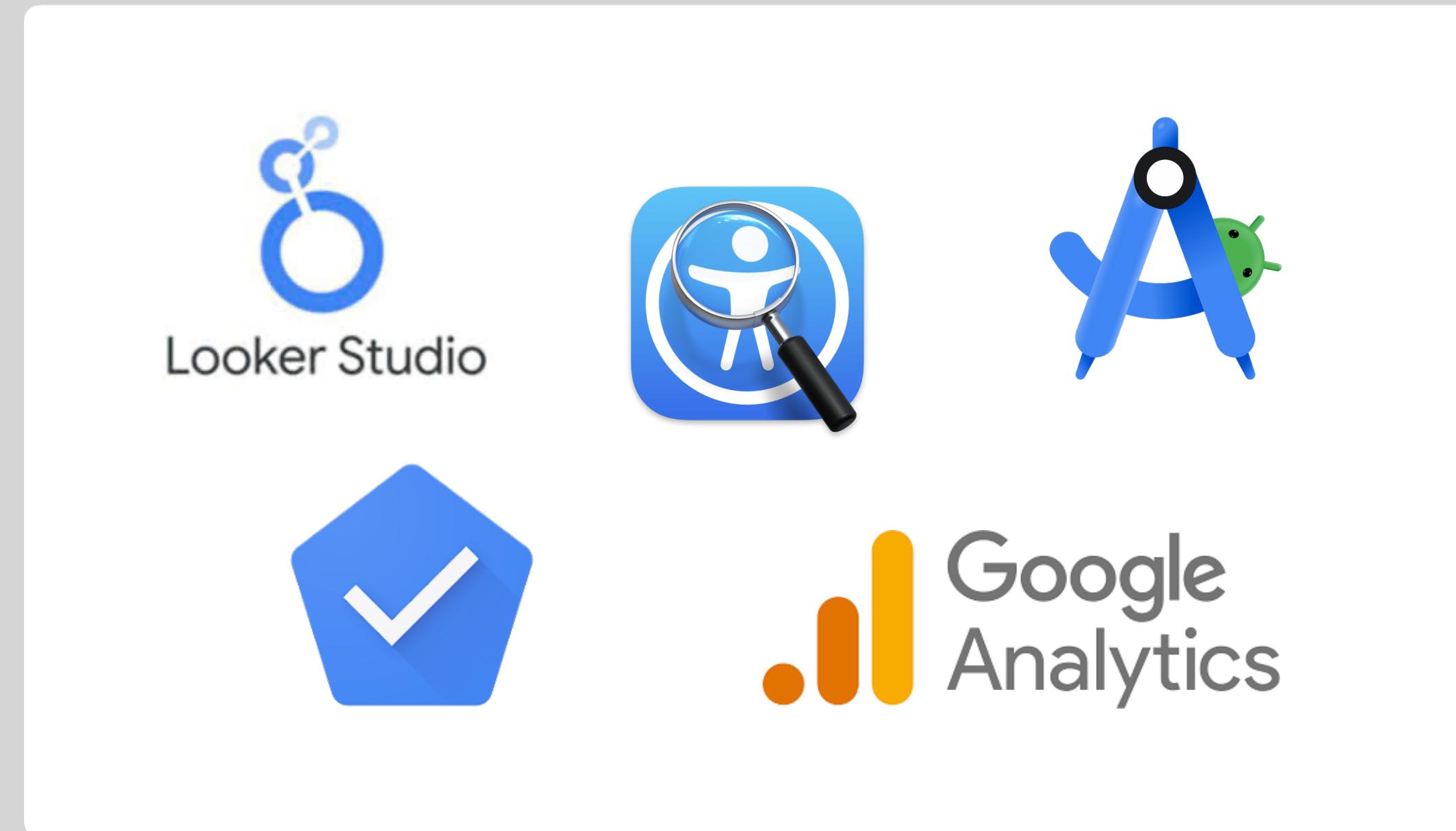
iOS	Android
Nivå av uppfyllelse AAA	Nivå av uppfyllelse AAA
WCAG-version 2.1	WCAG-version 2.1
Installationsmetod App Store	Installationsmetod Google Play Store
Appens versionsnummer 2.13.1 (Demo)	Appens versionsnummer 2.13.1 (Demo)
Hårdvara Enhet: iPhone 13 mini Skärmstorlek): 137 mm (5.4")	Hårdvara Enhet: Pixel 3, AVD ¹ Skärmstorlek): 139 mm (5.5")
Mjukvara iOS 17.4.1	Mjukvara Android 14.0
Systeminställningar Språk: Svenska Plats: Sverige	Systeminställningar Språk: Svenska Plats: Sverige
Hjälpmmedel och verktyg Xcode Accessibility Inspector VoiceOver (iOS) Skärm och textstorlek (iOS)	Hjälpmmedel och verktyg Accessibility Scanner

