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.

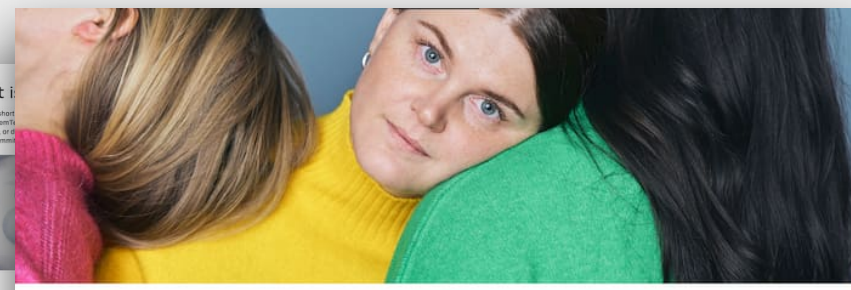Ready to collaborate on something meaningful? Let's talk!

+46 70 754 69 95

elisabet.andersson@me.com

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
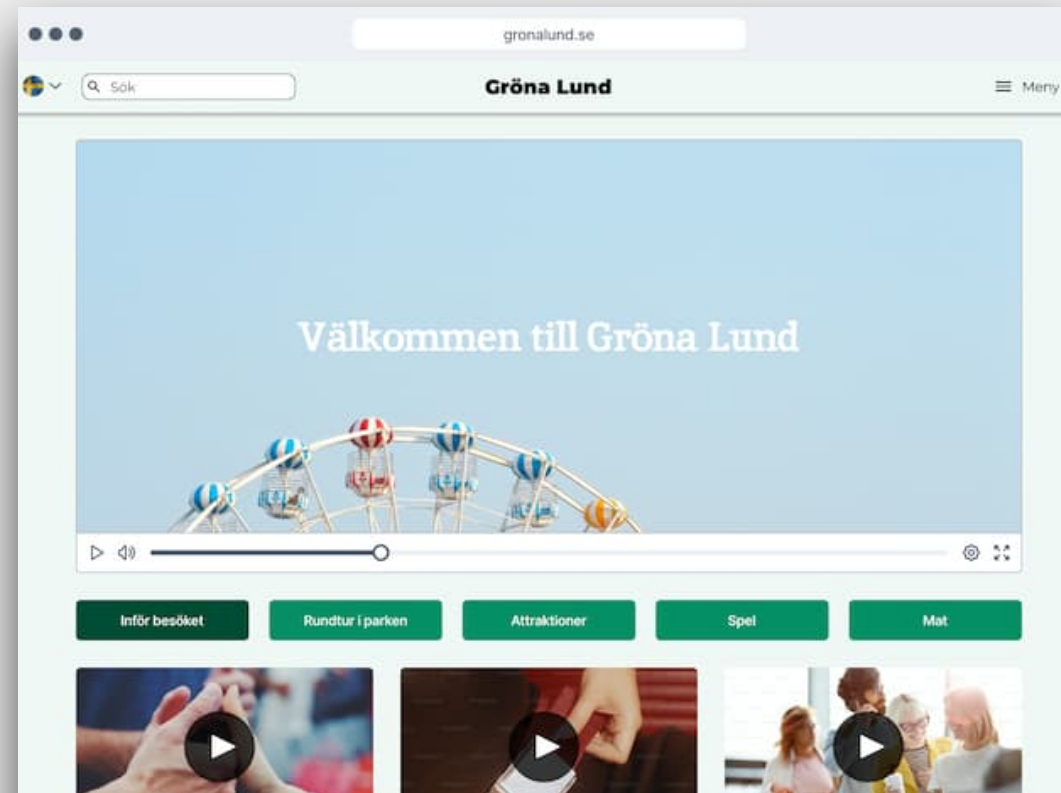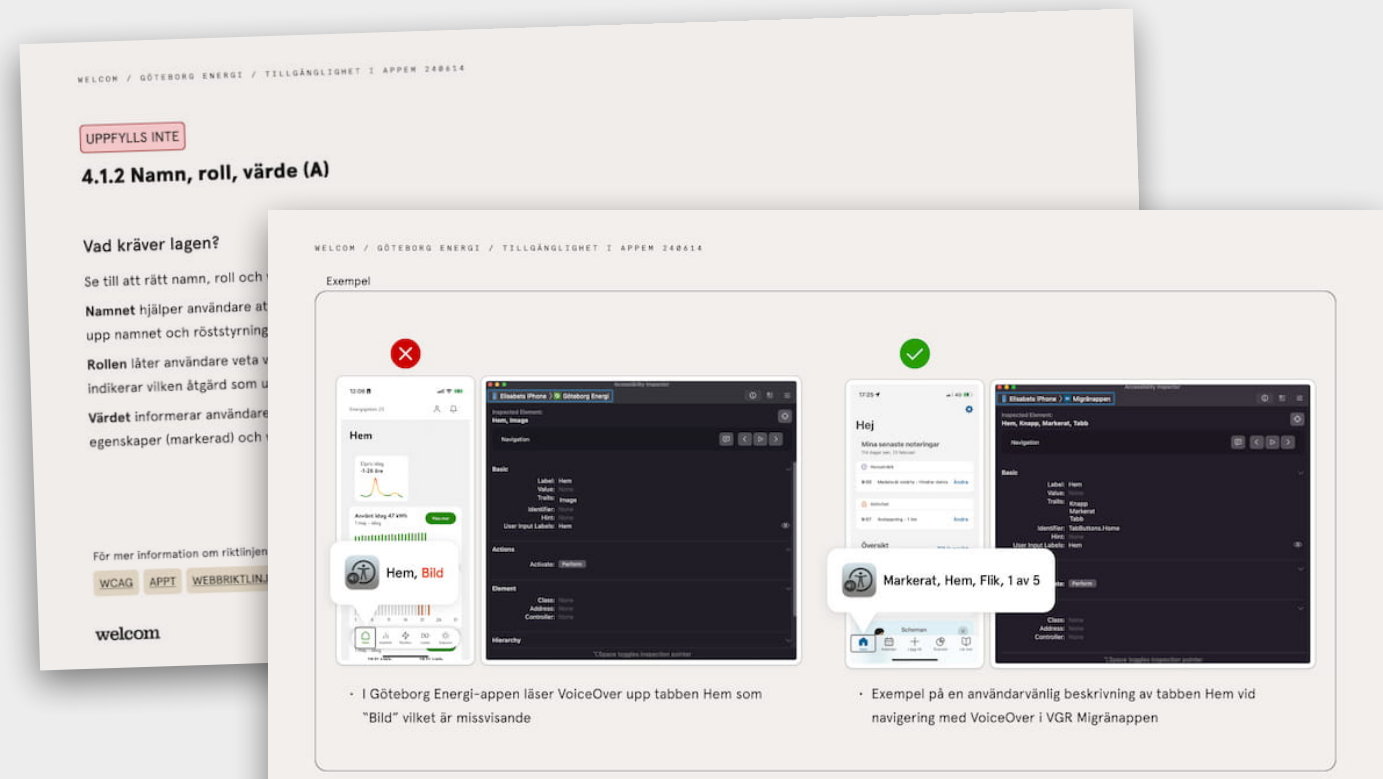
Designing for inclusivity

