

Section 1

Note: Unfortunately, I did not take copies of this in English
But I think you still can see the uninspiring home-page and the comprehensive registration flow.

Home-page (which did not act as the first page user got to)

The screenshot shows the home page of the STUNS Life science databas. At the top, there is a navigation bar with the logo 'INSIGHT MACHINE' and 'PROJECT BY STUNS', and links for 'Hem', 'Logga in', and 'Svenska'. The main heading is 'Välkommen till STUNS Life science databas'. Below this, there is a mission statement: 'Vår mission är att göra life science i Sverige mer konkurrenskraftigt. Varje dag.' This is followed by a paragraph explaining the need for data and statistics in communication. A second paragraph states that the user's contribution is valued and that the platform is transparent. A 'Stort tack på förhand.' message is shown. At the bottom, there is a 'Tveka inte att ta kontakt med oss om frågor uppstår.' and the 'STUNS Life science-teamet.' logo.

Sign In-page - This was the page the user got to first upon entering the site

The screenshot shows the sign-in page. It features the 'INSIGHT MACHINE' logo and navigation links for 'Home', 'Login', and 'English'. The main heading is 'STUNS life science'. There are input fields for 'E-mail:' and 'Password:'. A 'Forgot password?' link is provided. Below the password field is a 'Sign in' button. An 'Or' separator is followed by a 'Register a new account' button.

Registration-flow

The screenshot shows the first step of the registration flow. The user is logged in as 'Anton Edman'. The page has a navigation bar with 'Om mig', 'Kontaktinformation', 'Utbildningar', 'Sysselsättningar', 'Intressen', 'Preferenser', and 'Hantera konto'. The 'Om mig' tab is active. The form includes fields for 'Efternamn' (Edman), 'Förnamn' (Anton), and 'Födelseår' (0). There is a 'LinkedIn-adress' field. A 'Språk' section allows selection of 'Engelska', 'Svenska', or 'Båda två'. A 'Nuvarande status' section has checkboxes for 'Student', 'Anställd', and 'Annat'. An 'Identifiera mig som' section has radio buttons for 'Man', 'Kvinna', and 'Vill ej ange'. A 'Spara och gå vidare' button is at the bottom.

The screenshot shows the second step of the registration flow. A progress bar indicates 28% completion. The 'Kontaktinformation' tab is active. The form includes fields for 'Mobilnummer' (+46736636031), 'Gatuadress', 'Postnummer', 'Stad', and 'Land'. A 'Spara och gå vidare' button is at the bottom.

The screenshot shows the third step of the registration flow. A progress bar indicates 48% completion. The 'Utbildningar' tab is active. The form includes a dropdown for 'Utbildningsområde' (Annat), a dropdown for 'Utbildningsnivå' (Grundskola, Gymnasium, Högskolenivå, Universitetsnivå, Doktorsnivå), and a text field for 'Utbildningsort'. A 'Ta bort utbildning' button is present. A 'Spara och gå vidare' button is at the bottom.

The screenshot shows the fourth step of the registration flow. A progress bar indicates 52% completion. The 'Sysselsättningar' tab is active. The form includes a dropdown for 'Anställningar' (Trafikverket), a dropdown for 'Titel/Roll' (Välj ett alternativ), and fields for 'Startår', 'Slutår', and 'Inkomstnivå'. A 'Ta bort anställning' button is present. A '+ Lägg till anställning' button is at the bottom. A 'Spara och gå vidare' button is at the bottom.

The screenshot shows the fifth step of the registration flow. A progress bar indicates 76% completion. The 'Interests' tab is active. The form includes a 'Pool of experts' section with a 'Yes' checkbox and a checked 'No' checkbox. A text field asks 'How can you envision contributing to our expert network?'. A 'Meeting Types' section has checkboxes for 'Round table discussions', 'Breakfast seminars', 'Lunch seminars', 'After Work', 'Workshops', 'Smaller seminars (5-50)', and 'Larger events (50+)'. A 'Meeting Places' section has checkboxes for 'Uppsala Business Park (Fryslund)', 'Uppsala Science Park', 'Green innovation Park (Ultuna)', 'Central Uppsala', 'National events', and 'International events'. A 'Meeting Subjects' section has checkboxes for 'Innovation', 'Entrepreneurship', 'Competences', 'Talent attraction', 'Infrastructure', 'Digitalization', 'Growth capital', 'Regulations, legal issues and IP', 'Inspiration', 'Trend watch / Intelligence', and 'Sustainability'. A 'Save and continue' button is at the bottom.

The screenshot shows the sixth step of the registration flow. The 'Preferenser' tab is active. The form includes a 'Preferenser' section with a list of preferences: 'INBJUDNINGAR: Jag är intresserad av inbjudningar för evenemang som hålls i Östra Mellansverige (Uppsala, Västmanland, Örebro, Östergötland, Södermanland).', 'INBJUDNINGAR: Jag är intresserad av att få inbjudningar till evenemang som hålls i Uppsala.', 'INSIGHTS: Jag vill gärna få information om nya uppdateringar i INSIGHT MACHINE, till exempel publicering av ny eller uppdaterad företagsinformation.', 'RAPPORTER & ANALYSER: Ja, tack! Jag vill gärna hålla mig informerad och ta del av relevanta nyheter och insikter genom rapporter, analyser och trendspaningar.', and 'UNDERSÖKNINGAR: Jag vill gärna delta i STUNS branschanalyser och trendspaningar (max 2-3 gånger per år), och på så vis bidra till att presentera vår bransch och skapa värdefulla insikter.'. A 'Spara och gå vidare' button is at the bottom.