

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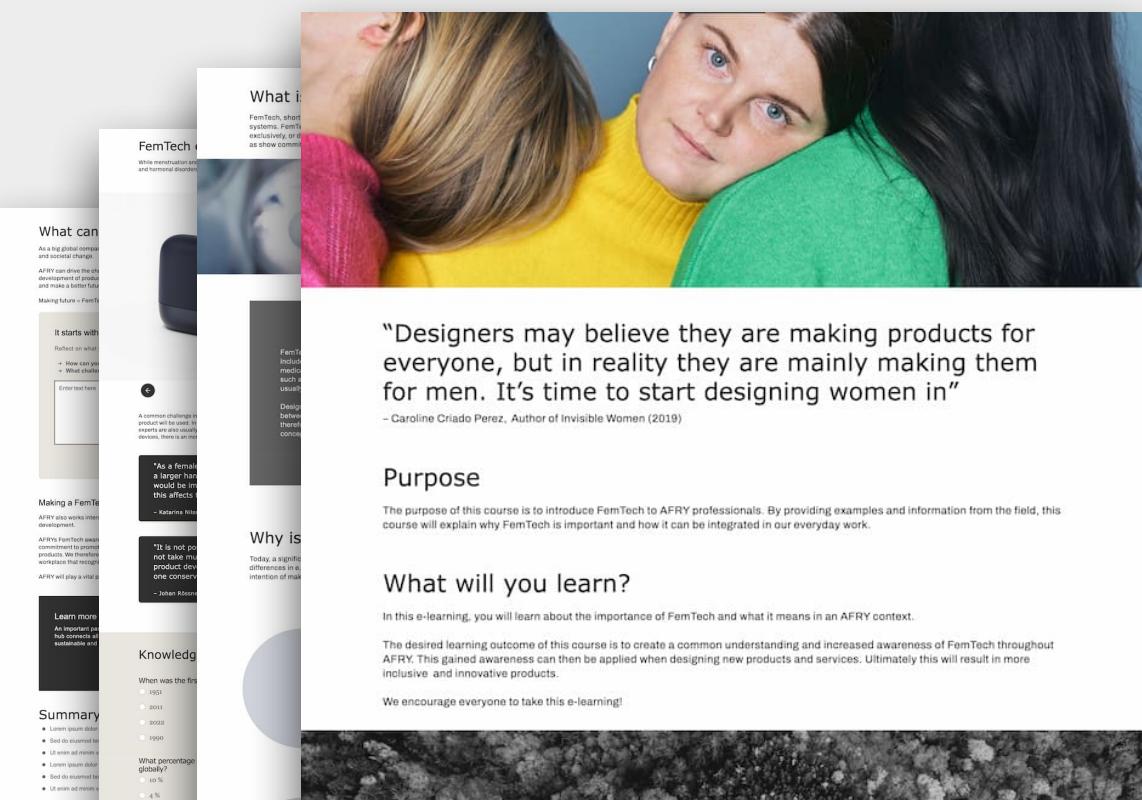
Beyond work, I enjoy working with different materials, crafting things that enhance everyday life.

In short, I am a maker.



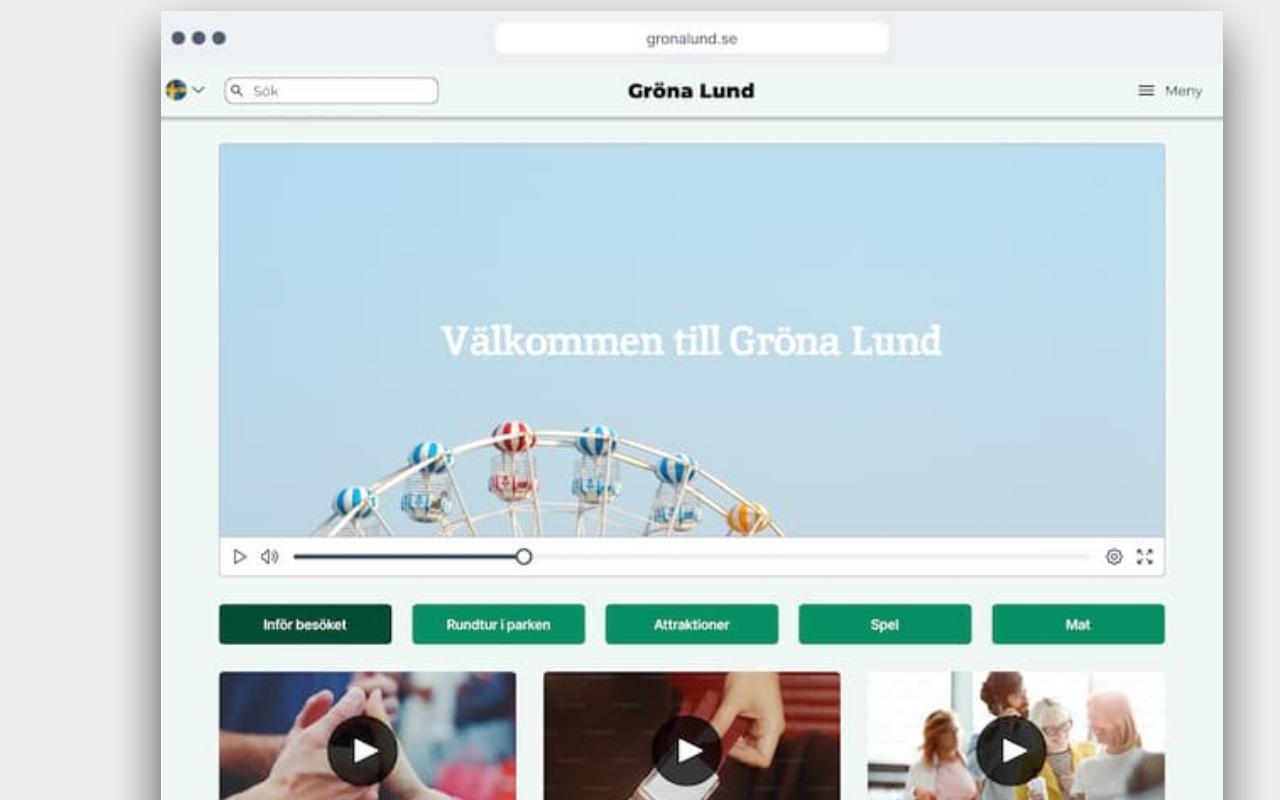
Accelerating design collaboration

UX/UI design, facilitation



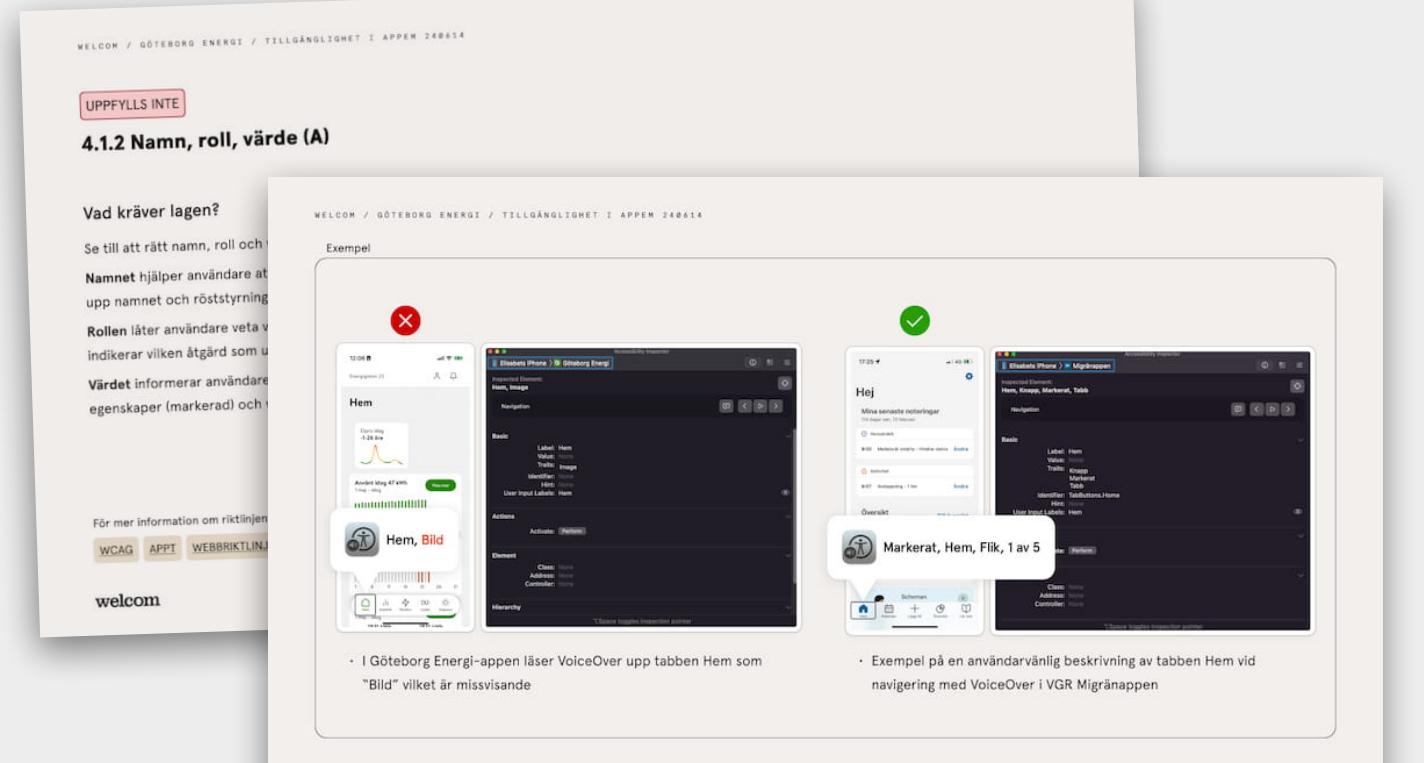
Designing for inclusivity

UX/UI design, user research



Addressing accessibility debt

Testing, desktop research, advocating



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 a long time, new hormonal disorders are on the rise, which has led to a need for new products.

