



# *Design Portfolio*

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Cand.it in Digital Design and Interactive Technologies

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# Content

## 1 *Danskebank.dk*

Optimizing and designing the customer experience of danskebank.dk

## 2 *Norsa*

A mobile savings app targeted young adults, created for Nordea

## 3 *Chat With a Nurse*

A desktop extension for The Danish Museum of Nursing History's website

## 4 *Care Design*

A design research project focused on creating technologies for first-time parents through a set of design principles

# Optimizing CX of danskebank.dk

Optimizing and maintaining the customer experience across platforms of danskebank.dk

Danske Bank

## KEYWORDS

Customer Experience  
Optimization  
Web design  
Agile planning

## TOOLS

Sitecore  
Jira  
Siteimprove

## DESCRIPTION

At Danske Bank, I optimized and maintained danskebank.dk through the Sitecore CMS, working closely with software developers and stakeholders. With the website being a key touchpoint, I played a pivotal role in aligning site content with business objectives. Over my four years at Danske Bank, I contributed to enhancing the platform and improving conversion rates by implementing clear calls to action, strategic use of hyperlinks, and ensuring precise, concise content.

## Responsibilities



### Business needs

Understanding and aligning business needs and prioritizing tasks based on business requirements.



### Compliance

Ensuring great UX and compliance through stakeholder involvement and yearly review.



### Design

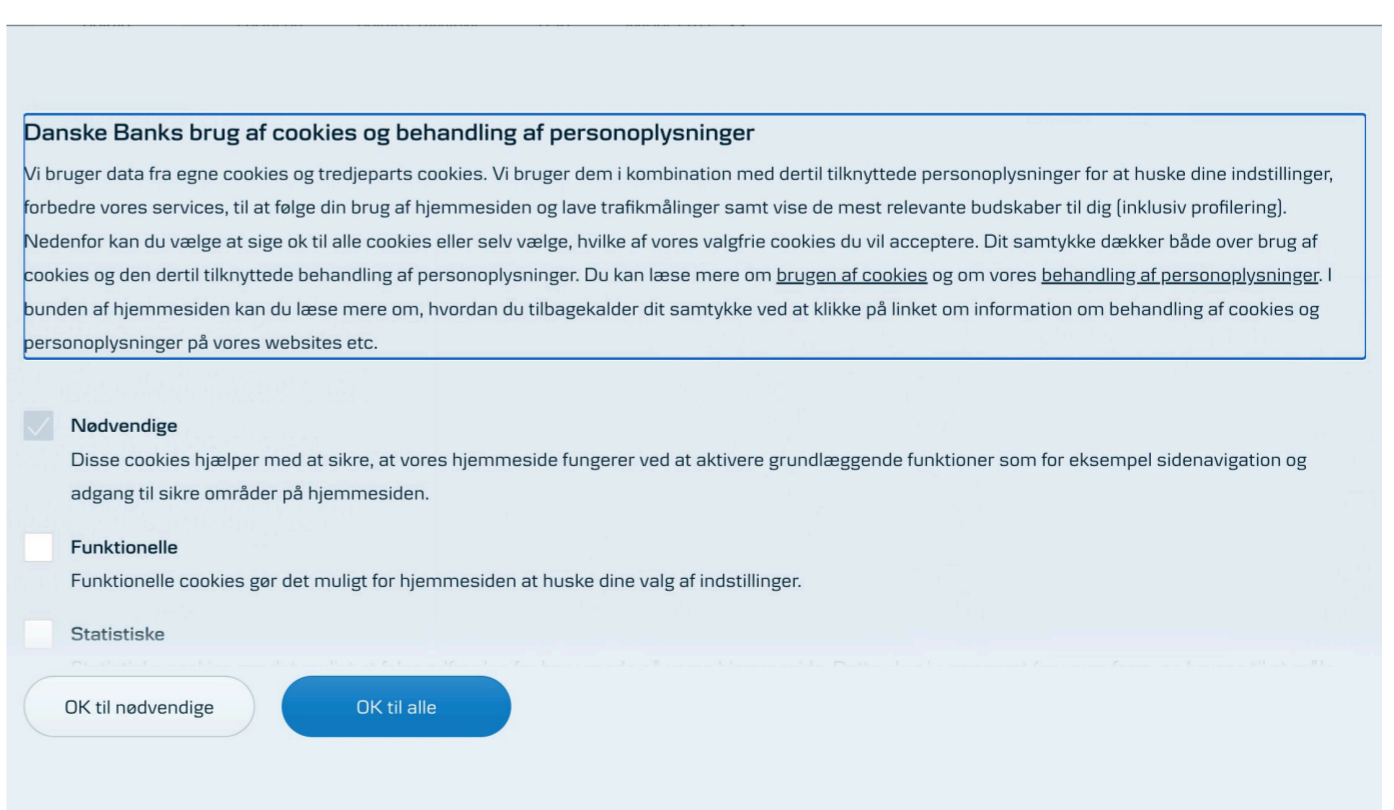
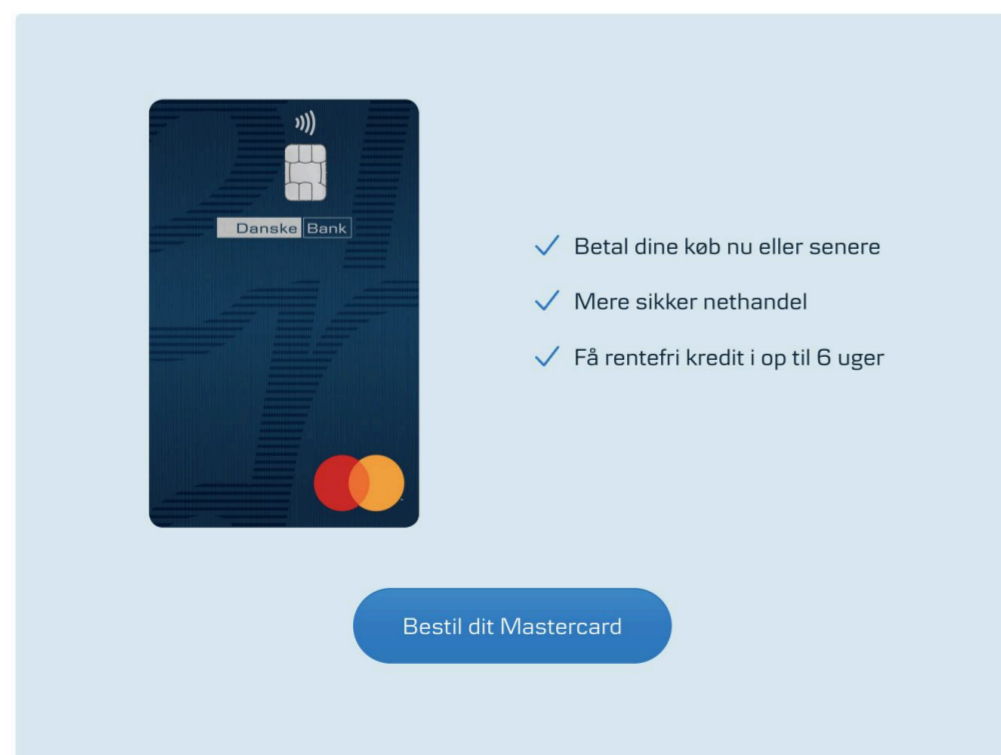
Designing landing pages, components, call to actions, dialogues, and cookie banners.



