

Julia Meni

Cities made for living Voi

Join the band Life at Spotify

For the storytellers Spotify Sound Up

Subscribe to your office NORNORM



Cities made for living

Voi

KLARA ZENIC

The new Voi.com experience

The current website was designed and produced in 2019, six months after Voi launched its service. Since then, Voi has grown rapidly, and today they are more than just an e-scooter company. They are on their way to transforming cities, with the vision of creating cities made for living, free from noise and pollution.

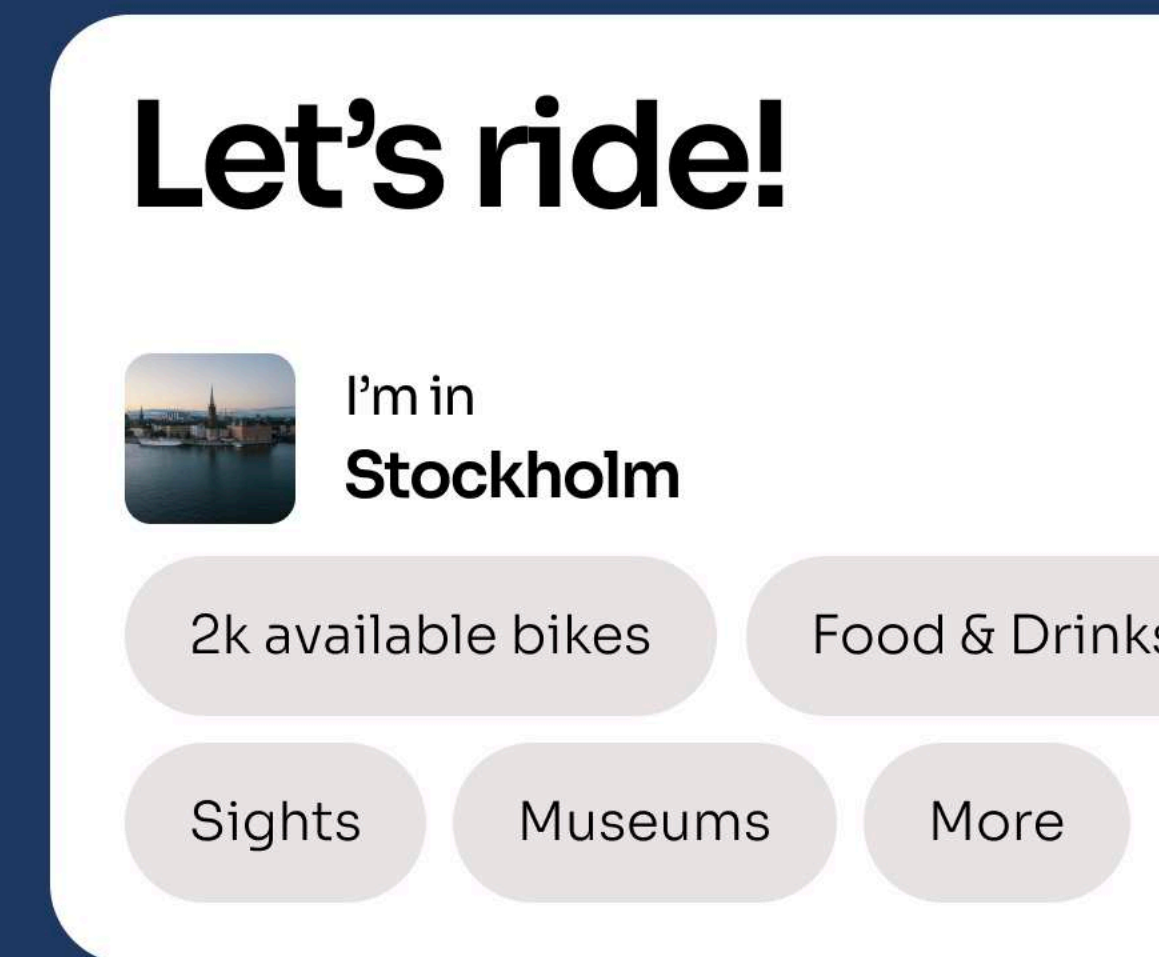
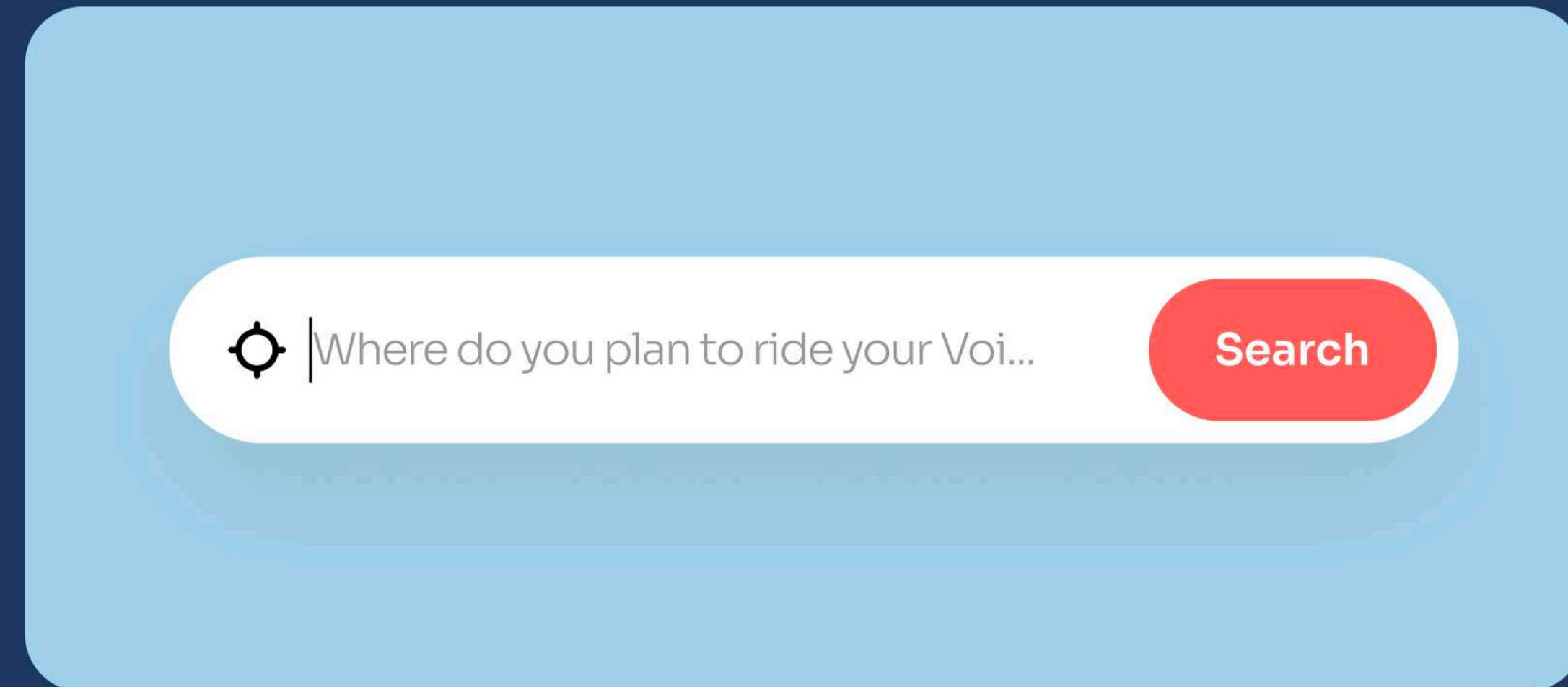
Voi was looking to build a new website to better show who they are and what they offer, improve its usability for key audiences, and communicate the Voi brand more effectively.

