

PORTFOLIO

UI, UX and Graphic design

EMAIL isabelle.bjorklund@gmail.com

PHONE +46 704212202

Skolkollen

Skolkollen is a new platform where you can collect statistics and compare information about all schools in Sweden.

Project

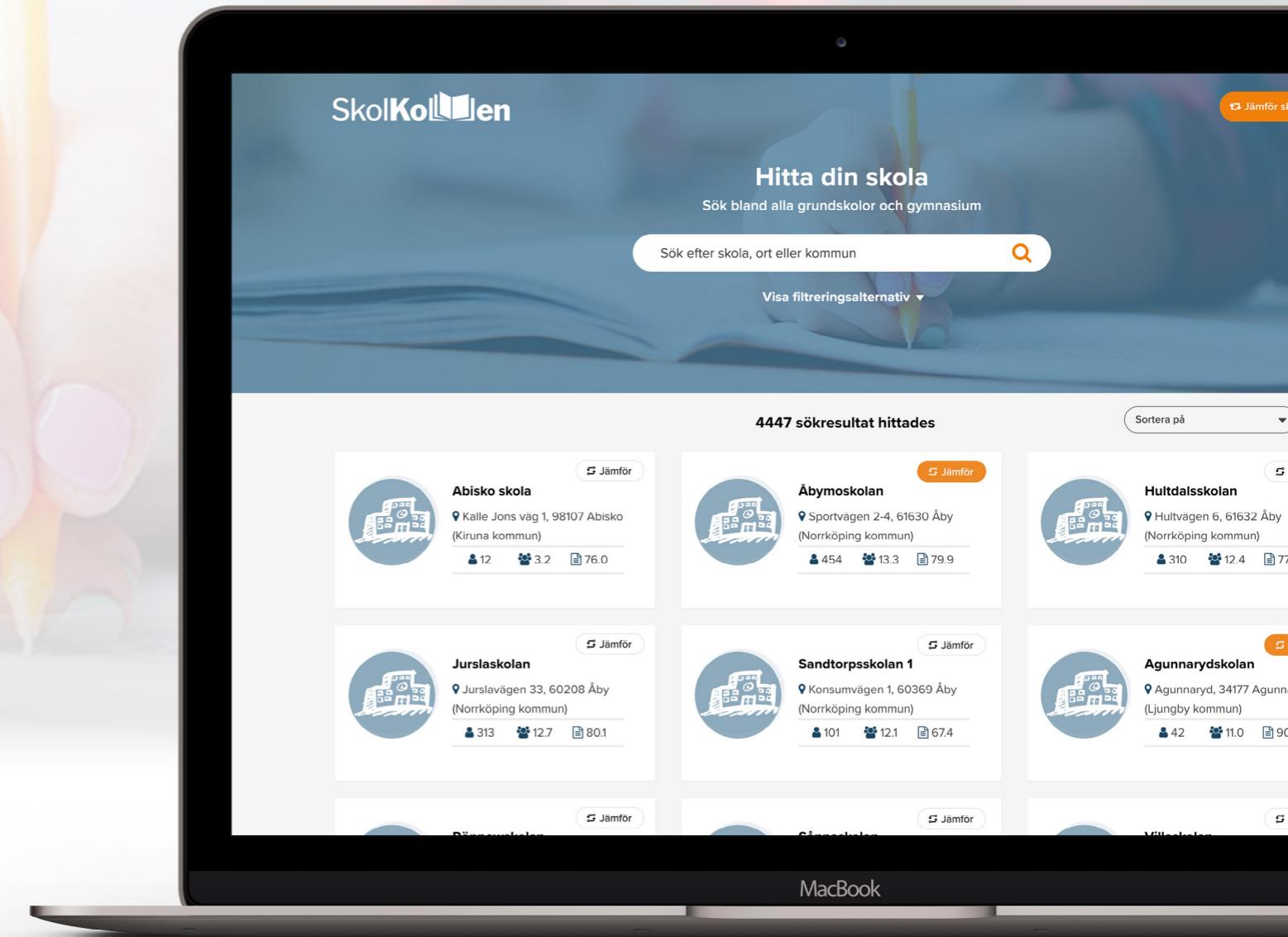
The goal was to make the platform as simple as possible, **for parents and students**.

The goal is to provide relevant information about schools around the country.

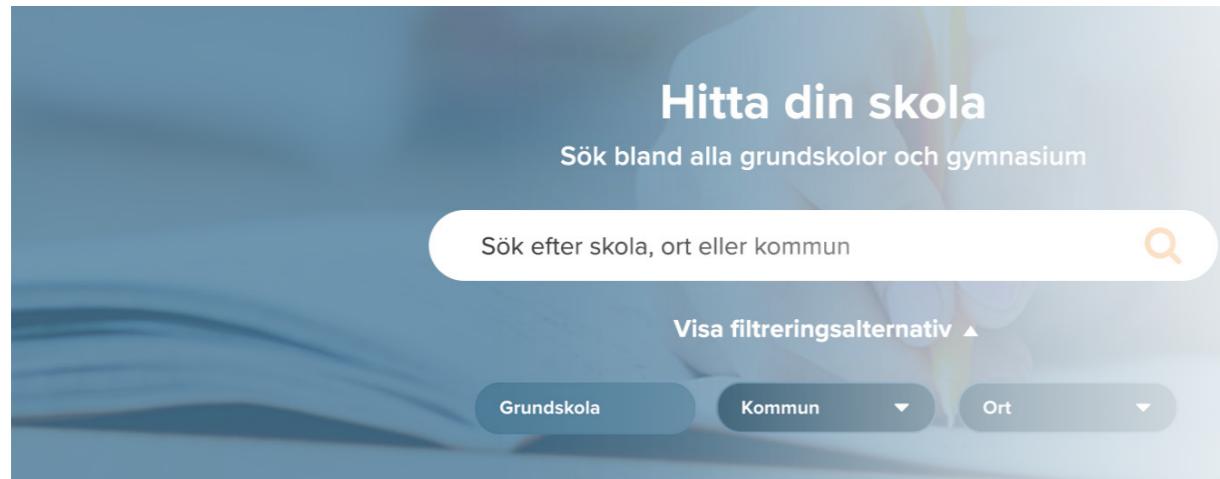
Mission

Create an easy-to-understand UI that appeals to young people as adults.

Visualize important information in a simple and user-friendly manner.



UX DESIGN PROCESS



A screenshot showing search results for schools. On the left, there's a card for "gymnasiet" located in "18, 41251 Göteborg kommun". It includes a "Jämför" button, a profile picture of a building, and student statistics: 636 students, 82.4 merit points, and 14.2 average grade. In the center, there's a card for "Bräcke gymnasiet" located in "Uppfinnaregatan 1, 41756 Göteborg (Göteborg kommun)". It also has a "Jämför" button, a profile picture, and student statistics: 1181 students, 82.4 merit points, and 12.7 average grade. On the right, there's another partial view of a school card starting with "Bur..." and "Sk...".

Filter

Visitors can search and filter schools based on geographic area and school type.

The user can either use the big search box or use the filter buttons to find the right school.

Search result

The result shows the main information about the school such as number of students, students per teacher and merit points.

In the upper corner, the user can find a compare button, that puts the school in a comparing list.

