

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



Addressing accessibility debt

Accessibility testing, UX/UI design

A screenshot of a survey form titled 'Glass'. It contains three questions: 'Fråga 1' asking for the best glasspinne, 'Fråga 2' asking for the date of launch in Sweden, and 'Fråga 3' asking for situations where glass is consumed. The 'Fråga 3' section includes a horizontal scale with categories like 'En varm sommardag' and 'Under en snöstorm'.

Bridging user and technical needs

Usability testing, UX/UI design

A screenshot of an e-learning course titled 'FemTech'. The course page features a woman with blonde hair hugging another woman with dark hair. The course description states: "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". It also includes sections for 'Purpose', 'What will you learn?', and 'Knowledge'.

Accelerating design collaboration

Facilitation, UX/UI design



Addressing accessibility debt

An accessibility review of the app for a municipal energy company, resulting in improved user experience and 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

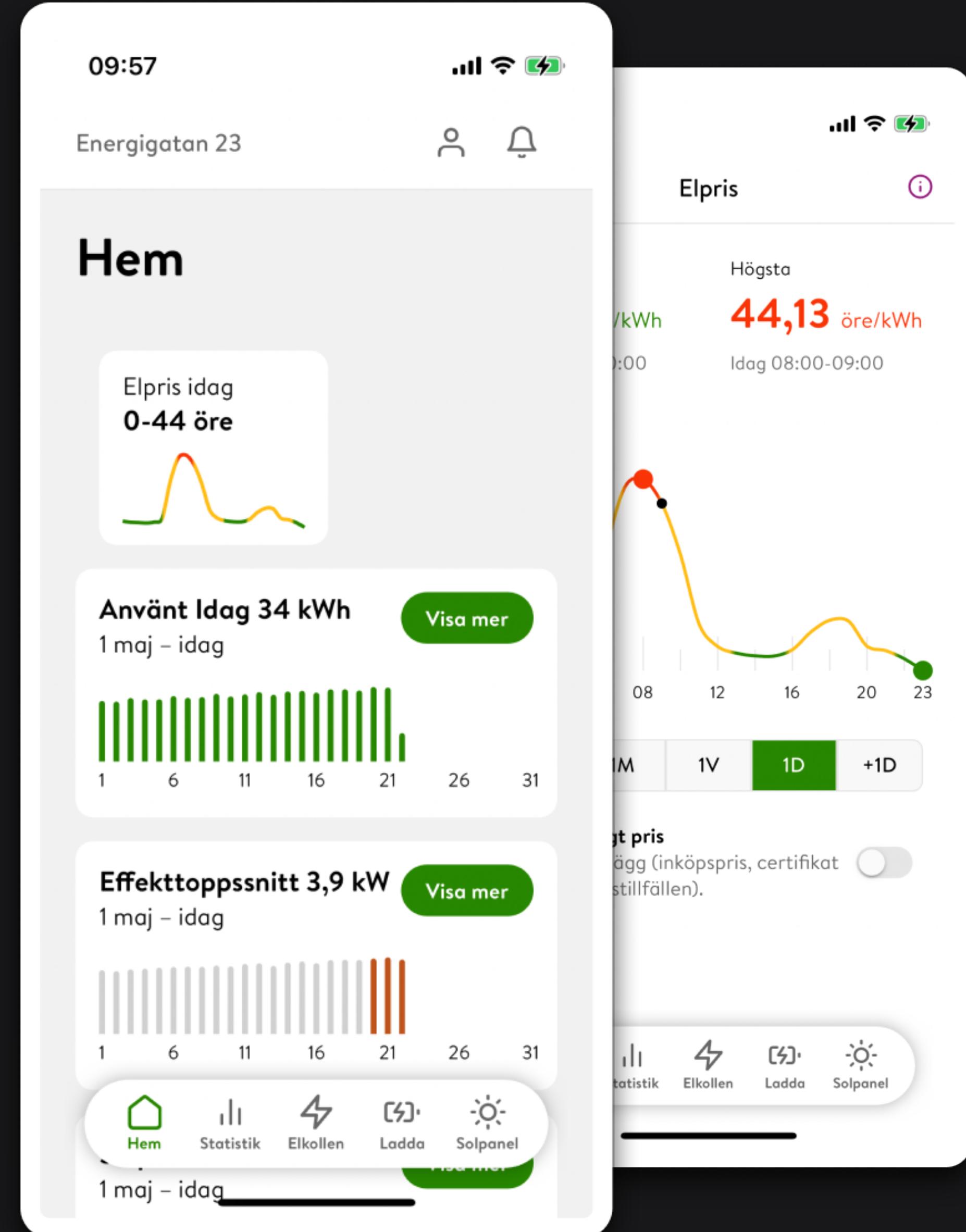
Accessibility testing

Report compilation

UX/UI design

"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?

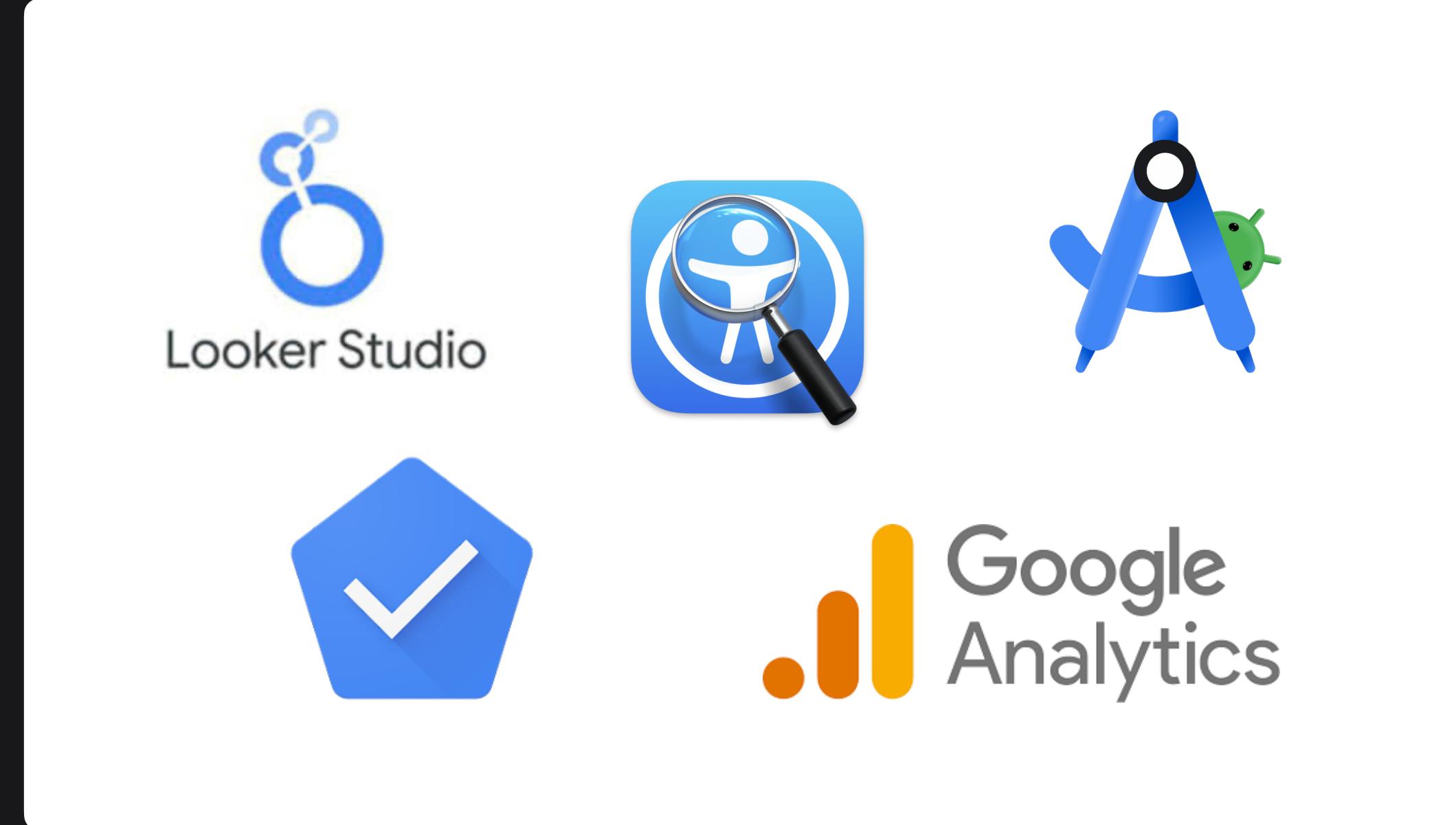
iOS	Android
Nivå av uppfyllelse AAA	Nivå av uppfyllelse AAA
WCAG-version 2.1	WCAG-version 2.1
Installationsmetod App Store	Installationsmetod Google Play Store
Appens versionsnummer 2.13.1 (Demo)	Appens versionsnummer 2.13.1 (Demo)
Hårdvara Enhet: iPhone 13 mini Skärmstorlek): 137 mm (5.4")	Hårdvara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