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 as a developer improve products?
- What challenges do you face?

Enter text here

Making a FemTech

AFRY also works internal development.

AFRY's FemTech awareness commitment to promote a more inclusive culture. We therefore encourage our employees to workspaces 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 the FemTech hub connects all of our sustainable and inclusive development.

Knowledge check

When was the first female crash test dummy developed?

- 1951
- 2011
- 2022
- 1990

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

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

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.
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- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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

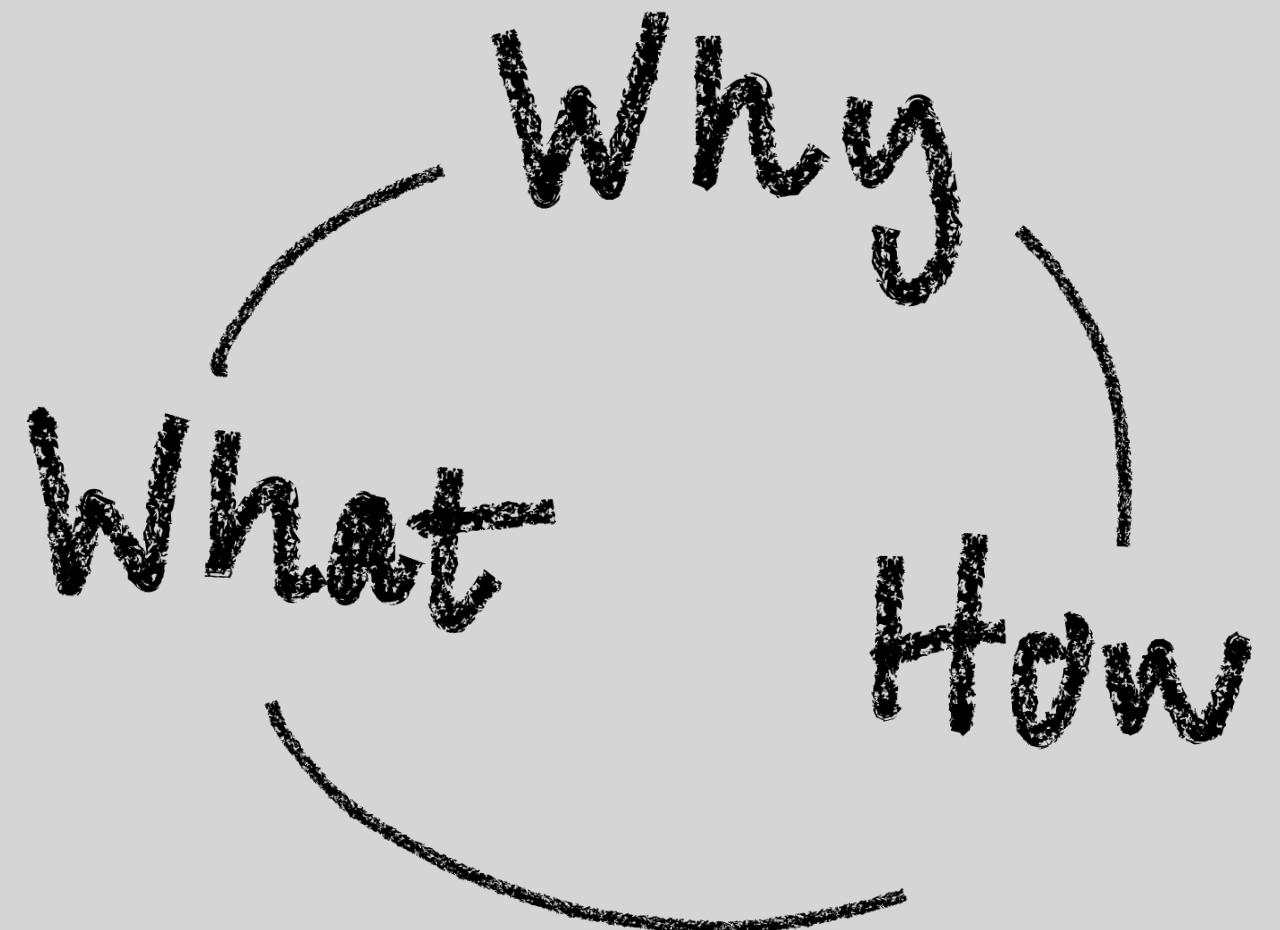
Timeframe

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.

"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.

The screenshot shows the Gröna Lund website's accessibility information page. At the top, there's a navigation bar with a search bar containing 'gronalund.se', a language switcher (Swedish), and a search icon. The main heading 'Välkommen till Gröna Lund' is displayed over a background image of a ferris wheel. Below the heading is a video player with a play button and volume controls. Underneath the video player are five green buttons: 'Inför besöket', 'Rundtur i parken', 'Attraktioner', 'Spel', and 'Mat'. Below these buttons are three video thumbnails with play buttons and titles: 'Vad är ett åkband?' (1.30 min), 'Så här använder du säkerhetsbälte och bygel' (2.50 min), and 'Vänta i kö till attraktioner' (2.30 min).

Designing for inclusivity

A redesign of accessibility information pages on a theme park website, enabling more people to visit and enjoy the park and its attractions.