UX DESIGN PROCESS

The screenshot shows a comparison view on the SkolKolljen website. At the top, there's a search bar with the placeholder "Sök efter skola..." and a magnifying glass icon. Below the search bar, two school profiles are displayed side-by-side:

- Norrekkaskolan, Grundskola**
010-234567 | Norrekavägen 1
[Besök profil](#) | [Ta bort](#)
- Katedralskolan, Gymnasieskola**
0470-41738 | Samuel Ödmans väg 1
[Besök profil](#) | [Ta bort](#)

Between the two profiles is a button labeled "+ Lägg till skola". Below the profiles, the page compares various statistics for both schools:

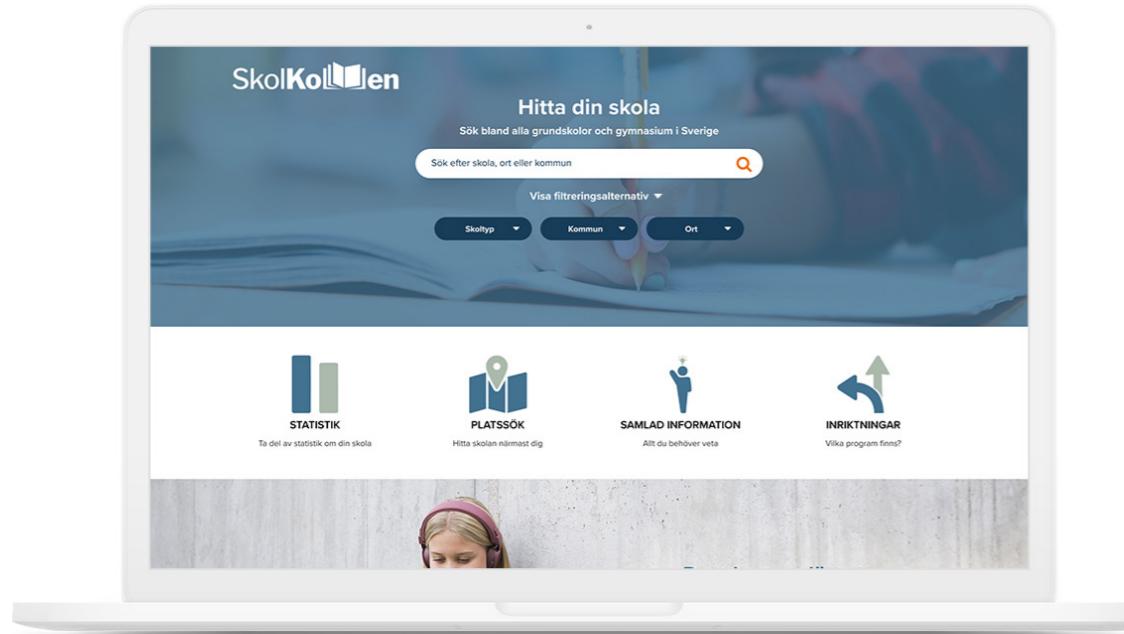
Norrekkaskolan	Katedralskolan
Elever på skolan 236	Elever på skolan 1313
Elever per lärare 13.2	Elever per lärare
Andel med examen -	Andel med examen 92.4%
Uppnått kunskapskravet åk 9 -	Uppnått kunskapskravet åk 9 -
Andel lärare med behörighet 70%	Andel lärare med behörighet 94.1%
Genomsnittlig betygspoäng -	Genomsnittlig betygspoäng 14.9

How can the user compare the schools in an easy way?

The user can compare up to three schools with each other in this view. This makes it easier for the user to compare the different information and statistics.

From this view, the user can either go to the school profile or remove the current school to add another one.

UI DESIGN PROCESS

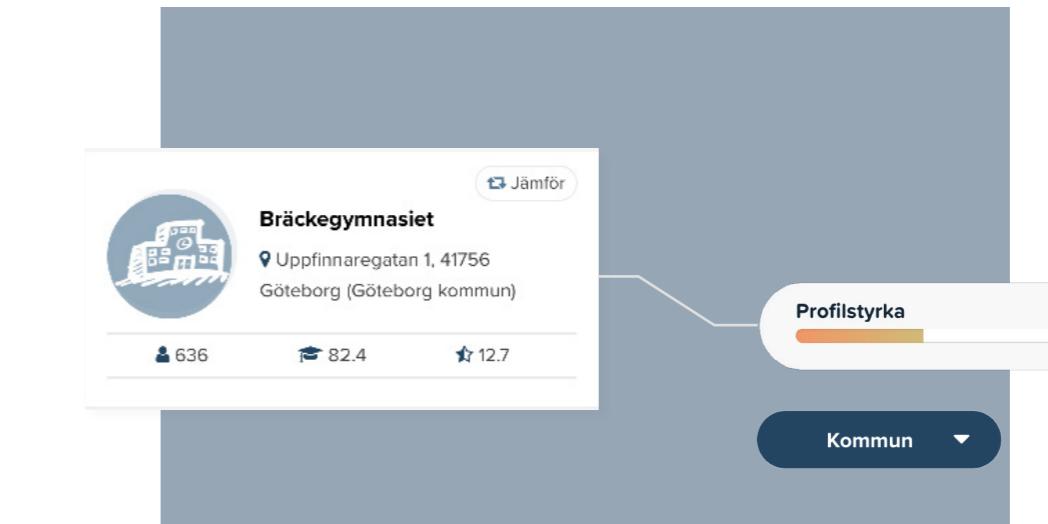


Authoritative

Reliability

Calming

Attention



COLOR CHOICES

The color makes the viewer feel safe and **secure** and **creates trust in the company**. Blue is also associated with loyalty and calm.

SHAPES

Rounded shapes gives the brand a more organic and **friendly** feel.

Korrö Hantverksby

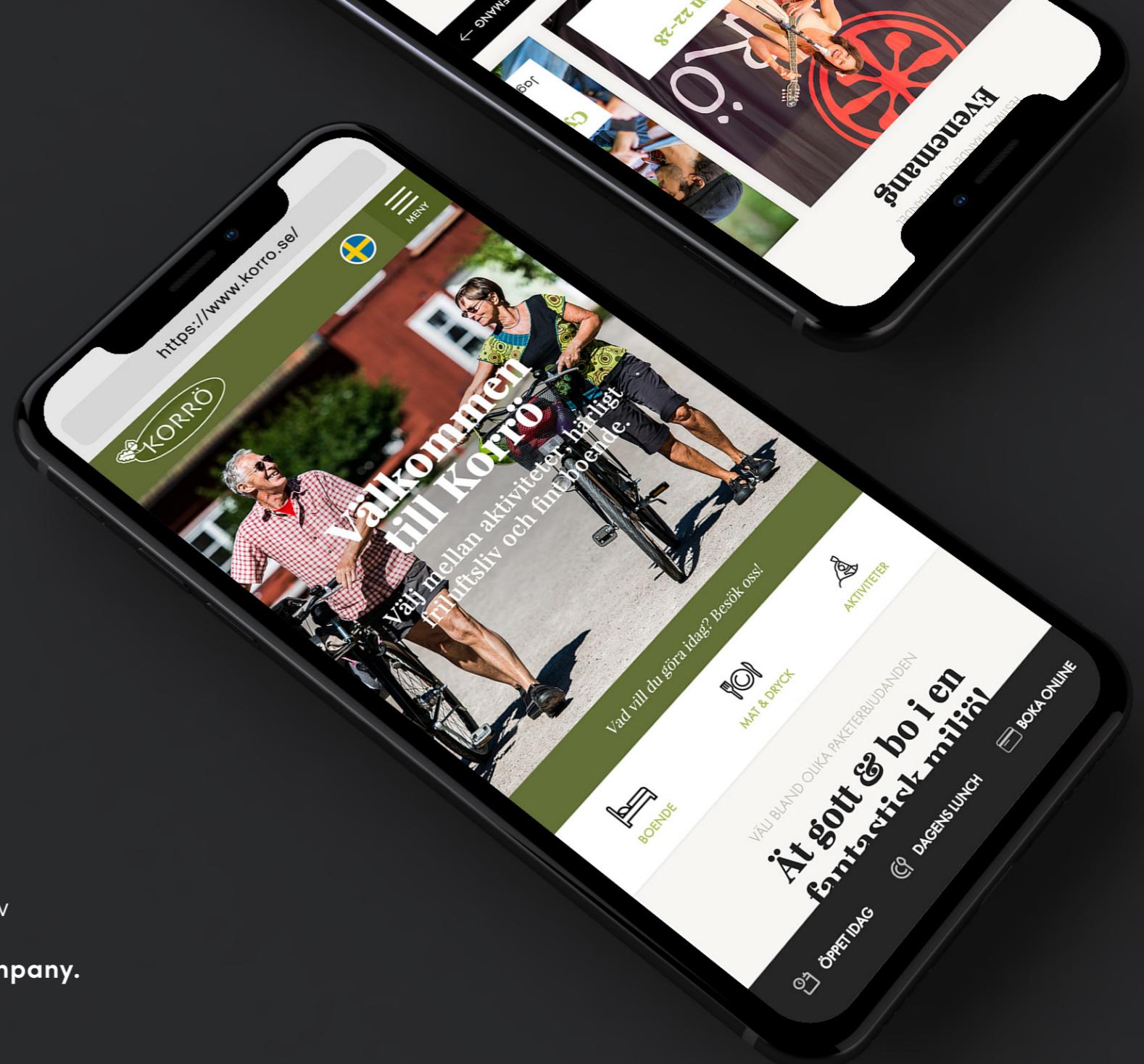
Website for Fogmaker, company that works with fire suppression systems for engine compartments.