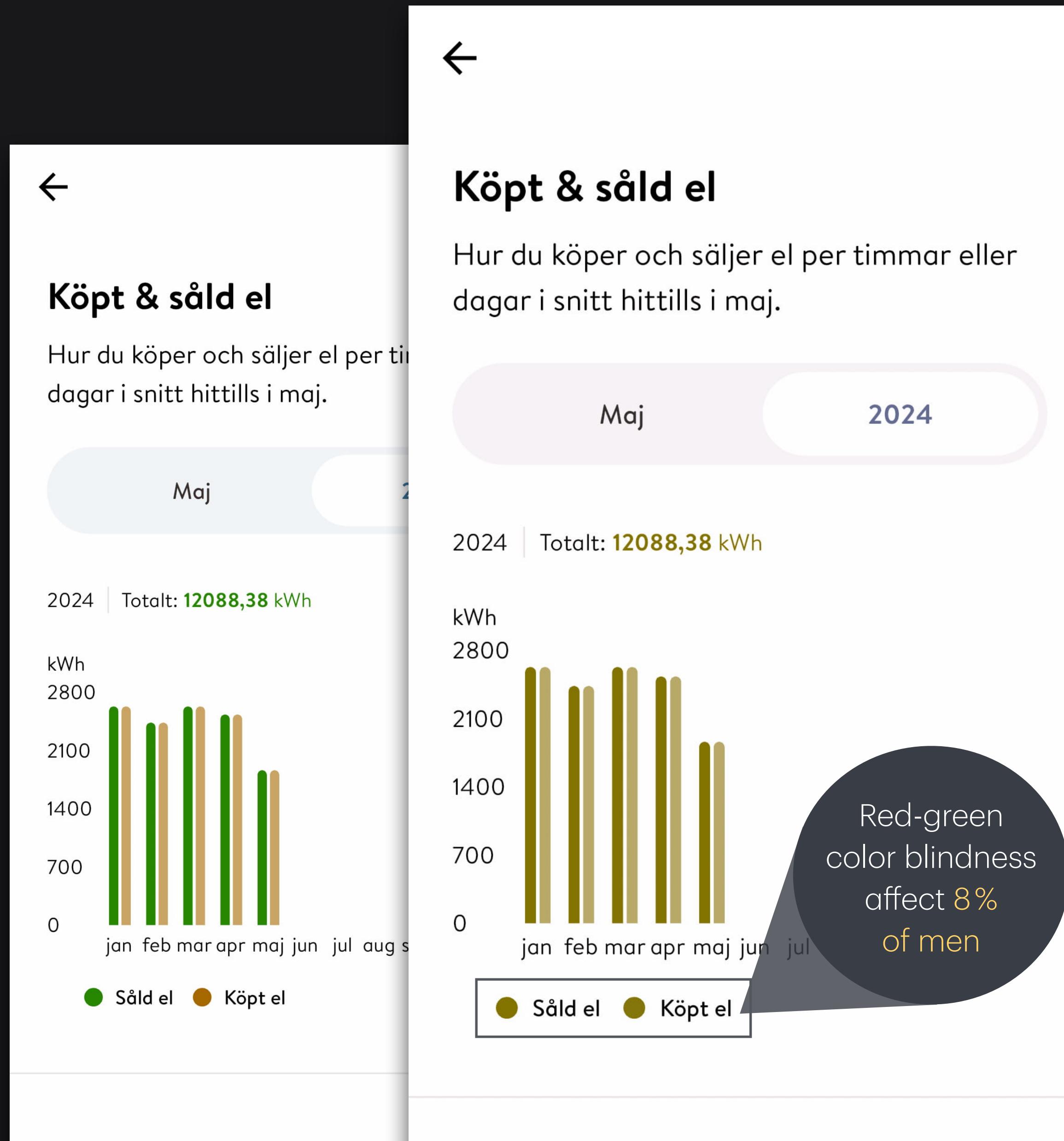


some of the tools I used (left to right): Looker Studio, Accessibility Inspector, Android Studio, Accessibility Scanner, Google Analytics.