Subject

Gröna Lund is an iconic theme park with over a million yearly visitors

Timeframe

6 weeks

My Role

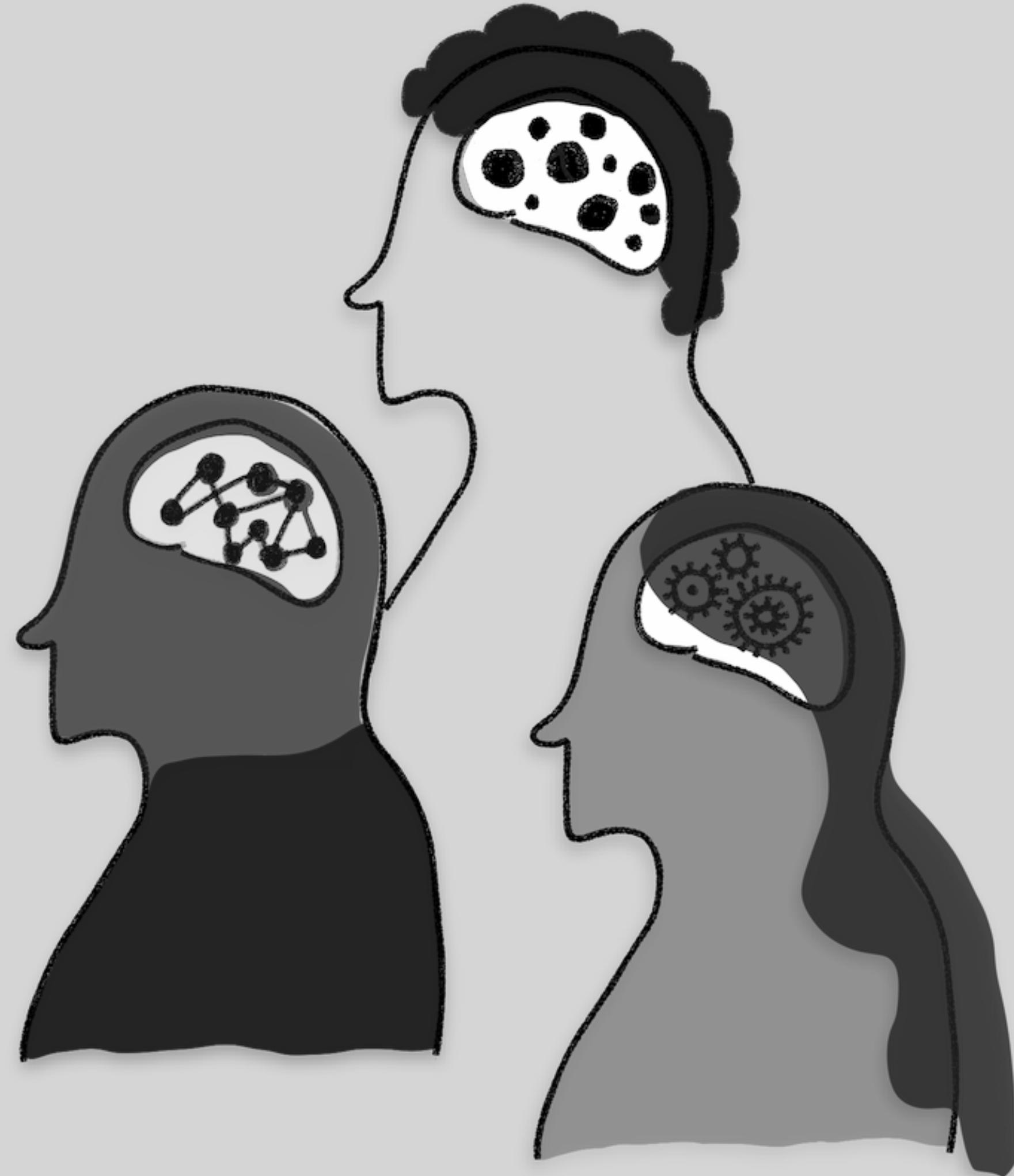
User research

Facilitation

Ideation

Wireframing





The challenge

While Gröna Lund is all about fun and excitement, an amusement park can be excluding for some visitors.

We looked at the competition and found that they offer better accessibility services and information than Gröna Lund. We decided to focus on one important goal:

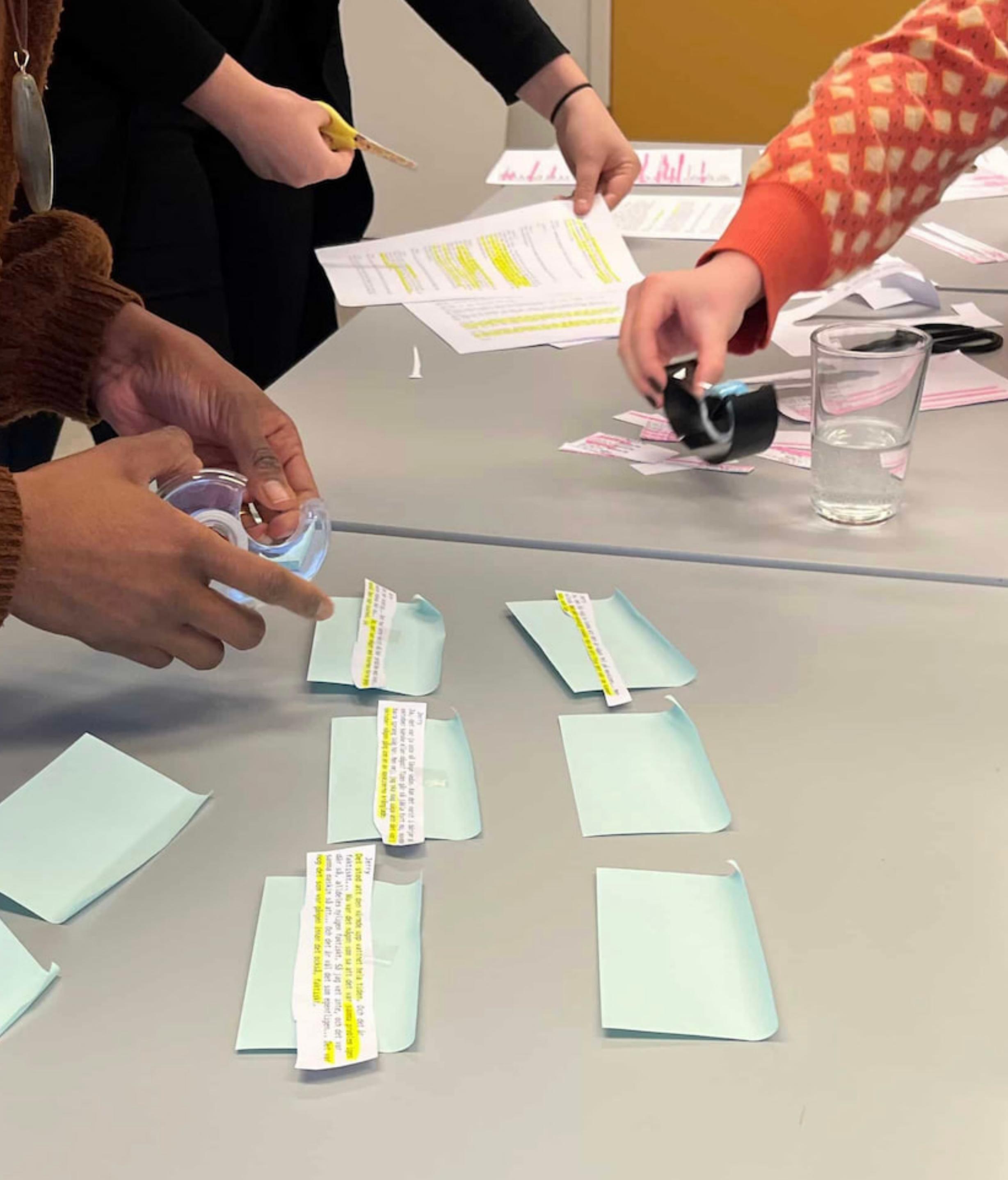
Making park visits better for guests with cognitive differences.



Building empathy

Cognition is about how our brain works with information - how we take it in, understand it, remember it, and use it later.

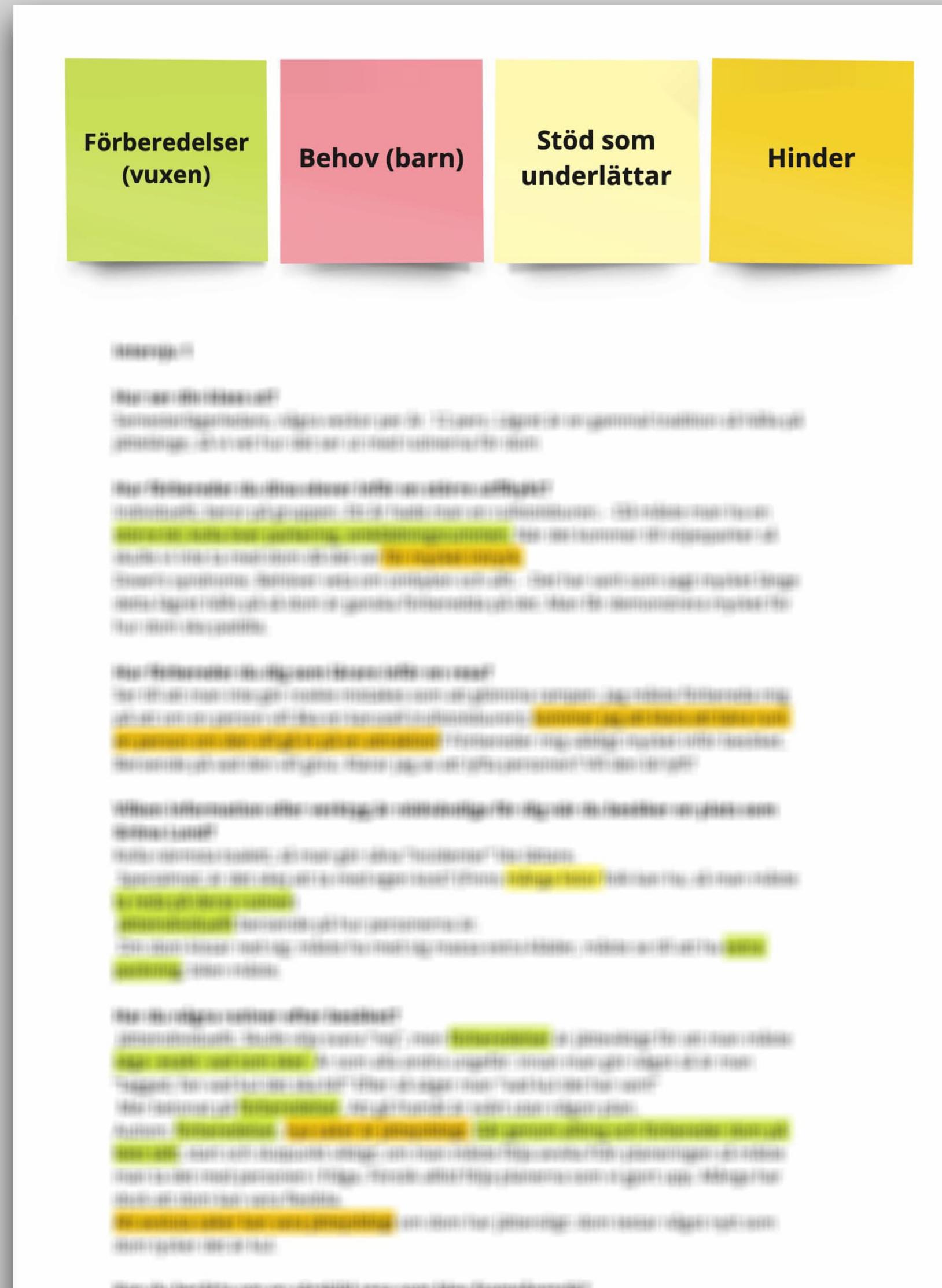
To better understand cognitive differences, we listened to families and experts. We talked with parents of children with autism, ADHD, and Down syndrome, as well as teachers who specialize in accessible education. We also found valuable insights in interviews and stories posted online, where families share their daily joys and challenges.