Project

The client was asking for a new website that would reflect the **internationalization of the company**.

Mission

The client was asking for a new website that would reflect the **internationalization of the company**.



FINISHED PRODUCT

Map of their distributors

Fogmaker wanted a map solution for their users to find the closest one or choosing region.

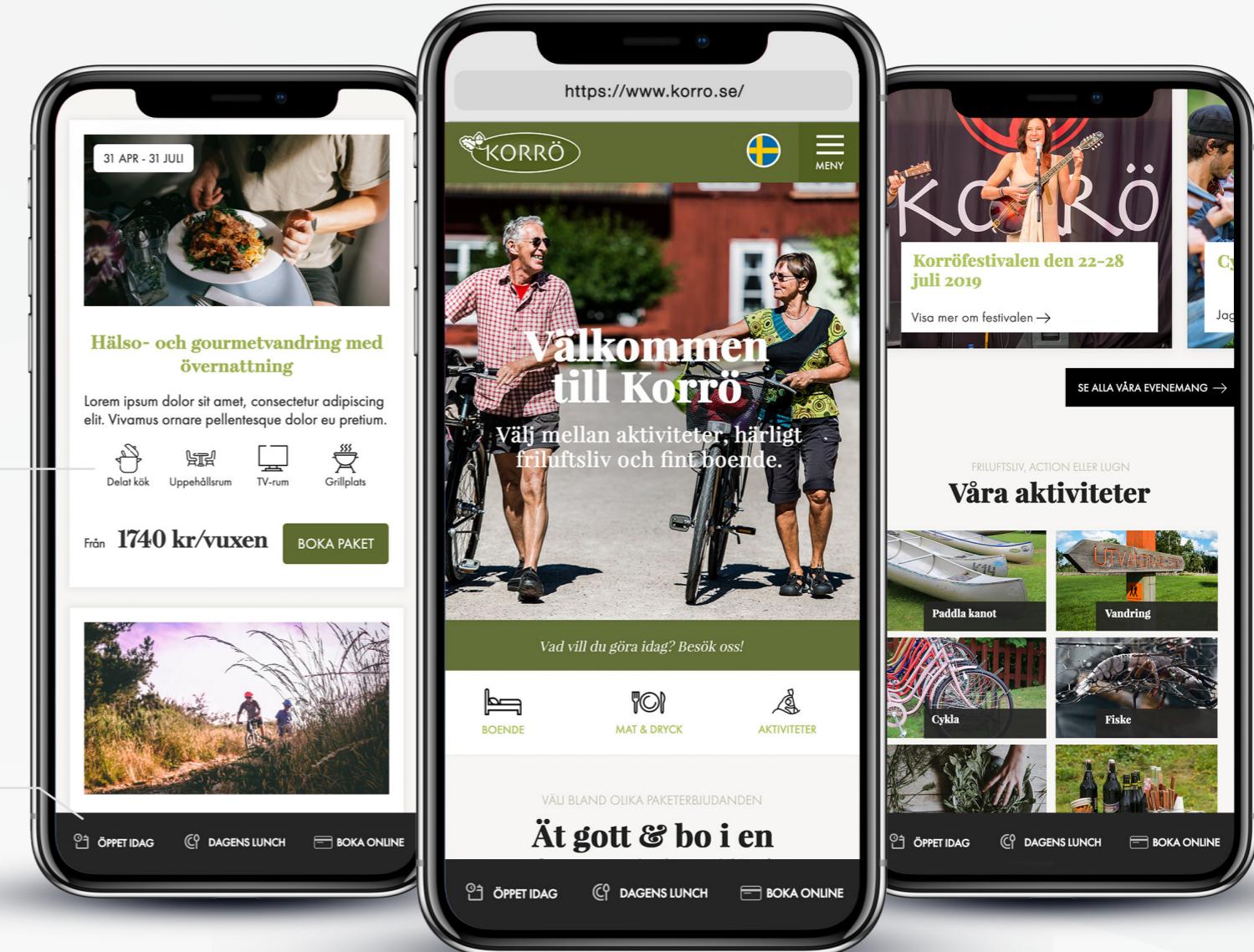
The map does also give the user the option to filter through the distributors depending on the service they provide.

Knowledge

Showing their value words i a slider, combining picture and text.

Knowledge

Showing their value words i a slider, combining picture and text.



Fogmaker International

Website for Fogmaker, company that works with fire suppression systems for engine compartments.

Project

The client was asking for a new website that would reflect the **internationalization of the company**.

Mission

Convert their new graphical profile to the website

Focus on making a great user experience and eye-catching UI that inspires and feels global.

FOGMAKER
INTERNATIONAL AB

About Fogmaker Our product Press Documents Contact

English

About us

Since 1995 Fogmaker International AB has been developing, manufacturing and marketing fire suppression systems for engine compartments with high pressure water mist. Our fire suppression system has a unique extinguishing performance as it both cools down and smothers the fire, at the same time as the foam additive effectively prevent the fire from reigniting.

17494

Installed units during 2017

News

23 jun 2018

Title of the news

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras elit ante, auctor sagittis nisl quis, ultrices mollis eros. Integer ultricies, odio at vehicula pharetra, neque turpis vehicula lacus, sit amet pretium lorem purus ac nisl. Maecenas turpis lorem, aliquet eu congue ut, interdum vehicula diam.

Event/Fairs

Izmir, Turkey
19-21 april 2018

Santiago, Chile
19-21 april 2018

Testimonials

MacBook

FINISHED PRODUCT

FOGMAKER
INTERNATIONAL AB

Fire suppression in vehicles

Easy to install
Fogmaker suppression system is normally carried out by our own travelling service available all over the world.

Quick Service
Once a year the fire suppression system is certified service technician. Normally, this takes about 1 hour.

Efficient suppression
Fogmaker high pressure water mist is efficient water mist gives an immediate choking and cooling effect.

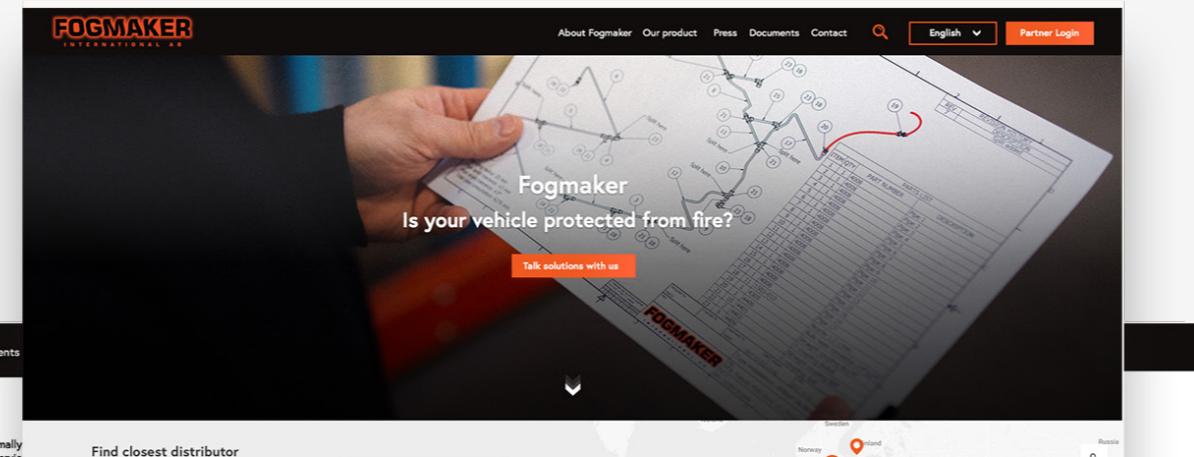
The water mist's ability to quickly suppress the fire limits or stops the damage in the engine compartment. The system works without electricity supply and is position independent (if the vehicle is laying on the side or up-side-down).