### Maintenance

Ensuring accessibility, readability and broken links.

## Examples





# Norsa - Nordeas Savings App

Can social effects, goals and challenges make young adults start saving?



## PROBLEM

Young adults often lack significant savings, however in a period of their lives where they need money for bigger things. Spending in social situations is high, leading to limited financial security.

## SOLUTION

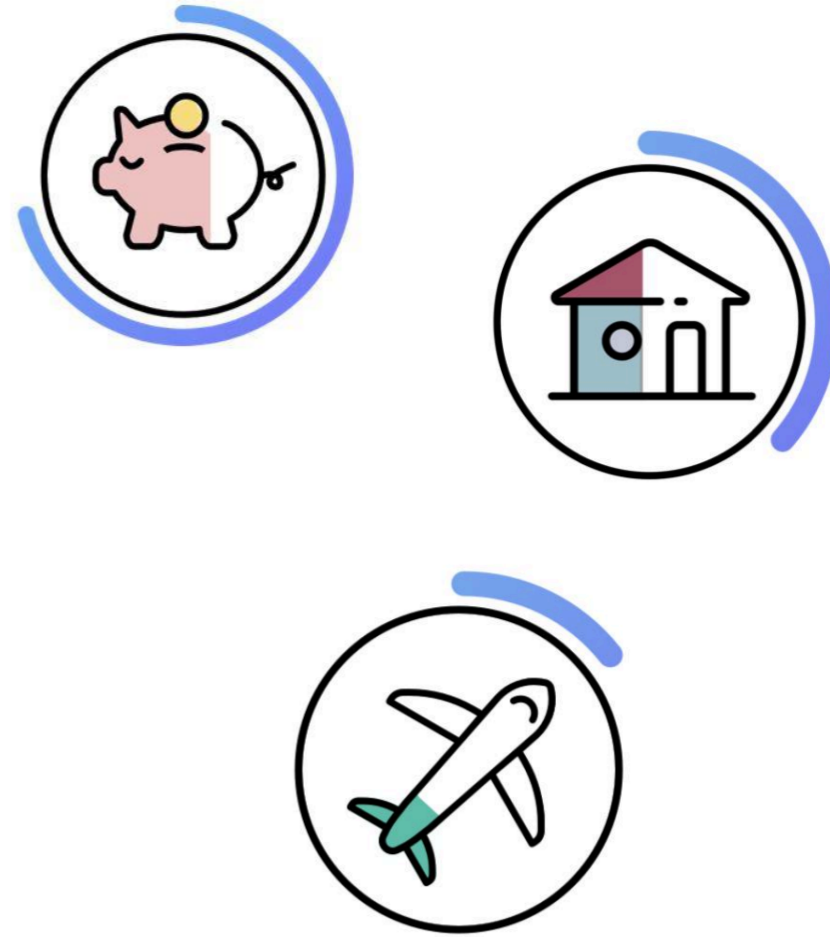
An app that promote financial security and encourage better spending habits trough a social and engaging experience for young adults.

