

TimeLog

UX Case Study
2022 - 2024

Agenda

Introduction

Part 1

About Me

03

About TimeLog

04

Projects

Part 2

Laying the UX Foundation (UX Infrastructure)

05

Simplifying Complexity (Financial System Features)

13

Designing for Mobility (Mobile App)

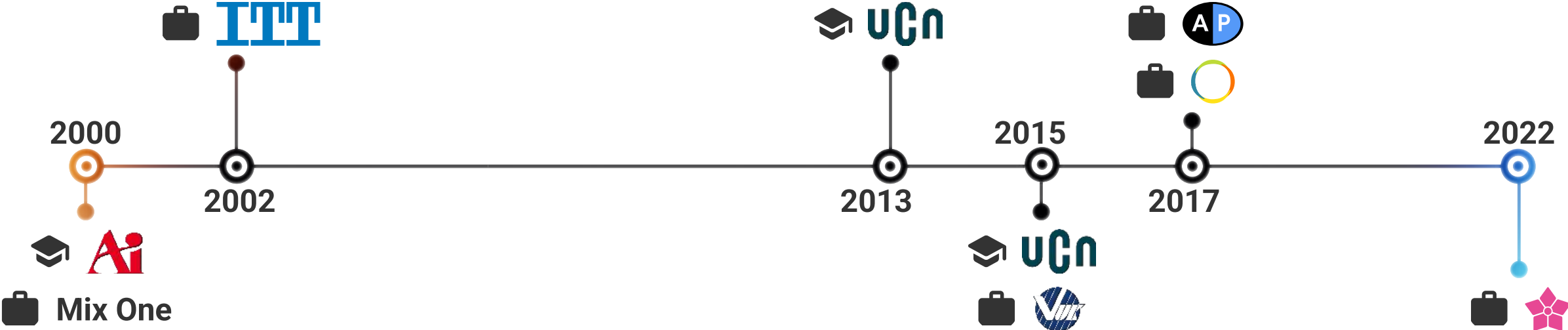
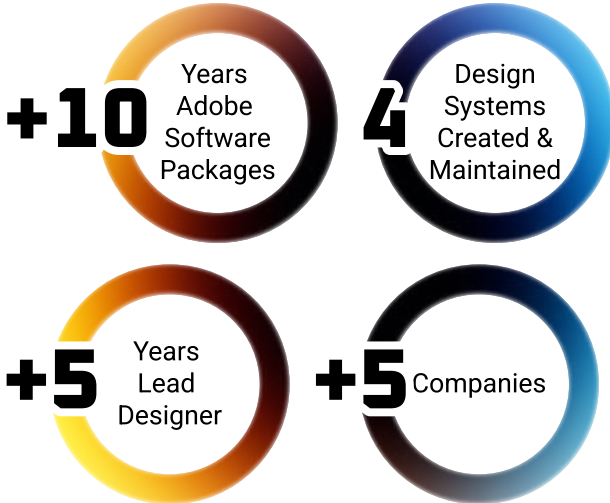
23

Conclusion: A Culture of UX Maturity

Part 3

About Me

Quick Facts



I am an experienced UX designer with a rich history of collaborating with SaaS companies for over five years, consistently delivering innovative solutions that enhance end-user value.

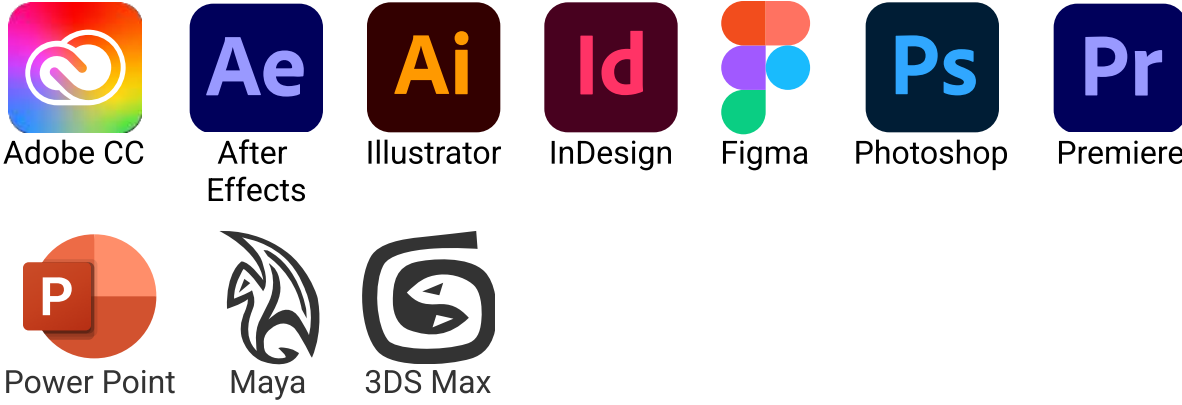
Qualities



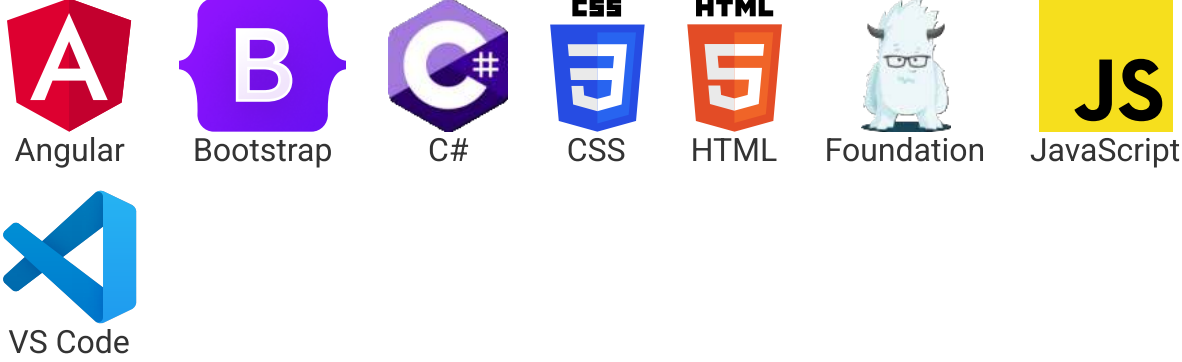
Certifications



Design Tools



Programming



About TimeLog

Over 300 employee SaaS company with 5 satellite offices in Aalborg, Aarhus, Copenhagen, Kuala Lumpur and London. With a Dedicated Product Team.



UX Infrastructure

Challenge:

TimeLog's product development suffered from inconsistent design practices, unclear UX roles, and inefficient handoffs between design, development, QA, and marketing. The absence of a shared UX foundation led to delays, misunderstandings, and a fragmented user experience.



UX Infrastructure

My Role & Solution:

As the Senior UX Designer, I led a strategic effort to professionalize our UX infrastructure and scale our design maturity by:

- Defining supported browsers to align expectations across platforms
- Creating a persona framework grounded in real user research
- Designing a product development workflow that prioritized user needs and iterative testing
- Establishing a design process that empowered both product and development teams to advocate for users early and often
- Designing the entire Figma design system structure and maintaining its integrity across teams
- Creating custom Figma components not covered by standard UI kits, optimized for reuse and consistency
- Writing developer-friendly design briefs that bridged the gap between Figma and code—specifically for implementation in React
- Standardizing flowchart notation within mockups to clearly communicate product logic to developers
- Mentoring 3 UX designers and aligning our team on best practices and shared UX principles







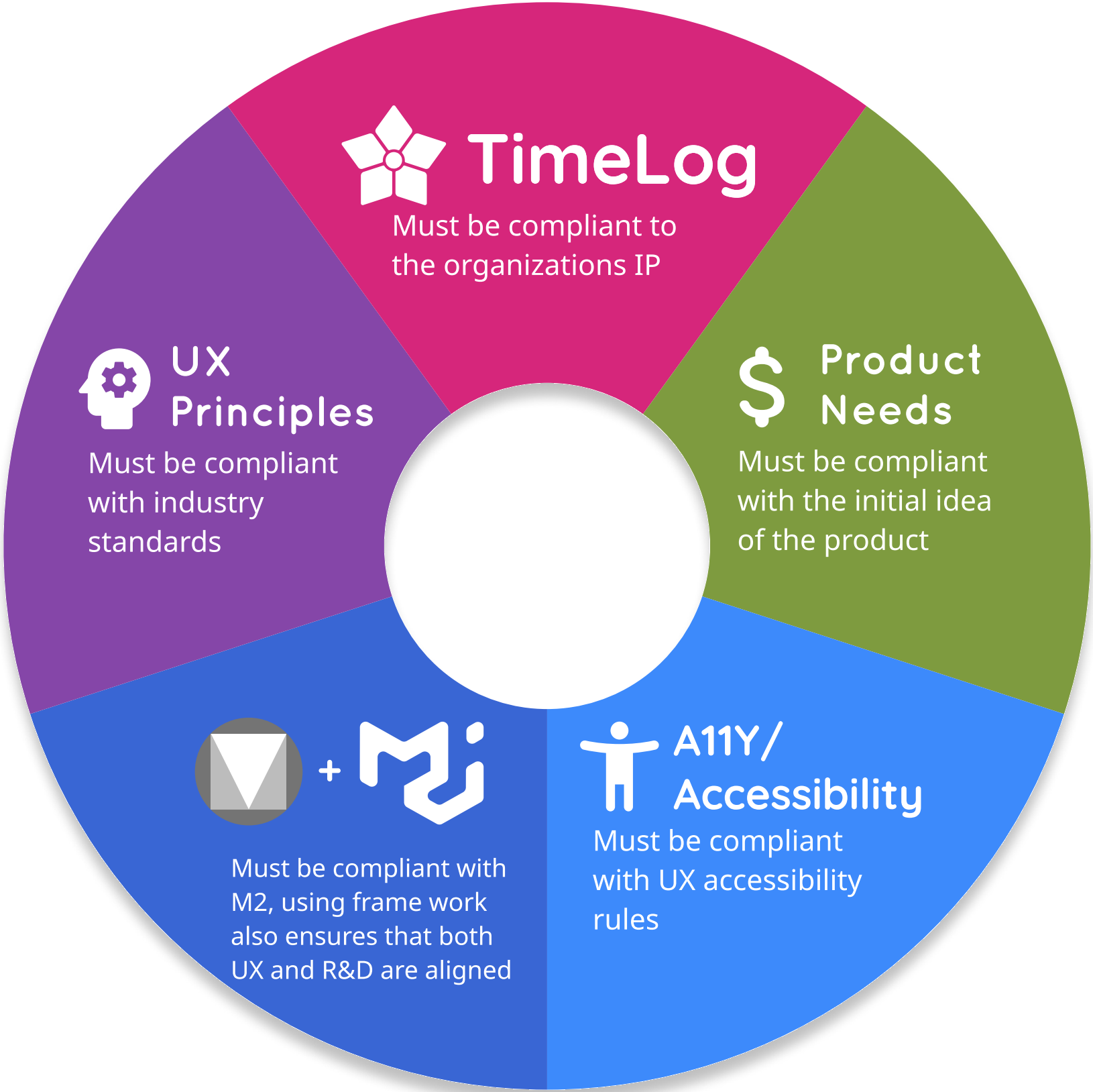
UX Infrastructure

UX Product Requirements

Customer Type	PSOs & embedded PSOs	
Company Size	Size	20-200 users
	Segements	SMB: 20-74 users, mid-market 75-200 users
Geography	Germany, Sweden, Denmark	
Other	Mixed business models (Time & Material, fixed price, & voucher ect.)	
	Minimum, 1 integration	
	Multiple locations and / or legal entities	
	Maturity level 2-3 (from SPI)	

For our main product time log web we officially support these browsers due to compatibility with react.

Browser	Name	Version #
	Chrome	109,110
	Edge	110,111
	FireFox	120,121
	Safari	15,16




UX Infrastructure

Personas

“If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle.”

Sun Tzu

☆ Personas → Role



John Doe

Country

Profession

100Years

Bio

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Work responsibilities

• Item 1

• Item 2

• Item 3

• Item 4

Daily tools / software (that is not TimeLog)