Forestry Machines

Fogmaker high pressure water mist is efficient for suppressing fires in engine compartments. The water mist gives an immediate choking and cooling effect.

The water mist's ability to quickly suppress the fire limits or stops the damage in the engine compartment. The system works without electricity supply and is position independent (if the vehicle is laying on the side or up-side-down).

- FORESTRY
- MARINE
- RACING
- MINING
- TRUCKS
- CONTRACTOR
- SPECIALIZED



Find closest distributor

Search by city name Filter by region

Voith Turbo, s.a. Maroc	✓ Installation ✓ 5års Service
Via Pian della Genna Casablanca +212661337475	E-mail: jason.kong@voith.com Website: jason.kong@voith.com
Voith Turbo, s.a. Maroc	✓ Installation ✓ 5års Service
Via Pian della Genna Casablanca +212661337475	E-mail: jason.kong@voith.com Website: jason.kong@voith.com
Voith Turbo, s.a. Maroc	✓ Installation
Via Pian della Genna Casablanca	E-mail: jason.kong@voith.com Website: jason.kong@voith.com

About us
Since 1995 Fogmaker International AB has been developing, manufacturing and marketing fire suppression systems for engine compartments with high pressure water mist. Our fire suppression system has a unique extinguishing performance as it both cools down and smothers the fire, at the same time as the foam additive effectively prevent the fire from reigniting.

17494
Installed units during 2017

News

Event/Fairs

All events

Approved by R107
Fogmaker approved in accordance with latest international standard for fire suppression systems in buses.
Fogmaker has also made the first fire suppression system available that has the type approval:
UNECE Regulation No.107 Cert. No. 06001 (2017-01-18).

Class III- Coaches

Class I and II- City buses

Product Model 7,5 lit

Ø 156
Measurements: 156x200
Weight: 10 kg

System examples:

- Gross volume "engine compartment": 4 m³
- Extinguisher volume: 6,1 litres
- Number of spray nozzles: 11 pcs
- Type of nozzle: "Hollow cone nozzle" 1,2 l/min
- Distance most remote nozzle: 8 m

Calculate according to R107

Vehicle **FSS according to R107 becomes compulsory** **Vehicle types** **Final date**

Class III	11th of July 2018	New vehicle types	11th of July 2019
Class I and II	1st of September 2020	New vehicle types	1st of September 2021

Approved in accordance with R107
International standard for fire suppression systems in buses implement the official tests with successful results in October 2016. A system available that has the type approval – (2017-01-18).

EN SP method 4972, see results below:
Item:
specific engine, upscaling of extinguisher volume and number of minimum requirement for the stated engine compartment gross volume.

F 100

UX DESIGN PROCESS

The screenshot shows the Fogmaker website's distributor search interface. At the top, there's a navigation bar with links for About Fogmaker, Our product, Press, Documents, Contact, and a language selector set to English. Below the navigation is a search bar with a magnifying glass icon and a dropdown menu labeled "Find closest distributor". Underneath is a table listing three distributor entries for "Voith Turbo, s.a. Maroc" in Casablanca, each with a "Filter by region" button.

Voith Turbo, s.a. Maroc	Via Pian della Genna Casablanca +212661337475	✓ Installation ✓ 5 års Service E-mail: jason.kong@voith.com Website: jason.kong@voith.com
Voith Turbo, s.a. Maroc	Via Pian della Genna Casablanca +212661337475	✓ Installation ✓ 5 års Service E-mail: jason.kong@voith.com Website: jason.kong@voith.com
Voith Turbo, s.a. Maroc	Via Pian della Genna Casablanca	✓ Installation E-mail: jason.kong@voith.com Website: jason.kong@voith.com

On the right side of the page is a map of Europe and North Africa, with several red dots indicating distributor locations. A legend on the right of the map indicates "Region" and "Service".

Map of their distributors

Fogmaker wanted a map solution for their users to find the closest one or choosing region.

The map does also give the user the option to filter through the distributors depending on the service they provide.

The screenshot shows the Fogmaker website's product page for the "Product Model 7,5 lit". The top navigation bar is identical to the previous screenshot. On the left, there's a sidebar with "OUR MODELS" and buttons for "Ø 156" (highlighted in orange) and "Ø 178". Below this is a list of models: MODEL 7,5 lit (highlighted), MODEL 6,5 lit, MODEL 4 lit, and MODEL 3,3 lit. To the right of the sidebar is a large image of a red cylindrical fogging system. The main content area features the product name "Product Model 7,5 lit", dimensions "Ø 156", weight "Weight: 10 kg", and a "Calculate according to R107" button. Below these details is a section titled "System examples:" with a list of specifications.

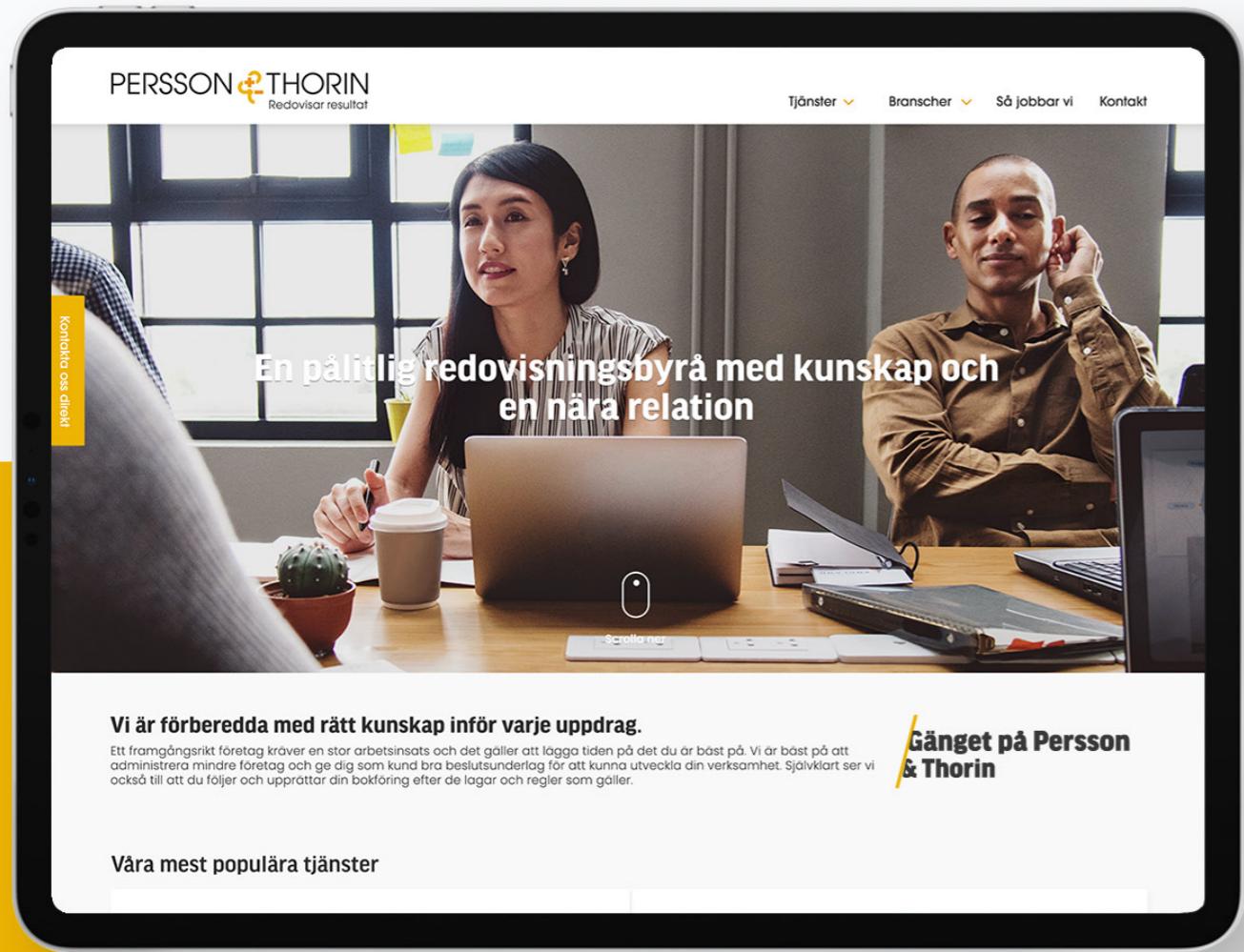
Product Model 7,5 lit
Ø 156
Measurements: 156x200
Weight: 10 kg
System examples:
- Gross volume "engine compartment": 4 m³
- Extinguishing volume: 6,1 litres
- Number of spray nozzles: 11 pcs
- Type of nozzle: "Hollow cone nozzle" 1,2 l/min
- Distance most remote nozzle: 8 m