UX/UI design, user research

Addressing accessibility debt

Testing, desktop research, advocating

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
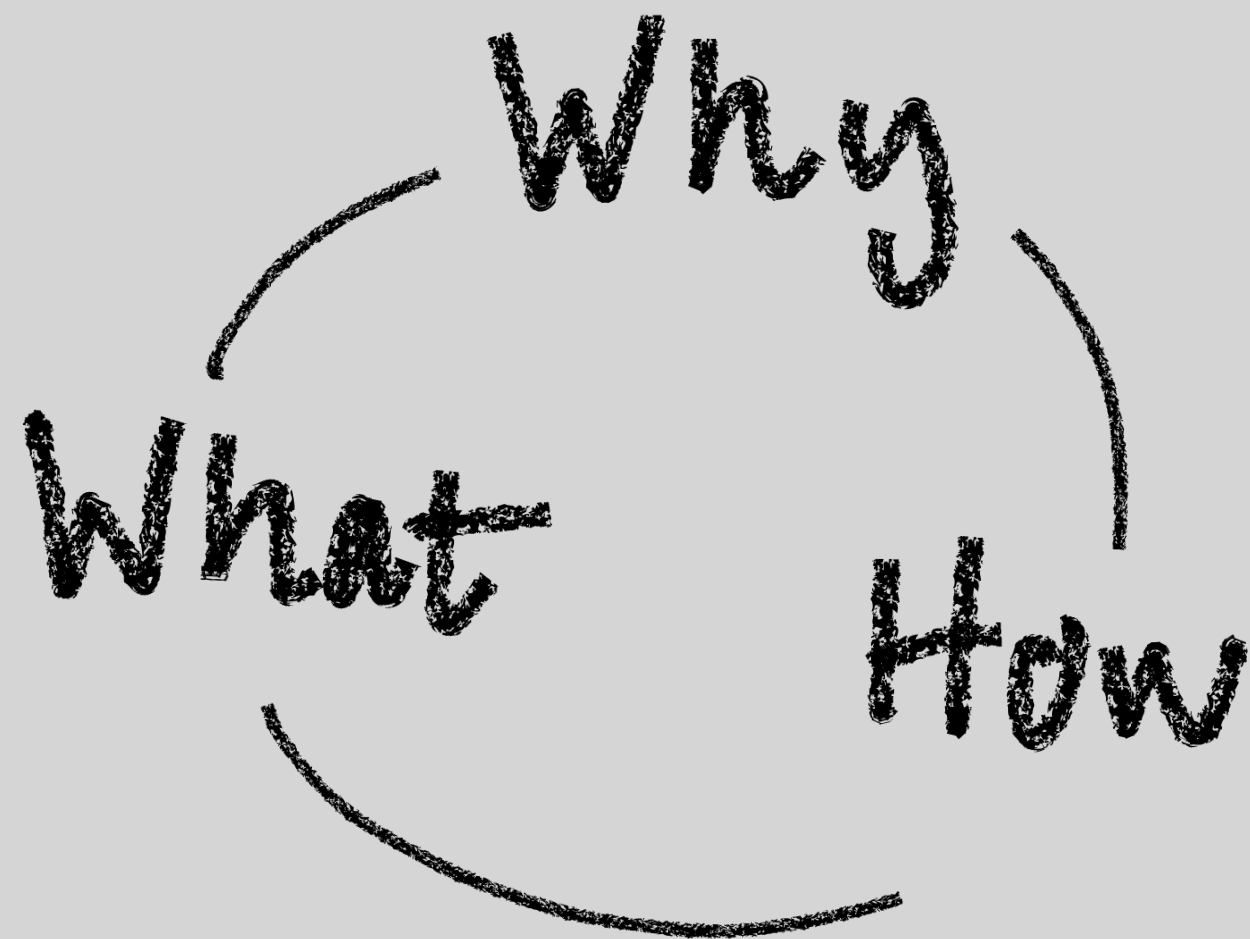
The challenge

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

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.
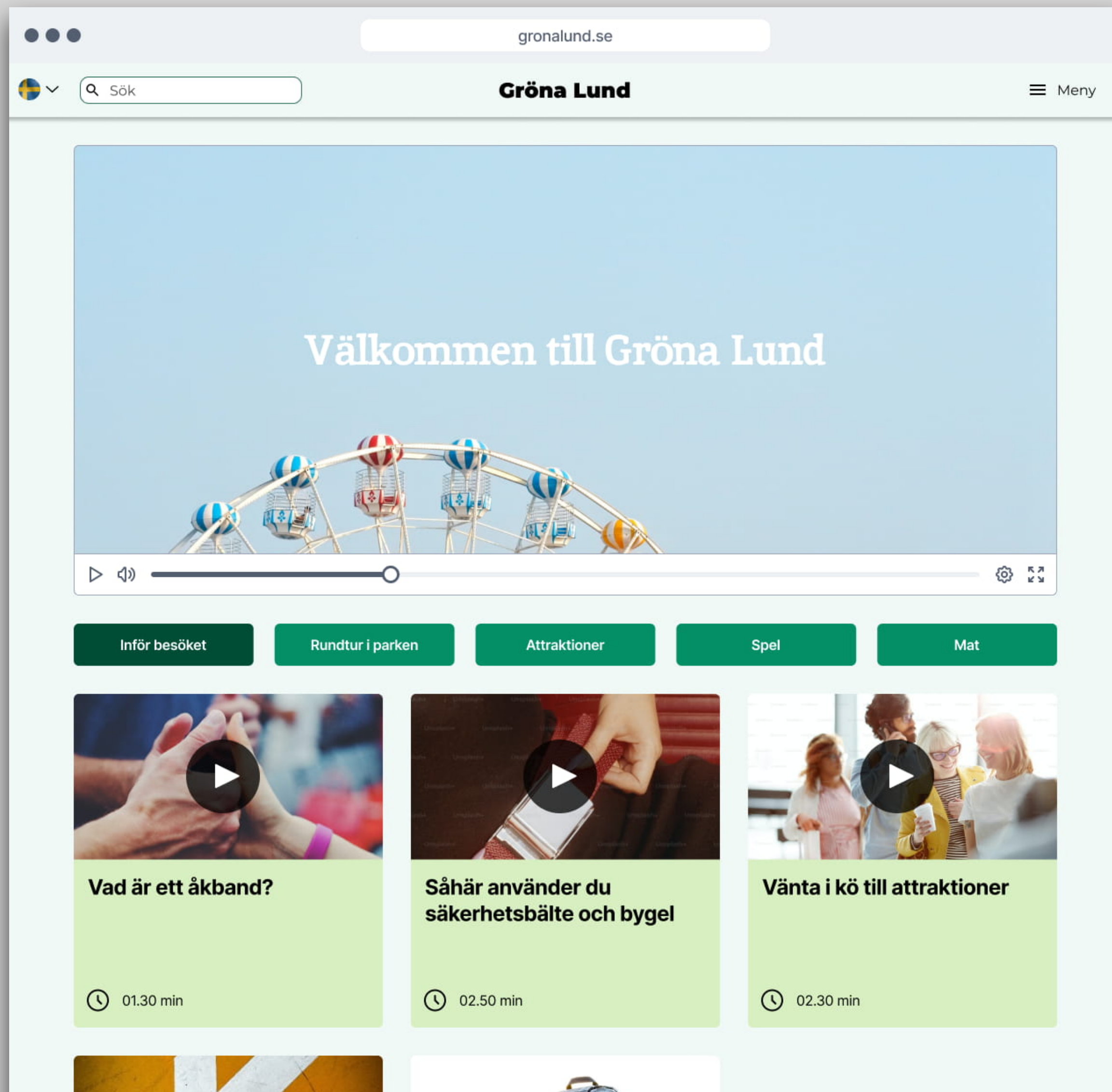
Designing for inclusivity