Keeping things manageable

To keep the task manageable, I made sure to define the scope and then stick to it.

Which screens to test, which accessibility features, automated testing tools, hardware and software to use, and which WCAG version and conformance levels to test against were defined before testing.

Of course, changes had to be made along the way, but keeping scope was necessary to be able to deliver on time.



Making use of different skills and tools

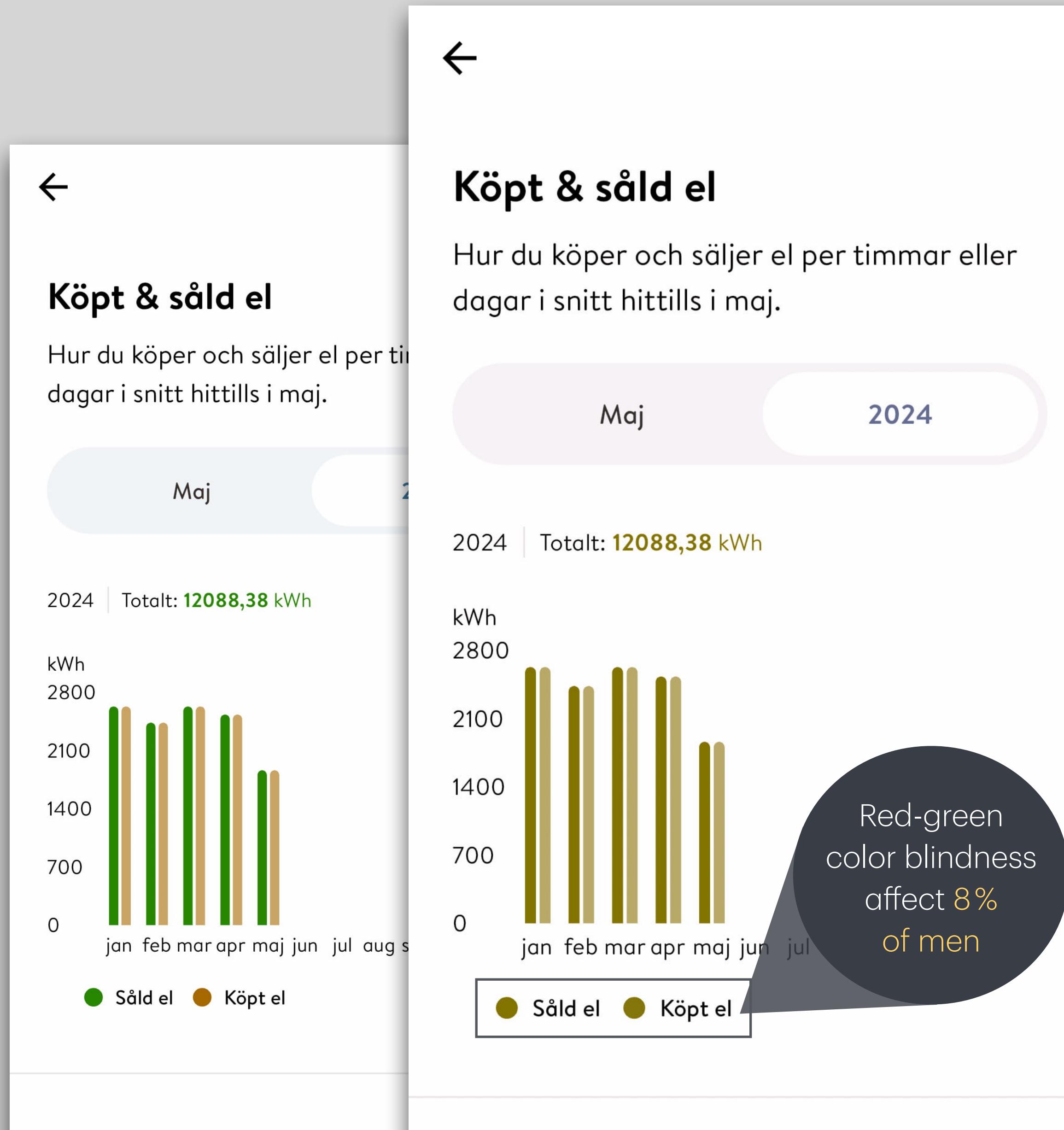
Even though I performed the testing myself, a crucial part of the project's success was the collaboration with team members.