Calculate according to R107

Product page and calculator

The product page is made to let the user switch between the different sizes and models.

The calculator is a tool used to get an exact amount of products you need, for your type of vehicle. **The calculator simplifies the step between the user and company.**



Persson & Thorin

Website for an accounting bureau.

Project

Persson & Thorin's previous website was outdated and contentless.

The goal was to launch a modern, selling and brand-building website

Mission

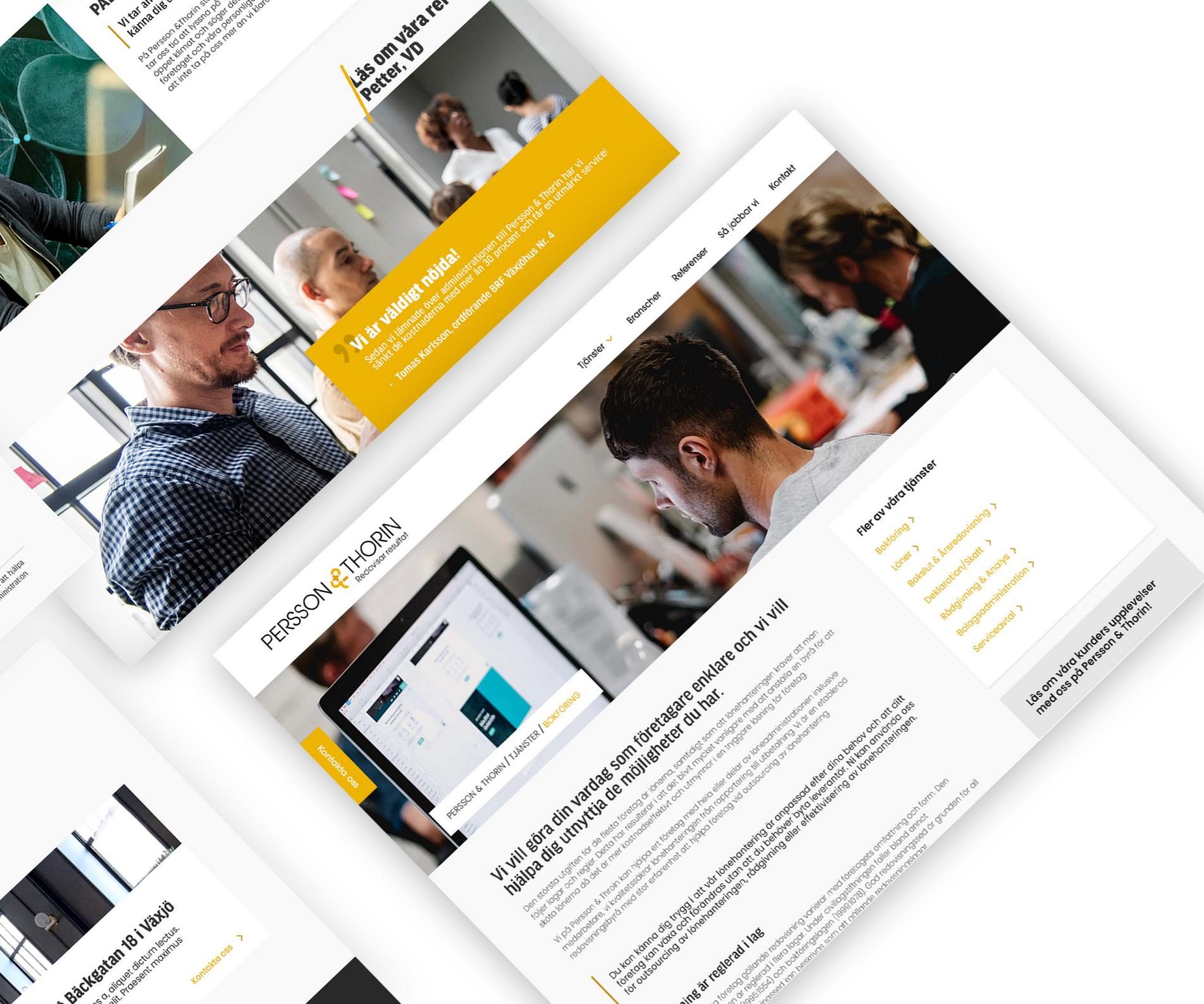
Mediate their key words connected to their company: **Knowledge**, **Reliability** and **Near**.

Easier for users to find right information and make it simple to contact them.

New website

The product page is made to let the user switch between the different sizes and models.

The calculator is a tool used to get an exact amount of products you need, for your type of vehicle. **The calculator simplifies the step between the user and company.**



UI DESIGN PROCESS



At hand for their customers

A personal contact box with color and kindness.

PÄLITLIGA
Vi tar ansvar och levererar det lilla extra, för att du ska känna dig uppskattad.
På Persson & Thorin ställer vi upp för varandra. Vi stöttar varandra och tar oss tid att lyssna på våra kollegs tankar och problem. Vi har ett öppet klimat och söger det vi känner och tycker. Vi tar ansvar för företaget och våra personliga arbetsuppgifter. Vi håller löften och ser till att inte ta på oss mer än vi klarar av.

Knowledge

Showing their value words i a slider, combining picture and text.

Läs om våra referenser
Petter, VD
Vi är väldigt nöjda!
Sedan vi lämnade över administrationen till Persson & Thorin har vi sänkt de kostnaderna med mer än 30 procent och får en utmärkt service!
- Tomas Karlsson, ordförande BRF Växjöhus Nr. 4

Reliable

A big area displaying different references with a related quote.