Software

• Item 1

• Item 2

• Item 3

• Item 4

Hardware

• Item 1

• Item 2


• Item 3

• Item 4

Browsers

Work


Home



Software Suite

Work

Home



User roles & rights

☐ 10. Time tracker

☐ 20. Project manager

☐ 30. Debtor bookkeeper / invoicing project manager

☐ 40. Salary manager / HR responsible

☐ 50. Manager / Approver

☐ 80. Coordinator - can register time for others

☐ 90. System administrator

☐ Time and expense registrations

User behavior

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Pain points

• Item 1

• Item 2

• Item 3

• Item 4

Core needs / Goals / Motivation

• Item 1

• Item 2

• Item 3

• Item 4

Industry / Skills / Technology

• Item 1

• Item 2

• Item 3

• Item 4

Other details

• Item 1

• Item 2

• Item 3

• Item 4

Personality

IntrovertExtrovert

AnalyticalCreative

BusyTime rich

MessyOrganized

IndependentTeam player

PassiveActive

SafeRisky

Work done in the system

145

System usage

135

Importance in sales cycle

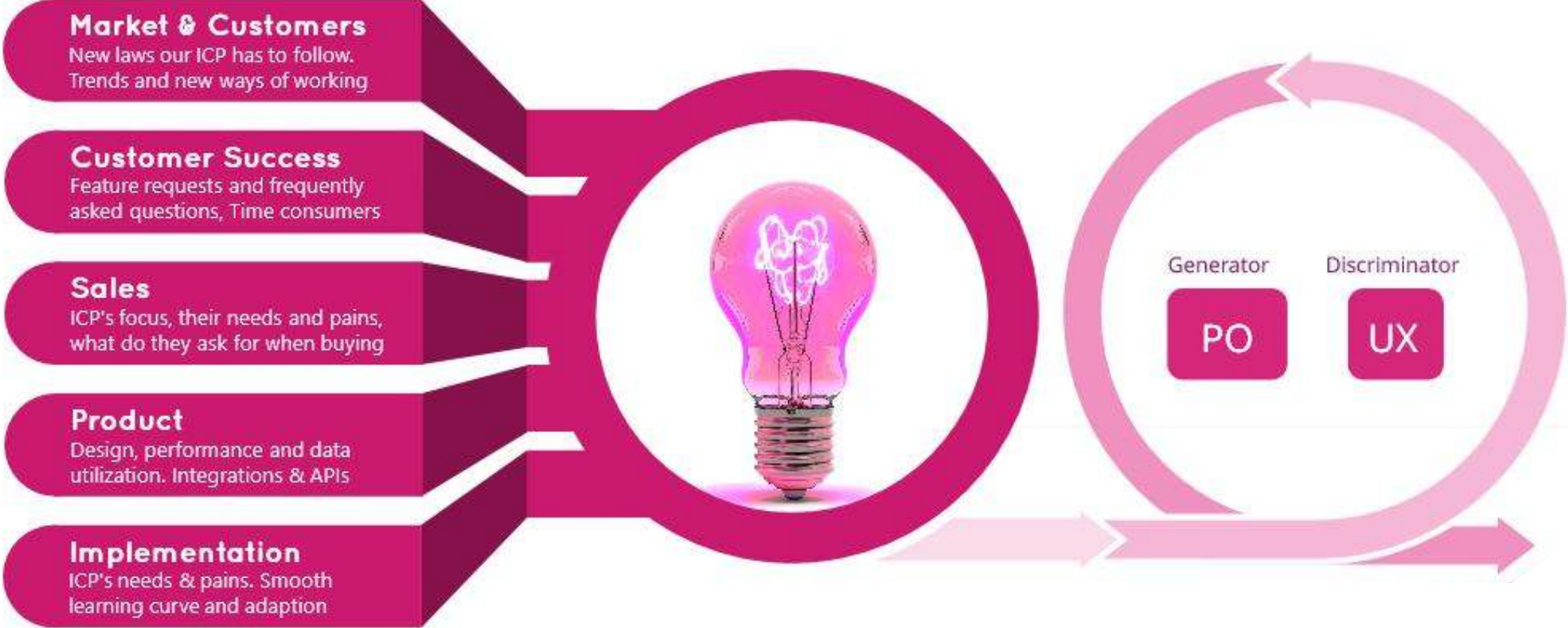
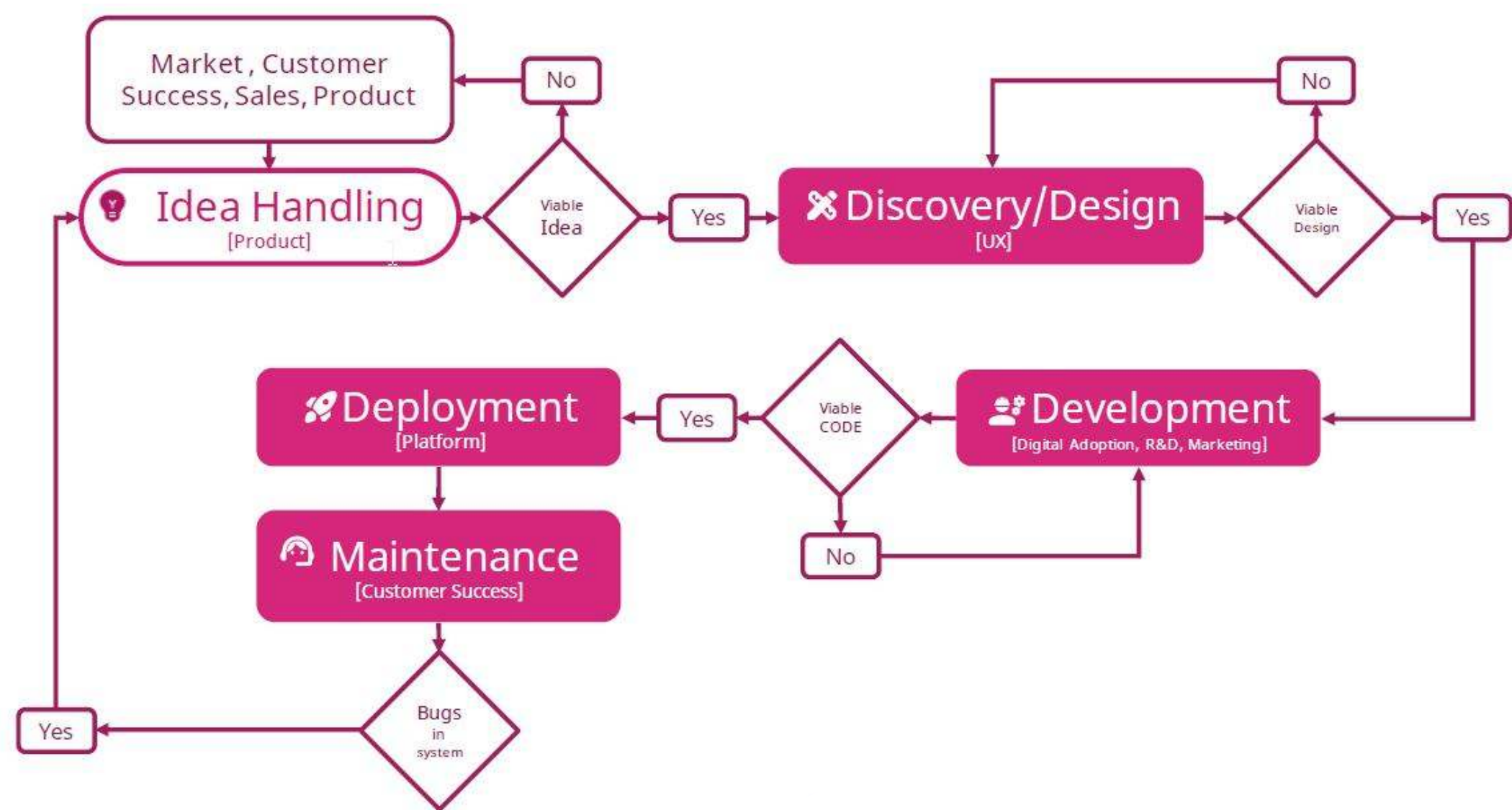
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Importance in onboarding cycle

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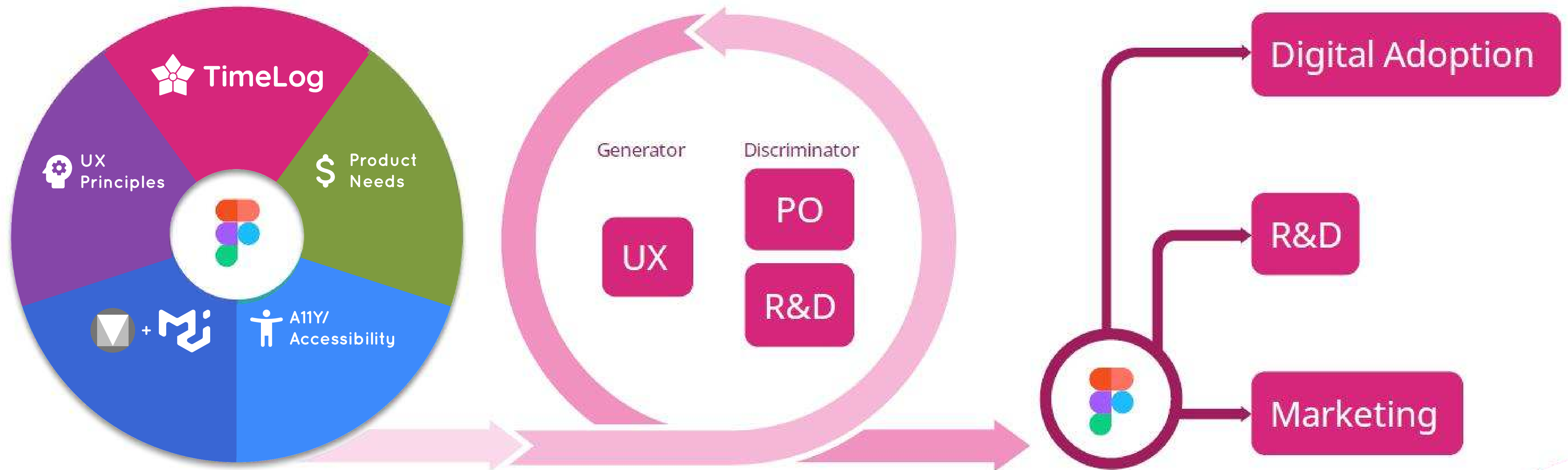
UX Infrastructure

Product Development Workflow



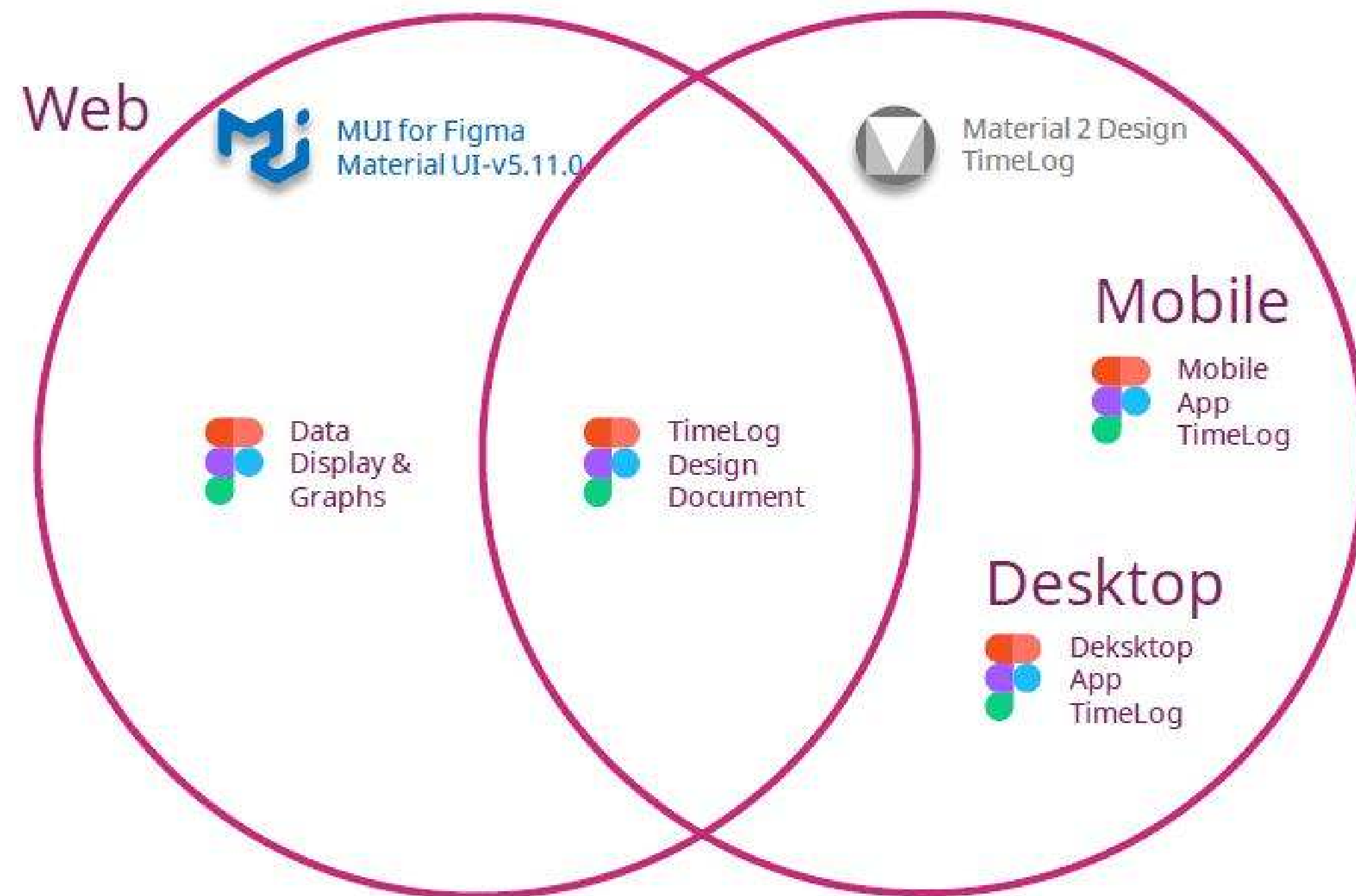
UX Infrastructure

Design Process



UX Infrastructure

Design System & File Structure



UX Infrastructure

Impact:

- R&D velocity doubled, with fewer design-to-dev bottlenecks
- Cross-department collaboration improved, eliminating costly QA and marketing delays
- The design system and component library became a single source of truth, increasing visual consistency and reducing design debt
- Developer handoff quality improved significantly, thanks to concise briefs and standardized mockups
- The UX team matured quickly, operating with clarity and efficiency, while actively contributing to business outcomes

Financial System

Challenge:

The allowance module was overly complex for both sysadmins and consultants, causing confusion and inefficiency.



Financial System

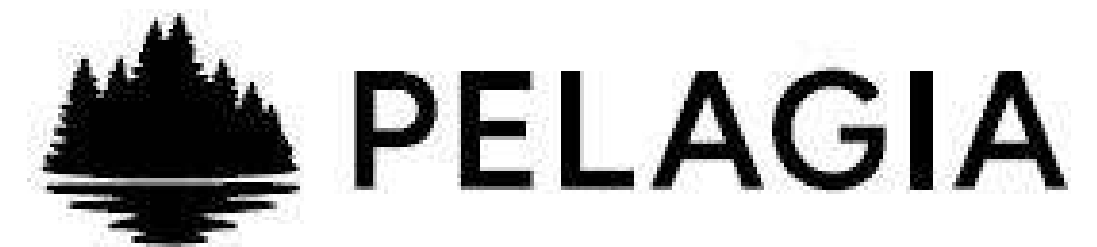
My Role & Solution:

Using iterative design and research, I:

- Designed tailored user flows for two key personas: sysadmin/accountant and consultant
- Conducted interviews with 6 companies in Germany and Sweden
- Iterated the design 28 times in 2 weeks based on user testing
- For accountants: simplified the UI to only display current rules for autonomy
- For consultants: introduced a tabular view with nested data for better status overview



INTELLITY



Financial System

Allowance

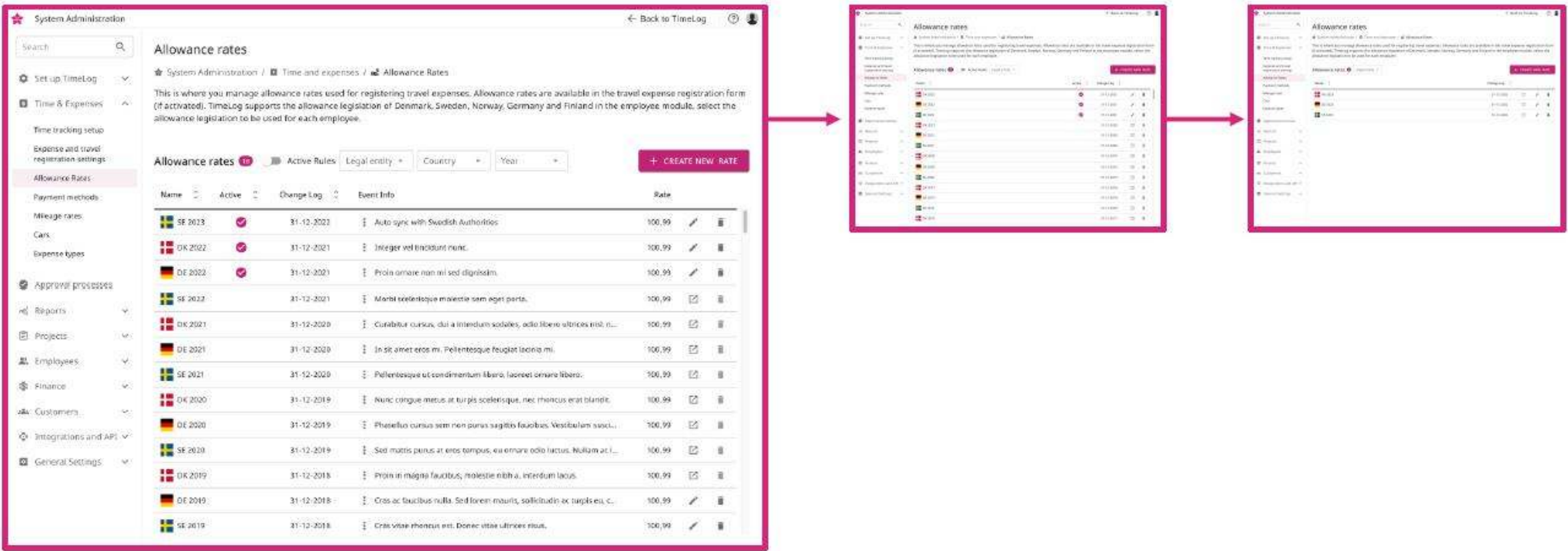
Create a great user experience where **Create, Read, Update** and **Delete "CRUD"** actions are easily executed, and the user has a great overview. For two distinct personas.