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.

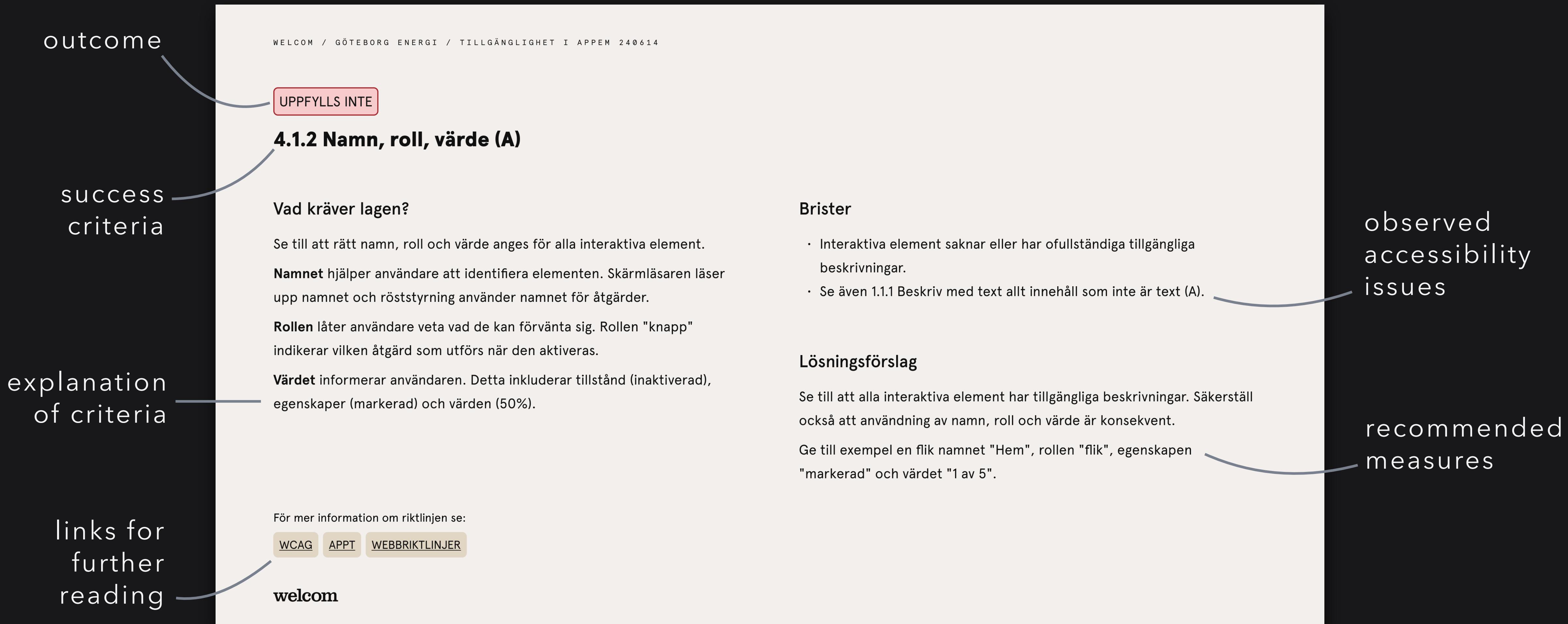


Turning findings into actionable items

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.