Hälsans hus

Website for a local gym in Sweden

Project

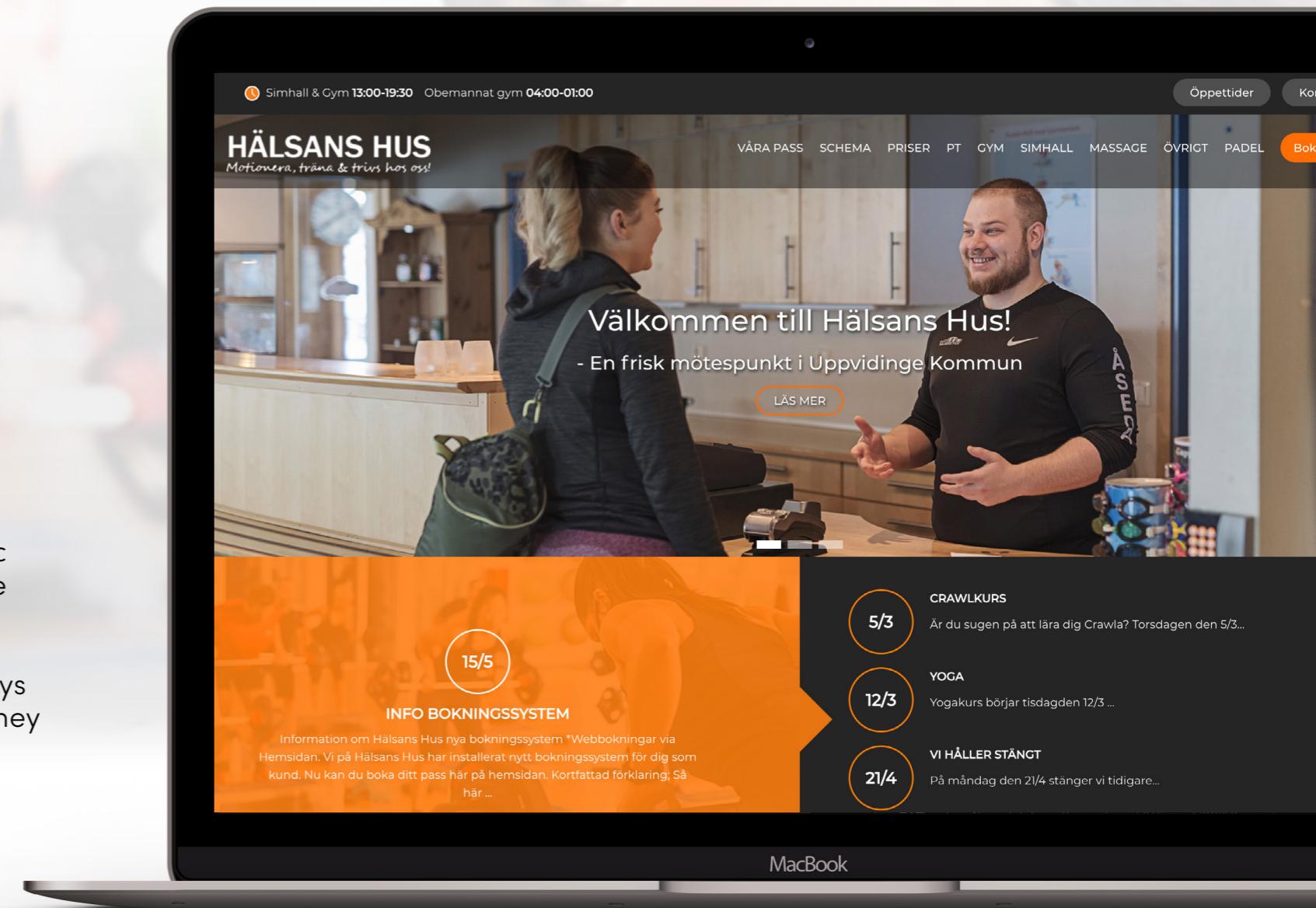
Hälsans hus wanted a new website and identity branding, with a modern look with a great usability.

Focus on a personal and genuine identity and easy navigation.

Mission

Give the gym-company a graphic identity since they didn't have one before.

There are plenty of smart highways to filter and see all the activities they provide.



UX DESIGN PROCESS

Vi på Hälsans Hus erbjuder pass för alla åldrar och ändamål.

Se alla Styrka Kondition Gravidträning Avslappning Rörlighet Stretchning Vattenträning

GRAVID/MAMMA-BARN
Bälaktivering, bäckenbottenstyrka och uthållighet.
45 MIN

VARMVATTENGYMPA
Röligt och fartfyllt pass innehållande styrka, kondition och rörlighet.
45 MIN

CIRKELFYS
Styrka, kondition och uthållighet.
60 MIN

DYNAMISK CORE
Styrka och rörlighet med focus på bål och bäcken.
45 MIN

Alla pass

Cirkelfys

Ett kraftfullt och svettigt träningspass där vi kör station för station i träningshallen. Här guidas du både tekniskt och peppande genom passets stationer. Häng med du också på ett fartfyllt helkroppspass med såväl funktionell styrka som uthållighet och kondition.

Tisdagar: 19.00

Kontakta oss

0474-711 40 (även avbokningar)
info@halsans-hus.com
Hälsans väg 2, 364 30 Åseda

Träningsschema
Öppettider
Boka pass

VAD VILL DU TRÄNA?

Important UX features

The gym offers a lot of variation of workouts, everything from spinning to different water-training. Therefore I believed it was an important quality to be able to **filter based on your interests**.

I also choose to **highlight the duration of the workout** since it is often highly requested.

Focus on information and conversion

The **contact box is recurrent on every page**, where you have the option to come in contact with the employees or book your workout. This is a helpful feature to guide the user into making an action.

Öjaby Herrgård

Hotel and restaurant located in a beautiful mansion in Småland.

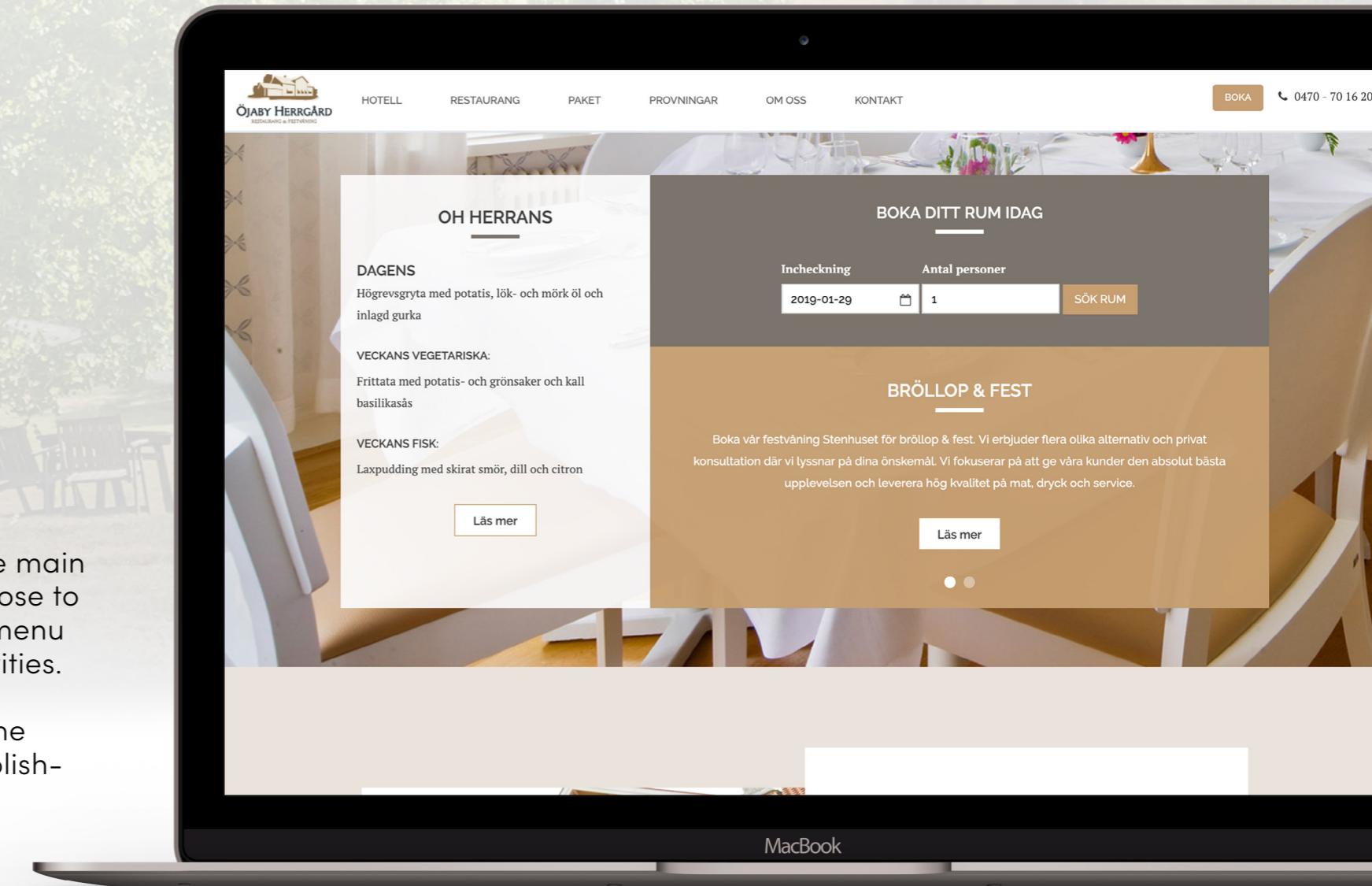
Project

Redesign of the start page for the hotel and restaurant called Öjaby Herrgård. They wanted to show as much as possible on a small space.