## KEYWORDS

Fin-tech  
UI Design  
Customer rescrach

## TOOLS

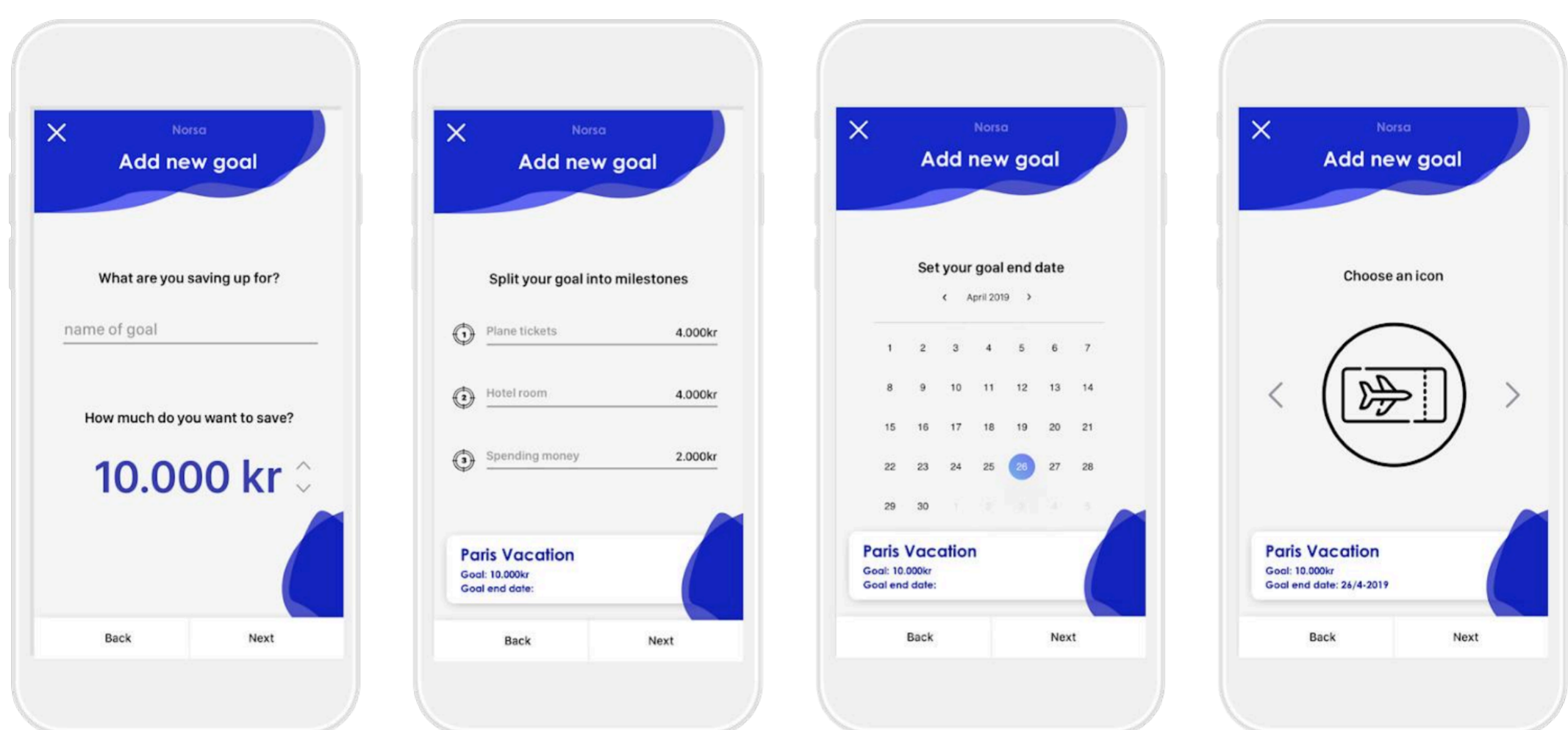
Figma  
Google Forms



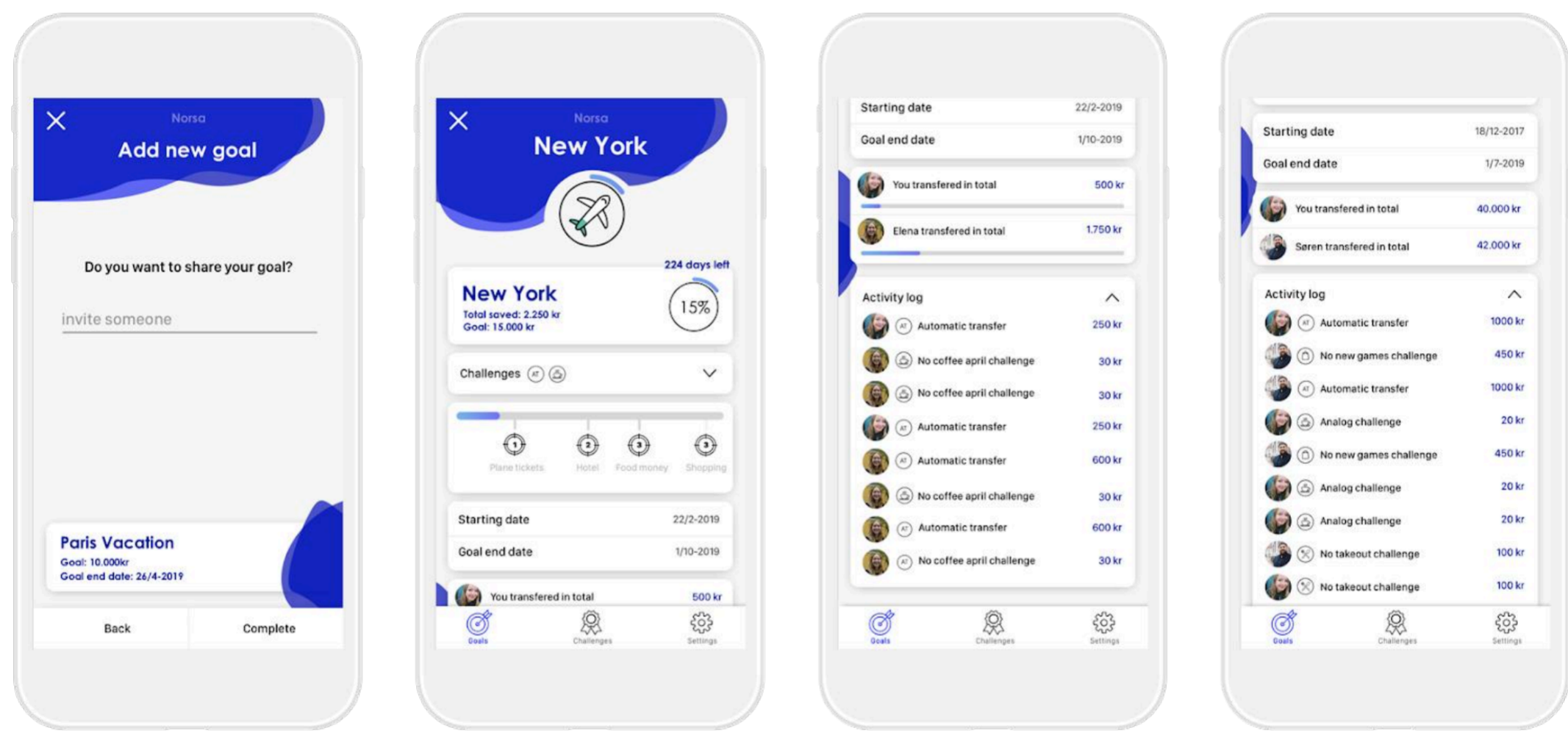
## Concept

Norsa transforms saving into a social, tangible, and