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.
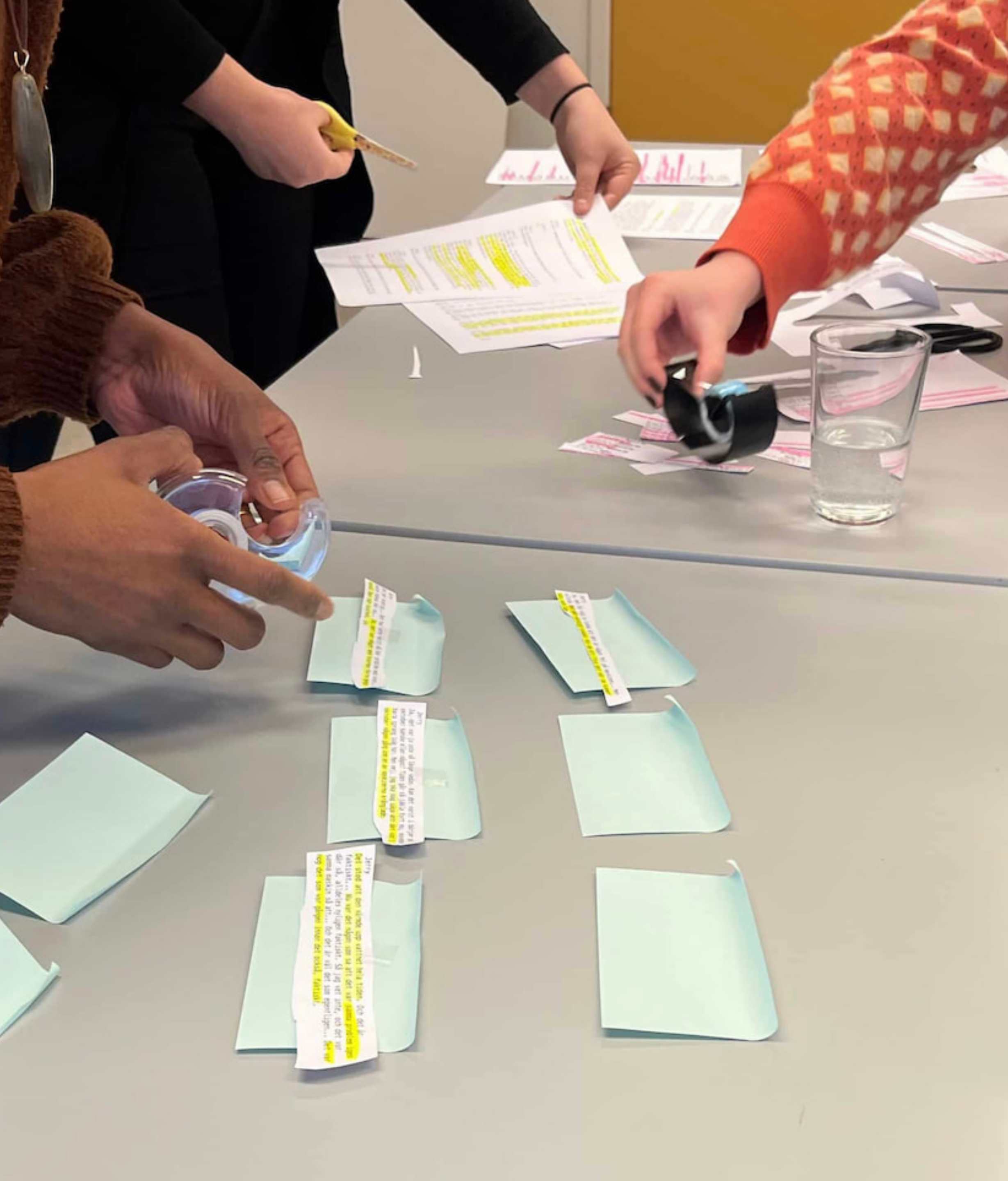
Creating shared understanding

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.
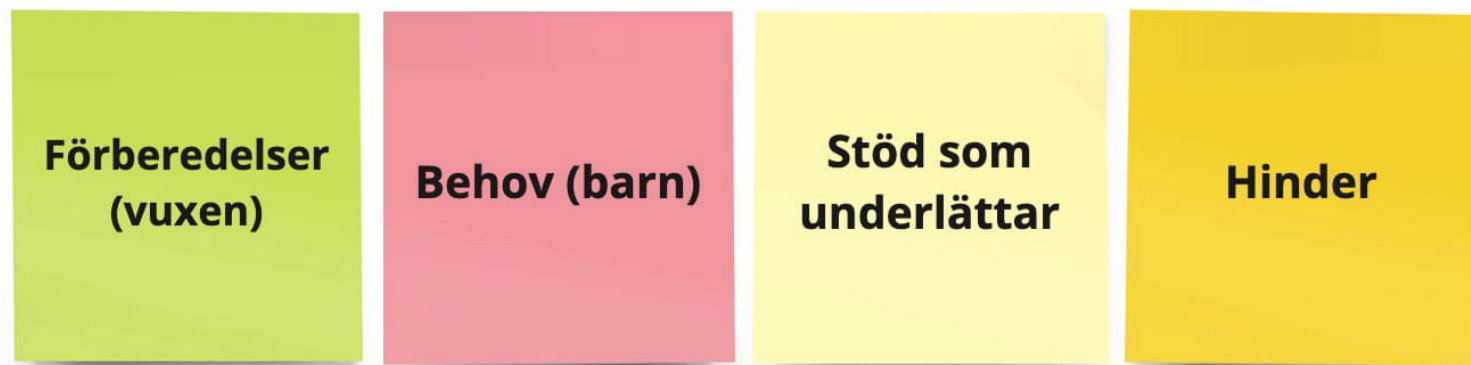
Identifying common themes among diverse needs

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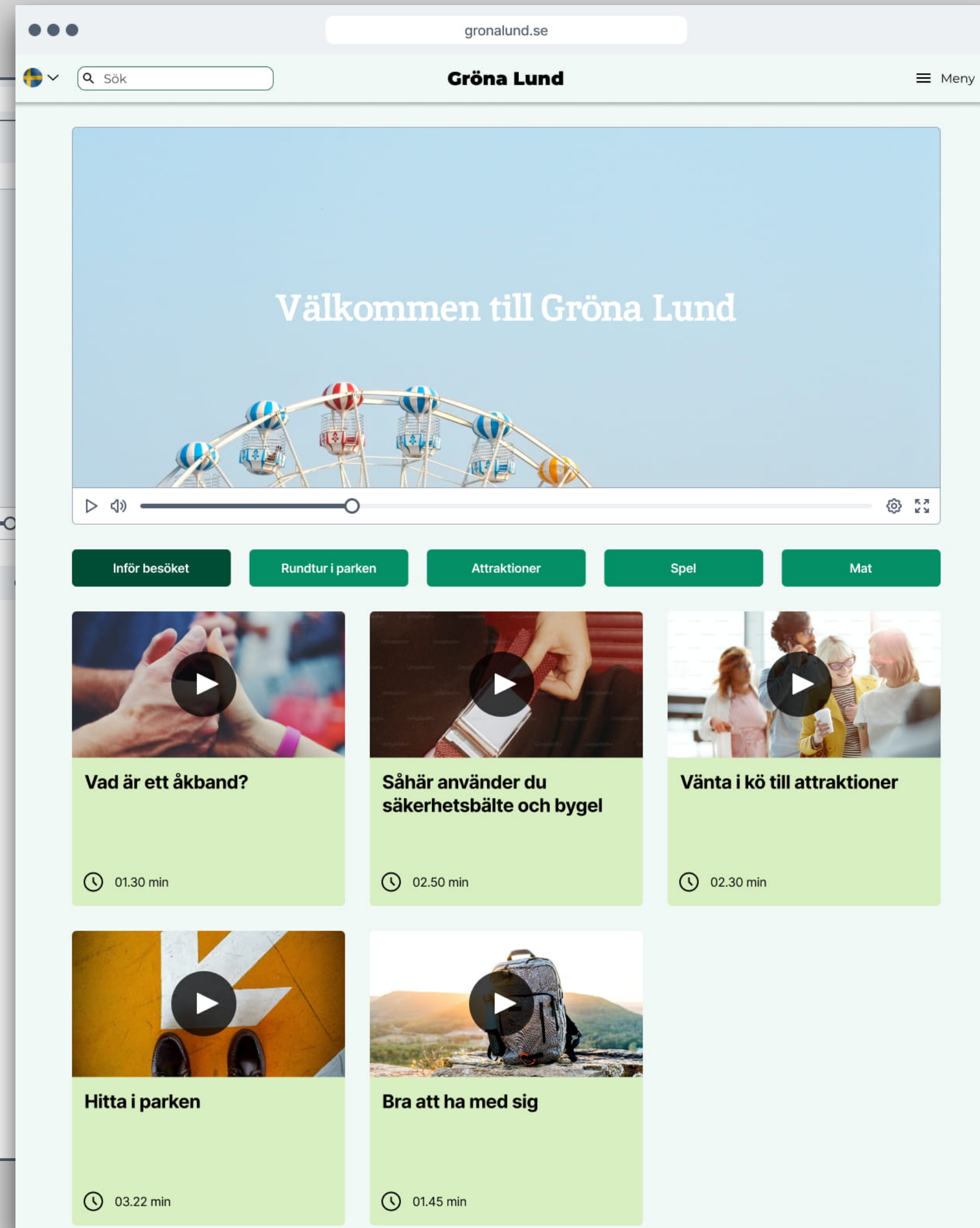
After brainstorming together, we decided on two key improvements to solve user needs. First, creating a new page with visual information on the website