Example of issue and recommended solution (1/2)



Example of issue and recommended solution (2/2)

observed
accessibility
issues

WELCOM / GÖTEBORG ENERGI / TILLGÄNLIGHET I APPEM 240614

Exempel

12:06 Energigatan 23 4G 40%

Hem

Elpris idag -1-26 öre

Använt idag 47 kWh 1 maj - idag

Via mer

Hem, Bild

1 6 11 16 21 26 31

1 maj - idag 10:51 LWL 10:51 LWL

Accessibility Inspector

Ellisabeths iPhone > Göteborg Energi

Inspected Element: Hem, Image

Navigation

Basic

Label: Hem
Value: None
Traits: Image
Identifier: None
Hint: None
User Input Labels: Hem

Actions

Activate: Perform

Element

Class: None
Address: None
Controller: None

Hierarchy

Space toggles inspection pointer

Hej

Mina senaste noteringar 114 dagar sen, 13 februari

Huvudvärk

9:00 Medelsvär smärta - Hindrar delvis Ändra

Aktivitet

9:57 Ausläppning - 1 tim Ändra

Översikt

Markerat, Hem, Flik, 1 av 5

Scheman Kalendar Lägg till Översikt Lär mer

Accessibility inspector

Ellisabeths iPhone > Migränappen

Inspected Element: Hem, Knapp, Markerat, Tabb

Navigation

Basic

Label: Hem
Value: None
Traits: Knapp
Markerat
Tabb
Identifier: TabButtons.Home
Hint: None
User Input Labels: Hem