engaging experience for young adults, promoting financial security and encouraging better spending habits.

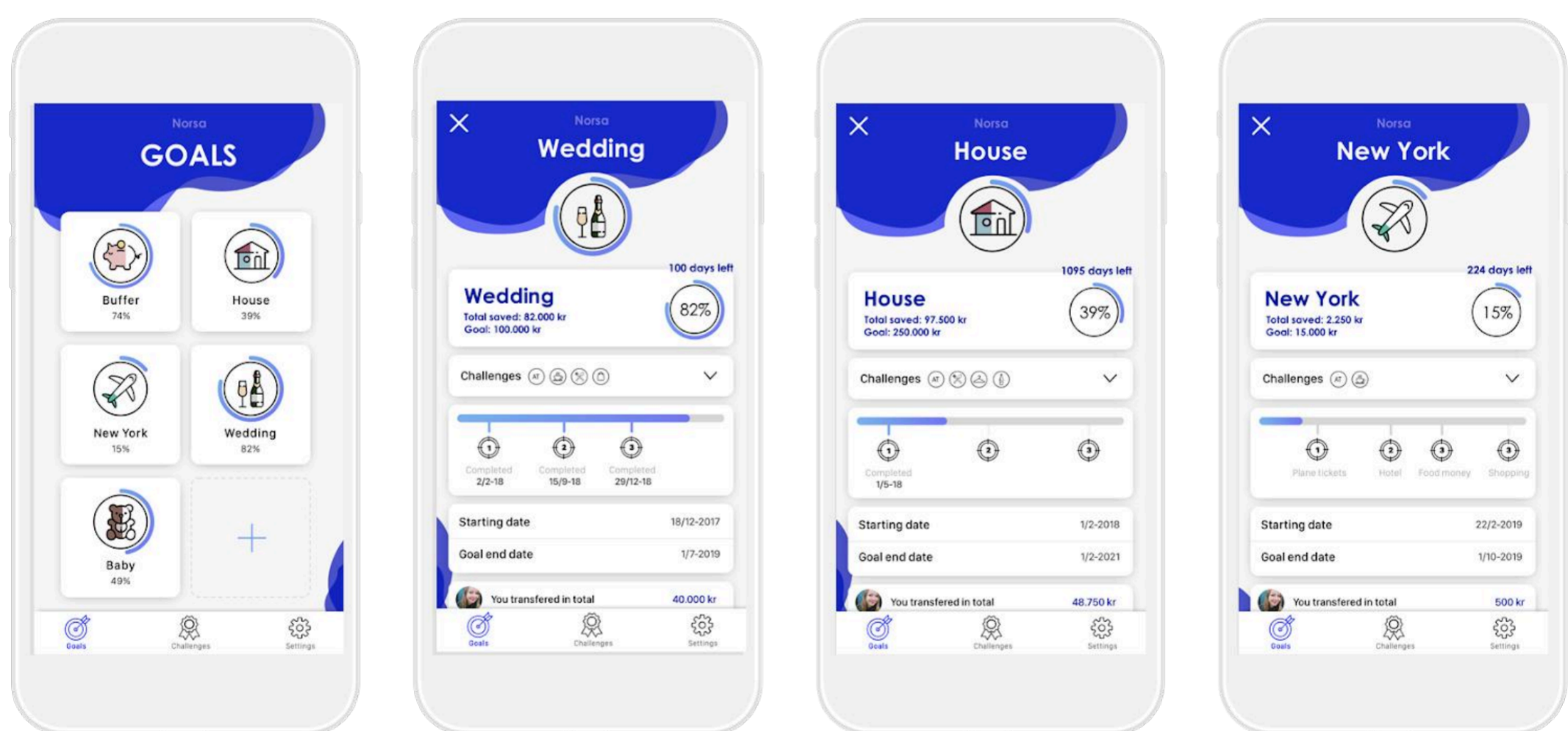
Users start by setting a savings goal, defining the amount, milestones, and deadlines.