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
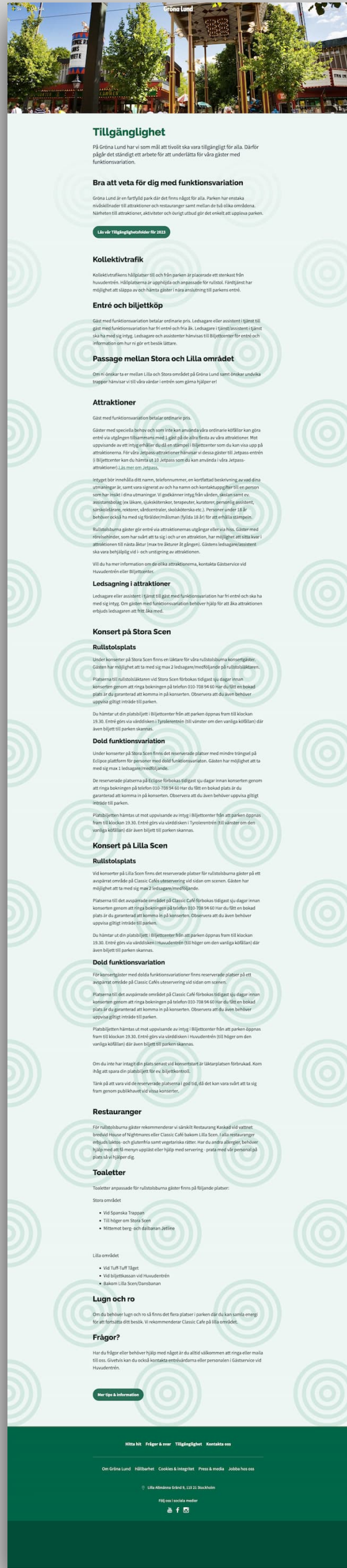
after
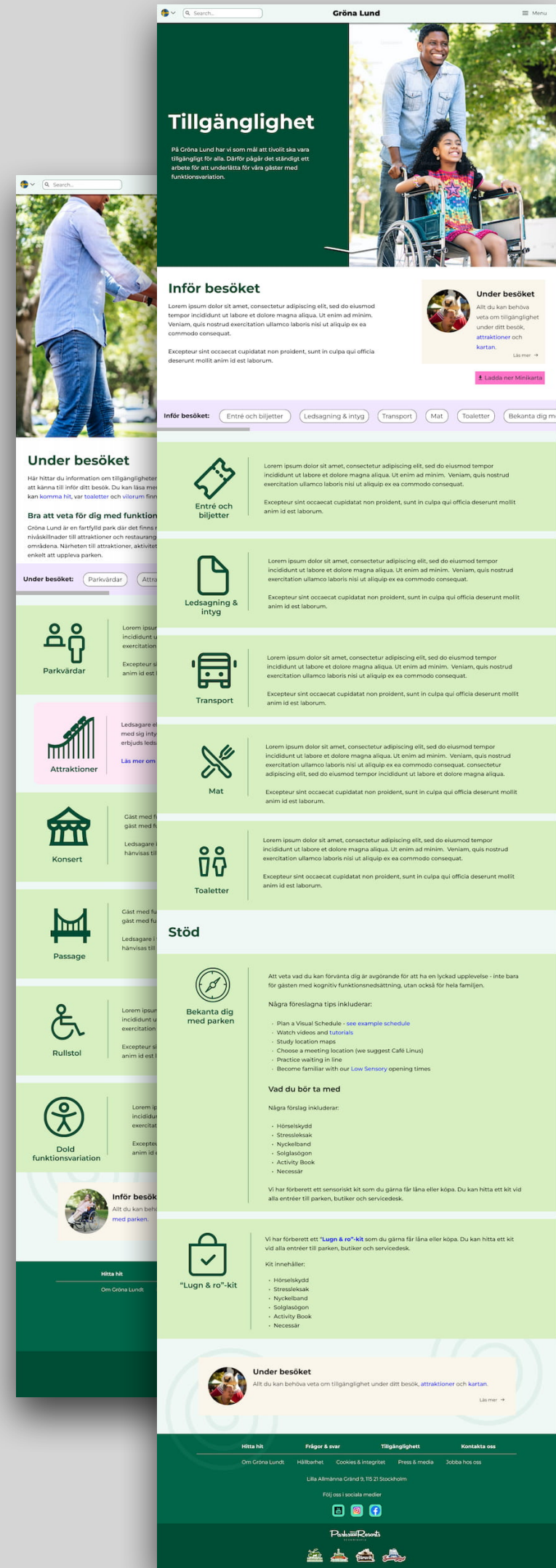
Easier planning through a user friendly interface

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.