Actions

Activate: Perform

Element

Class: None
Address: None
Controller: None

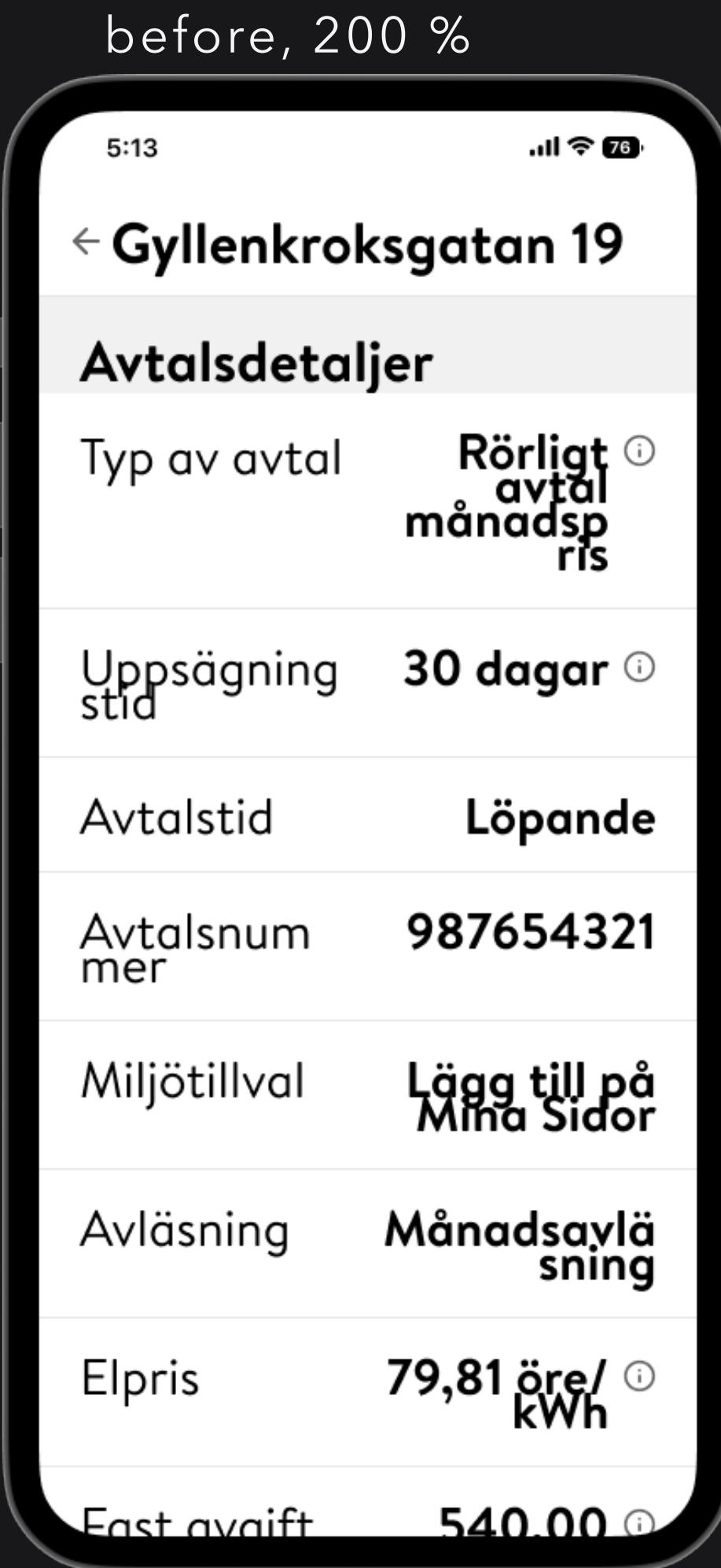
Hierarchy

Space toggles inspection pointer

welcom

- 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

recommended
measures



Improving readability through design

Many of the failed criteria were related to the underlying code, and fixing them didn't result in visible changes to the interface.

One visible user experience improvement I contributed to was redesigning the page with key contract details.

Research showed that around a fifth of users increase text size through their mobile settings. To better support them, I recommended switching from a two-column to a single-column layout. This significantly improved readability when doubling the text size and aligned with accessibility standards.

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
Updating 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

A screenshot of a web form in Microsoft Edge. At the top, there is a horizontal slider with three circular markers labeled 'Vinter' (Winter), 'Sommar' (Summer), and 'Höst' (Autumn). Below this, a question titled 'Fråga 8' asks: 'I vilka situationer äter du följande glasstyper?' (In which situations do you eat the following glass types?). It includes a note: 'Du kan välja flera alternativ.' (You can select multiple options). There are three radio button groups: 'Till frukost' (Breakfast) with 'Glasspinne/glasstrut' checked; 'En varm sommardag' (A warm summer day) with 'Glasslåda' checked; and 'Vid festlighet' (At a party) with 'Glasstårt' checked. A second question, 'Fråga 9' (What county does SIA glass factory lie in?), is partially visible below.

Chrome

A screenshot of the same web form in Google Chrome. The visual representation of the slider is different, showing three vertical dots for 'Sommar', 'Höst', and 'Vinter'. The rest of the interface, including the questions and answer grid, appears identical to the Edge version.