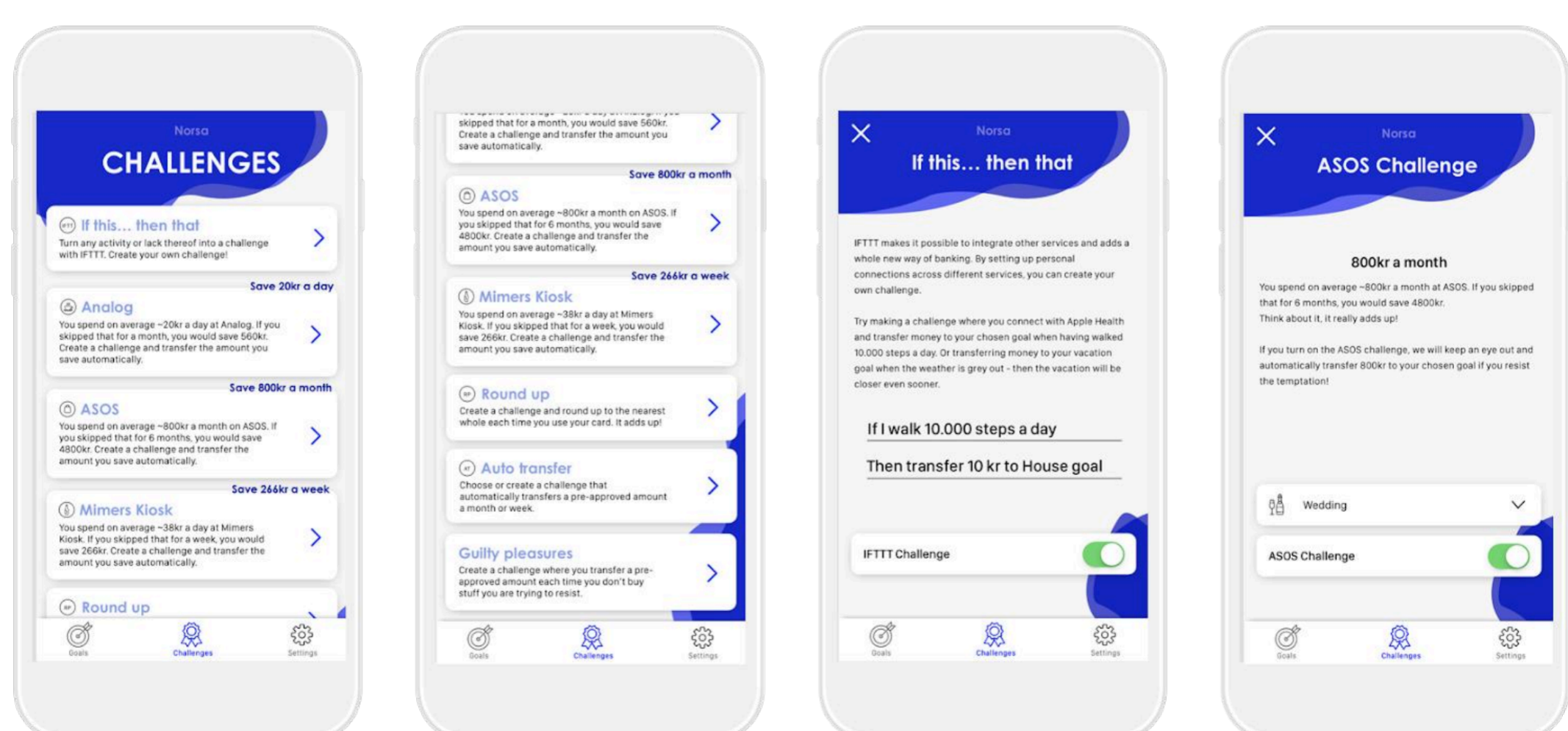
Social savings allow users to invite friends to save towards a common goal or track each other's progress on separate accounts.



Visual progress indicators, such as progress bars and icons, make savings goals tangible.



IFTTT (If This Then That) challenges tie savings to user activities (e.g., transferring money after walking a certain number of steps).



## Research Findings

### FINDINGS

- 44% of Danish adults under 40 years do not have any savings.
- Young adults wants to save for bigger life events: 45% for a house, 25% for their wedding, 19% for children.
- 83% of young adults feel obligated to spent money in social settings.
- 80% of young adults does not know about their banks savings options.

### DESIGN OPPORTUNITIES

- Encouraging better spending habits to promote financial security.
- Using features that makes savings more tangible, e.g goals, milestones and visual progress.
- Young adults can motivate each other to start saving trough challenges and goals, rather that spend money.
- Early financial education through personalized and target information.



# Chat With a Nurse

How can web content bring history alive in an engaging way while communicating the history of nurses?

## PROBLEM

The Danish Museum of Nursing History, owned by DSR, was preparing to redesign their website and sought a more dynamic platform to better showcase the history of nurses, while targeting nurse students.

## SOLUTION

A chatbot that facilitates a conversation with a nurse from a historic time period. The chatbot builds on the museums large amount of historic material including articles and images.

## KEYWORDS

Innovation  
Redesign  
Digital trends  
User flow

## TOOLS

Figma  
Figma Jam  
Google Forms



Do you want to know more about nursing history?



Yes I'm very interested in knowing about the everyday life of a nurse in the 1950's.