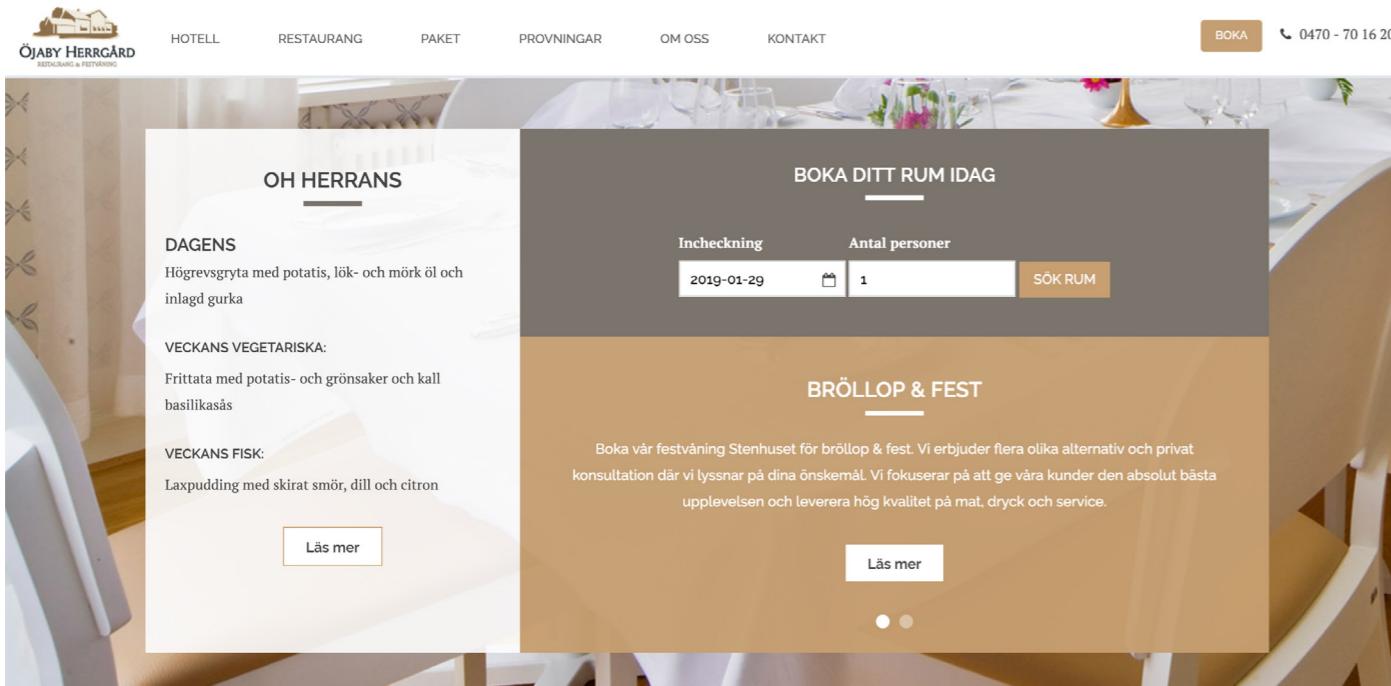
Mission

The user should see their three main categories immediatly and choose to either book a room, view the menu or read more about their activities.

Display the daily menu from the restaurant with automatic publishing on the website.



REDESIGN

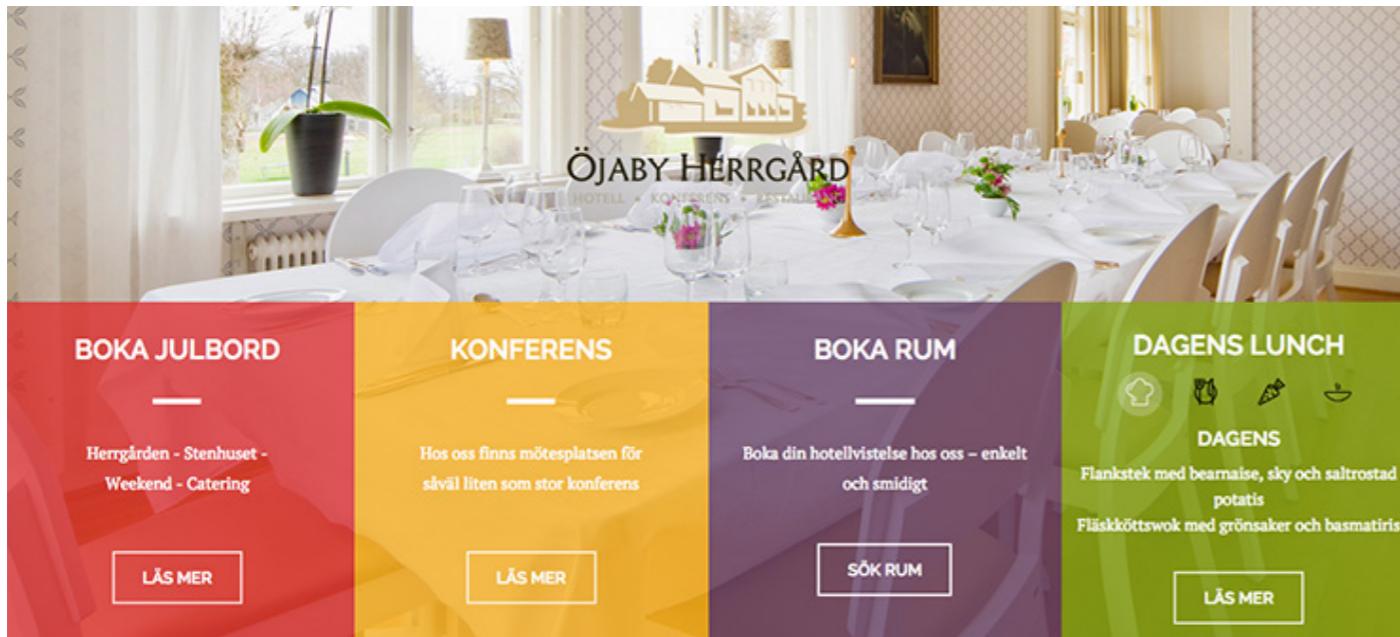


New

Important UX features

The company is mentioned for their service and good food served in a manor house environment and wanted this to be perceived by the design.

The main thing was to gather **the four previous boxes** into **one unit** and use the surface **more efficient**.