Creating shared understanding

We wanted everyone on our team to be on the same page about the problems to solve.

I facilitated a hands-on workshop that helped us spot important patterns in the interviews we'd collected, which gave the whole team a deeper understanding of the needs of the target group.



Identifying common themes among diverse needs

While every person and family is unique, there were some stand outs.

Preparations before the visit were crucial for a successful outing, this included:

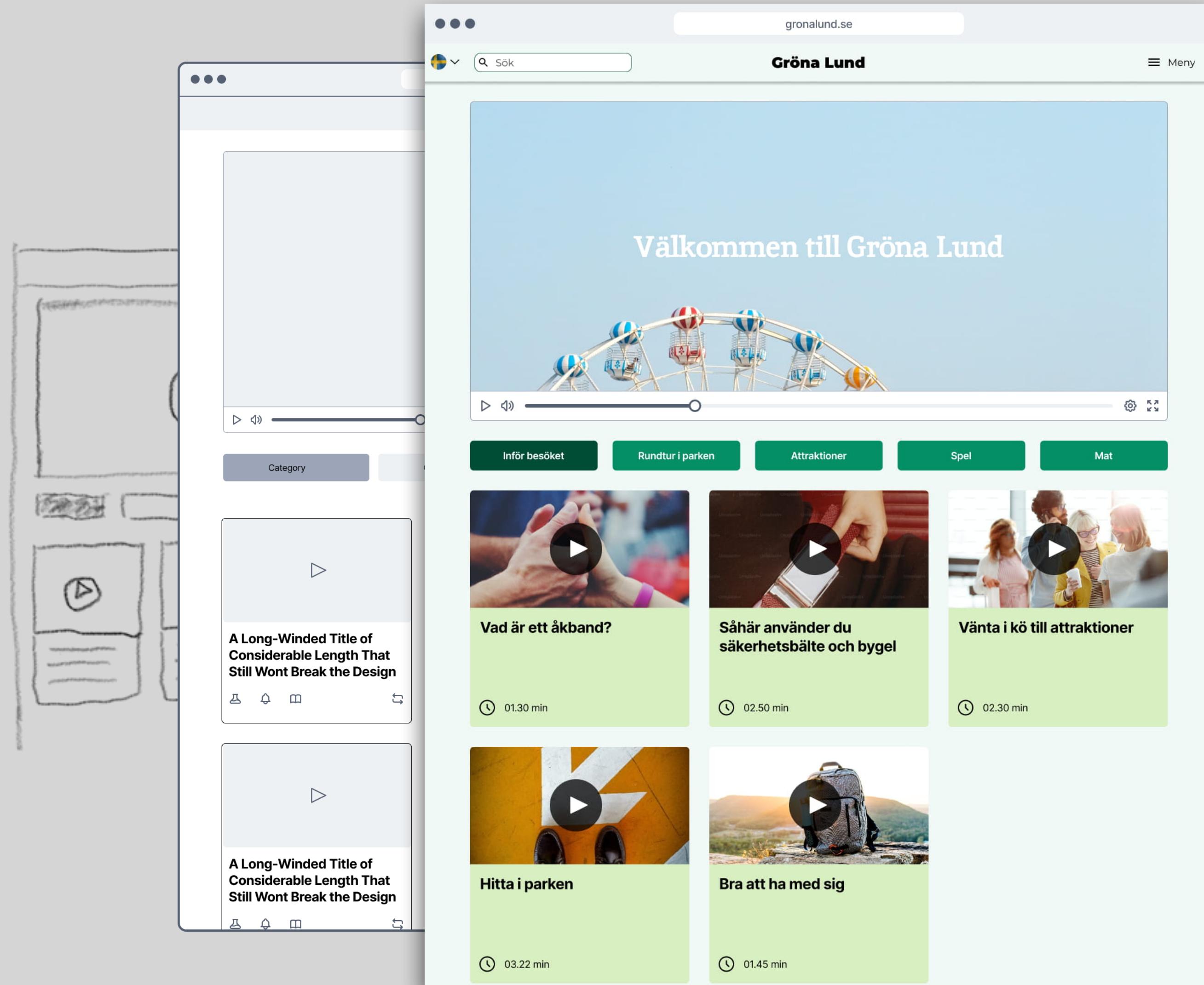
- Repeatedly going over what will happen and in what order beforehand
- Practicing behaviours and new situations

We also learned that:

- Information needs to be communicated through multiple formats, with visual supports, to fit different learning styles

During the visit, an important support was:

- Getting priority in queues



Easier preparations with the new video page

After brainstorming together, we decided on two key improvements to solve user needs. First, creating a new page with visual information on the website

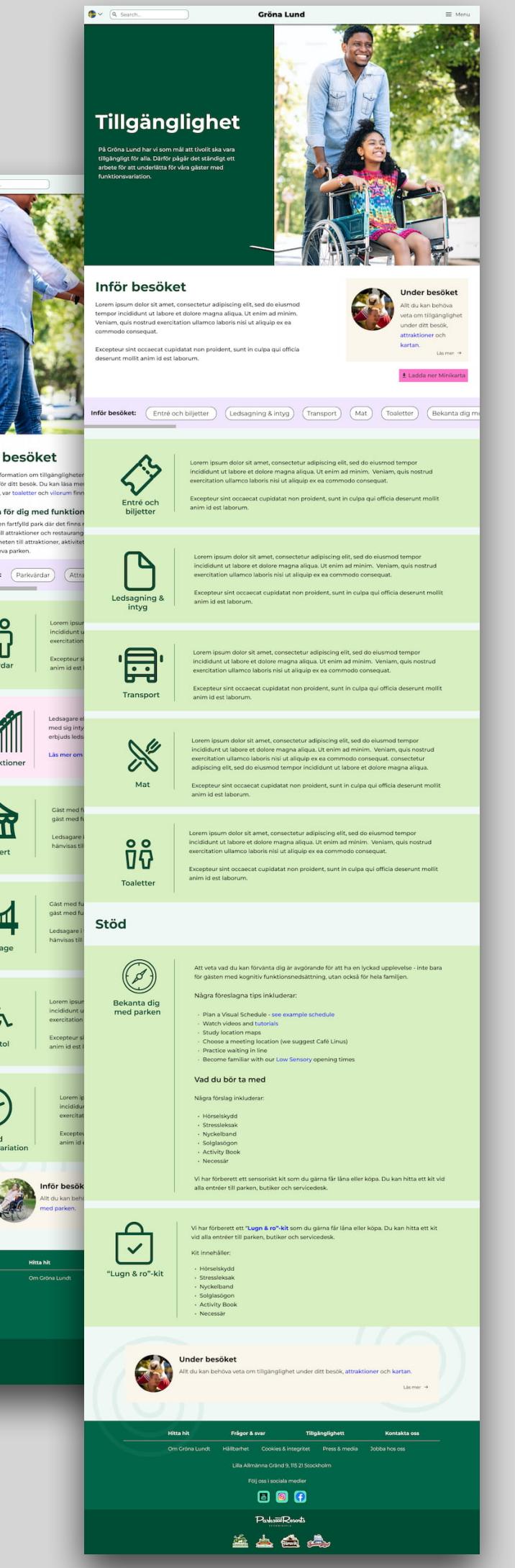
On this page you can find helpful videos and tutorials that show you what to expect during your visit, making preparations easier. Some people prefer to learn visually, while others need to see things to understand them - these videos are here for everyone - and can be appreciated by many more than the target group.

I was responsible for designing this page, beginning with rough sketches and developing them into more detailed wireframes.

before



after



Easier planning through a user friendly interface

The second improvement was a redesign of the existing accessibility page.

Today, Gröna Lund lists available support services on an accessibility page on their website. Ironically, the information is presented in a way that's hard to understand - especially for those who need it most. Having to focus on so much information in text can be overwhelming for anyone, but it's particularly challenging for people with cognitive disabilities.