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 *

Telefonnummer

Län

Kommun

Adress i 0/100

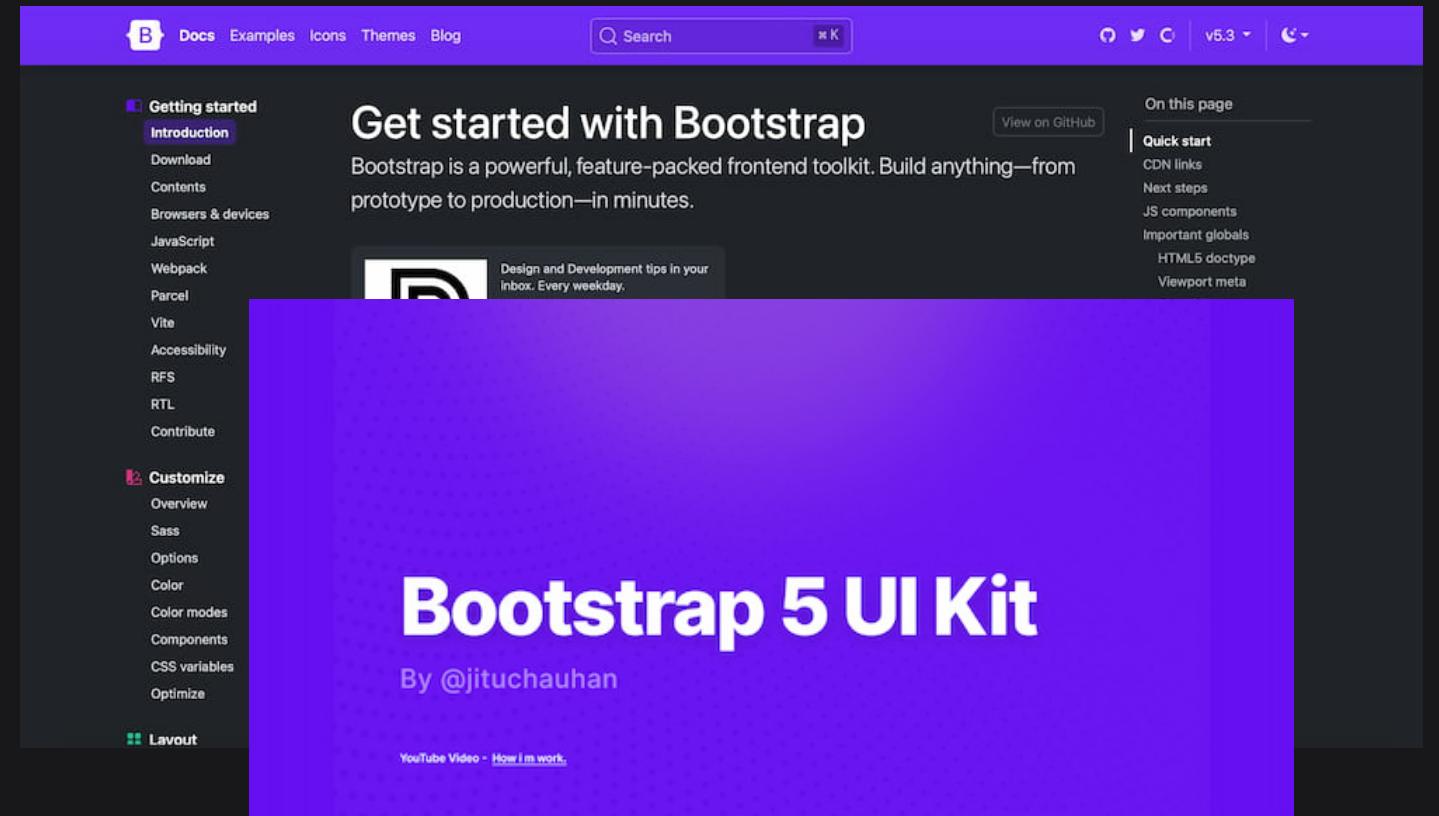
Övrig information i 0/100

edit X

phone number, edit ✓

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.**

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



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**.



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

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 for improved clarity, which also enhanced accessibility compliance.

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

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

The figure consists of three vertically stacked screenshots of a survey interface titled 'Glass'.
The top screenshot shows a text input field labeled 'Fråga 1' with the question 'Vilken är den bästa glassen? *'. Above the input field, the text '* Anger obligatorisk fråga' is highlighted with a red arrow pointing to it, and the text 'added explanatory text' is written to its right.
The middle screenshot shows a date input field labeled 'Fråga 2' with the question 'När lanserades glasspinnen i Sverige? *'. It features a calendar icon and the placeholder text 'Välj datum'. A red arrow points from the text 'clarifying copy' to this field.
The bottom screenshot shows the same date input field, but the placeholder text has been updated to 'DDMMÅAAA', indicating the correct date format. A red arrow points from the text 'updated date field with descriptive placeholder text' to this field.

Accelerating design collaboration

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

What is FemTech?

FemTech, short for female technology, refers to products and systems. FemTech companies develop 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, 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 works internally to change development of products and make a better future.

It starts with you

Reflect on what you can do:

- How can you as a woman change product development?
- What challenges do you face?

Making future = FemTech

A common challenge in product development is that products are usually developed for men. FemTech companies usually develop products for women.

Why is FemTech important

Designs that take into account differences between men and women are more effective and therefore also better for the environment.

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!

Knowledge check

When was the first female crash test dummy used?

- 1951
- 2011
- 2022
- 1990

What percentage of the healthcare market is female 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.
- 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.