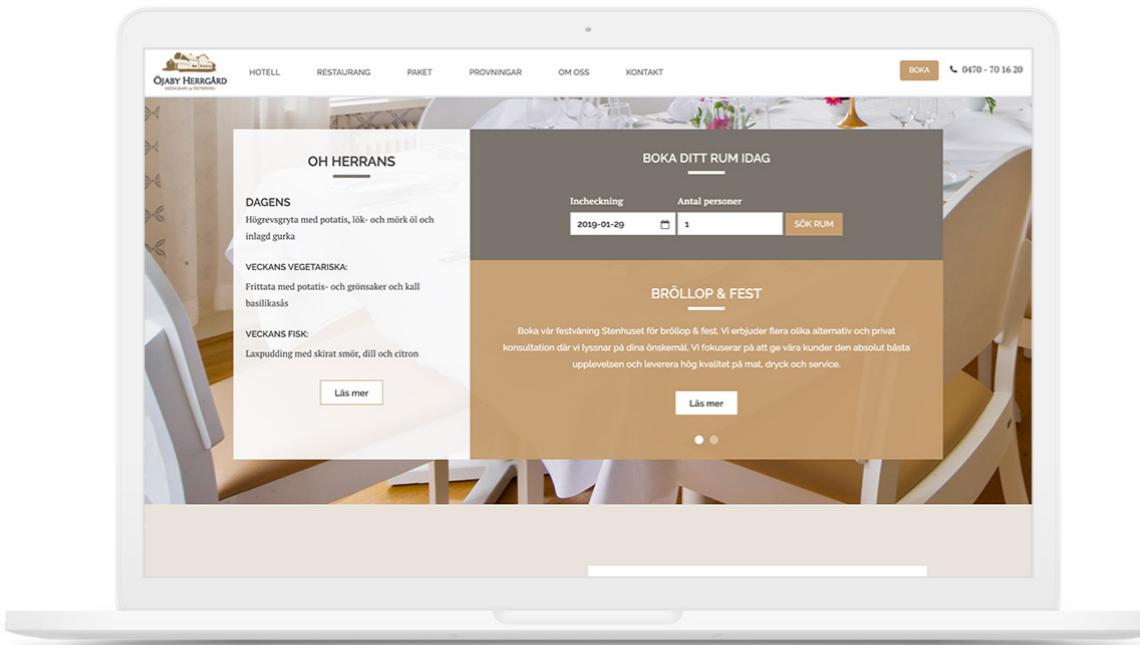


Old

Focus on information and conversion

In the old design, the different areas were divided in the colored boxes and the daily menu didn't get the space it needed. In this design the events have their own box and the space was not used in an effective way.

UI DESIGN PROCESS



Authoritative

Responsible

Calming

MATSALEN

Dagens
Raggmunk med stekt fläsk och rårörda lingon

Veckans vegetariska
Auberginegratäng med färsk basilika, tomat och ägg

Veckans fisk
Örtbakad torskfilé med citronsås och kokt potatis

Läs mer

Köp presentkort Köp lunchkupong

COLOR CHOICES

I chose to go back to the more traditional look and worked with the brown colors that was already integrated to the website. I divided the different areas into blocks. The booking part got a darker color to catch the eye.

FUNCTIONS

Displaying the daily menu from the restaurant with automatic publishing on the website.

With simple buttons, the user can choose to either read more about the menu, buy a present card or lunch-coupon.

GRAPHIC DESIGN

BULLET PROOF MANAGER

Inväda komponenter

Framstående utbildningspsykologer menar att fyra komponenter måste ingå i träningsprogram för att uppnå en hållbar och positiv utvärdering på individens beteende. Nedan beskrivs de fyra komponenterna och hur de vänts in i ledarutvecklingsprogrammet Bullet Proof Manager.

1 Kontinuerlig inlärning
Inlärning är en process och inte en engångshändelse. Under en 12-månadersperiod utbildas deltagarna i totalt 48 timmar, utör 24 övningaregistreringar samt upprätta en personlig handlingsplan för att kunna tillämpa den.

2 Omfattande skriftligt material
Deltagarna bygger upp ett omfattande bibliotek med skriftligt informations- och övningsmaterial.

3 Dela med andra
Att dela med sig av ny kunskap skapar ledarskapssyfter, ökar träningsens värde och förstärker inlärningen. Detta gör deltagarna under våra workshops och seminarier till utskänkarna i sin egen verksamhet.

4 Finslipa inlärd färdigheter
Deltagarna har möjlighet att på egen hand ta del av en filmbibliotek och övningsmaterial som ingår i Bullet Proof Manager.

Våra föreläsningar under året
*Även om föreläsaren kommer att ansluta i och med att innehållet i Bullet Proof Manager utökas.

januari	februari	mars	april	maj	juni	juli	augusti	september	oktober	november	december		
LISA FORD Att överträffa kundens förväntningar Fördelar, förändra och förvärna den kund- kunsternamndens "nya mängd". Sex steg för att övervinna kundens förväntningar.	NIDO QUBEIN Att utveckla ditt team genom förändring Fördelar, förändra och förvärna den kund- kunsternamndens "nya mängd". Sex steg för att övervinna kundens förväntningar.	DR JIM HENNING Förhandla för att vinna Tre dynamiska ledarkapsylagor Att göra kassa in investeringen i relationskapet Fem praktiska tillvägagångssätt	BOB JOHNSON Kreativ ledarskap Förstå saker i förändringsperspektiv Kunskapel som framtar engagemang Den kritiska skillnaden mellan chefer och köre	LISA FORD Att anställa, utveckla och belöna medarbetare Fem viktiga kriterier för effektiv rekrytering Realistiska arbetsbeskrivningar Befälli servicenivåttade medarbetare	DR TERRY PAULSON Investera din tid rätt Uppdragsfokuserade jämfrelever Ja-kyssem Att klara av prioritetsförändringar	MARIA STEELE Strategiskt tänkande för bättre planering Strategiskt tänkande - tre steg Vinsterna med strategisk insiktning Strategiska framgångsfaktorer	BOB JOHNSON Sju steg för effektiv delegering Att delegera ansvars Att ge befogenheter Skapa ansvarstagande	LISA FORD Att hantera krävande kunder Sex steg för att hantera krävande kunder Lyssna mellan raderna Verktyg för ett framgångsrik kundhållande	NIDO QUBEIN Skapa kontakt: Kommunikation i den högre skolan Läp om genkänning Den kontaktauppkopplade ledarens framväx- tionssteg Att lämna kontakttagande fältar	DR JIM HENNING Personlig effektivitet: 70-minuters timmen Tolv produktivitetsblockeringar Tidsvarvadown Delegeringsprocess i tre steg	GEORGE WALTHER Konflikt hantering: Slagkraftig telefon- kommunikation Röstbreväda - ett strategiskt kommunikations- sredskap Sluta leva kurrögörma Ge kommunikationen ökad betydelse	JOHN HERSEY Hjälp medarbetarna att göra sitt bästa Ettosvara stort Skapa huvigt antagnande Fokus på möjigheten	DR TERRY PAULSON Konflikt hantering: Hantera krävande relationer Att lösa problem - inte undvika dem Om du ska ställa någon mot vilken- skiv manus Bygg broar till krävande individer

Stöd via webben

Kompetensutveckling innebär ett ständigt lärande. Därmed erbjuder BulletProof Manager en innehållsrik och pedagogisk webbplats där deltagarna kan ta del av filmaterial, göra utvärderingar, läsa kurstexter och studera kursrelaterade artiklar.

På webbplatsen finns också uppföljningsövningar som är utformade för att hjälpa deltagarna att förstärka inlärningen och lära sig mer om de områden som ingår i BulletProof Manager.

*Ungefärlig fördelning av ett typiskt träningstillfälle

Crestcom

Crestcom offers leadership development programs for managers and sales representatives.

They wanted to update the press materials to create better conditions for marketing and selling the concept.

Uppvidinge^hus

Uppvidinge^hus offer attractive housing and commercial premises in beautiful and safe environments.

Uppvidinge^hus wanted a folder to handle out to new residents, when moving in. The folder needed to contain a lot of information about the neighborhood and yet feel uplifting.





Bakers campaign

Uppvidingehus offer attractive housing and commercial premises in beautiful and safe environments.

Uppvidingehus wanted a folder to hand out to new residents, when moving in. The folder needed to contain a lot of information about the neighborhood and yet feel uplifting.

GRAPHIC DESIGN



Perfecta Pump

A product folder for a pump company. The challenge was to avoid the typical “technical folder”-look, and to fit three languages in one folder.

Thank you for your time!

EMAIL isabelle.bjorklund@gmail.com

PHONE +46 704212202

To first page