I was a nurse at Jutlandia where I treated soldiers but also children



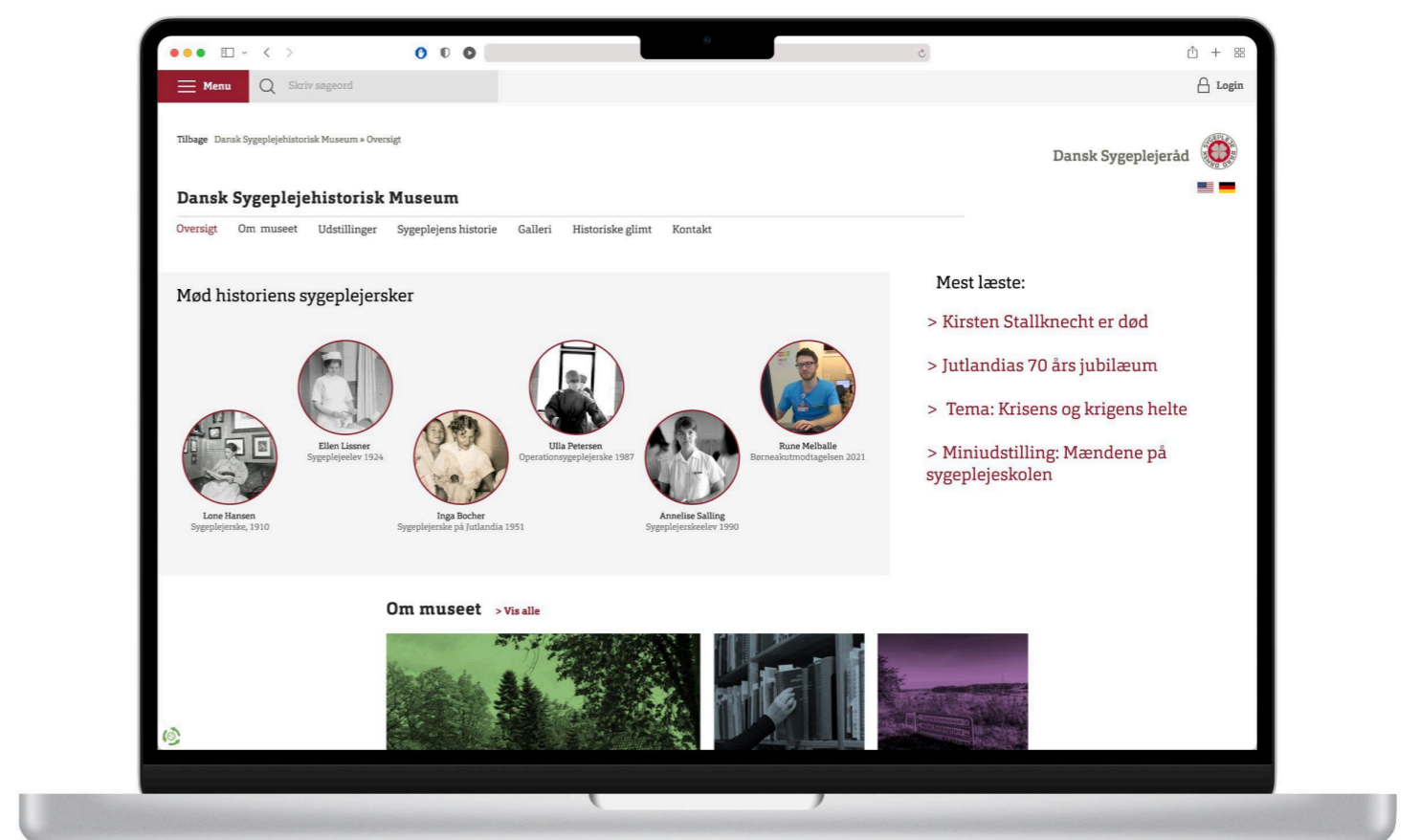
Can you tell me more about what happened?



