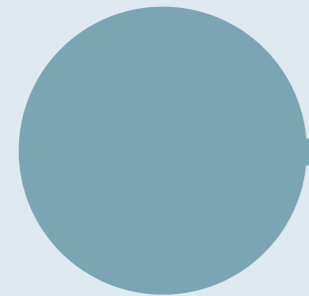


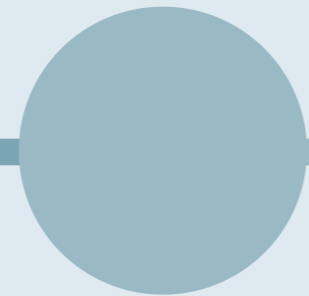
THE KEY TO INFORMED DESIGN DECISIONS

gathering insights through research

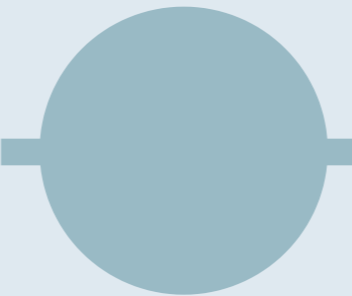
research
and planning



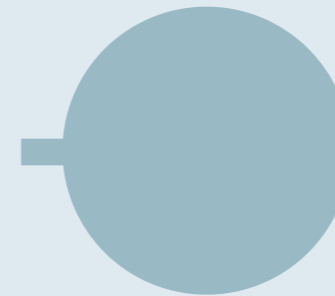
solution
design



design
mock-ups



production
design



TL;DR

One of my main tasks during my UX internship at Axis Communications has been to gather insights through user research. After gathering the insights I've documented these in order to be able to make informed design decisions further down the design process. I've completed this task through using qualitative and quantitative research methods. This task is the first step of a design process, leading up to tasks of solution design, creating mock-ups and finally producing a well-informed design.

THE CHALLENGE

Throughout my internship at Axis Communications I've felt drawn to conduct UX research. Early on I understood the challenge of getting a hold of real Axis users, because of Axis business model. This means that products and solutions travel through several stages before reaching the end-user. With limited access to real users you have to get creative to find valuable data to turn into real insights. My methods have been both qualitative and quantitative, and I've been gathering data both internally and externally. For example, I've been doing fieldwork at Axis "test-sites" where I observed real users working with our systems. I've also hosted workshop with internal intelligence such as product owners and product specialists.

RESULTS

Through conducting this type of research I've been able to build up a base of knowledge that can inform future designs and use cases for Axis products. My research has hitherto revealed several opportunities for improved access management solutions, such as simplifying making changes of who gets access when and where, and visualising clusters of products on screen-based devices.

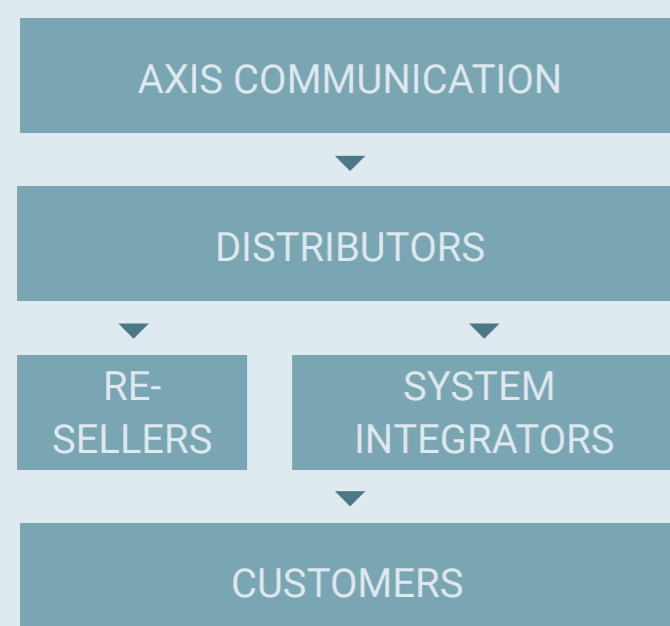
REFLECTION

Through being able to work at a company I've been able to develop a practical skillset that has prepared me for the future. Although, I have a lot more to learn, and I'm looking forward to develop further skills, such as UI design principles.

AXIS COMMUNICATIONS

Axis is a world-leading company within the security business. Their focus lies on security cameras, access control solutions, audio solutions and intercom solutions. I chose to do my internship here because I saw great potential in evolving my knowledge in a bigger company where UX designers mainly are full-time employees rather than consultants. During my internship I've felt like I am a part of the company and the design team through contributing to design solutions which has later been implemented. I've also been trusted to take on a project on my own, where I am now in the midst of a design process.

AXIS BUSINESS MODEL



fieldwork

workshops

RESEARCH
ACTIVITIES

internal
interviews

user
interviews