My main contribution was creating an intuitive information architecture - putting the right content in the right order to guide readers effectively.

split into two pages

Improving readability and navigation

before

lots of text to search through

pattern behind text

The screenshot shows a complex web page layout. At the top is a photo of an amusement park. Below it is a section titled "Tillgänglighet" with text about accessibility. This is followed by several other sections: "Bra att veta för dig med funktionsvariation", "Kollektivtrafik", "Entré och biljettköp", "Passage mellan Stora och Lilla området", "Attraktioner", "Ledsagning i attraktioner", and "Kontakt i Stora Gatan". Each section contains descriptive text and small images.

after

split into two pages

quick navigation to topic

icons

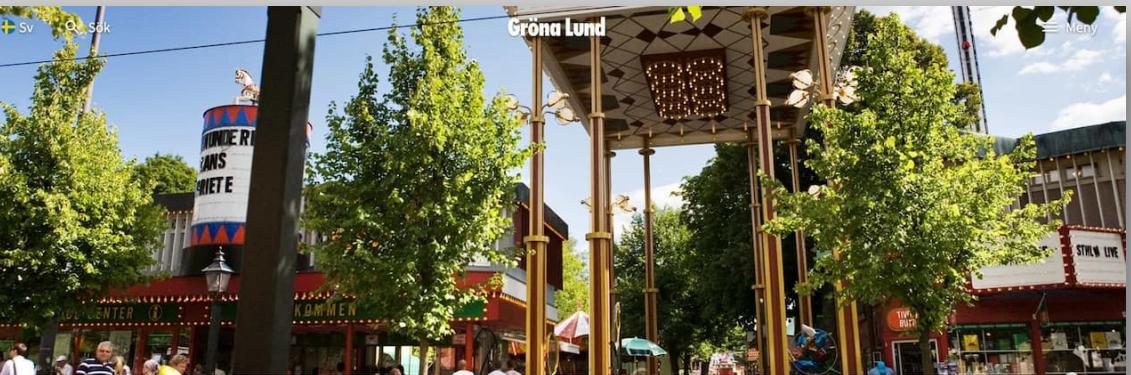
solid color

The improved layout consists of two pages. The first page has a dark green header with "Tillgänglighet" and a photo of a smiling man pushing a girl in a wheelchair. It also includes sections like "Inför besöket" and "Under besöket". The second page has a light purple header with "Inför besöket:" and a list of categories: Entré och biljetter, Ledsagning & intyg, Transport, Mat, Toaletter, and Bekanta dig med. Below this are three columns of cards, each with an icon (ticket, document, bus) and a title: "Entré och biljetter", "Ledsagning & intyg", and "Transport". Each card contains placeholder text.

Gathering and prioritizing important information

spread out
information

before



Tillgänglighet

På Gröna Lund har vi som mål att tivoli ska vara tillgängligt för alla. Därför pågår det ständigt ett arbete för att underlättा för våra gäster med funktionsvariation.

Bra att veta för dig med funktionsvariation

Gröna Lund är en fartfylld park där det finns något för alla. Parken har enstaka nivåskillnader till attraktioner och restauranger samt mellan de två olika områdena. Närheten till attraktioner, aktiviteter och övrigt utbud gör det enkelt att uppleva parken.

[Läs vår Tillgänglighetsfördel för 2023](#)

Kollektivtrafik

Kollektivtrafikens hållplatser till och från parken är placerade ett stenkast från huvudentré. Hållplatserna är upphöjda och anpassade för rullstol. Färdtjänst har möjlighet att släppa av och hämta gäster i nära anslutning till parkens entré.

Entré och biljettköp

Gäst med funktionsvariation betalar ordinarie pris. Ledsagare eller assistent i tjänst till gäst med funktionsvariation har fri entré och fria åk. Ledsagare i tjänst/assistent i tjänst ska ha med sig intyg. Ledsagare och assistenter hanvisas till Biljettcenter för entré och information om hur ni gör ert besök lättare.

Passage mellan Stora och Lilla området

Om ni önskar ta er mellan Lilla och Stora området på Gröna Lund samt önskar undvika trappor hanvisar vi till våra värder i entrén som gärna hjälper er!

Attraktioner

Gäst med speciella behov och som inte kan använda våra ordinarie köflökar kan göra entré via utgången tillsammans med 1 gäst på de allra flesta av våra attraktioner. Mot uppvisande av ett intyg erhåller du då en stämpel i Biljettcenter som du kan visa upp på attraktionerna. För våra Jetpass-attraktioner härvisar vi dessa gäster till Jetpass-entrén (i Biljettcenter kan du hämta ut 10 Jetpass som du kan använda i våra Jetpass-attraktioner). [Läs mer om Jetpass](#).

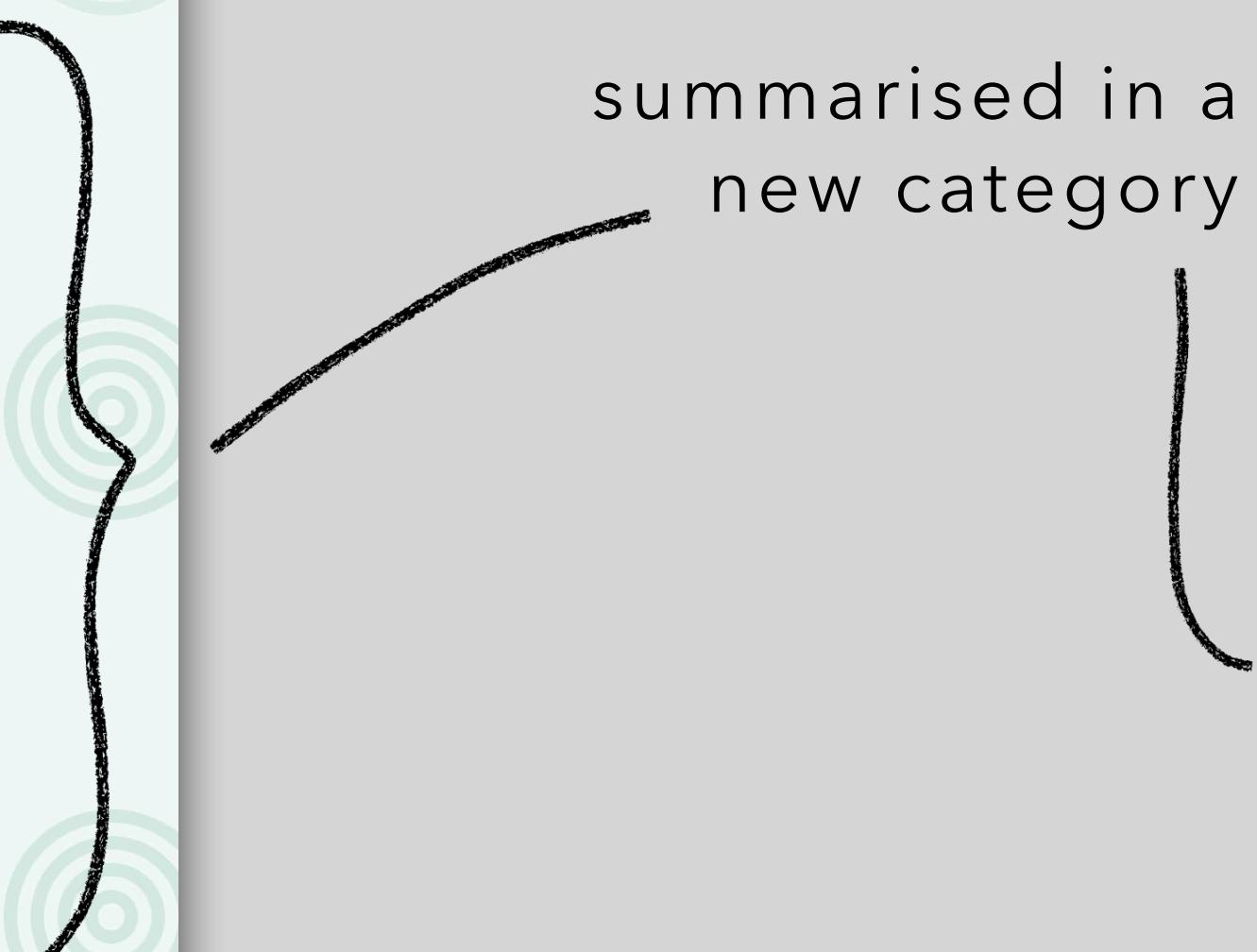
Intyg bör innehålla ditt namn, telefonnummer, en kortfattad beskrivning av vad din utmaningar är, samt varia signerat av och ha namn och kontaktuppgifter till en person som har insikt i dina utmaningar. (ex läkare, sjuksköterskor, terapeuter, kuratorer, personlig assistent, särskolalärare, rektorer, värdscentraler, skolsköterskor etc.). Personer under 18 år behöver också ha med sig förälder/mälsmans (fyllda 18 år) för att erhålla stämpeln.