Improving readability and navigation

split into two pages

after

before

lots of text to search through

pattern behind text
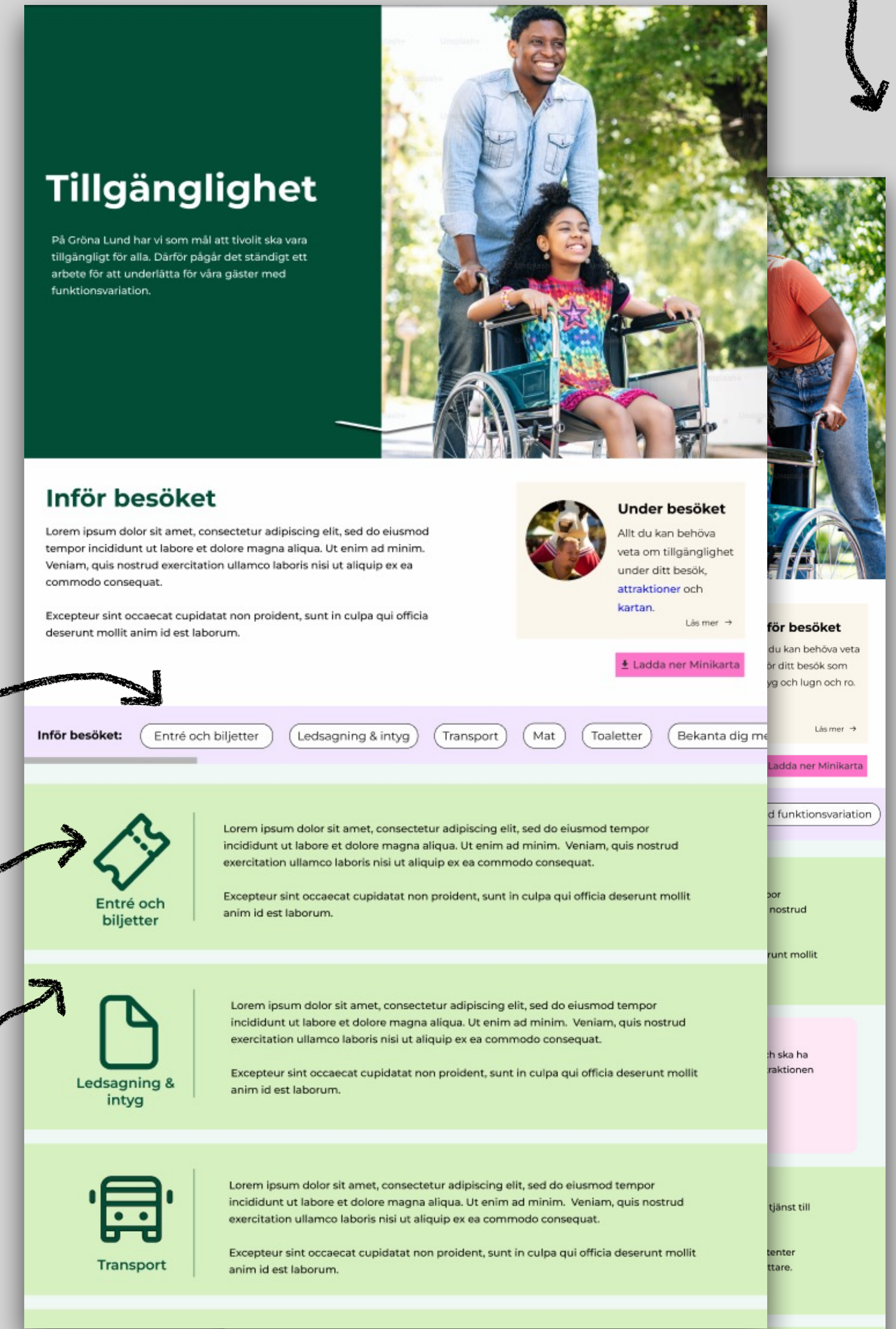
quick navigation to topic