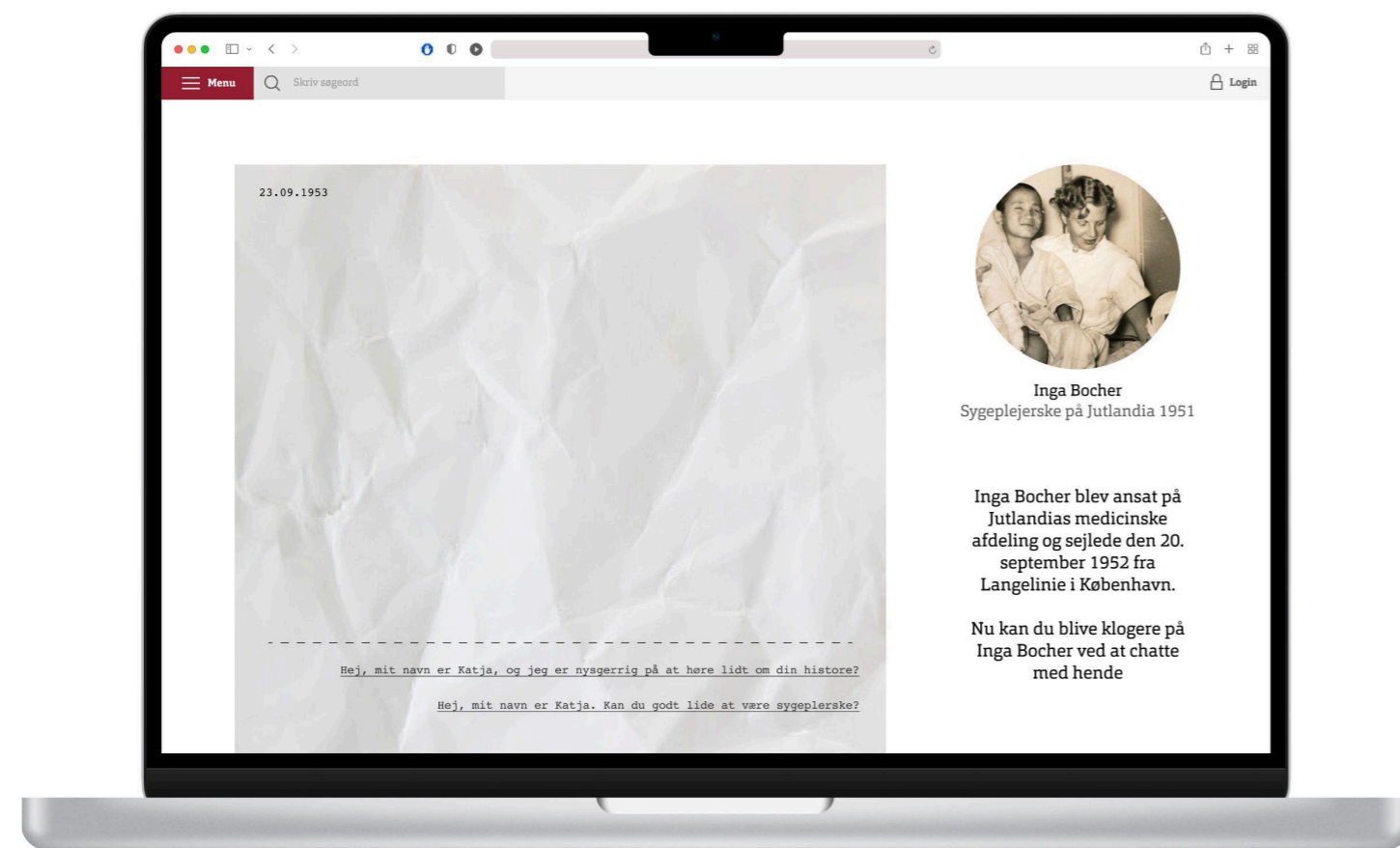
## Concept

A chat function that tells the personal stories of nurses and encourages users to actively engage with the content.

It draws on already existing material, articles and images, that are accessible on the website.



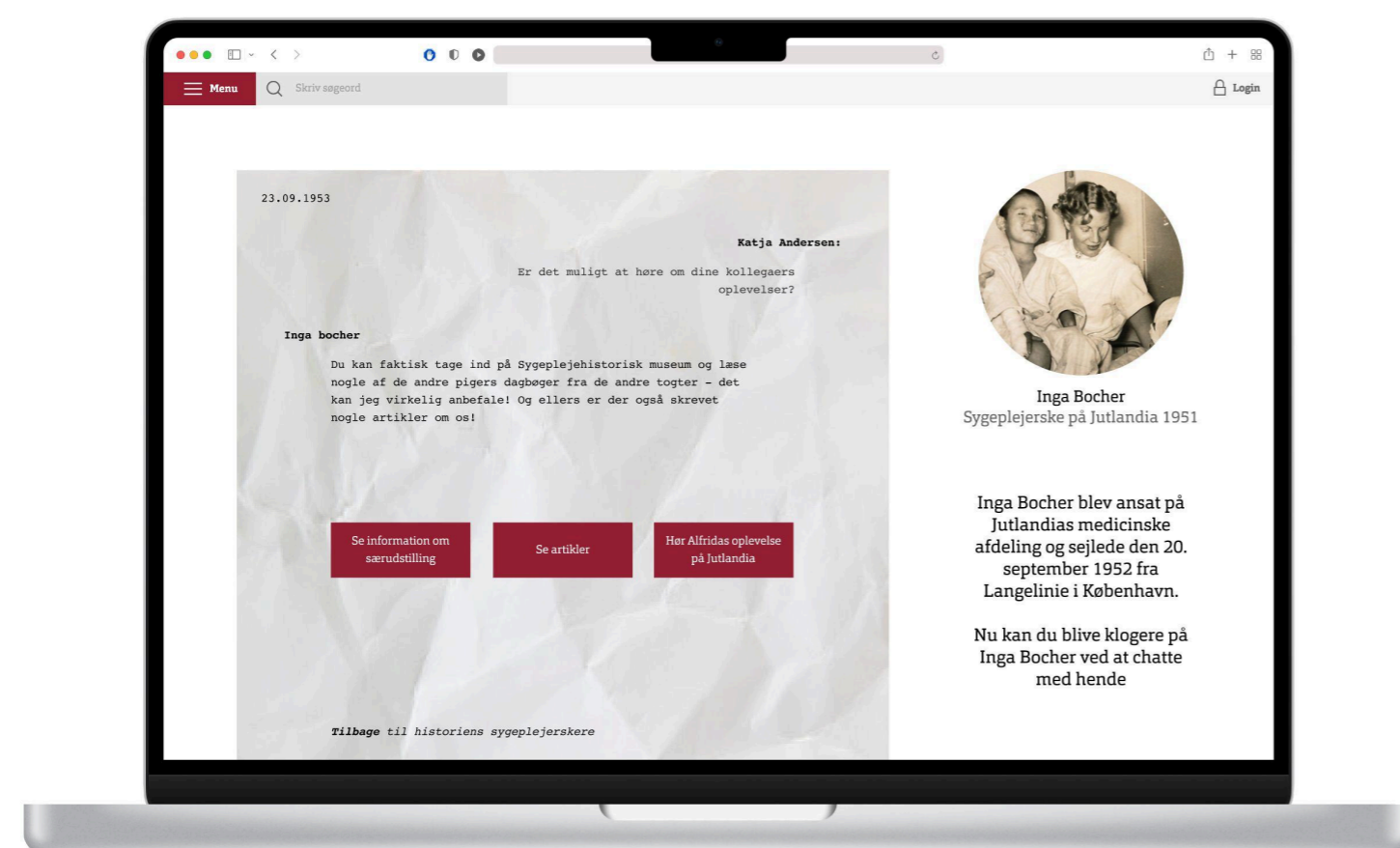
It takes a well known format, the chat, and makes it educating and informing, and hopefully engaging.