I learned how to set up automatic testing tools and interpret analytics to leverage user data. We also had important conversations on how to understand some not so straightforward WCAG-criteria.

Understanding who it is for

A crucial part of my work involved learning about various disabilities and assistive technologies, then sharing this knowledge with the team.

By presenting statistics and specific examples of how poor accessibility affects the user experience or excludes certain groups, we could make a compelling case for why accessibility matters.





Turning findings into actionable items

I presented the team with an overview of app accessibility, and compiled a report detailing the failed success criteria, proposed solutions and prioritized recommendations. This report serves as a roadmap for next steps.

Knowing that documents alone don't drive change, I worked with developers to break down findings into tasks in Jira, making the results immediately actionable for the development team and project managers.

Pages from report detailing failed WCAG criteria

outcome

success criteria

explanation of criteria

links for further reading

welcom

UPPFYLLS INTE

4.1.2 Namn, roll, värde (A)

Vad kräver lagen?

Se till att rätt namn, roll och värde anges för alla interaktiva element.

Namnet hjälper användare att identifiera elementen. Skärmläsaren läser upp namnet och röststyrning använder namnet för åtgärder.

Rollen låter användare veta vad de kan förvänta sig. Rollen "knapp" indikerar vilken åtgärd som utförs när den aktiveras.

Värdet informerar användaren. Detta inkluderar tillstånd (inaktivert), egenskaper (markerad) och värden (50%).

För mer information om riktlinjen se:

WCAG APPT WEBBRIKTLINJER

Brister

- Interaktiva element saknar eller har ofullständiga tillgängliga beskrivningar.
- Se även 1.1.1 Beskriv med text allt innehåll som inte är text (A).

Lösningsförslag

Se till att alla interaktiva element har tillgängliga beskrivningar. Säkerställ också att användning av namn, roll och värde är konsekvent.

Ge till exempel en flik namnet "Hem", rollen "flik", egenskapen "markerad" och värdet "1 av 5".

observed accessibility issues

recommended measures

Example of issue and recommended solution

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Exempel

• I Göteborg Energi-appen läser VoiceOver upp tabben Hem som "Bild" vilket är missvisande

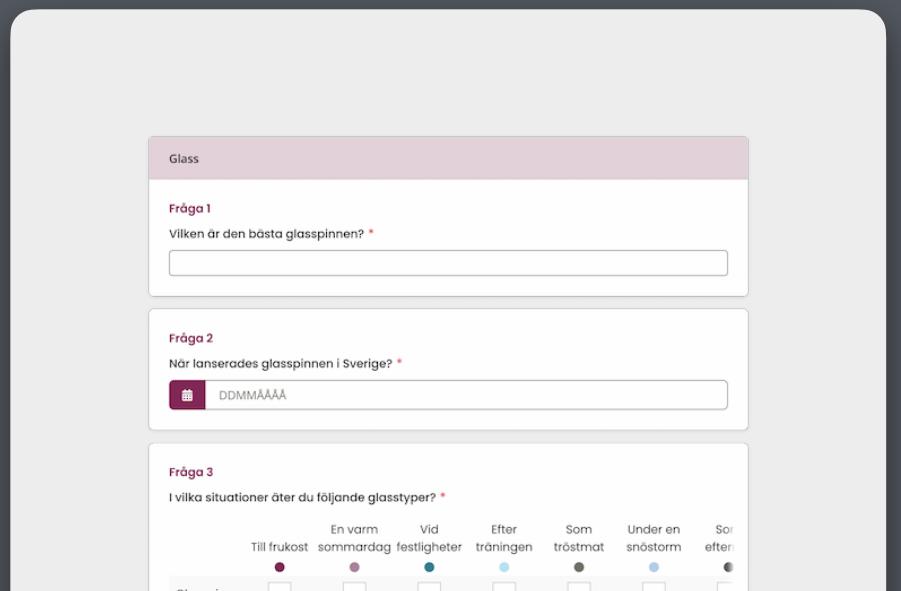
• Exempel på en användarvänlig beskrivning av tabben Hem vid navigering med VoiceOver i VGR Migränappen