Rullstolsbumärken gäster gör entré via attraktionernas utgångar eller via hiss. Gäster med rörelsehinder, som svårt att ta sig i och ur en attraktion, har möjlighet att sitta kvar i attraktionen till nästa åktur (max tre åkturer åt gången). Gästens ledsagare/assistent ska vara behjälplig vid i- och urstigning av attraktionen.

Vill du ha mer information om de olika attraktionerna, kontakta Gästservice vid Huvudentrén eller Biljettcenter.

Ledsagning i attraktioner

Ledsagare eller assistent i tjänst till gäst med funktionsvariation har fri entré och ska ha med sig intyg. Om gästen med funktionsvariation behöver hjälp för att åka attraktionen erbjuds ledsagaren att fritt åka med.



after



Tillgänglighet

På Gröna Lund har vi som mål att tivoli ska vara tillgängligt för alla. Därför pågår det ständigt ett arbete för att underlättा för våra gäster med funktionsvariation.

Inför besöket

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[Ladda ner Minikarta](#)

Inför besöket: Entré och biljetter | Ledsagning & intyg | Transport | Mat | Toaletter | Bekanta dig med



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summarised in a
new category

Communicating inclusivity through photos

before

no photos of people with disabilities



only two of 50+ images include people of color

after



photos that reflect the diversity of the audience



WELCOM / GÖTEBORG ENERGI / TILLGÄNLIGHET I APPEM 240614

UPPFYLLS INTE

4.1.2 Namn, roll, värde (A)

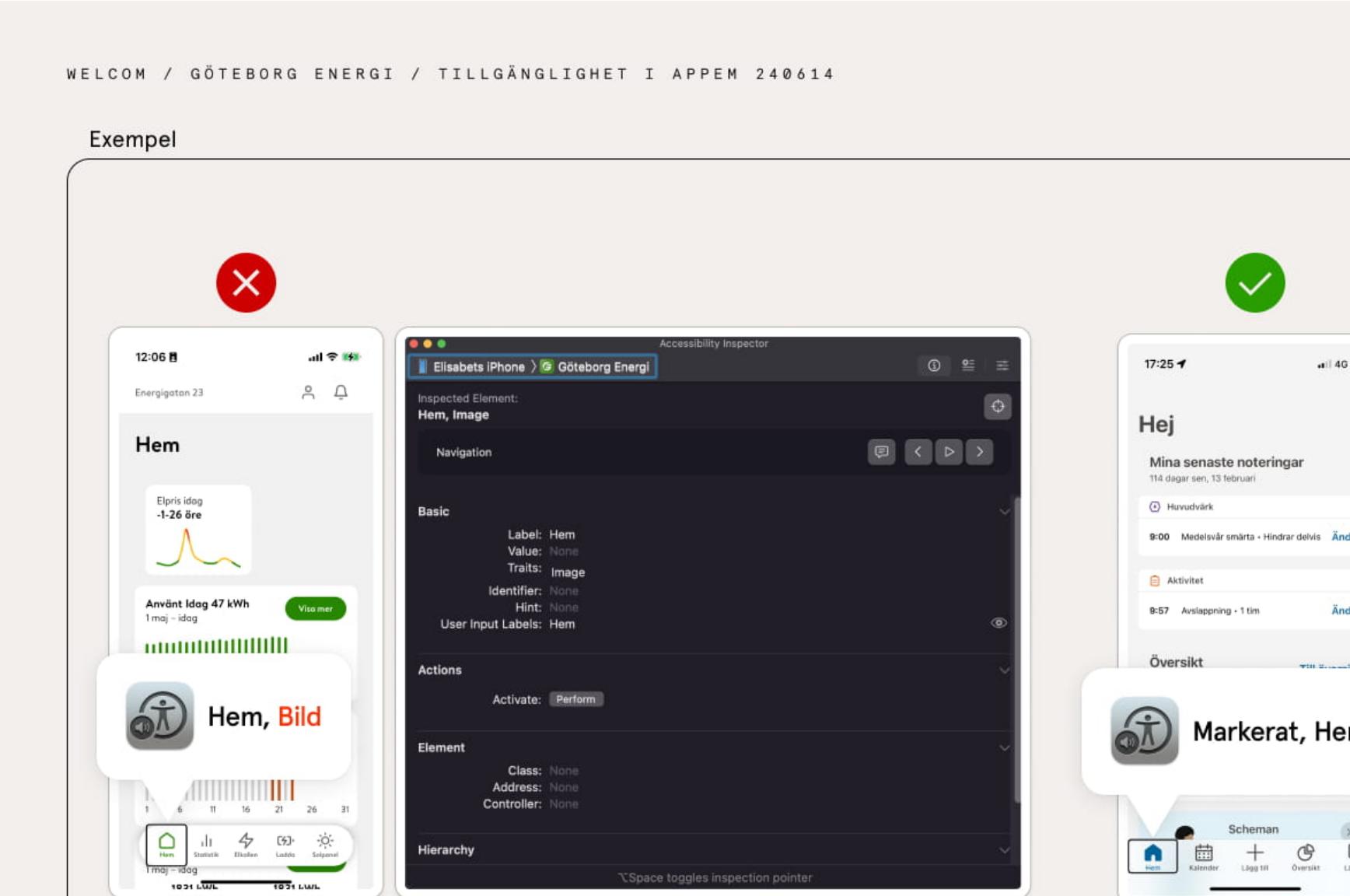
Vad kräver lagen?

