kreafe

UX Case Study

A Multi-Language WordPress Website
with a Custom Design System
April 2025

Agenda

- Project Overview

- Design System & Visual Identity

- Website Development in WordPress

- UX Improvements & User Testing

- Key UX Challenges

- Outcomes

- Learnings

Project Overview

Krefe is a unique wellness brand focused on transformation and healing. I was brought on board to redesign their website to reflect their evolving identity, provide multilingual support, and enhance usability across key customer journeys.

Client: Krefe – a modern, customer-focused business seeking a refreshed online presence
Role: UX/UI Designer · Web Developer
Tools: Figma · WordPress · Elementor · Polylang
Languages: HTML · CSS · Danish · English · German
Duration: ~3 weeks
Accessibility: Achieved WCAG AA rating
Deliverables:

- Modular Design System in Figma
- Fully responsive multi-language website
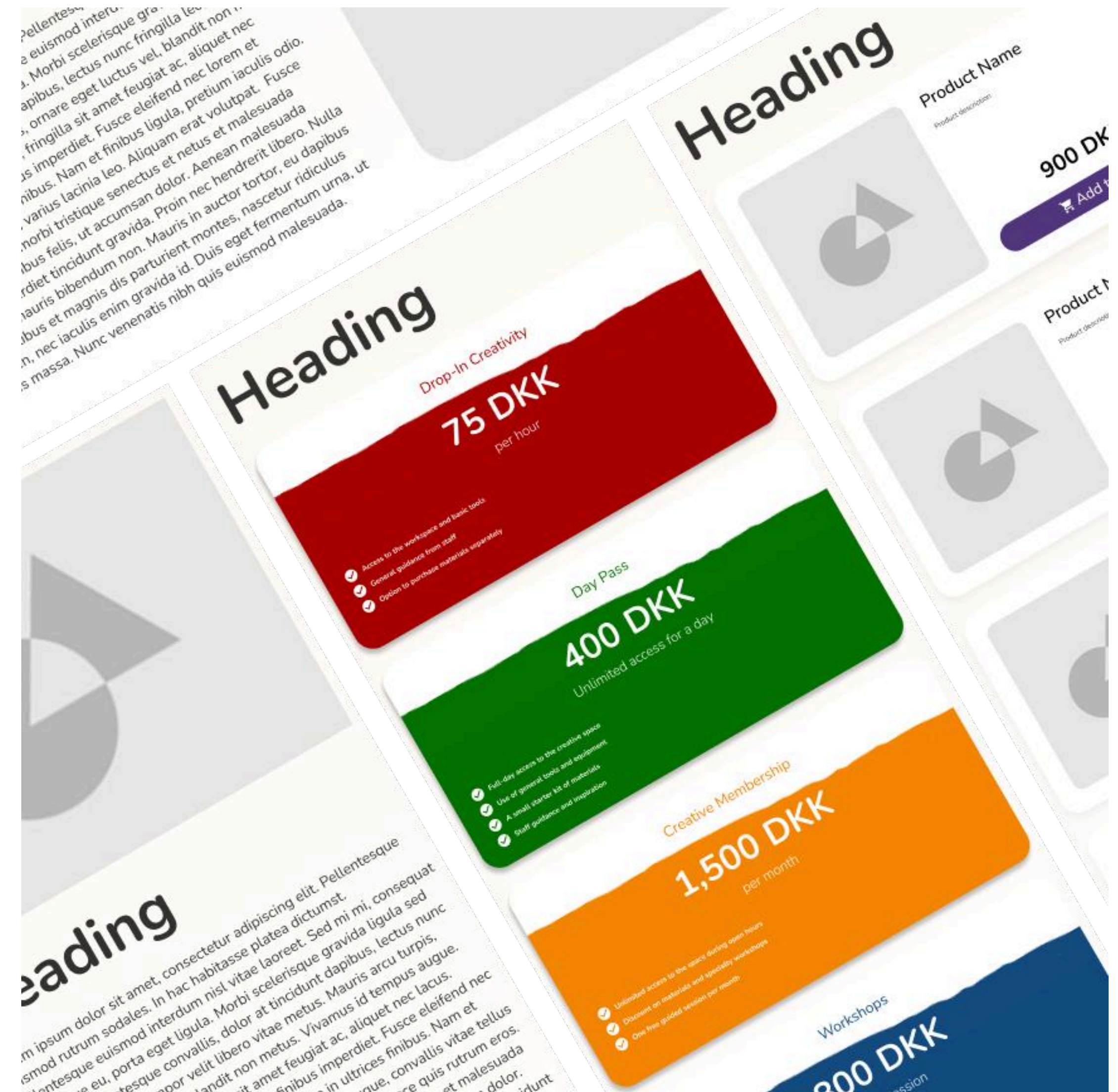- WordPress/Elementor implementation

Design System & Visual Identity

To ensure scalability and consistency, I created a custom **Figma-based design system**. It included:

- A typographic scale and color system aligned with Krefe's brand
- UI components and patterns for buttons, forms, menus, and modals
- Mobile and desktop responsive rules
- A simple grid system optimized for Elementor's layout engine

This design system formed the visual and structural foundation for the entire website and ensured **accessibility best practices** were baked into the UI components from the start.