 Persona Sysadmin / Accountant

 Persona User / Consultant

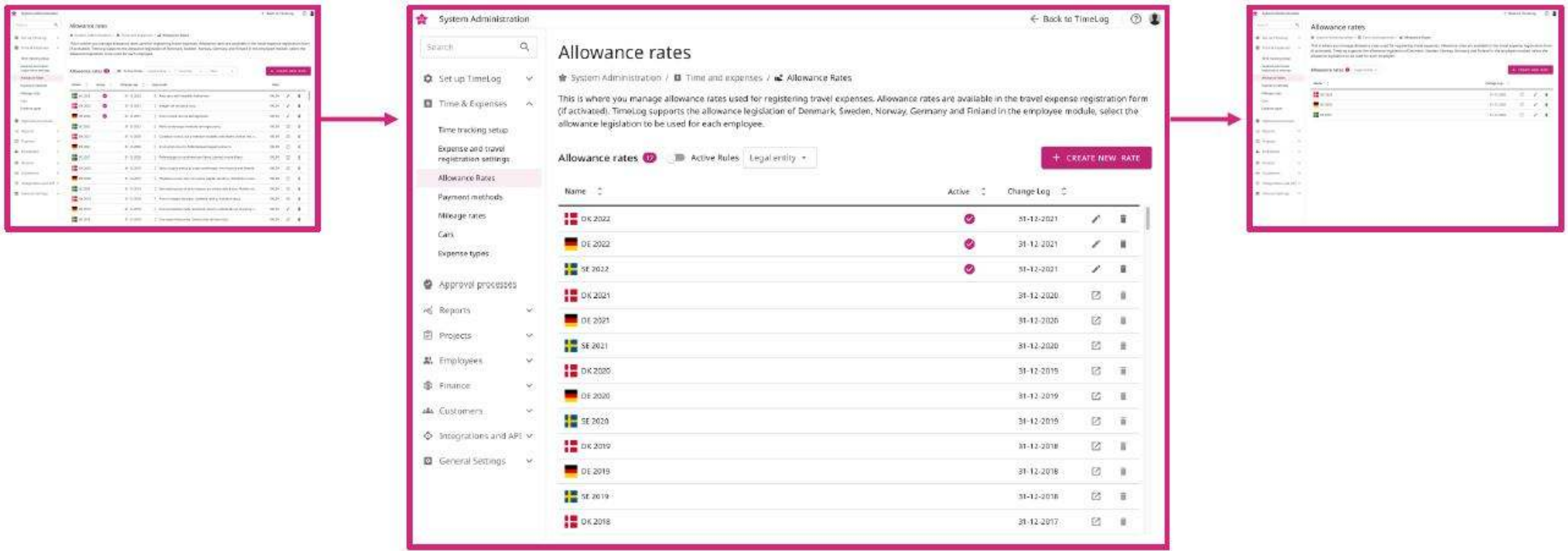
Financial System

Allowance / Accountant



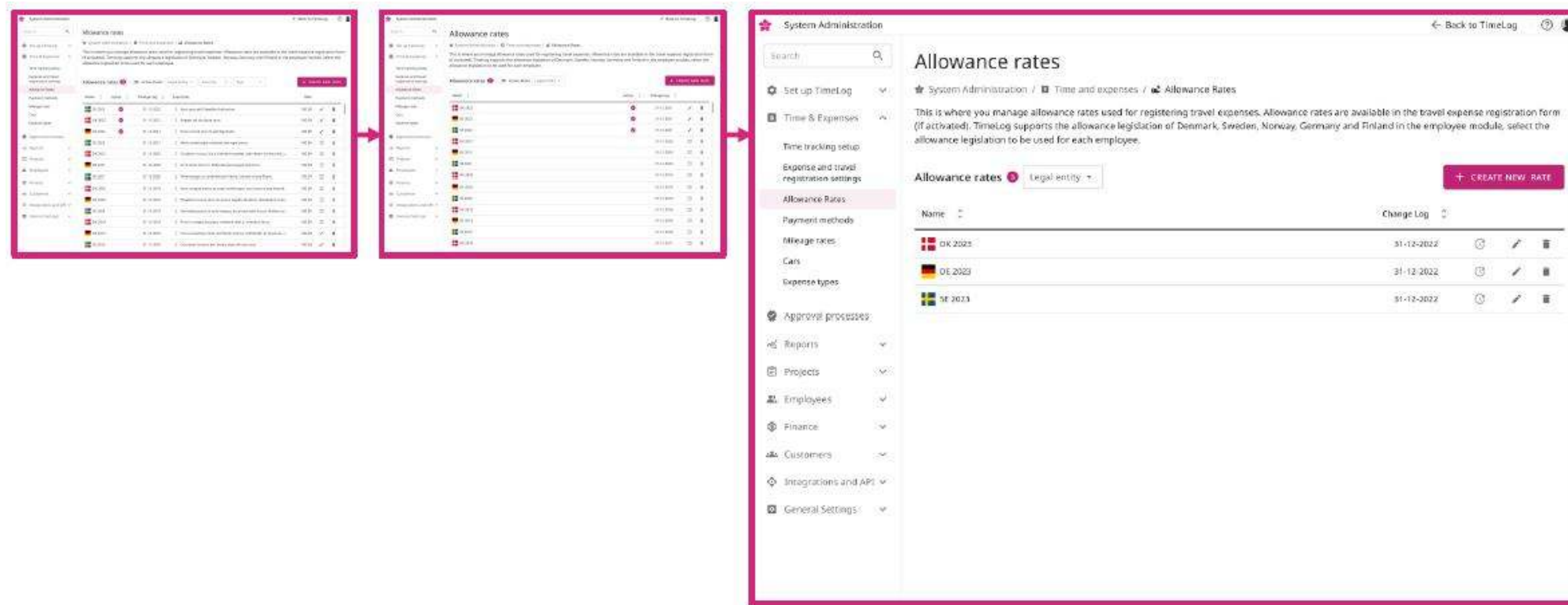
Financial System

Allowance / Accountant



Financial System

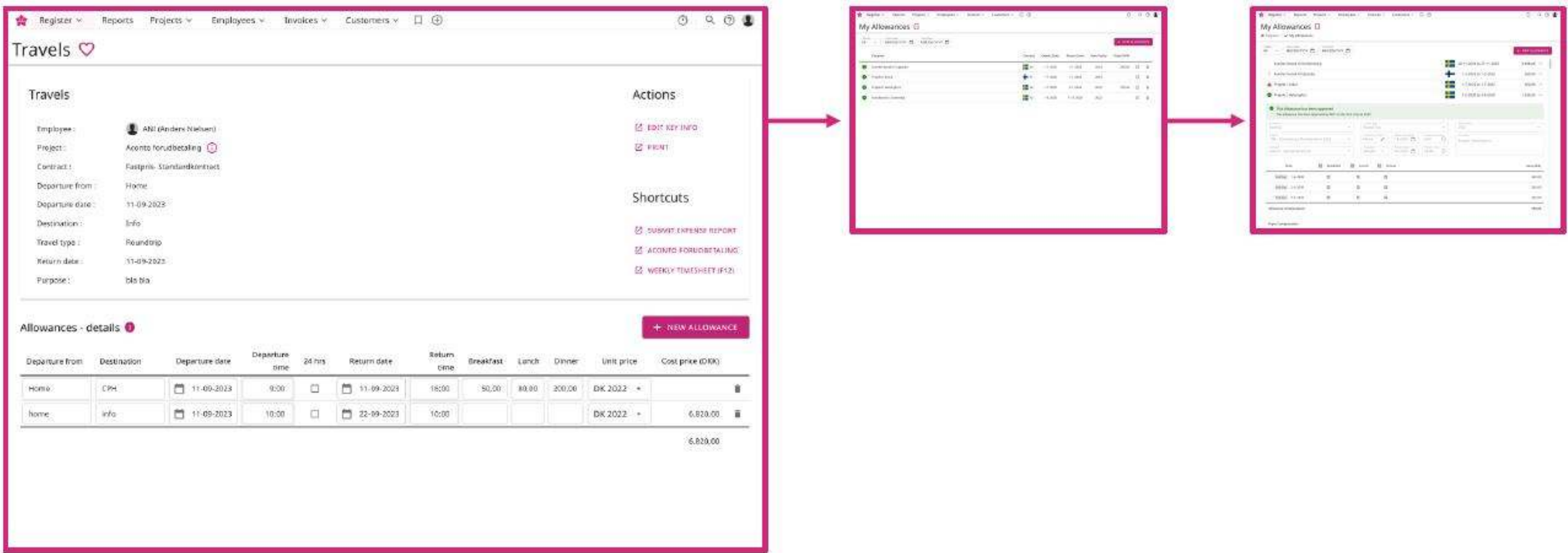
Allowance / Accountant



Through user testing and qualitative interviews we ended up with a simplified UI that only displays the current allowance rules.

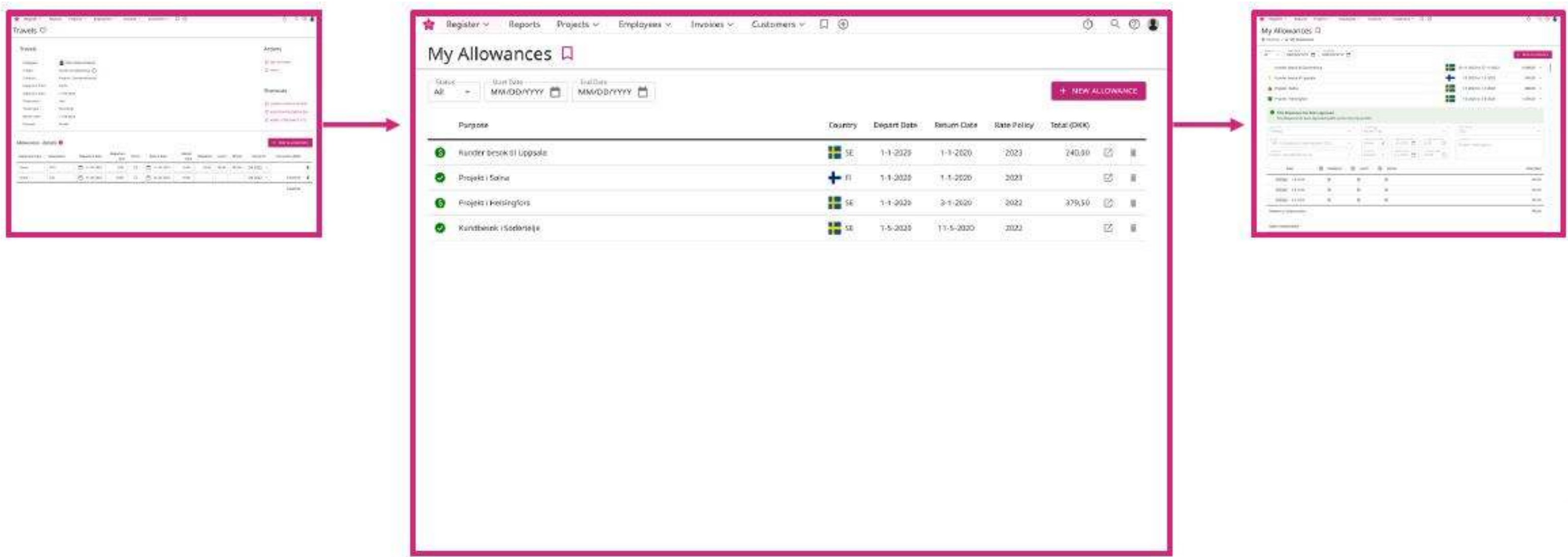
Financial System

Allowance / Consultant



Financial System

Allowance / Consultant



Financial System

Allowance / Consultant

The image displays three screenshots of a financial system interface, likely for managing allowances and travel expenses. The first screenshot shows a list of allowances with columns for status, start date, end date, and amount. The second screenshot shows a detailed view of a specific allowance, including a table of dates and amounts. The third screenshot shows a summary of allowance requests with a table of dates and amounts.

Date	Breakfast	Lunch	Dinner	Total (SEK)
Full Day 1-4-2020	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	260.00
Full Day 2-5-2020	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	260.00
Full Day 3-5-2020	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	260.00
Allowance Compensation:				780.00
Night Compensation:				

Through user testing and qualitative interviews we ended up with a tabular format where the relevant data was nested that gives improved overview of status of the allowance requests.

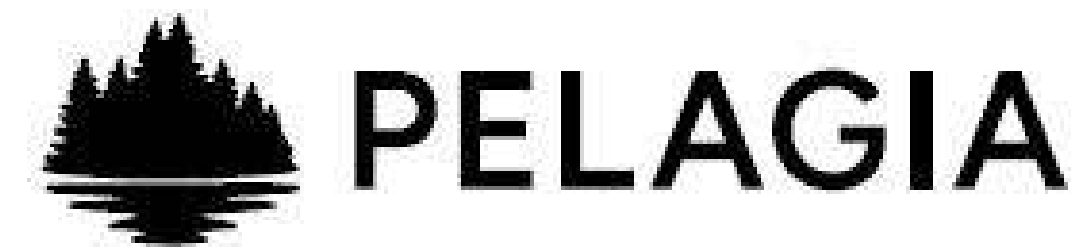
Financial System

Impact:

- Intuitive workflows that improved user autonomy and decision-making
- Feature was greenlit for development after rapid iteration and user validation



INTELLITY



Mobile App

Challenge:

TimeLog's mobile experience was limited, with no scalable UX model in place.