Design Concepts • User research • UX Design • UI Design • Design System • Product management



Local guides

85+ cities



Process & challenges

Our challenge was to raise acquisition from 7% to 10% for Voi.com. Create enticing pages that cater to a broader range of user groups, providing information in multiple languages and offering city-specific details such as operational zones, pricing, hours, parking regulations, and local rules.

The key pain points of the current website were:

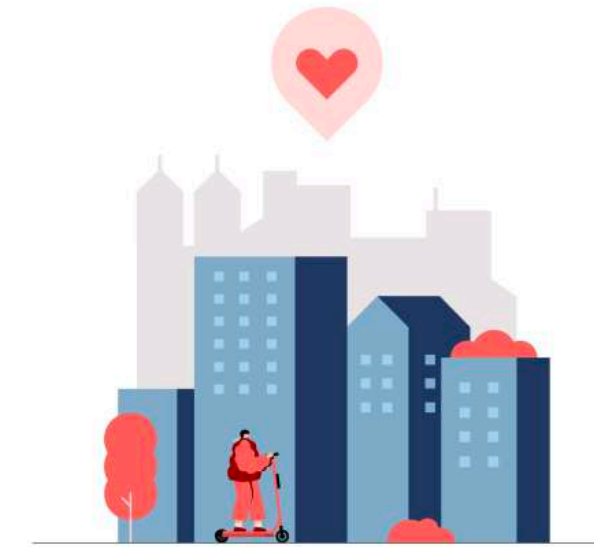
- Hard to navigate
- Outdated in terms of design & content
- Poorly localized due to inefficient localization process
- Lacking cohesive storytelling and vision
- Difficult to work with

We believe in working together



We're educating our riders

Voi is the most responsible scooter company in the EU.



We collaborate with cities

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



We integrate with transport services

Lorem ipsum dolor sit amet, consectetur adipiscing elit.