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

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

welcom

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

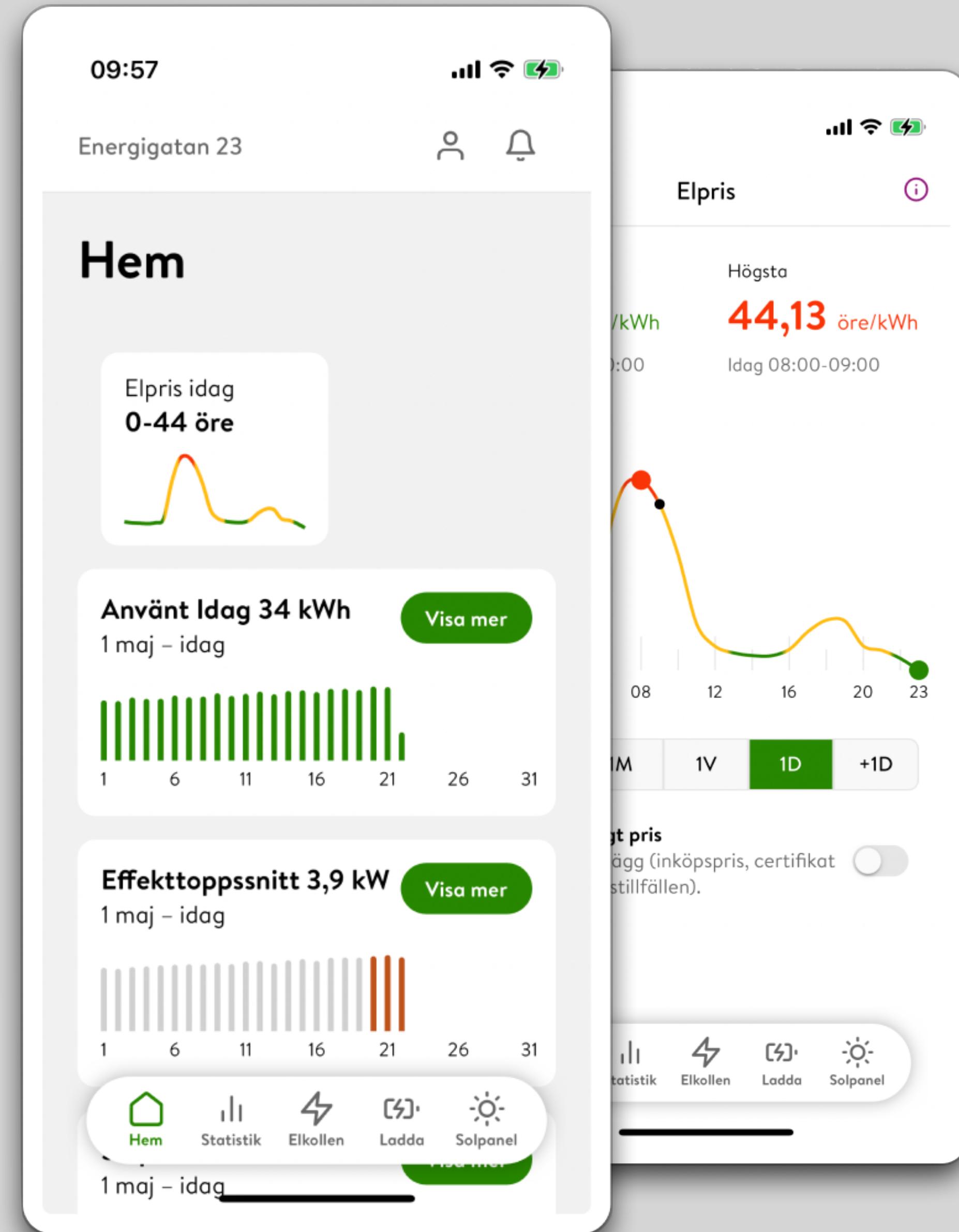
Desktop research

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

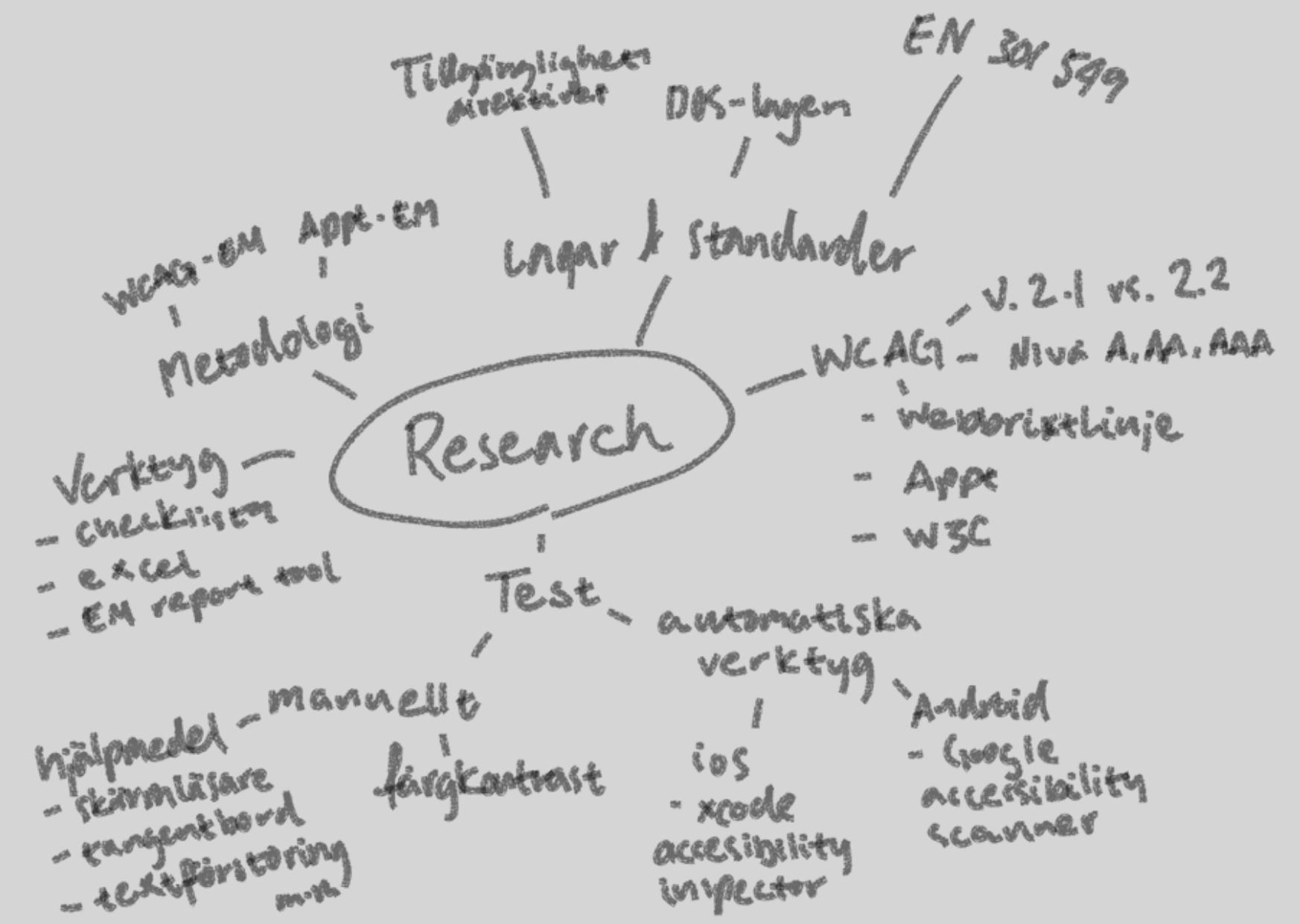


The product

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?

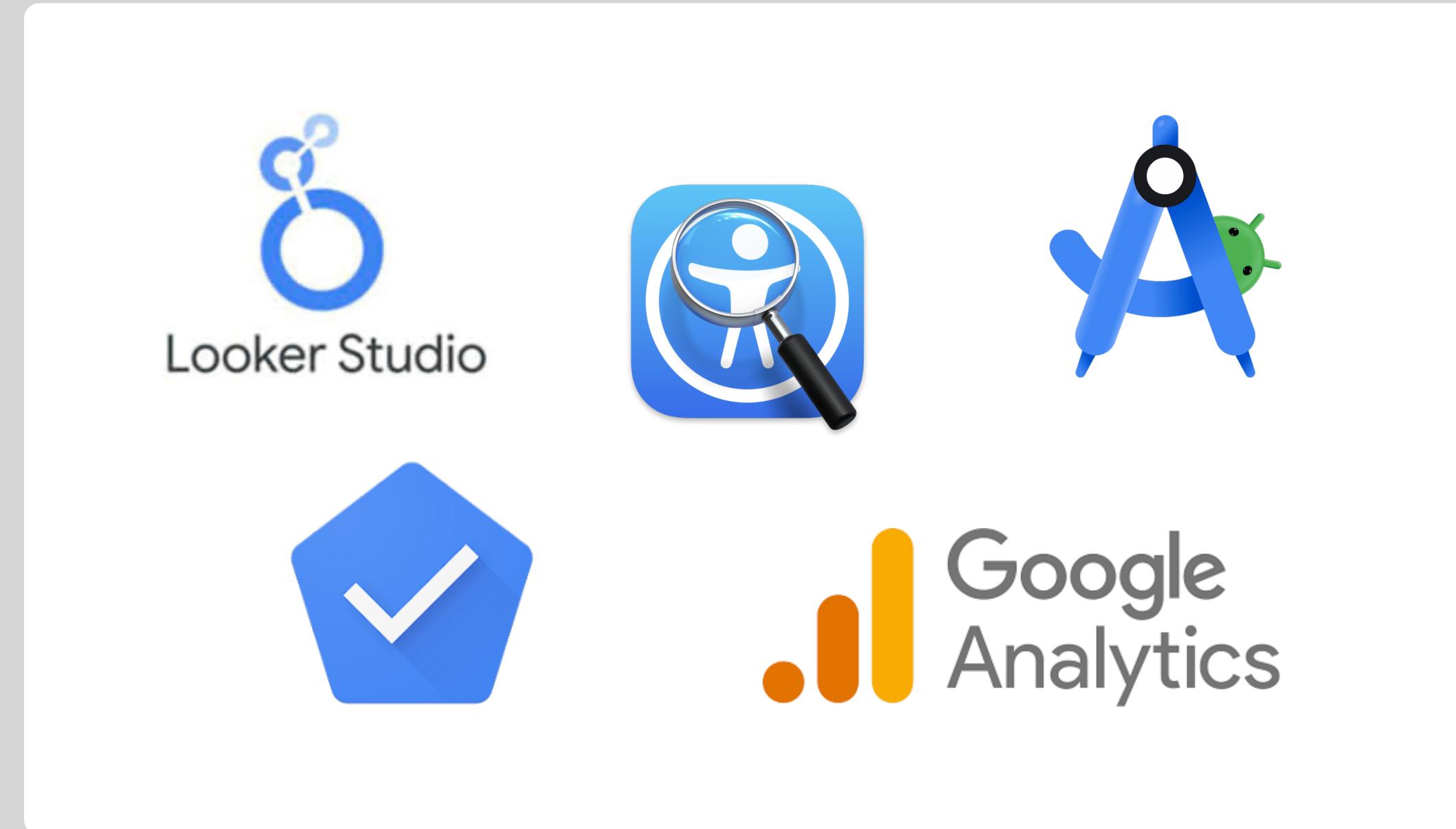
iOS	Android
Nivå av uppfyllelse AAA	Nivå av uppfyllelse AAA
WCAG-version 2.1	WCAG-version 2.1
Installationsmetod App Store	Installationsmetod Google Play Store
Appens versionsnummer 2.13.1 (Demo)	Appens versionsnummer 2.13.1 (Demo)
Hårdvara Enhet: iPhone 13 mini Skärmstorlek): 137 mm (5.4")	Hårdvara 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