Mobile App

My Role & Solution:

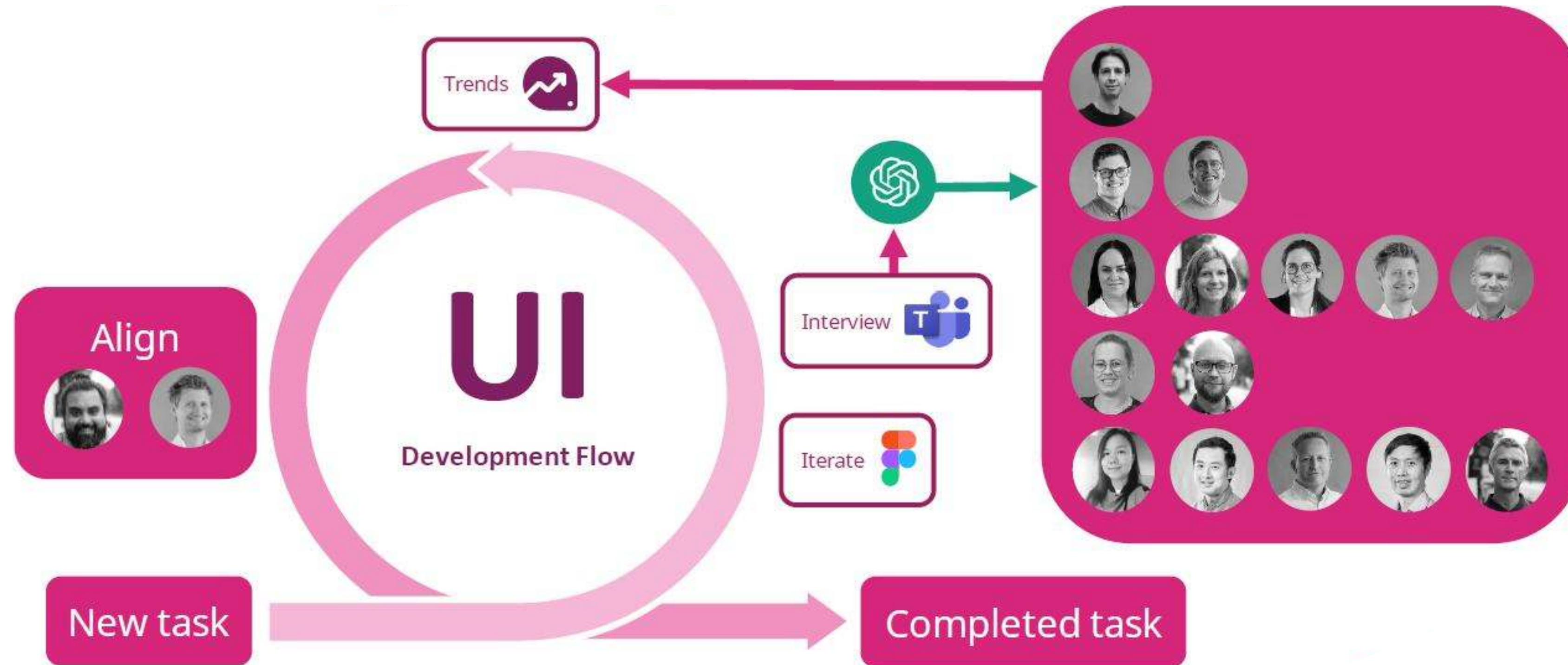
Leading the UX for the mobile project, I applied:

- OOUX to align design structure with user mental models
- Figma Variables to simulate data interactions and mimic database-driven design
- UI Testing and new QA tools to validate designs early
- Created data wrapper components for scalable UI reuse




Mobile App

Process / UI Testing



Mobile App

Process / Procedures & Tools  / OOUX

Default	Selected	Error	Submitted	Approved	Disabled
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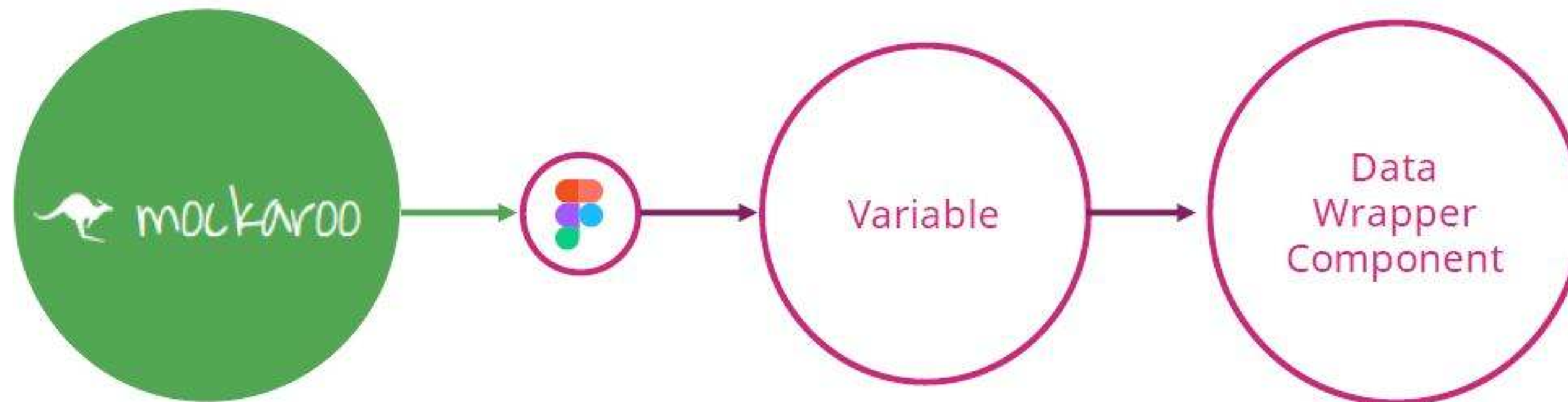
In the Mobile App project I leveraged OOUX methodologies to ensure the creation of user-friendly designs that align closely with how users naturally think and interact with digital products.

Mobile App

Process / Procedures & Tools



/ Variables




























































The key as a UX designer is to present the internal , external stake holders and sponsor users with design solutions, but these solutions are a simulation of technology, their fore I utilized the variable system to further emulate how web technology works i.e. creation of a “data wrapper” component and simulation of a database with mock data.

Mobile App

Process / Procedures & Tools



/ Variables



























































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 Aibox • cust-38017 0.00 h  Student Affairs • proj-45213 Task IPS • tsk-01287 	 Jabbercube • cust-38663 0.00 h  UFS • proj-32073 Task ATLS • tsk-88686 	 Flashset • cust-61373 0.00 h  Occupational Therapists • proj-82914 Task Make vs Buy • tsk-11821 	 Ooba • cust-63566 0.00 h  GDS systems • proj-19188 Task AACR2 • tsk-39036 
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Mobile App


Process / Procedures & Tools
























/ Variables

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Mobile App

Process / Procedures & Tools  / Variables

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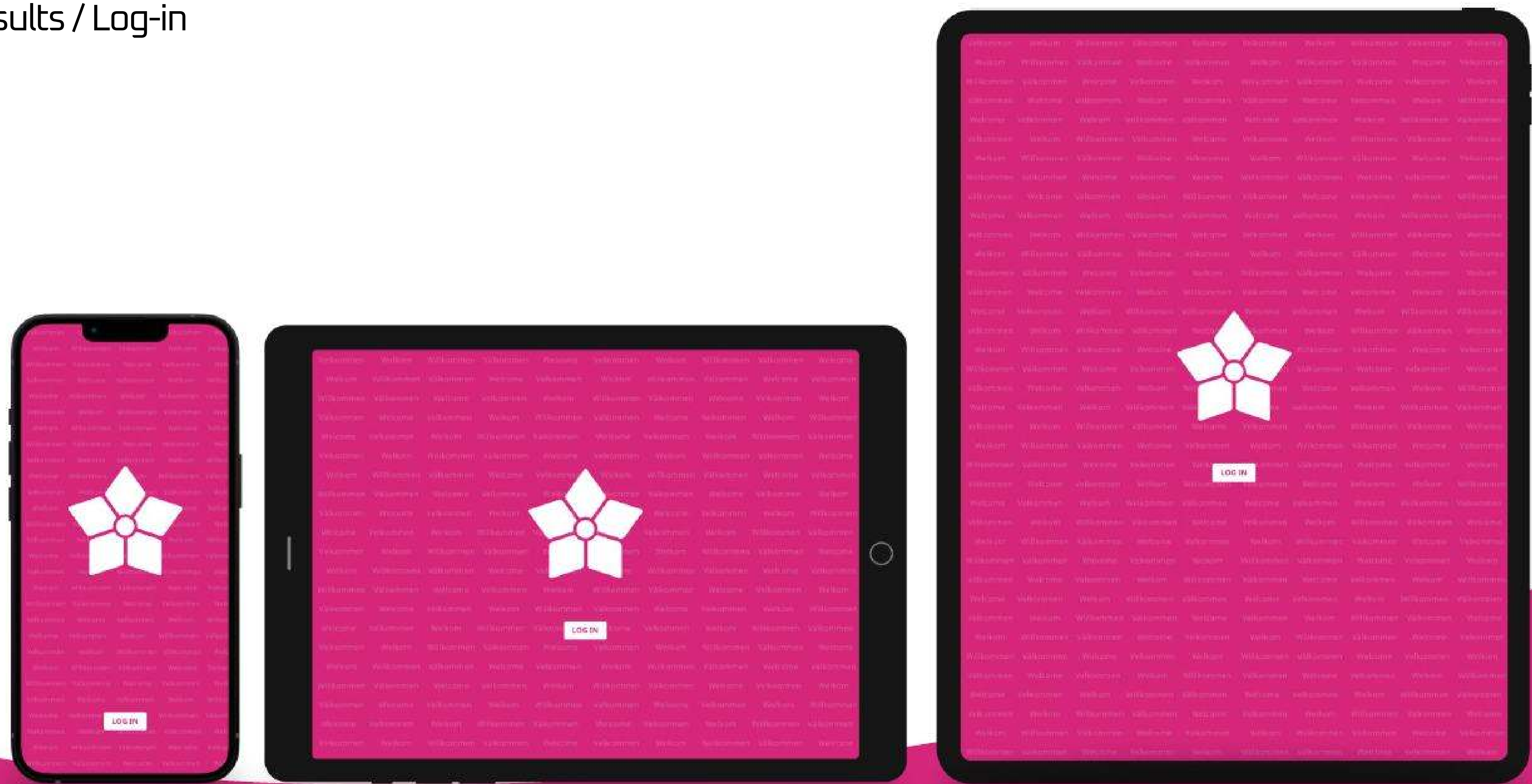
Mobile App

Key Features Designed:

- Login & Settings
- Date Navigation
- Time, Mileage & Expense Registration (CRUD flows)
- Submission Interfaces (Manual, Stopwatch, Timestamp)
- Status Indicators (Submitted, Rejected, Approved)

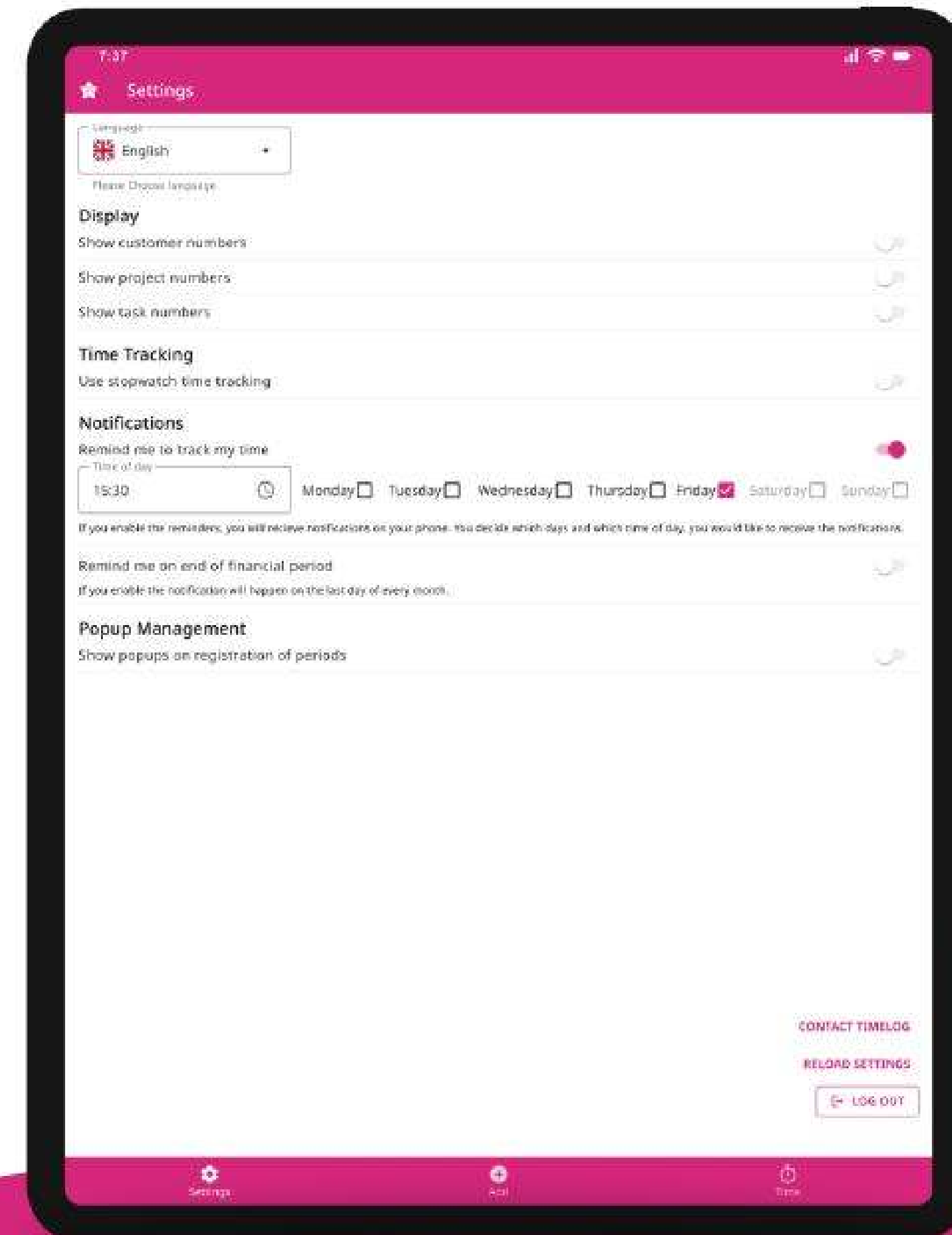
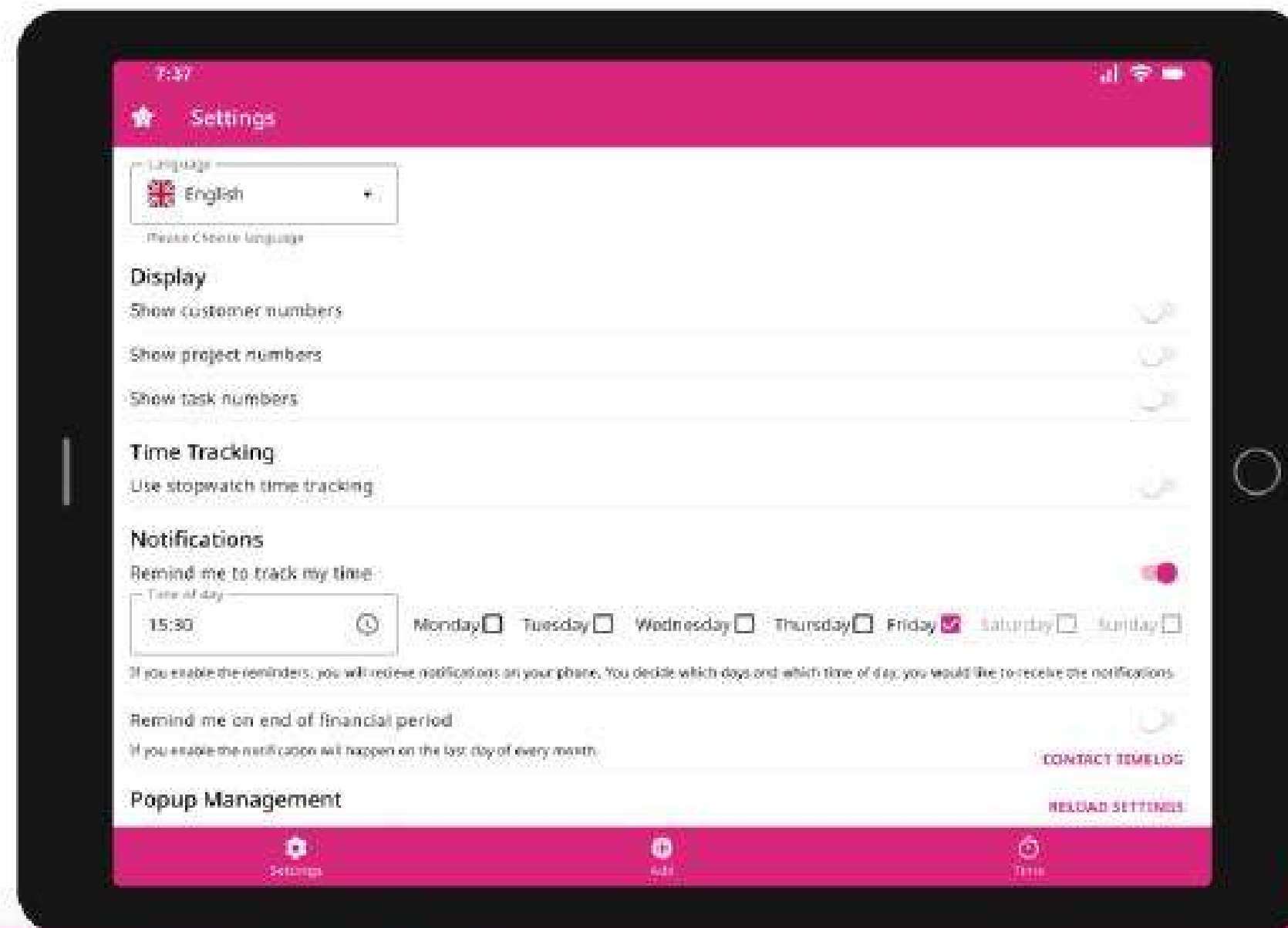
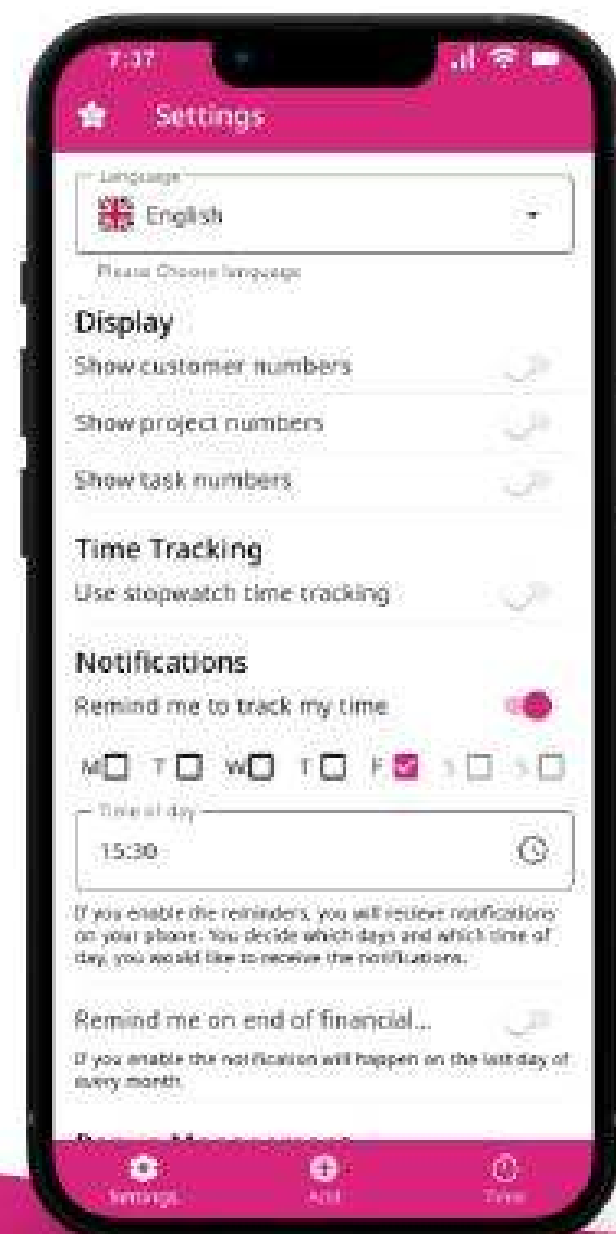
Mobile App