The user has 2-3 option for question, which will shape the user flow and the information that the user gets.



When the chat is done, it will offer new option, for the user to keep explore the website.



## Research Findings

### FINDINGS

- 1 DSR thinks nurse students are their primary target group, however only 27% of them now about the museum.
- 2 To get students attention and engagement we need new and alternative ways of mediating history.
- 3 Nurse students want to know more about nursing history, but they found the website to be static and difficult to navigate.
- 4 The website should help making the museum more known.

### DESIGN OPPORTUNITIES

- Content that appeals to young people and engage them in the experience.
- Using communication tools such as images, play, sound and interactions.
- Creating awareness of the museum trough user journeys that lead to the museum information page.
- Creating professional pride.



# Care Design

How can technology be supportive and address parents vulnerability through a physical artifact?

## PROBLEM

Social media and other existing technologies abundance parents with choices and information that contributes to creating a gap between expectations and reality in parenthood.

## SOLUTION

A set of design principles and three design proposals aimed at supporting parents through care, rather than offering choices, while addressing their vulnerability and strengthening their confidence.

## KEYWORDS

Deeply Situated Design  
Design principles  
Storyboards

## TOOLS

Figma  
Miro  
Paper prototyping



# Concept & Design

The design proposal features an ambient device that does not disturb everyday life, however having a physical presence at home as a way of remembering to articulate and acknowledge the presence of parenting.



The artifact in three different scenarios

### You are not the only one.

Recording own experiences and listening to others recordings, fostering a sense of connection and shared understanding.



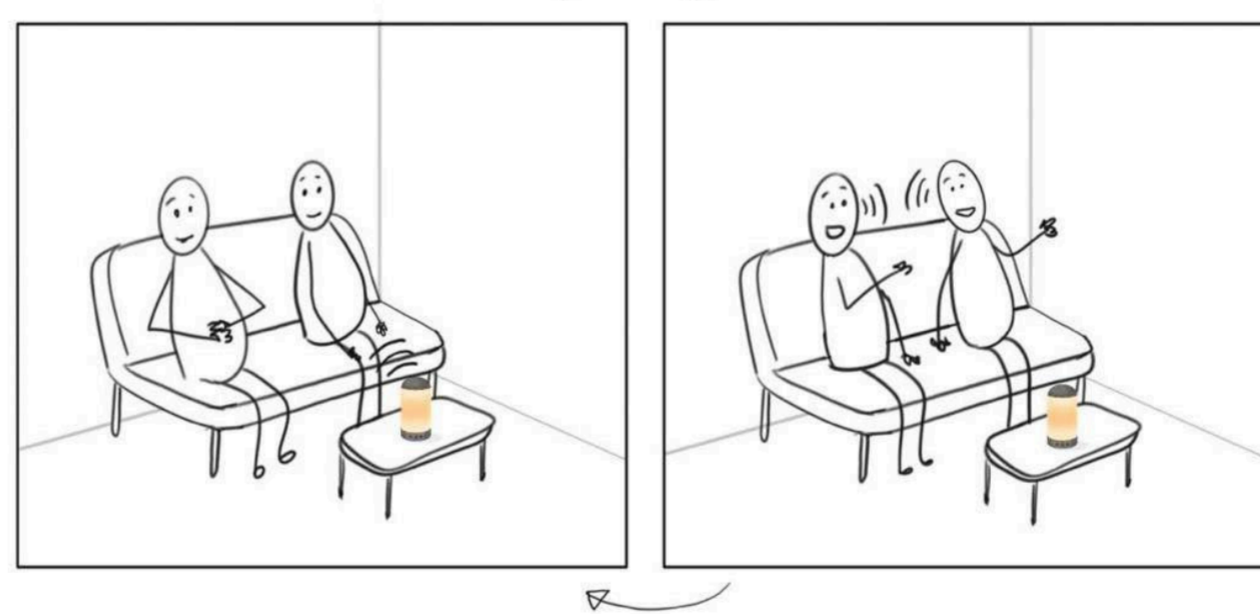
### Acknowledge your difficulties.

A self-reflective device that helps parents articulate their thoughts and track their emotional journey, promoting self-awareness and acceptance.



### Reflecting together.

A physical object that plays lived parenting experiences, as a way of facilitating a conversation among parents to encourage shared problem-solving and emotional support.



# Research Findings & Principles

## FINDINGS

- 1 Parents often feel overwhelmed by the abundance of advice and societal expectations.
- 2 Excessive information leads to self-doubt and questioning of parenting abilities.
- 3 Emotional and situational vulnerabilities are heightened during the transition to parenthood.
- 4 Acknowledgment of feelings can help parents cope with their new situation.

## DESIGN PRINCIPLES FOR PARENTING TECHNOLOGIES

### Acknowledge vulnerability:

Design technologies that recognize and support the emotional and situational vulnerabilities of new parents.

### Support over advice:

Focus on providing supportive environments rather than overwhelming parents with choices and information.

### Reflect reality:

Create solutions that reflect the real, diverse experiences of parenthood, not just idealized versions.

### Encourage reflection:

Facilitate self-reflection and articulation of thoughts and feelings to help parents process their experiences.

### Personalization:

Offer personalized support that adapts to the unique needs of each family.

### Physical presence:

Design technologies that are non-intrusive but present in the home to provide continuous support.



Thank you for viewing  
my portfolio

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