icons

solid color

Gathering and prioritizing important information

before
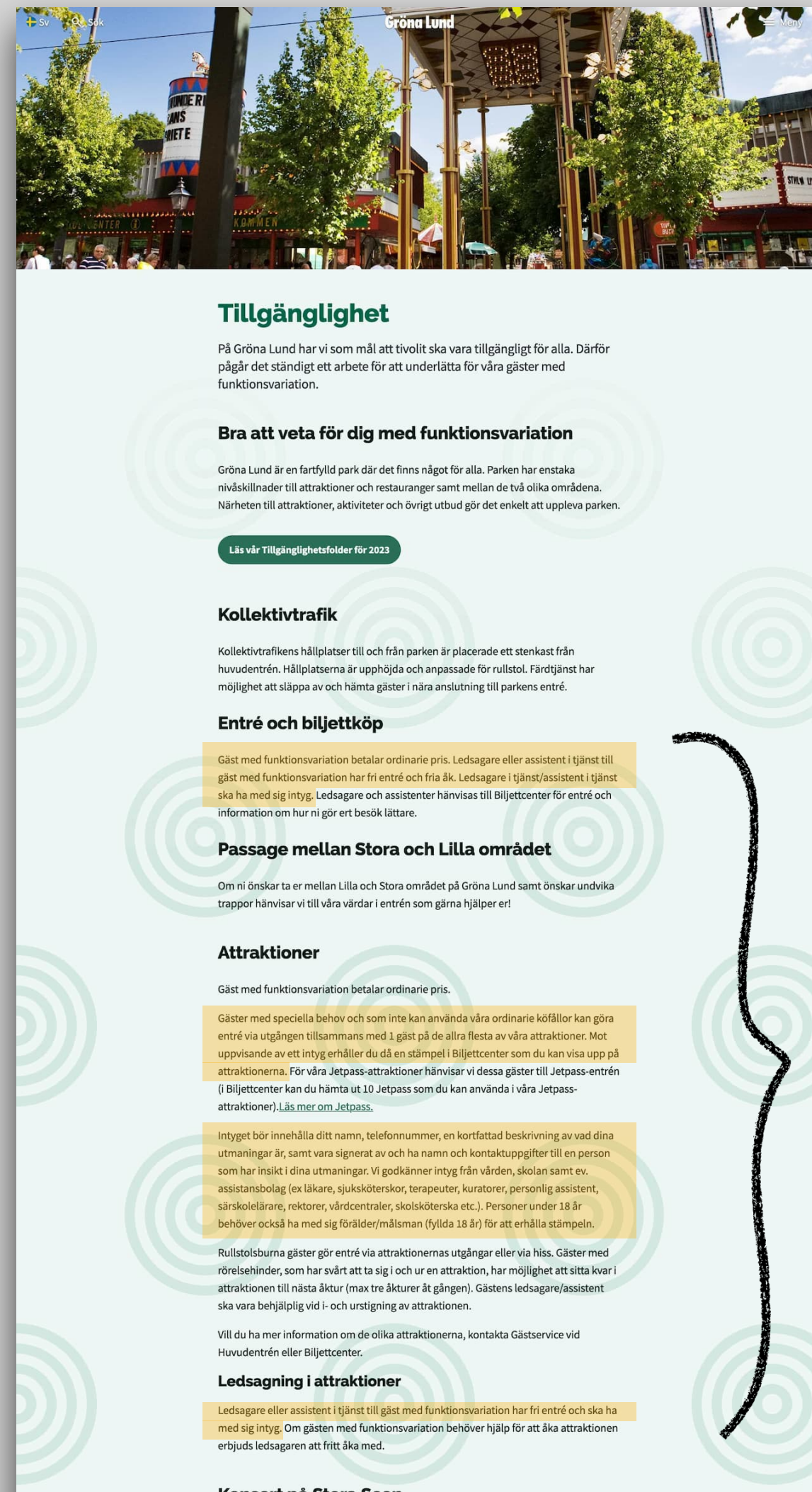
after

spread out information

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

Addressing accessibility debt

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

Client

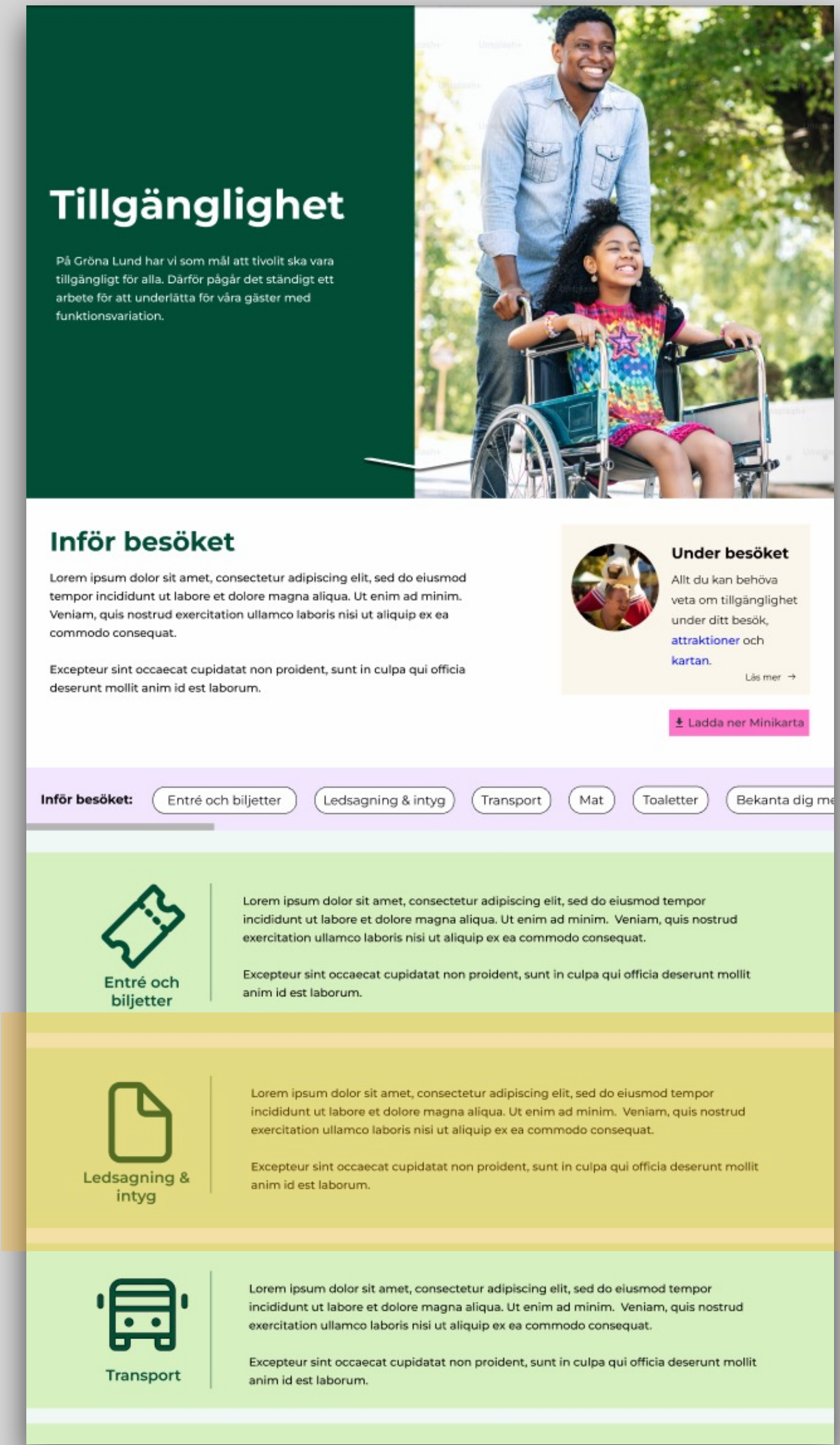Göteborg Energi is an energy company owned by the City of Gothenburg, working for a sustainable future

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
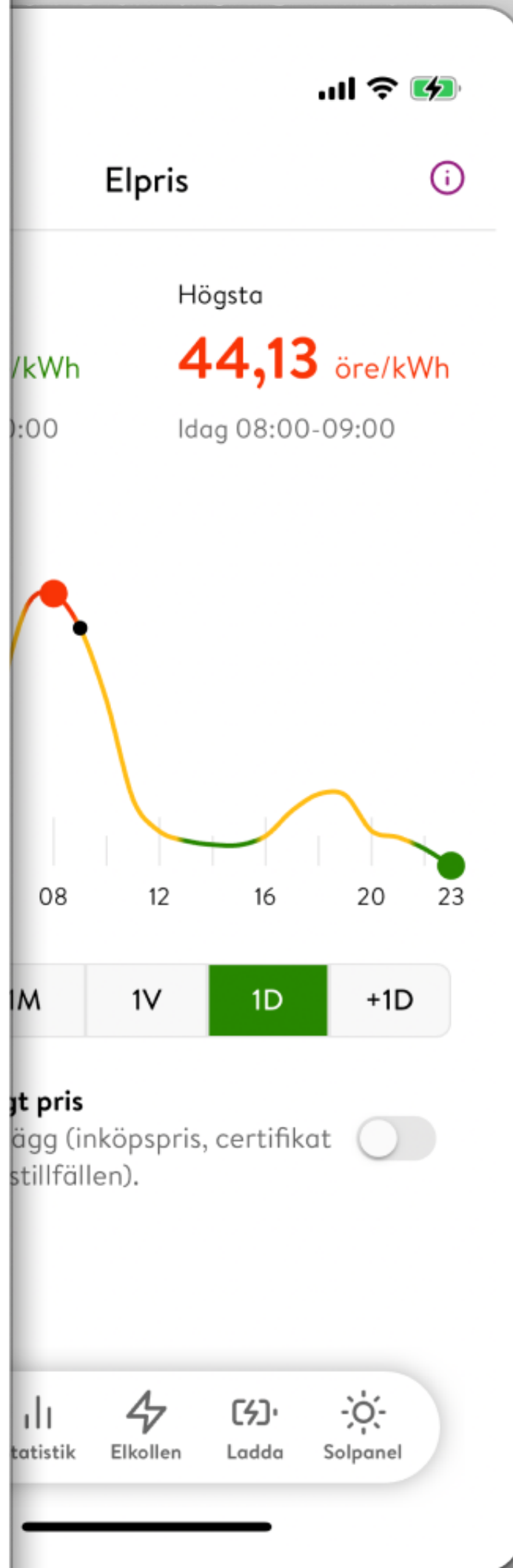
The product

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

Nivå av uppfyllelse
AAA

WCAG-version
2.1

Installationsmetod
App Store

Appens versionsnummer
2.13.1 (Demo)

Hårdvara
Enhet: iPhone 13 mini
Skärmstorlek): 137 mm (5.4")

Mjukvara
iOS 17.4.1

Systeminställningar
Språk: Svenska
Plats: Sverige

Hjälpmedel och verktyg
Xcode Accessibility Inspector
VoiceOver (iOS)
Skärm och textstorlek (iOS)

Android

Nivå av uppfyllelse
AAA

WCAG-version
2.1

Installationsmetod
Google Play Store

Appens versionsnummer
2.13.1 (Demo)

Hårdvara
Enhet: Pixel 3, AVD[1]
Skärmstorlek): 139 mm (5.5")

Mjukvara
Android 14.0

Systeminställningar
Språk: Svenska
Plats: Sverige

Hjälpmedel 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.
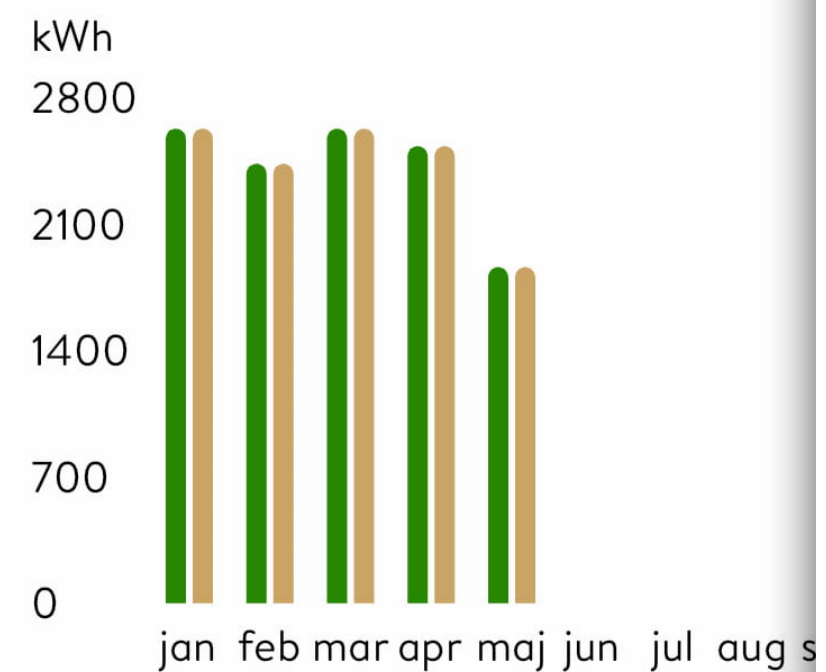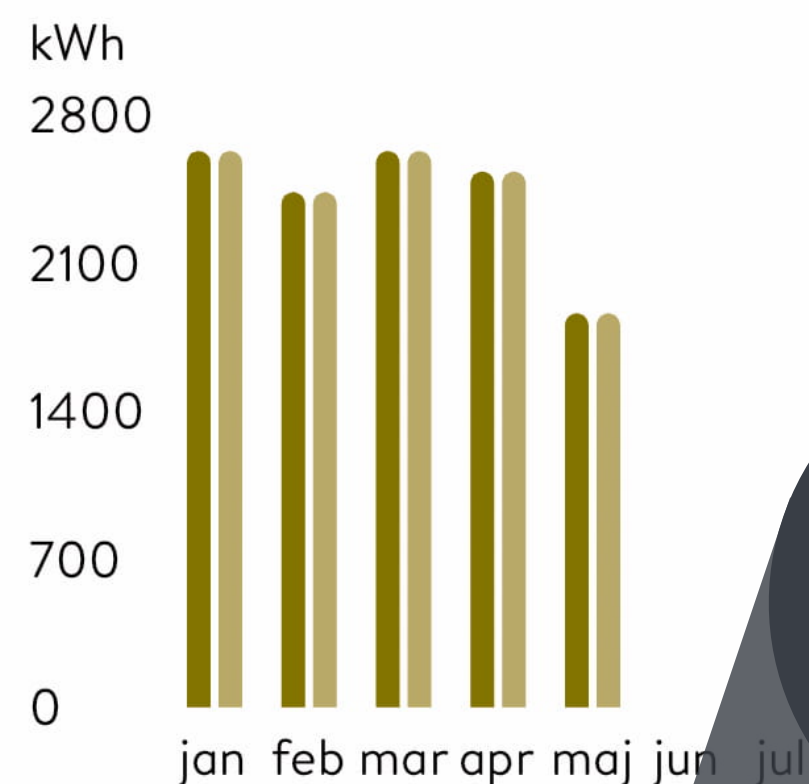
Understanding who it is for