Results / Log-in



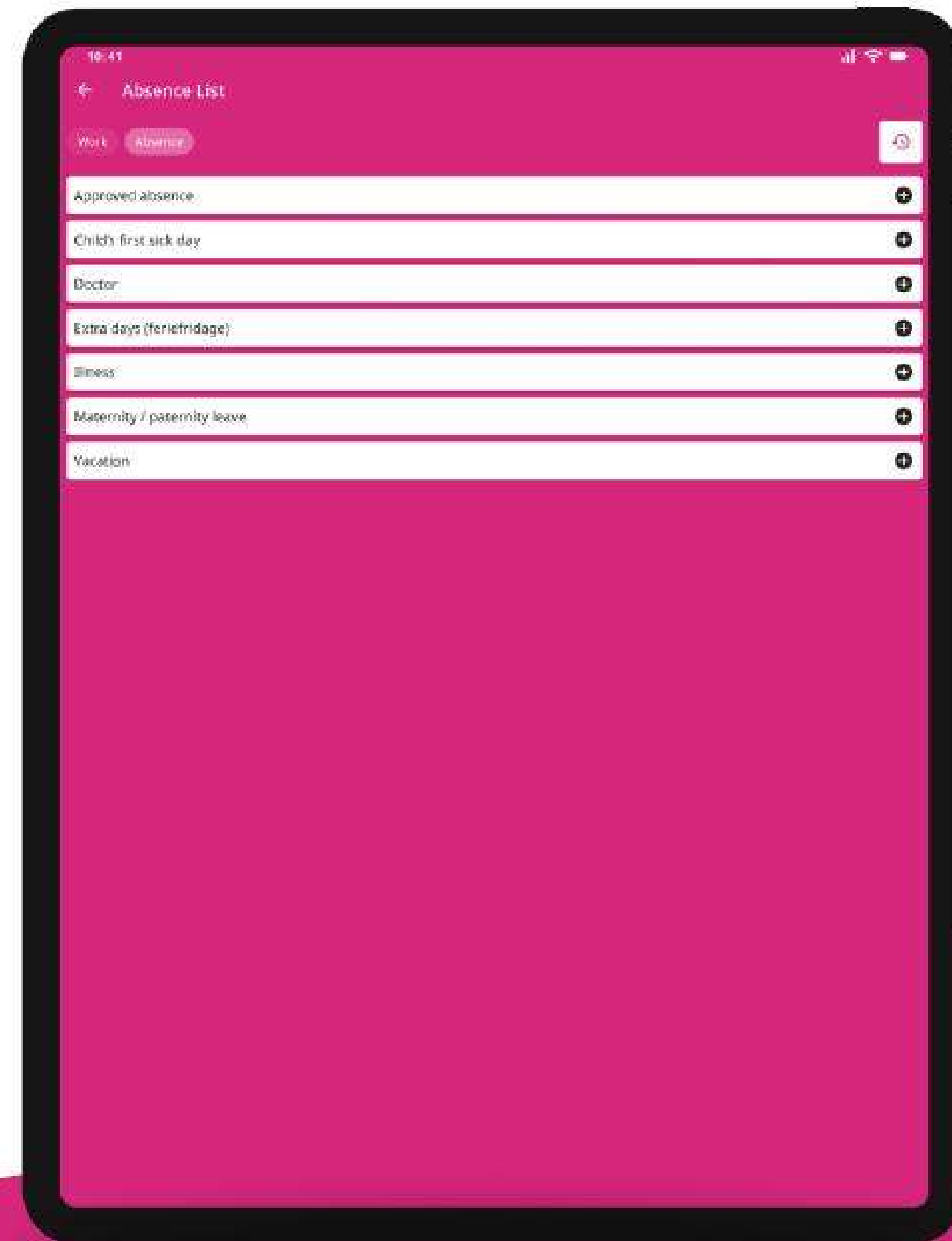
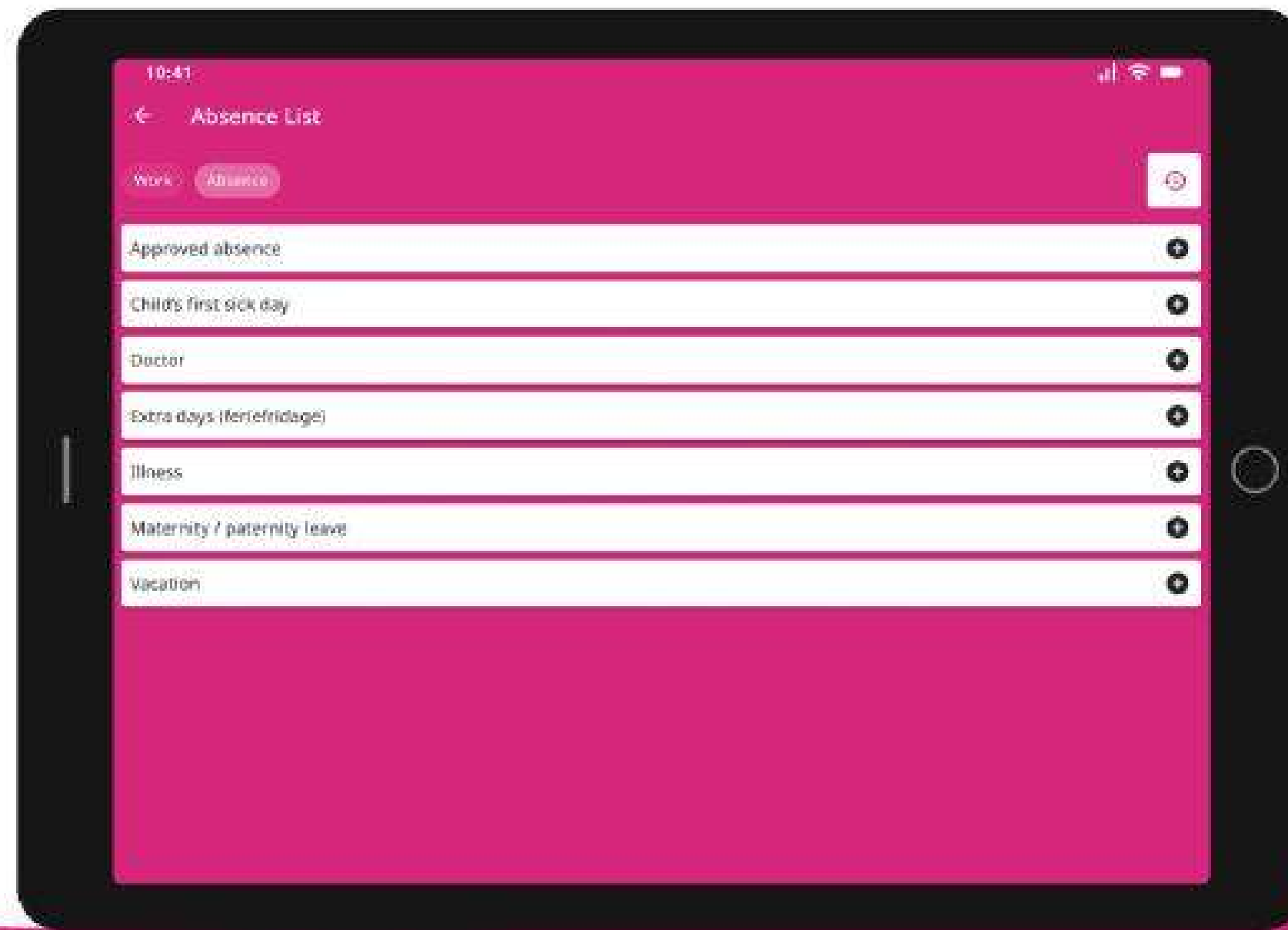
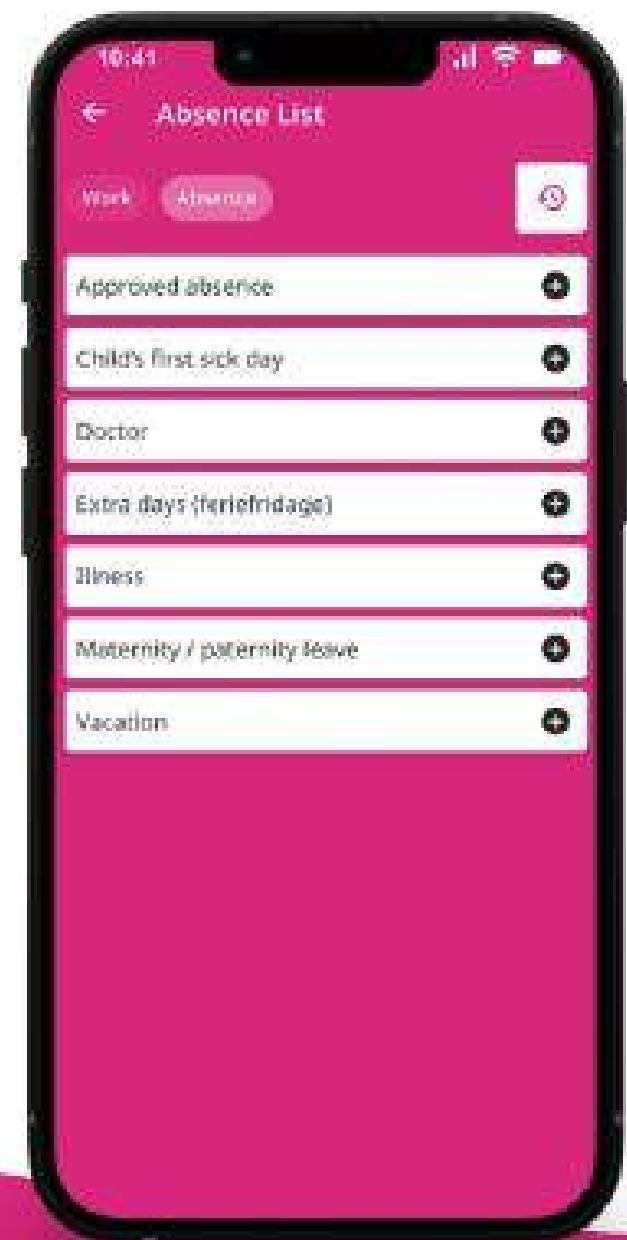
Mobile App