SAVE



Client

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

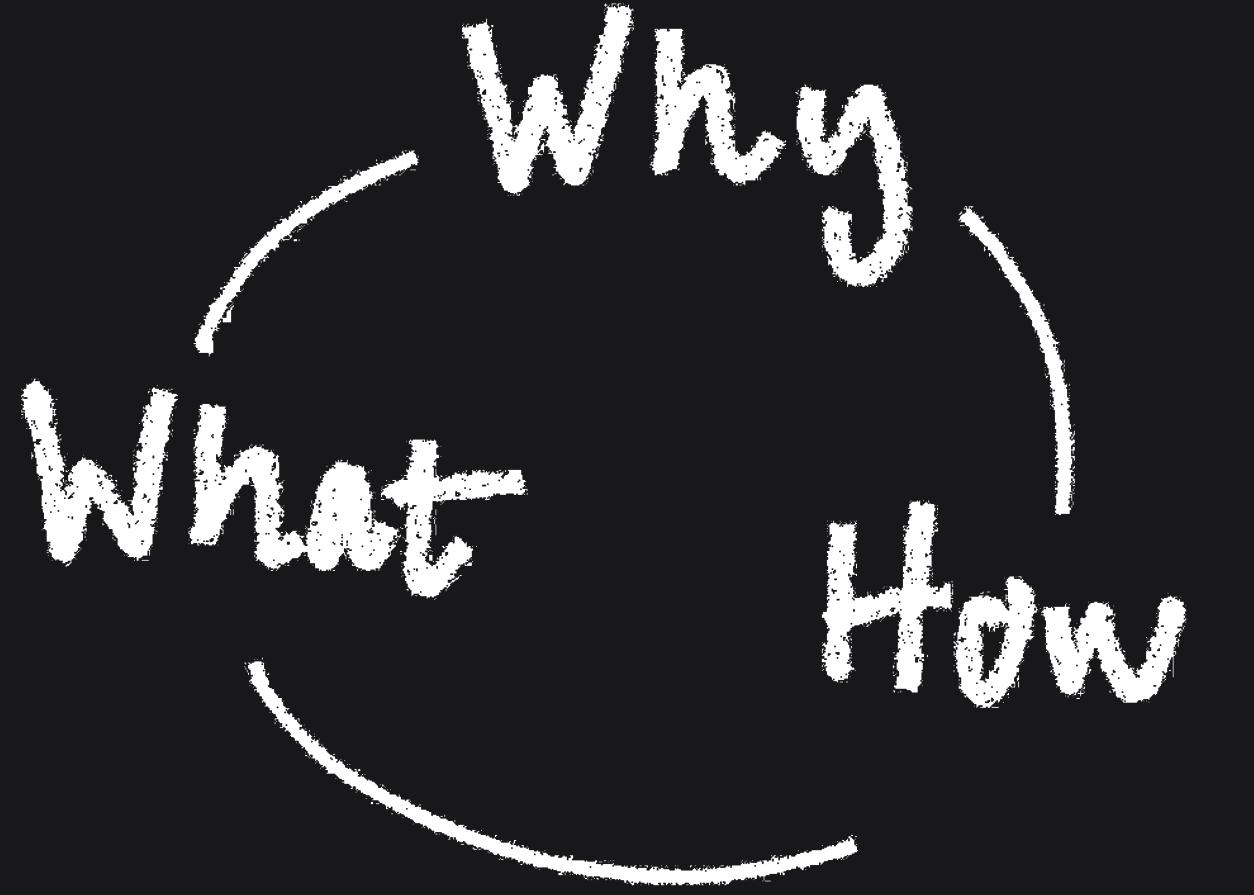
Timeframe

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.

clickable prototype

wireframe

"duck" voting

clickable prototype

wireframe

The image displays two versions of a user interface. The left side shows a wireframe with placeholder icons and text. The right side shows the final, clickable prototype with a woman's face, a quote, and various interactive elements like images and pie charts.

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 insights into a design draft, then iteratively refined the concept through team feedback. The result: a clickable prototype born from our shared vision.

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.

At the end, I could hand over a prototype ready for user testing and refinement.

**Thank you
for your time
& consideration.**

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