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

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 (inaktiverad), egenskaper (markerad) och värden (50%).

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".

För mer information om riktlinjen se:

WCAG   APPT   WEBBRIKTLINJER

welcom

observed accessibility issues

recommended measures

Example of issue and recommended solution
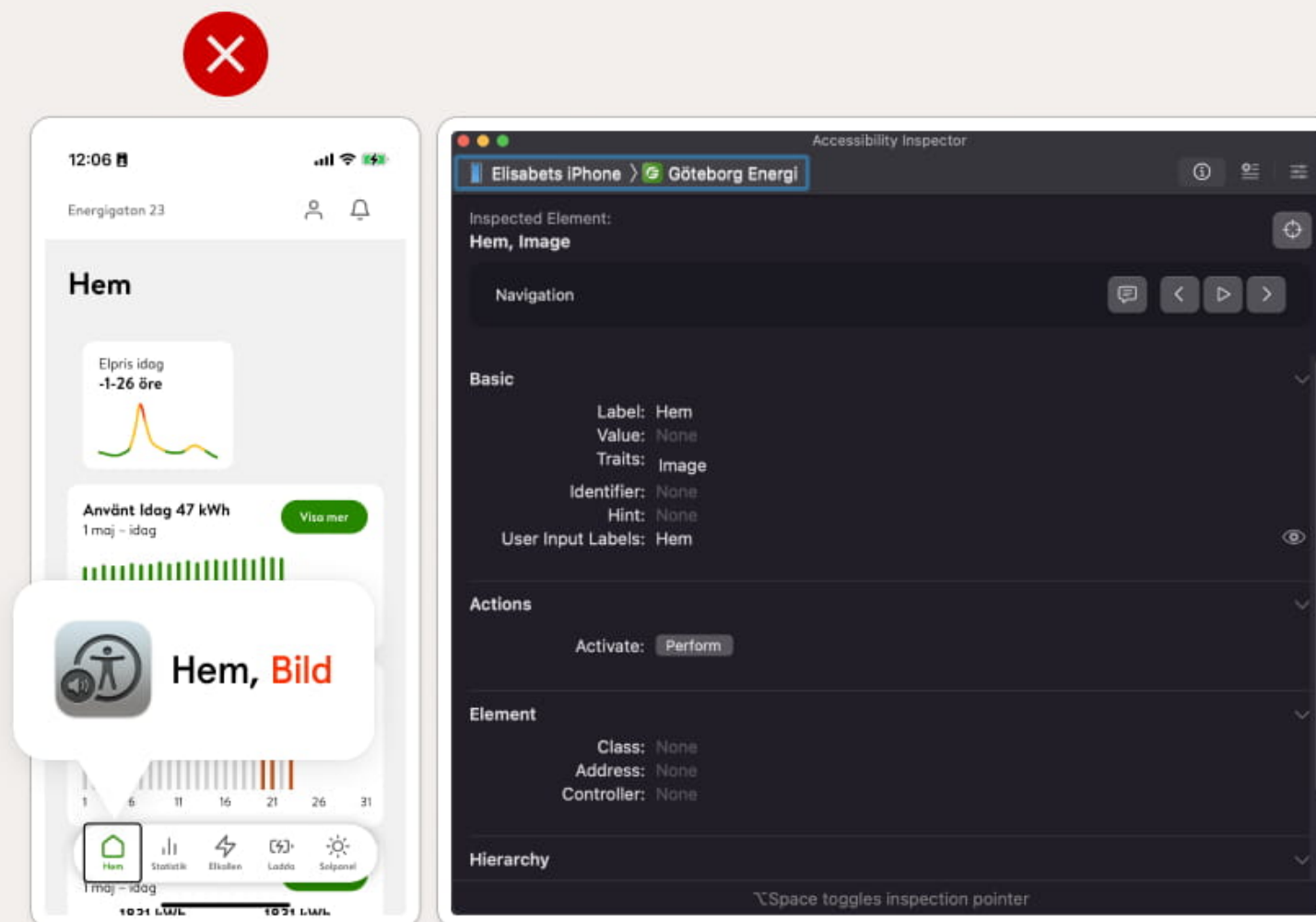
Exempel