Results / Settings



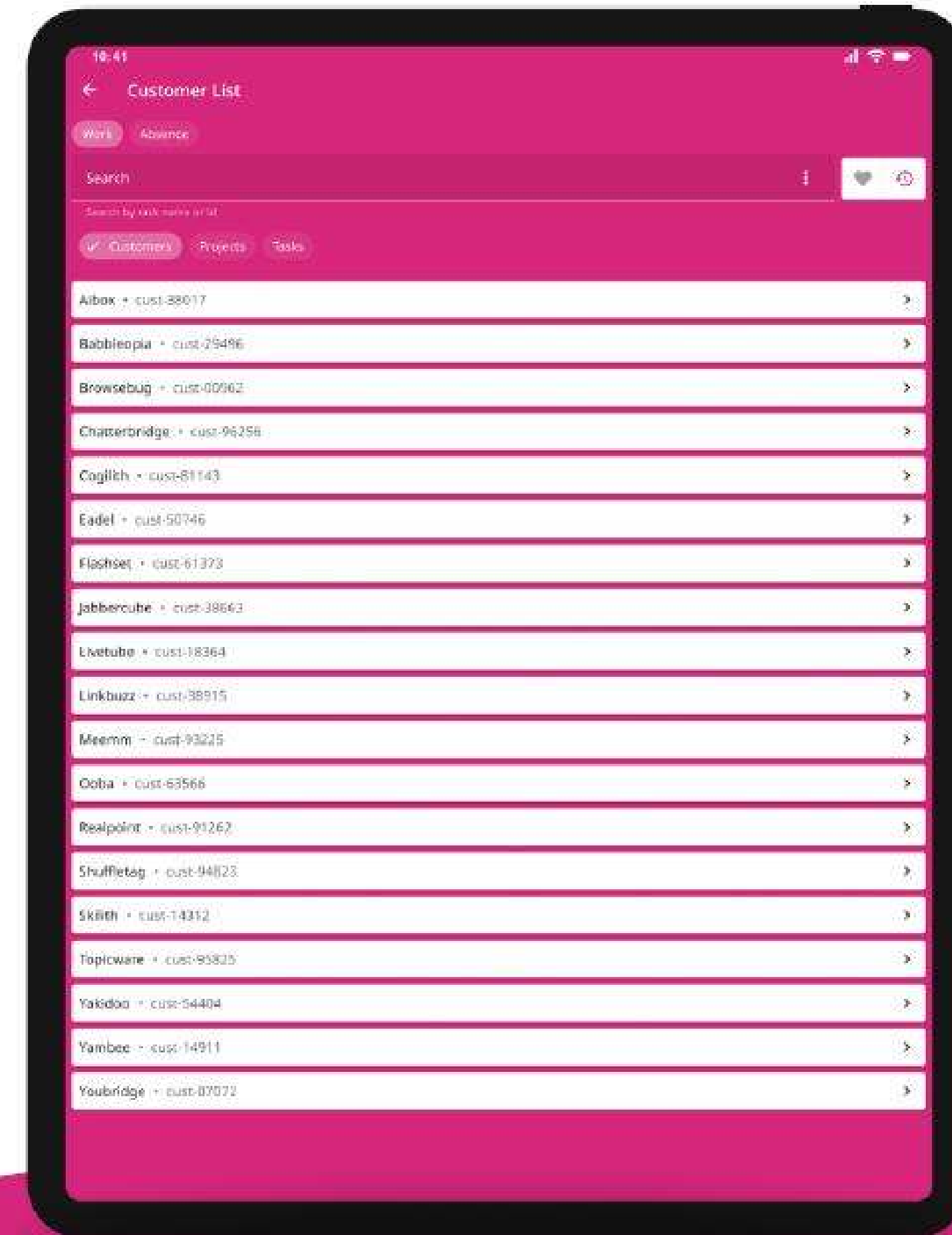
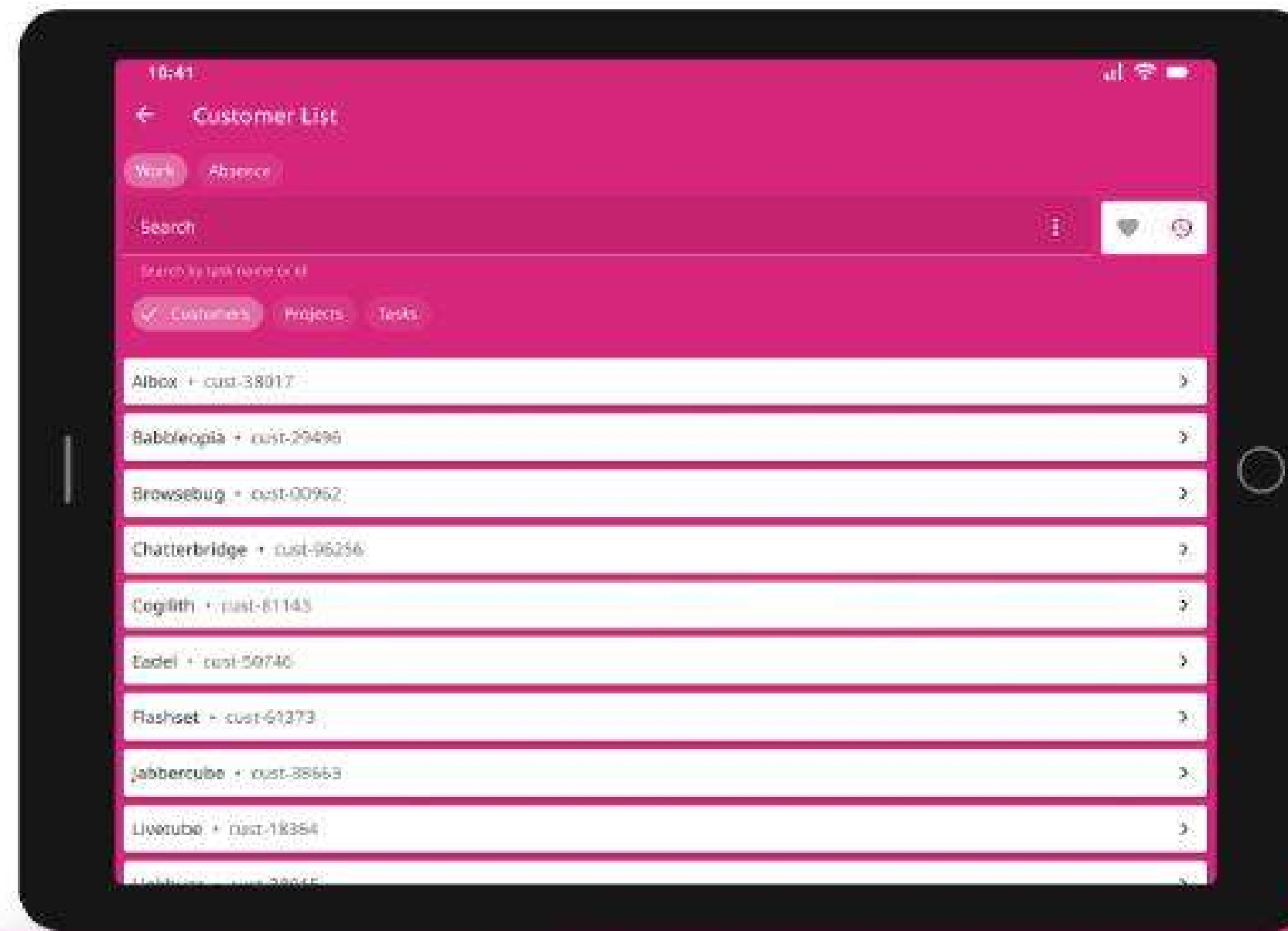
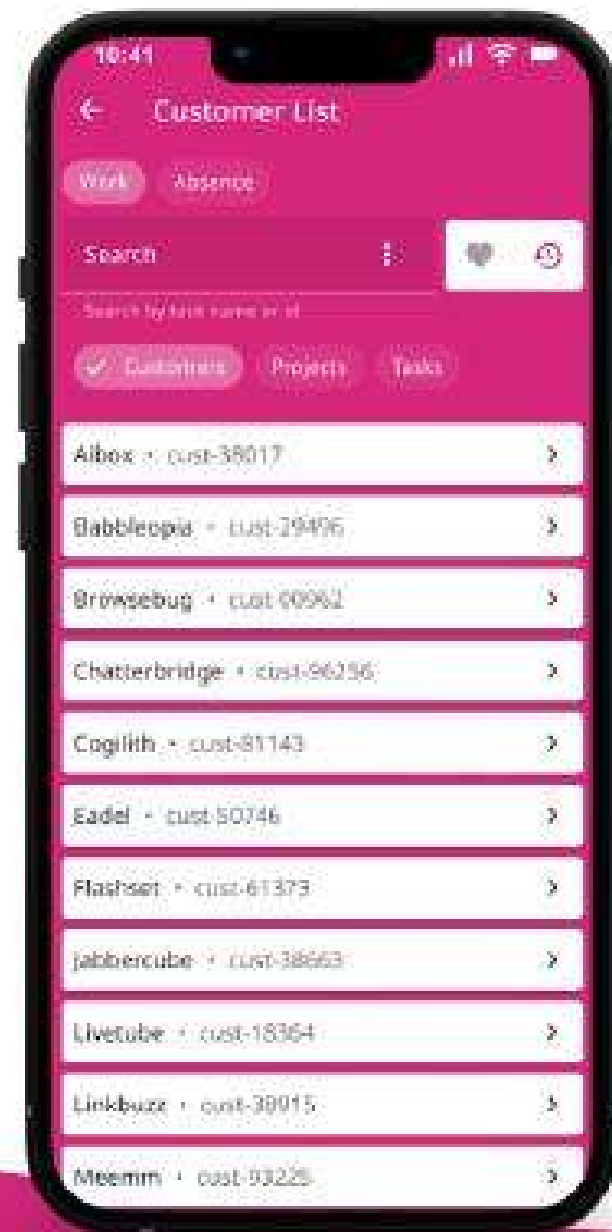
Mobile App

Results / Crud Lists / Absence



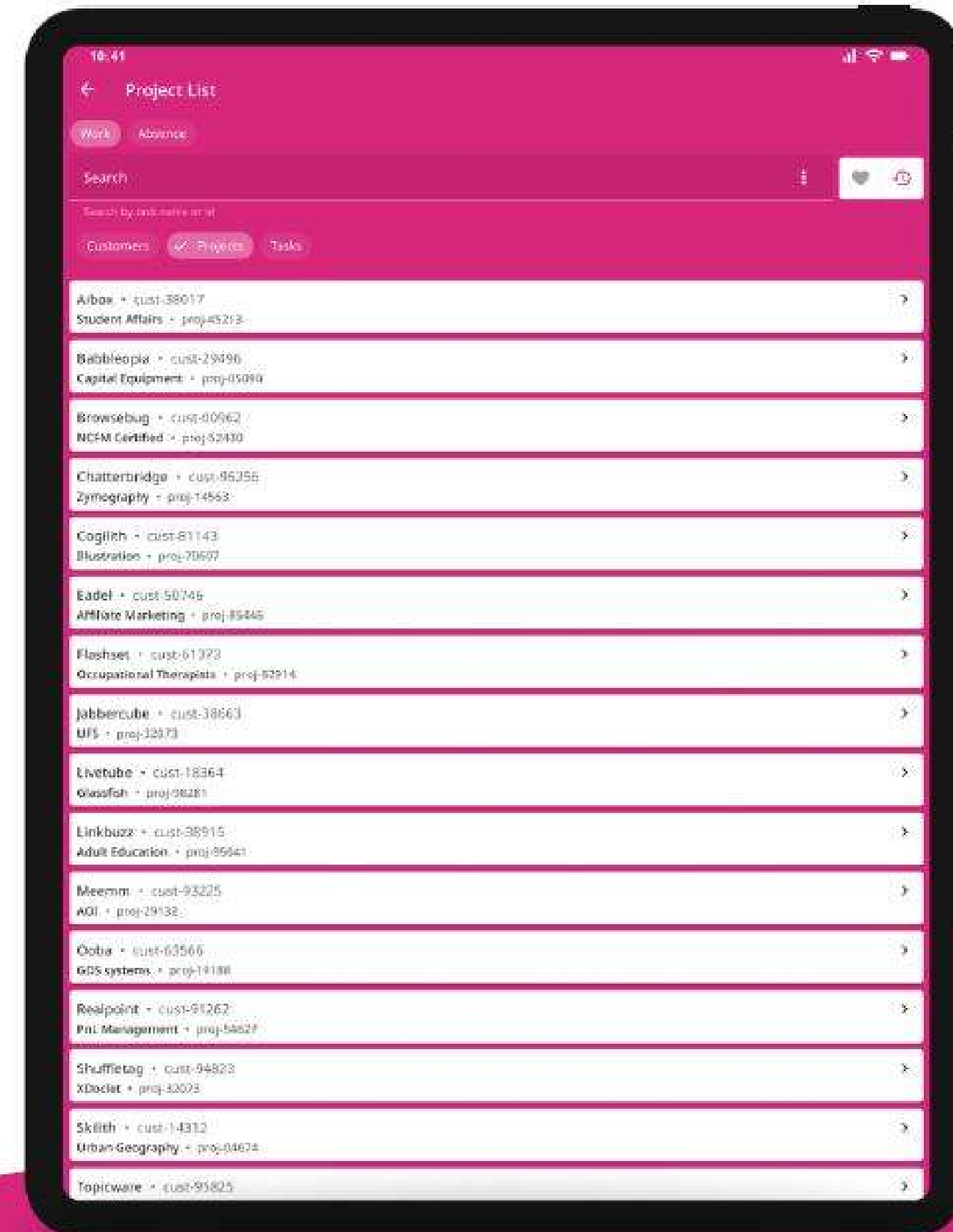
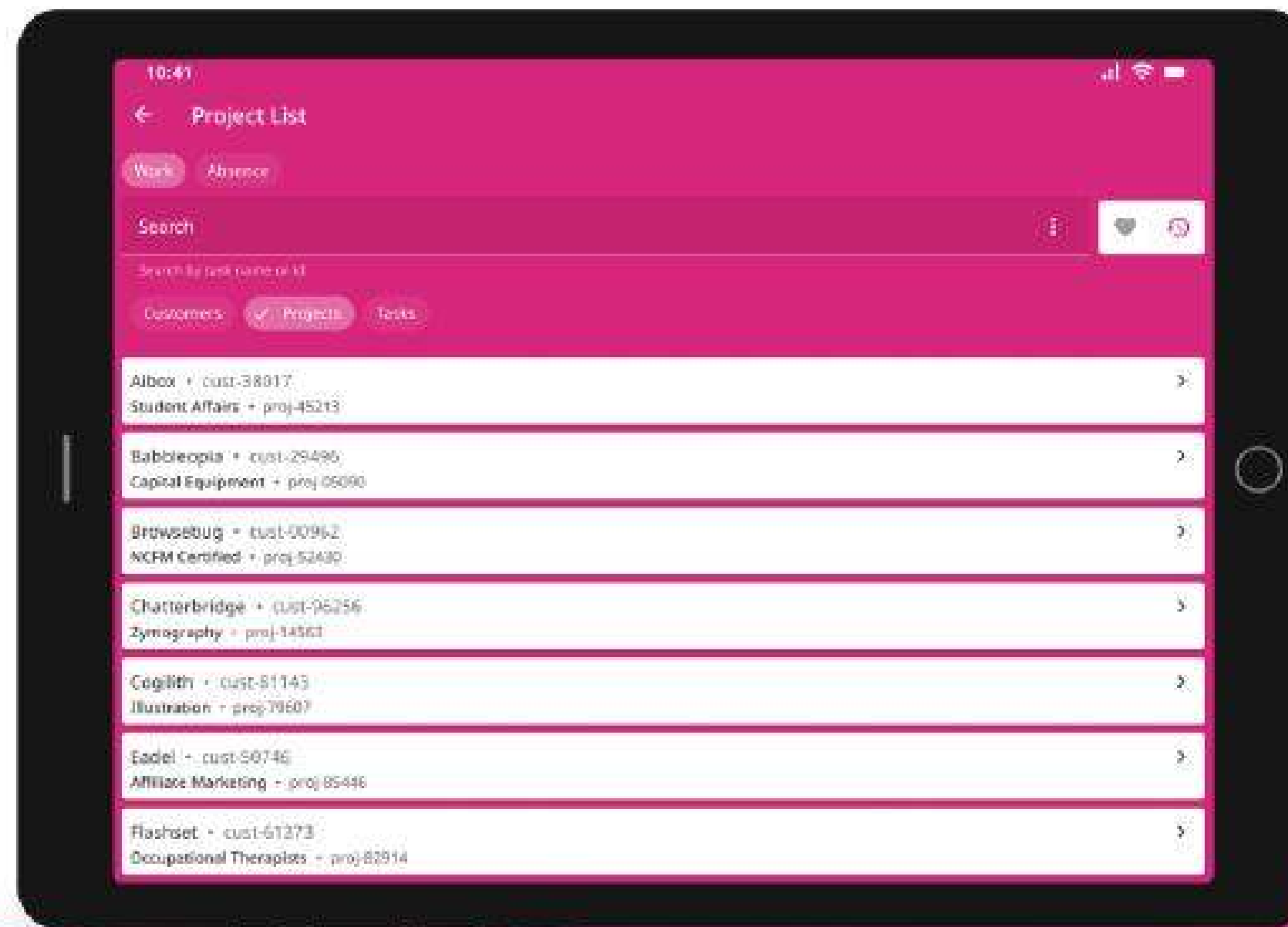
Mobile App