Website Development in WordPress

Using Elementor, I translated the design system into a fully functional site. To accommodate Krefe's international clients, the website was made **multilingual in English, Danish, and German**, using the **Polylang** plugin.

Thanks to thoughtful layout structure, clear color contrasts, and semantic markup, the site achieved a **WCAG AA accessibility rating.**

POLYLANG
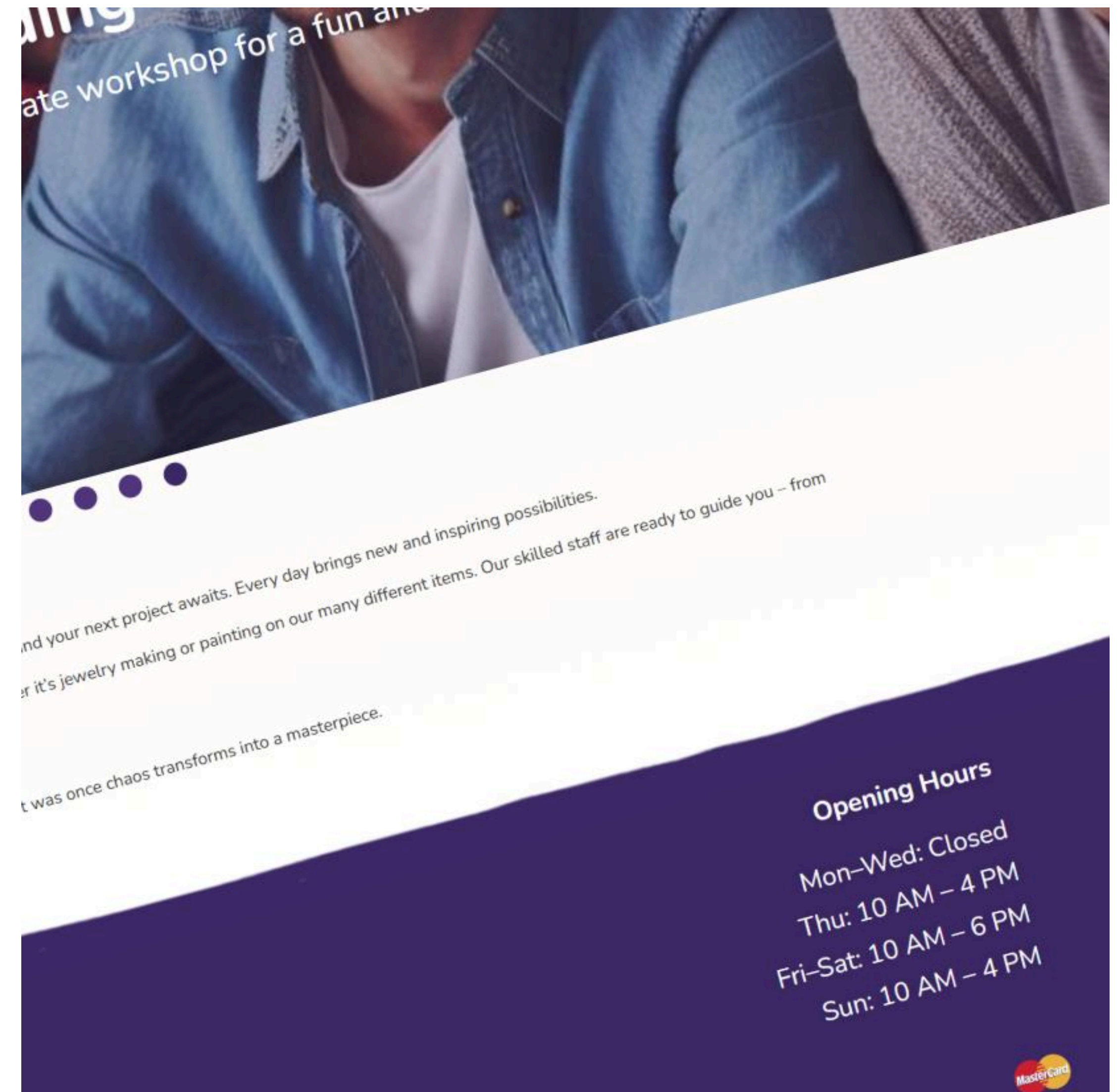
elementor

UX Improvements & User Testing

The original menu structure was limited and lacked depth. Based on stakeholder feedback and testing, we expanded it to include:

- **Aftercare**
- **Opening Hours**

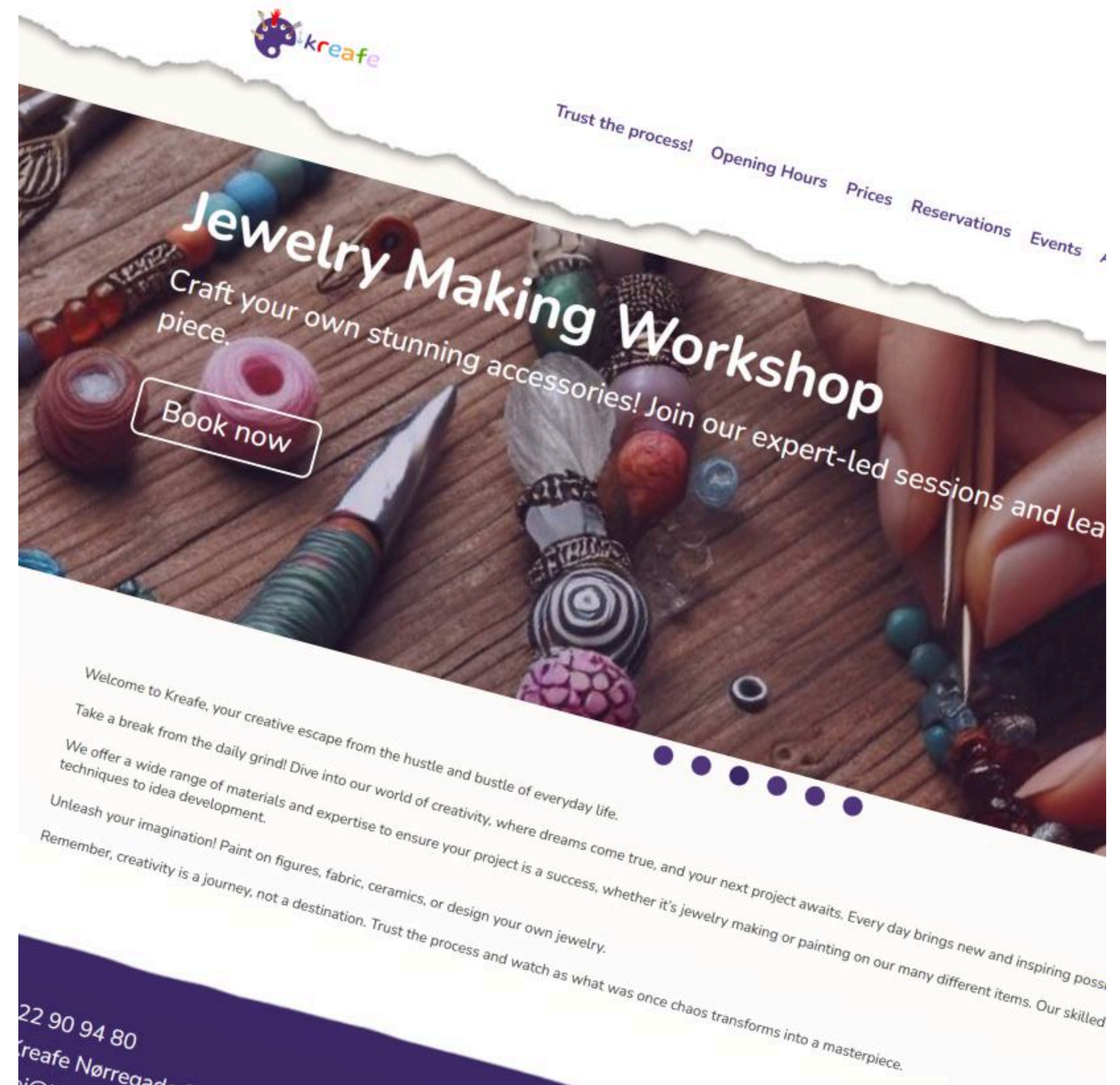The footer went through **4 iterations**, driven by real-time feedback sessions and user testing. Improvements focused on:

- Language switcher clarity
- Contact details visibility
- Simplified hierarchy

Key UX Challenges

- Designing a clean, modular system that could evolve over time
- Ensuring multilingual support without disrupting layout consistency
- Meeting **WCAG AA** accessibility standards within Elementor
- Building intuitive navigation that reflected the brand's expanded service offering

🚀 Outcomes

- Increased user engagement and session duration (preliminary analytics)
- Clearer structure and reduced user confusion (based on qualitative feedback)
- A scalable system that allows Krefe to update and grow the site independently
- **WCAG AA compliance**, improving inclusivity for a broader audience

🧠 Learnings

Working with Tine Ziegler Jensen was a collaborative experience. Her trust and clear vision helped guide the creative process and decision-making.
The multilingual and accessibility challenges were particularly rewarding, as they required both **technical precision** and **design empathy.**