



UX Case Study

April 2025

Agenda

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Project Overview

Client: Benelizer

Stakeholder:

Erik Maltby – Experienced entrepreneur with a background in enterprise software and strategy execution.

Timeline: ~10 working days

Introduction:

I collaborated with Benilizer on a complete front-end redesign of their internal web app. The challenge: rebuild the UI to meet AAA accessibility standards, maintain compatibility with their existing backend, and do it all **without JavaScript** — using only HTML and CSS.



🧩 The Challenge

- **Accessibility:** Initial design components failed WCAG checks.
- **Tech constraints:** The backend had to remain untouched, so no JavaScript could be used.
- **Performance:** The new front-end had to be lean — minimal markup and optimized CSS.
- **Consistency:** A scalable design system was needed to empower both design and development workflows.
- **Visual alignment:** The new design needed to be clean, modern, and familiar to users.



🔗 Discovery & UX Research

To understand user behavior and technical limitations, I:

- Conducted a **design audit** of the current interface — none of the components passed WCAG standards.
 - Created **personas** representing key user types, along with their devices and browsers.
 - Based on demographic insights, we learned that **the dominant user ecosystem was Google Workspace, not Microsoft 365.**
- We leveraged Material Design principles to align with users' existing habits and expectations.



🧩 Design & Development Approach

Accessibility First

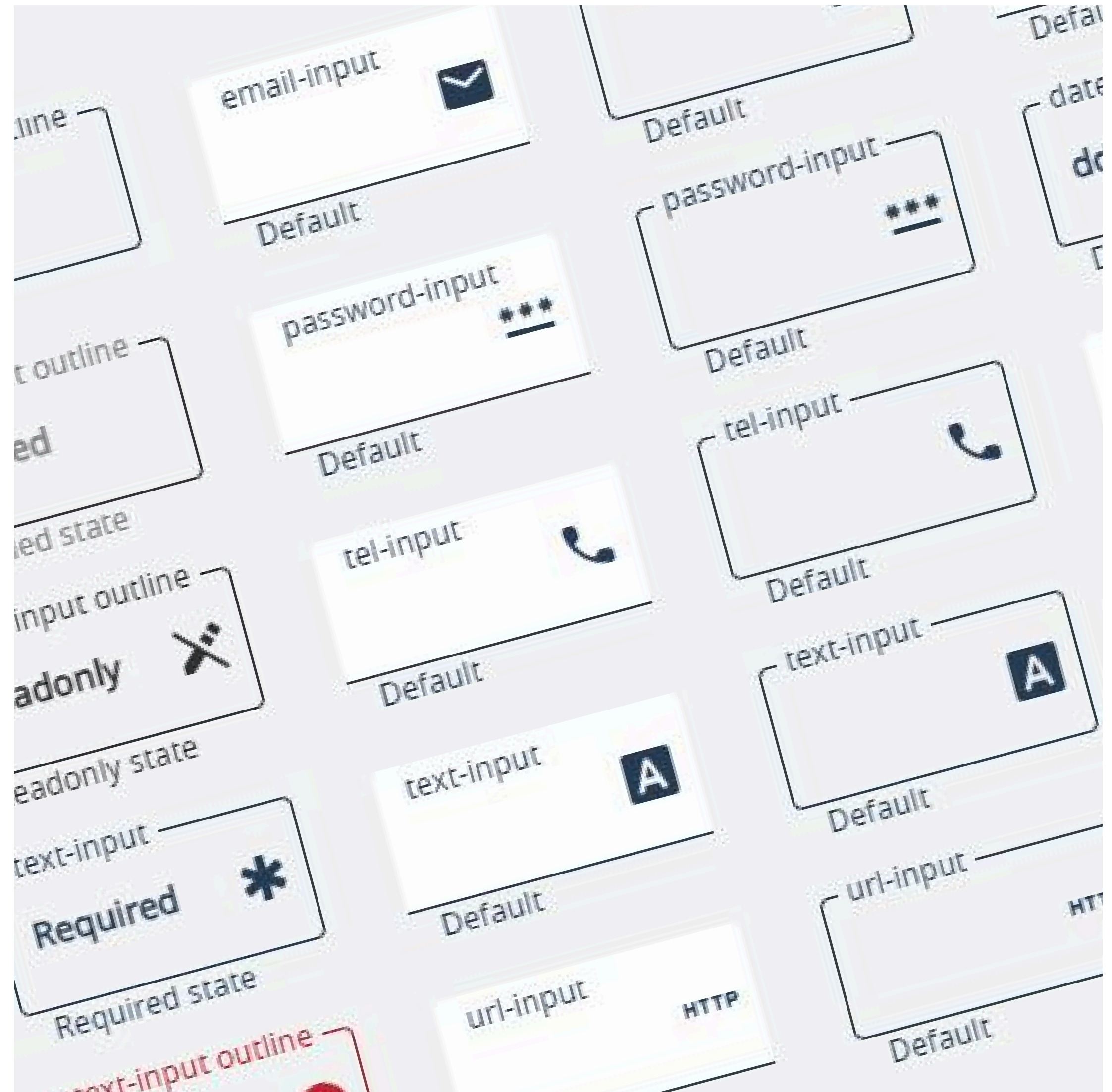
- Used semantic HTML5 elements and native form validation.
- Achieved **WCAG AAA** compliance.
- Ensured compatibility with screen readers and keyboard navigation.