Results / Crud Lists / Work / Customers



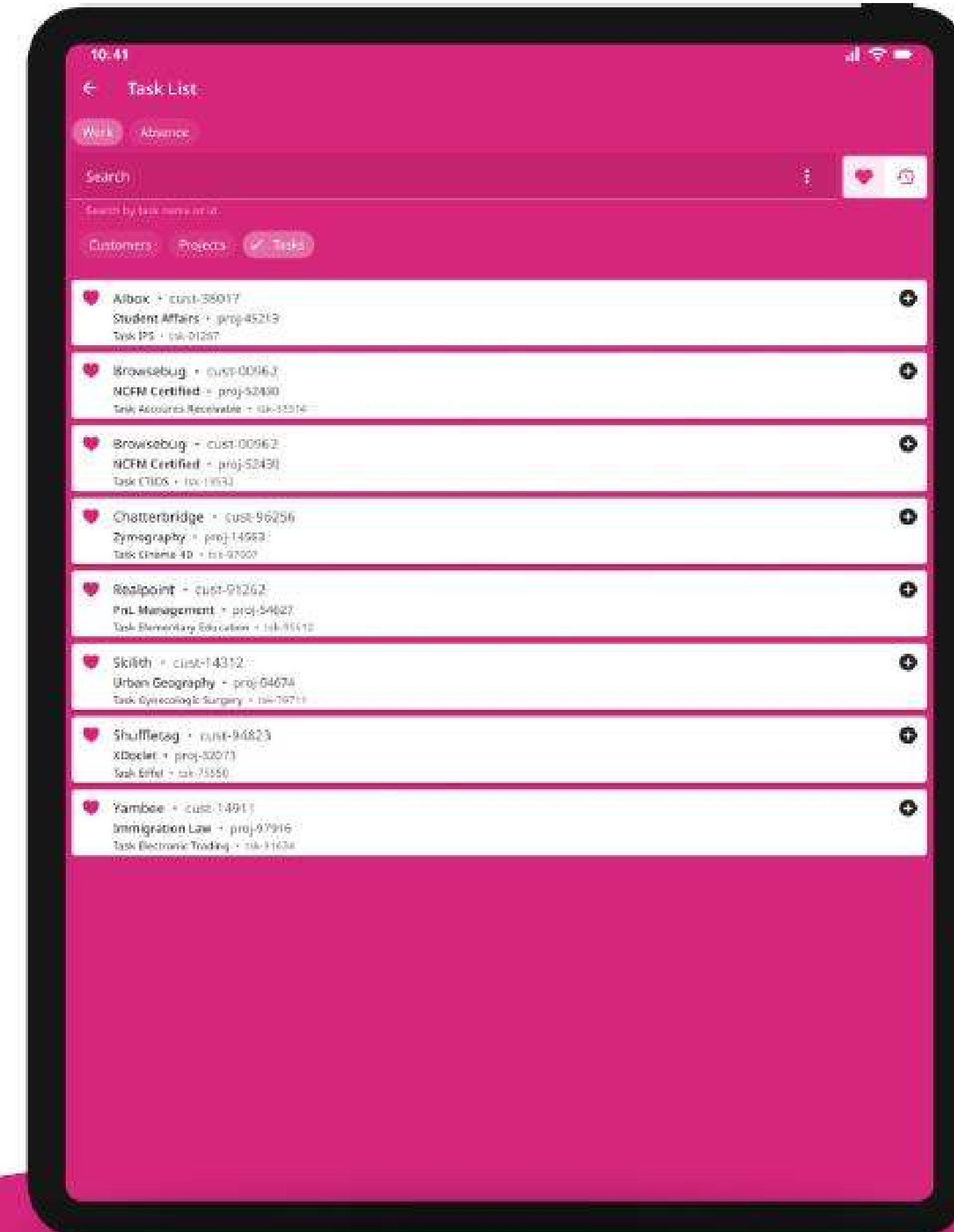
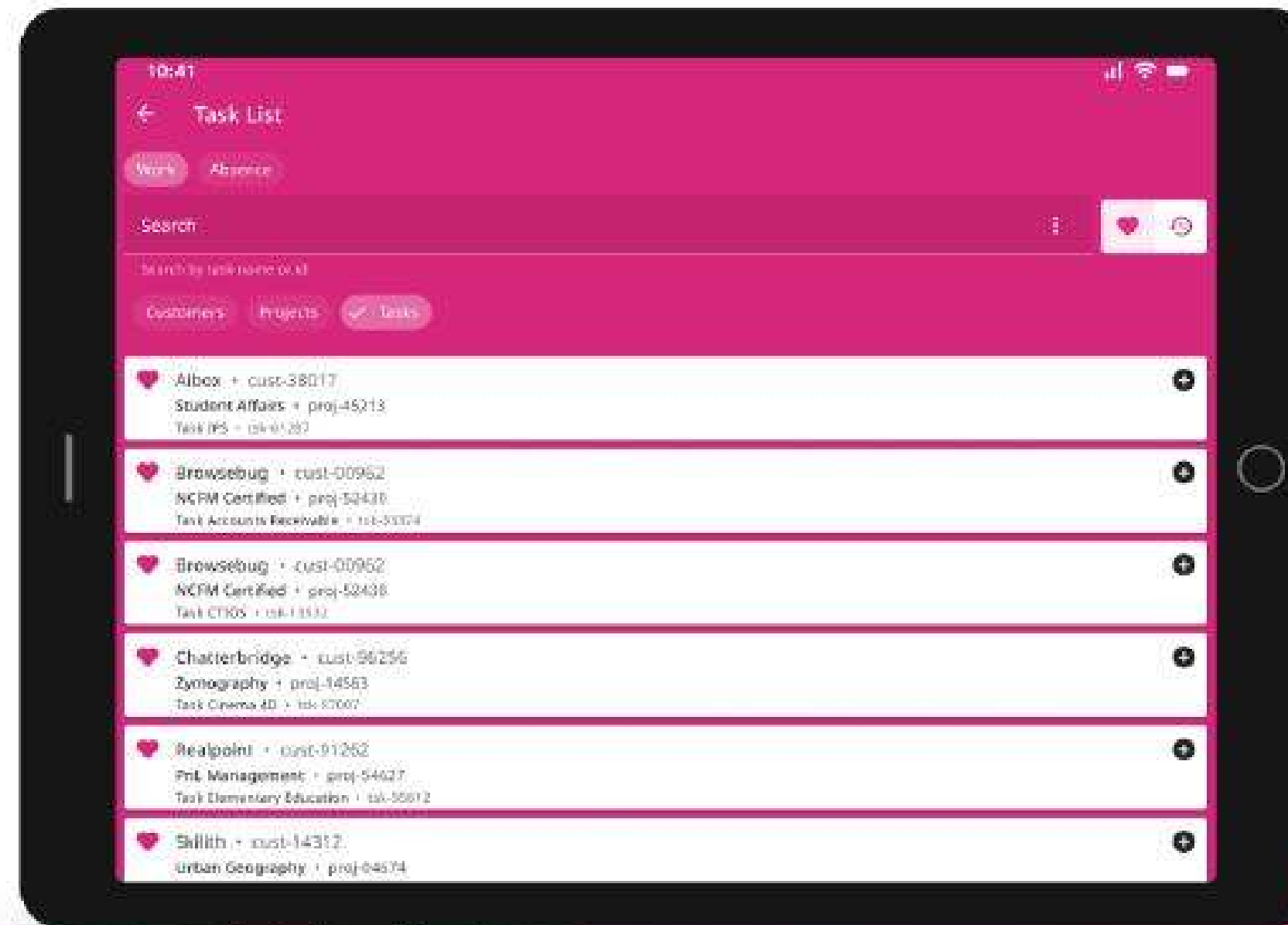
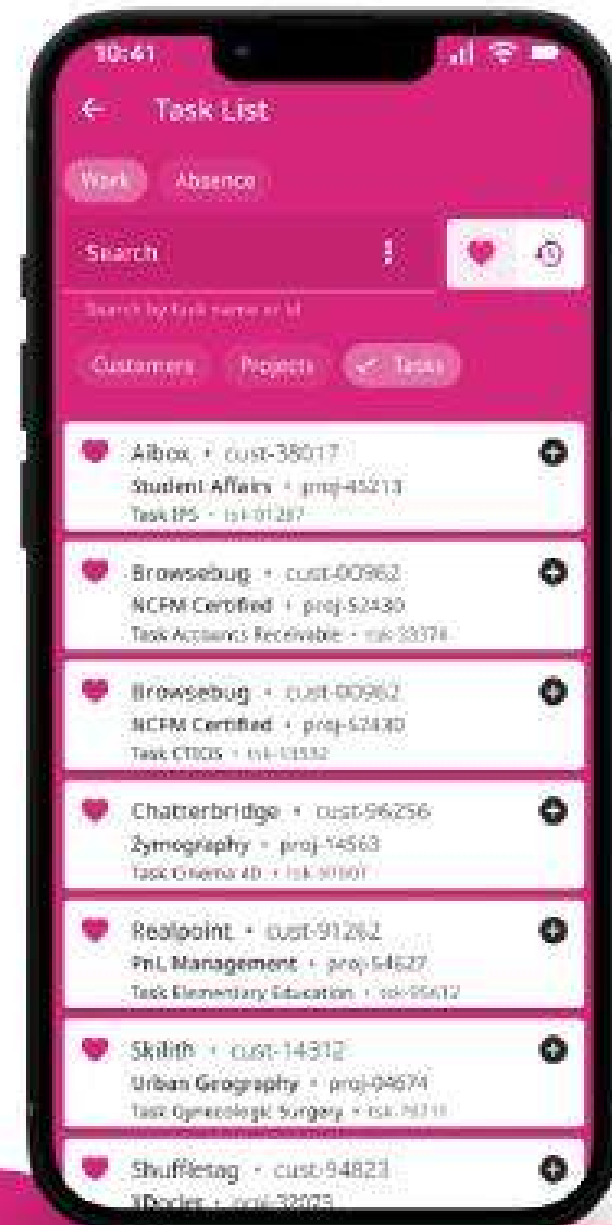
Mobile App