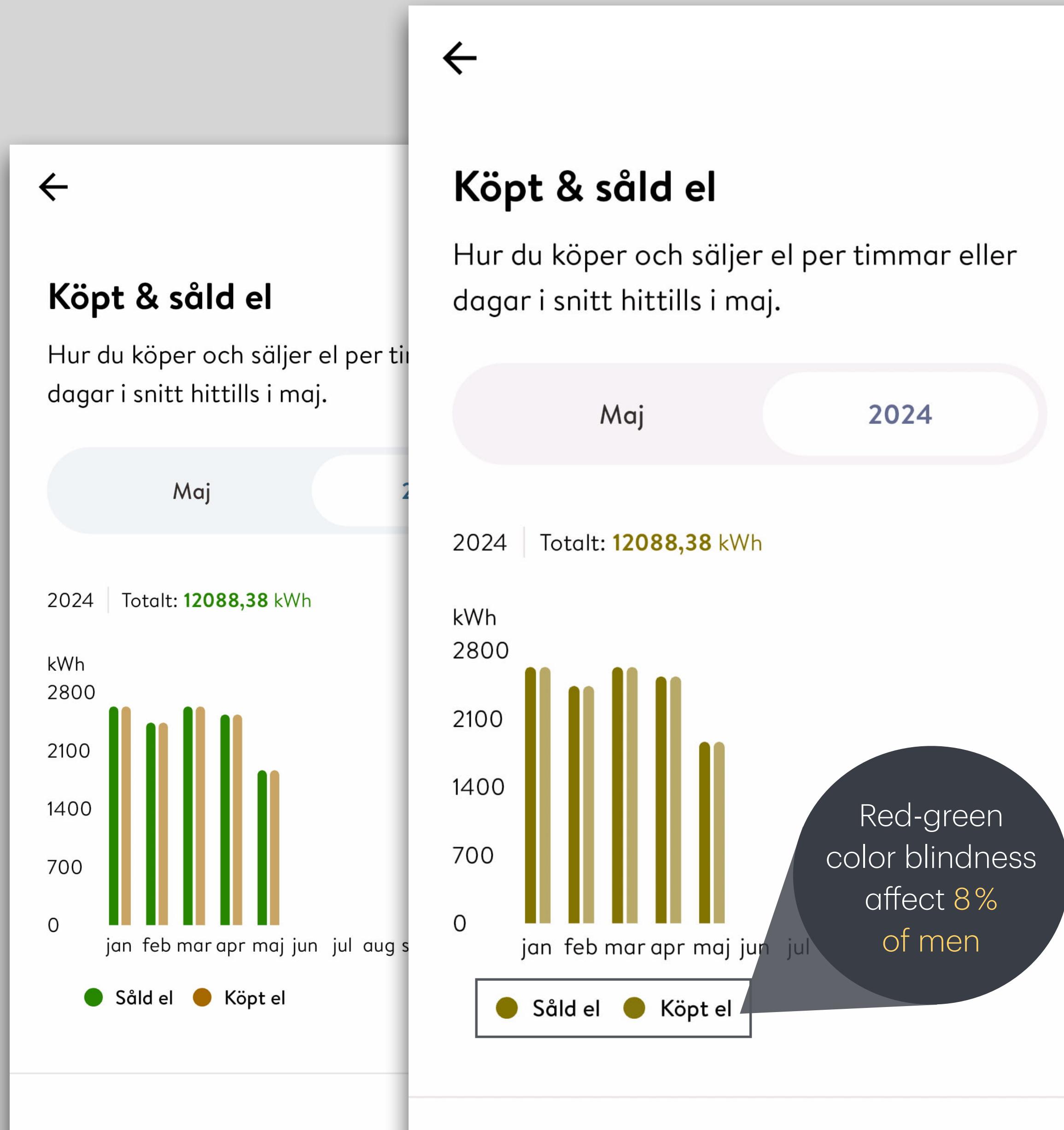
Even though I performed the testing myself, a crucial part of the project's success was the collaboration with team members.

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

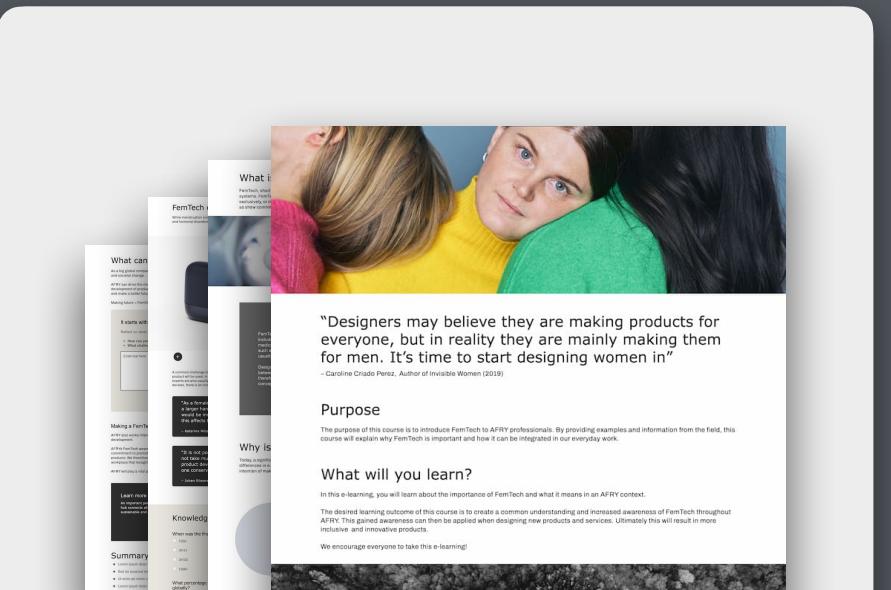
welcom

Thank you for your time.

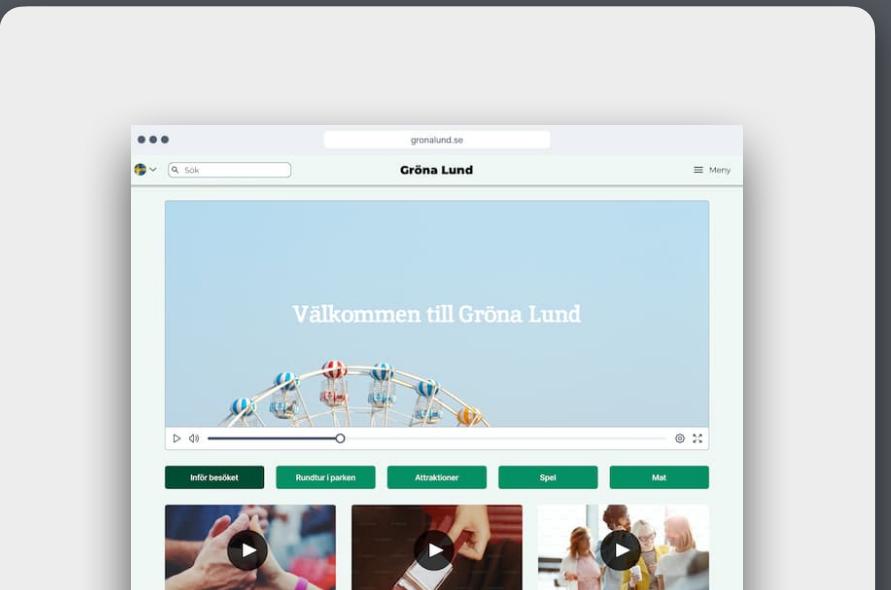
Wanna talk over a cup of hot beverage?

+ 46 70 754 69 95

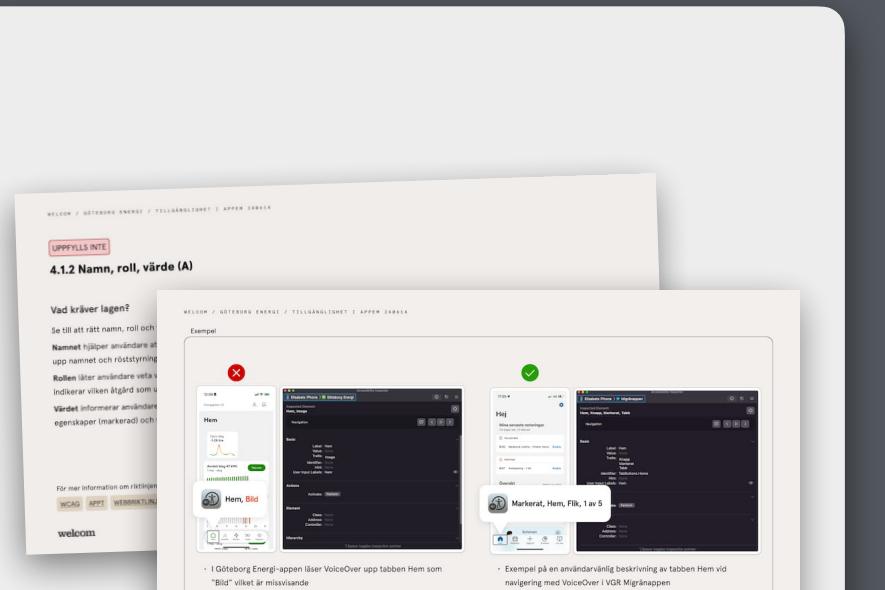
elisabet.andersson@me.com



Accelerating design collaboration



Designing for inclusivity



Addressing accessibility debt