Front-End Framework

- Built a responsive, modular front-end framework from scratch using **only HTML and CSS**, based on **Flexbox**.
- No JavaScript was used — a true **separation of concerns**.
- Used **pseudo-elements** to simulate Material Design-style interactions, e.g. ripple effects, form styling, tooltips.

Components & Design System

- Created a **Figma design system** to mirror the coded component library.
- Built a **custom icon font** to meet specific brand and UI requirements.
- Structured the framework to allow **developers and designers to work in parallel**.



Visual Direction

The visual style was:

- **Modern and minimal**
- Inspired by **Material Design**
- Optimized for readability, contrast, and familiar interaction patterns

This direction was chosen deliberately to reflect the ecosystem users were most familiar with — Google Workspace.





- All UI components passed **WCAG AAA accessibility** tests.
- Delivered a fully functional **front-end framework with zero JavaScript**.
- Introduced a reusable, maintainable **design system** in both code and Figma.
- Improved collaboration between design and dev through clear structure and modularity.
- Executed the entire project **within ~10 working days** — from audit to delivery.

The screenshot displays the 'benelizer®' web application interface. The top navigation bar includes links for Dashboard, Goal, Projects (selected), Question Library, and Notifications (92). The main content area is titled 'Development of new back end' and features a 'Project' tab. The form is organized into several sections:

- Project Information:** Includes dropdowns for Program (R&D Program 301), Portfolio (Portfolio North), Name (Development of new back end), Short name (Dev 1), External Reference, Unique Id (Dev 1), Relative value (1), and Acceptance Level (On hold).
- Cost account and time:** Includes Default Currency (Euro), Cost account (1), and a checkbox for Record time.
- Links to other records:** Lists Strategy 2025, IT streamline, and Green transformation with associated descriptions.
- Management:** Includes fields for Project manager (Erik Maltby), Project owner (Christina B. Andersen), Project sponsor (Lind Gee), Project office (Henne Hansen), and Steering committee (Henne Hansen, Erik Maltby, Lind Gee).
- Start / End Dates:** Includes Planned start (01-01-2016) and Planned end (30-12-2024).
- Health Questions:** Includes Schedule (Template based), Latest issue (27-02-2025), and Deadline (latest) (09-03-2025).

The interface also includes a 'Recording' button and a 'Save' button in the top right corner of the form area.

Key Learnings

- **Constraints foster creativity:** Building a modern UI without JS demanded smarter use of native HTML and CSS.
- **User context drives design:** Designing for Google-native users led us to Material Design patterns — resulting in intuitive interfaces.
- **Involving stakeholders keeps projects grounded:** Erik's clear goals and technical insight helped balance ambition with feasibility.
- **Design systems empower autonomy:** By matching Figma and code, teams can design and build independently — without confusion or misalignment.