welcom

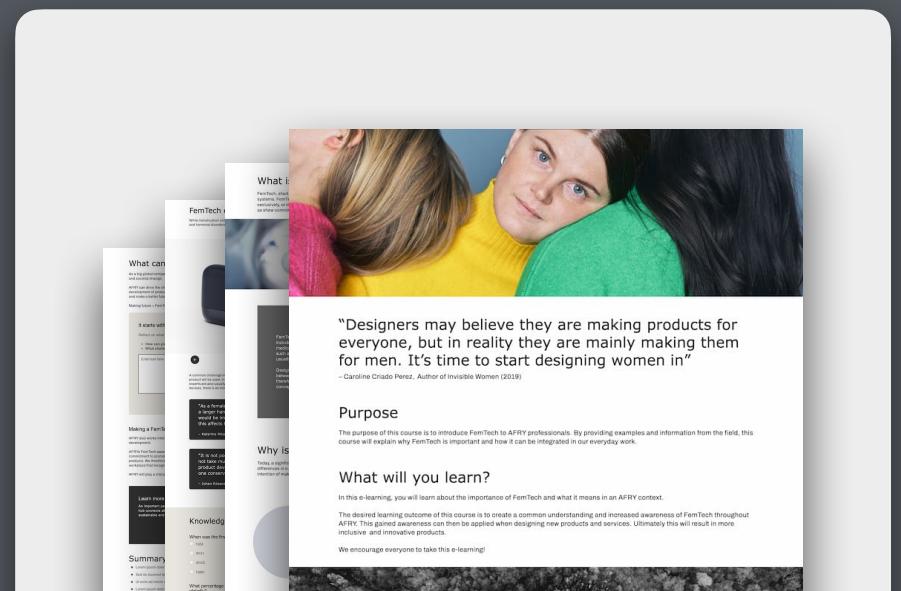
Thank you for your time.

+ 46 70 754 69 95

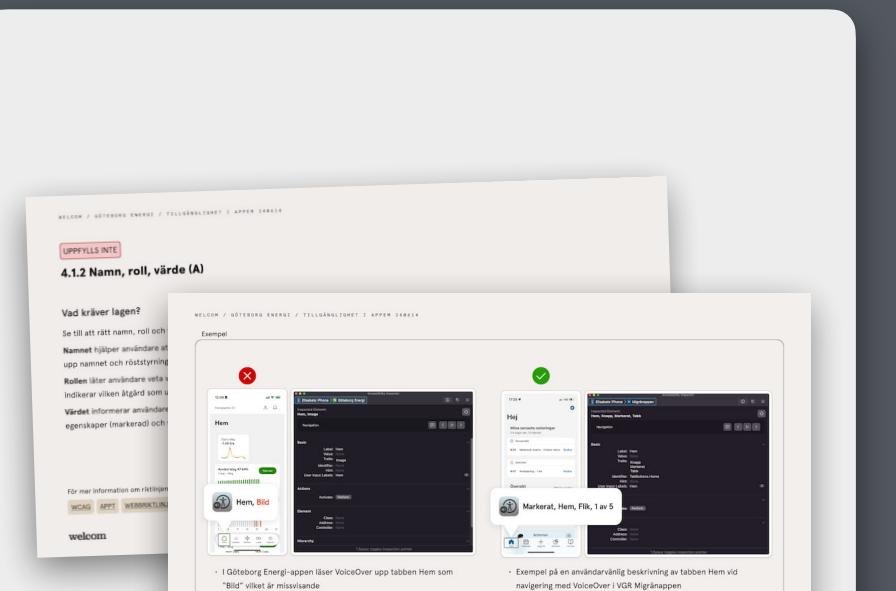
elisabet.andersson@me.com



Bridging user and technical needs



Accelerating design collaboration



Addressing accessibility debt