· I Göteborg Energi-appen läser VoiceOver upp tabben Hem som "Bild" vilket är missvisande
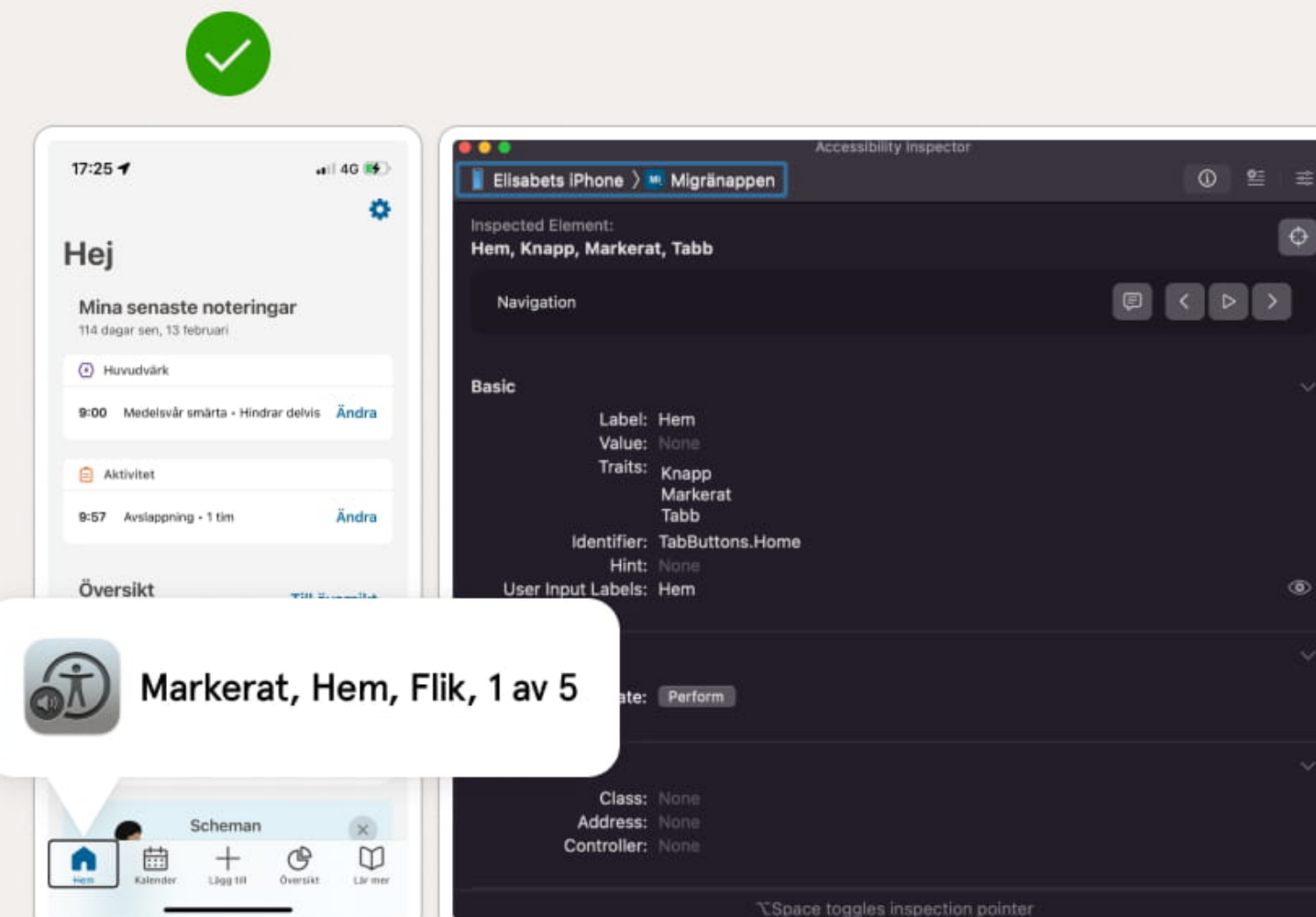
· Exempel på en användarvänlig beskrivning av tabben Hem vid navigering med VoiceOver i VGR Migränappen
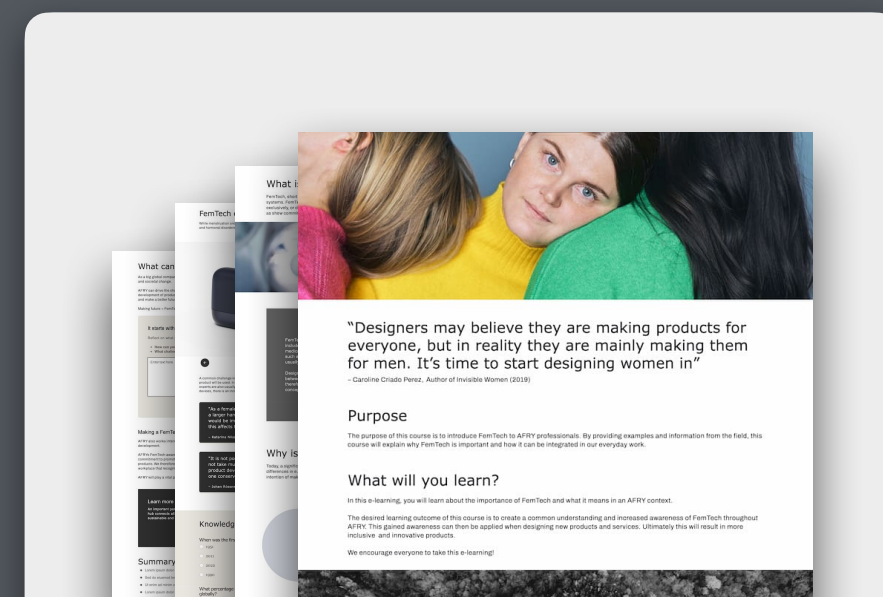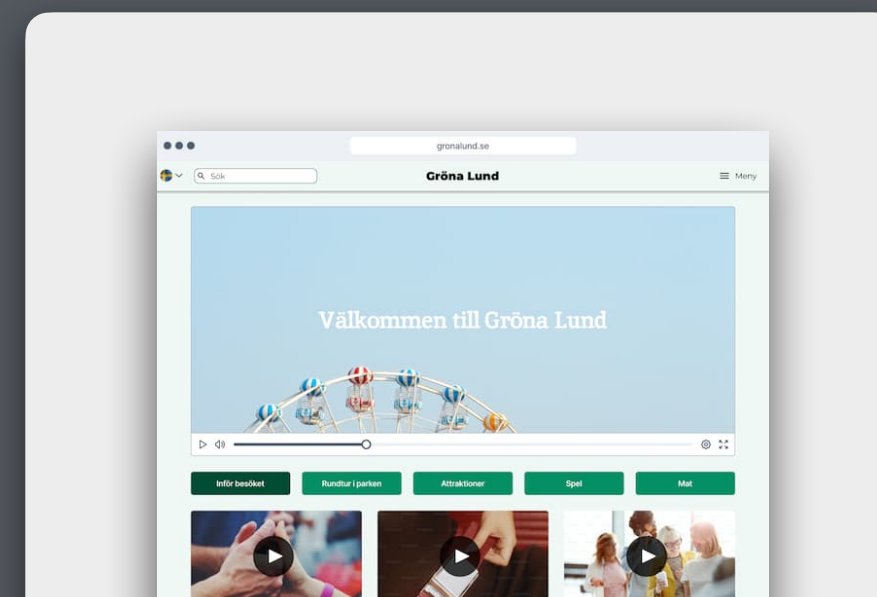
welcom

Thank you for your time.
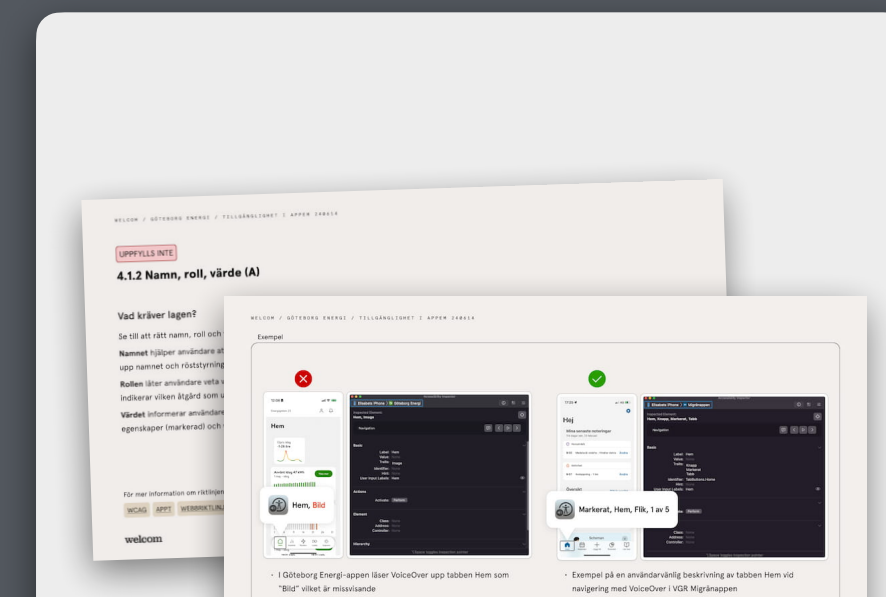
Wanna talk over a cup of hot beverage?

+ 46 70 754 69 95

elisabet.andersson@me.com

Accelerating design collaboration

Designing for inclusivity

Addressing accessibility debt