Results / Crud Lists / Work / Projects



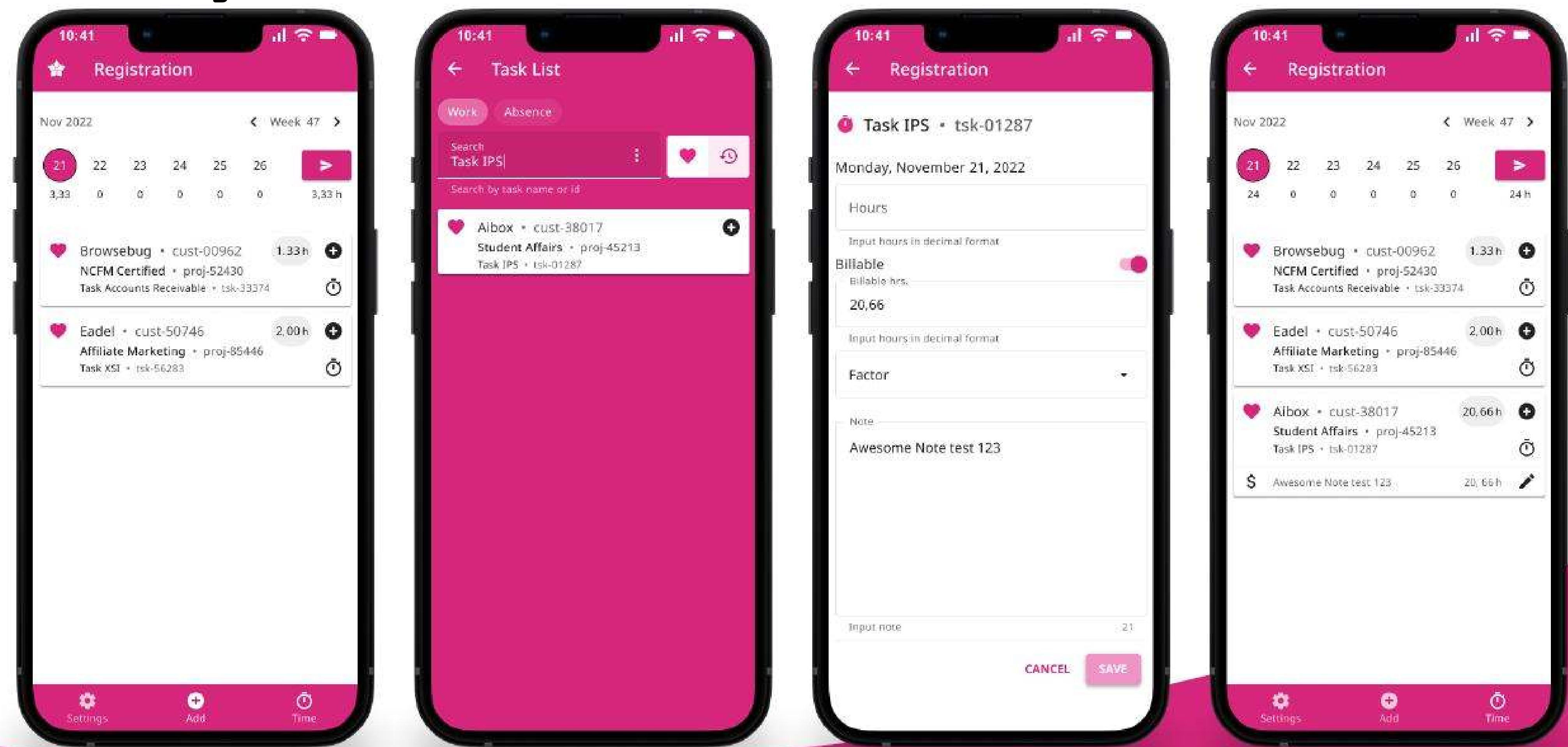
Mobile App

Results / Crud Lists / Work / Tasks



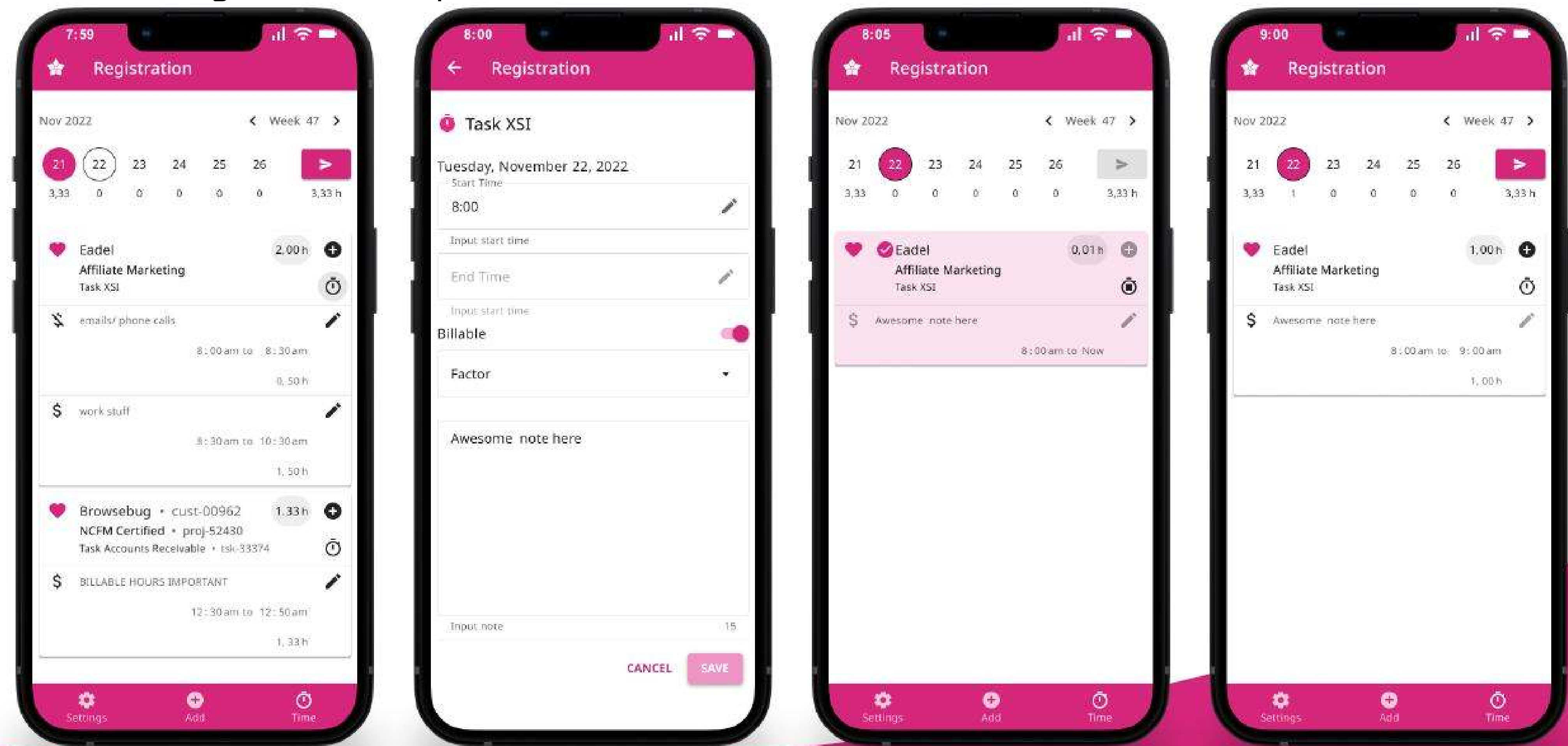
Mobile App

Results / Time Registration / Manual



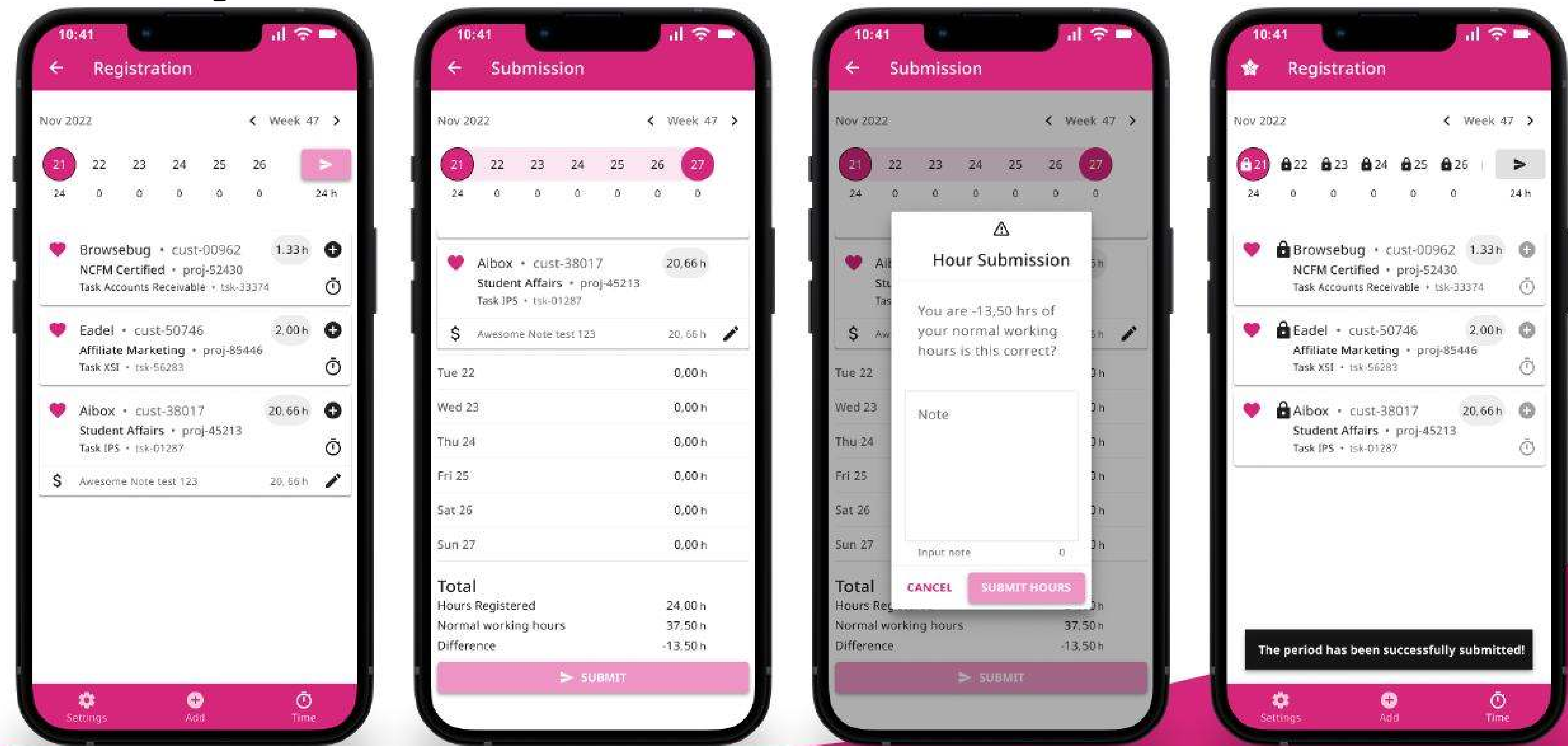
Mobile App

Results / Time Registration / Stopwatch



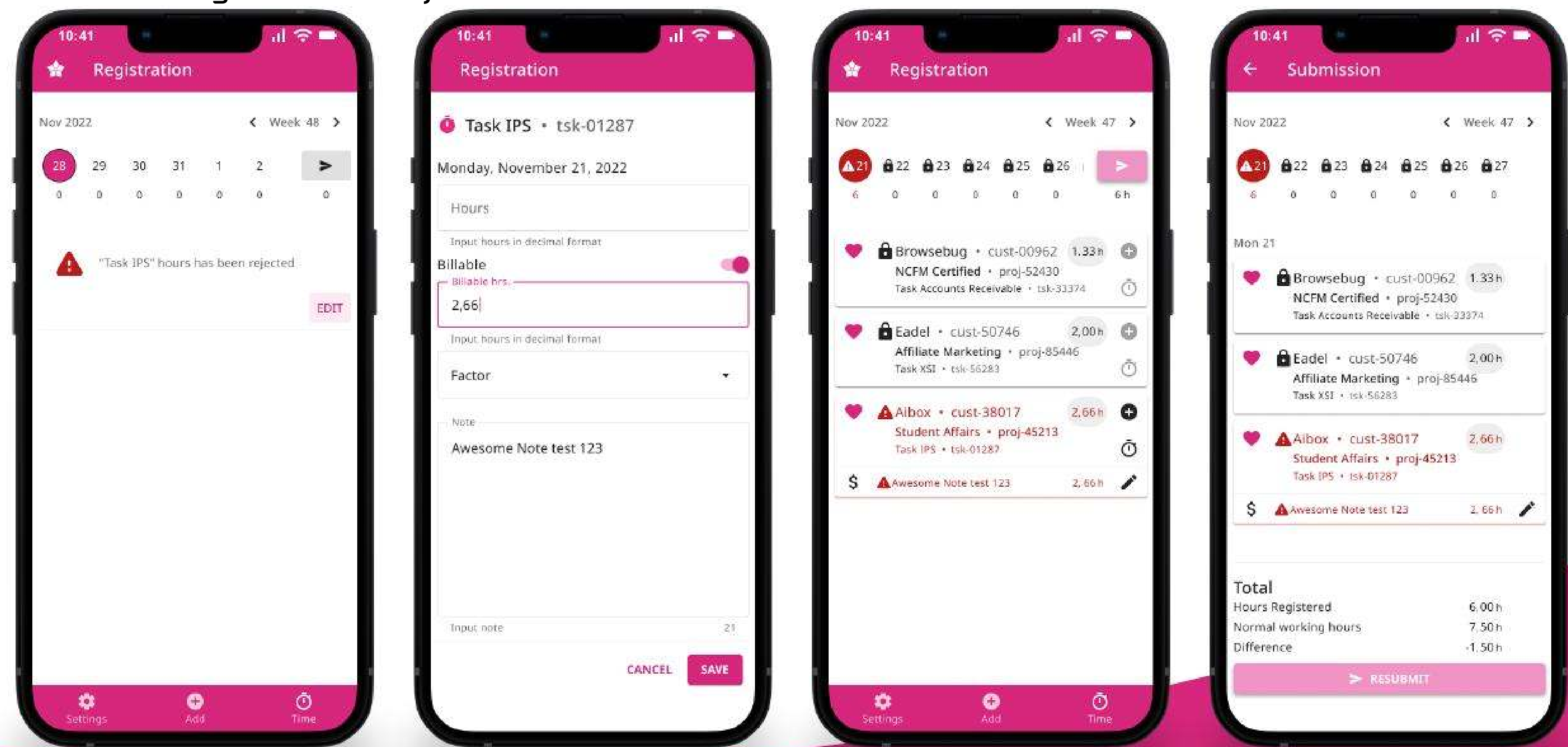
Mobile App

Results / Time Registration / Submission



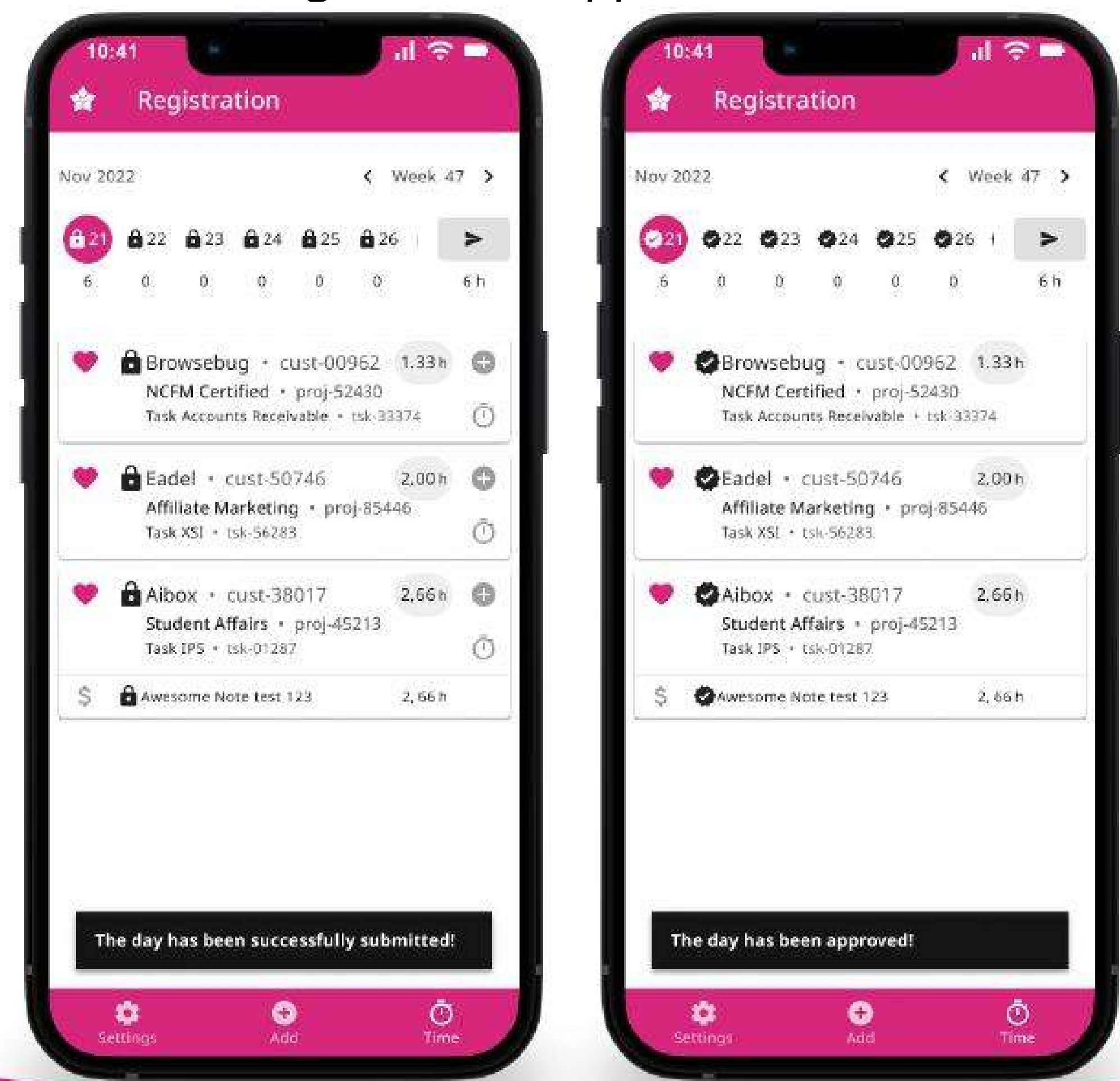
Mobile App

Results / Time Registration / Rejection



Mobile App

Results / Time Registration / Approval



Mobile App

Impact:

- Iterative design process implemented every sprint (3 weeks)
- Rapid prototyping + validation enabled faster alignment with real user needs
- Maintained two design systems, mentored 3 UX designers, and supported multiple parallel projects

Conclusion

A Culture of UX Maturity

These three projects laid the foundation for a UX-driven culture at TimeLog. By building infrastructure, delivering targeted features, and enabling digital transformation, I helped shift TimeLog from ad-hoc design to a mature UX practice grounded in research, structure, and strategic thinking.