The design system

With this project, we had the opportunity to shape from scratch a new design era for Voi scooters, reimagining their visual identity and creating a fresh look and feel.

We aimed to infuse the brand with a modern and sleek aesthetic, using clean lines, bold colors, and dynamic typography. The new design system represents Voi's commitment to innovation and sustainability while enhancing the overall user experience.

By crafting a cohesive and visually captivating look, we elevated Voi and connected B2C to B2City.



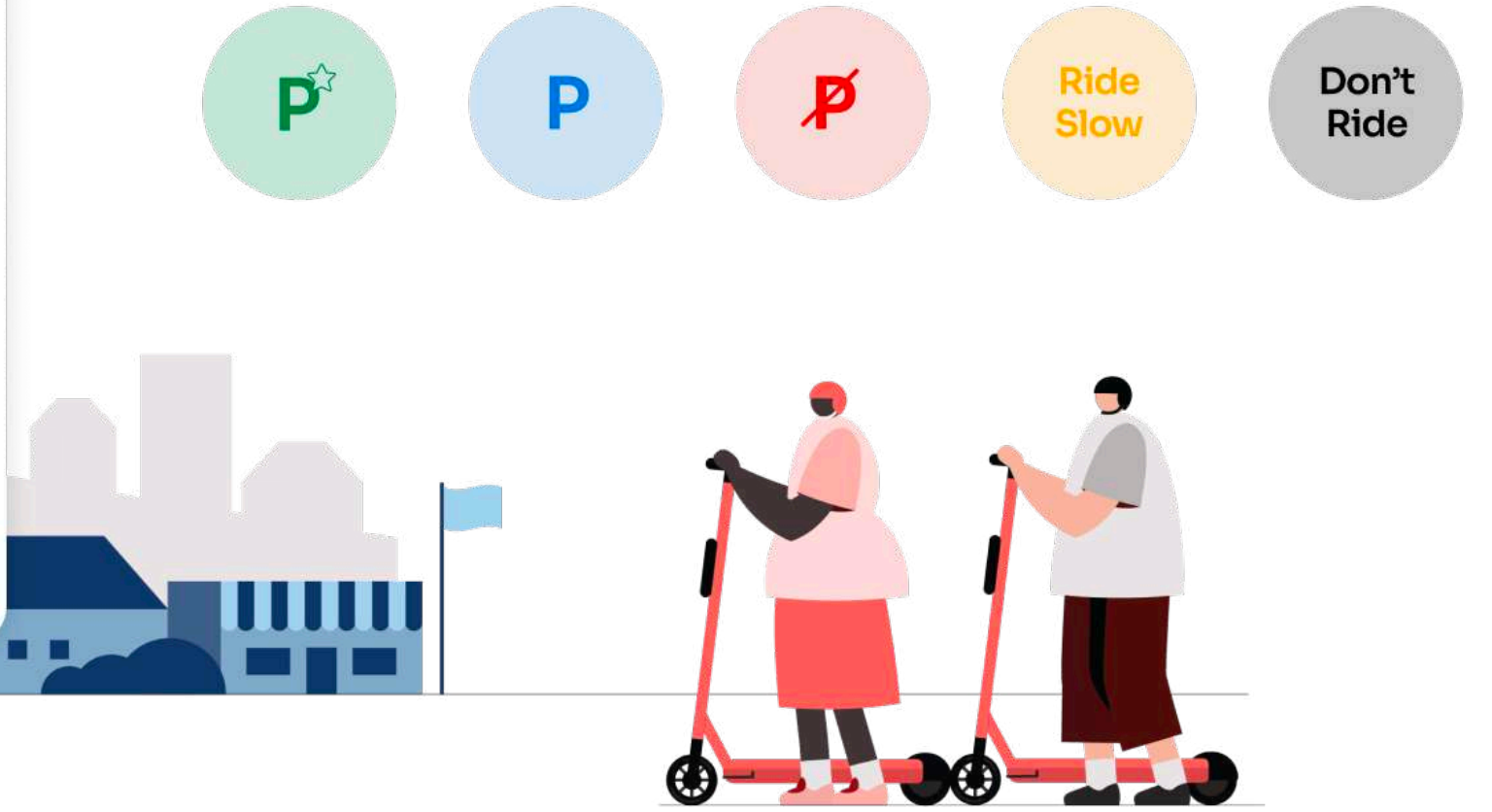
2 billion
Today, there are 1.4 billion cars on earth. The global car fleet is estimated to grow to a staggering two billion by 2030.



90%
Of people living in European cities are exposed to pollutants at harmful levels.




50%
Of space in European cities is dedicated to cars which take up much more space than their modal share.



- [Insurance →](#)
- [Vehicles →](#)
- [Beginner's guide →](#)

- [♡](#)
- [♡](#)
- [♡](#)
- [♡](#)

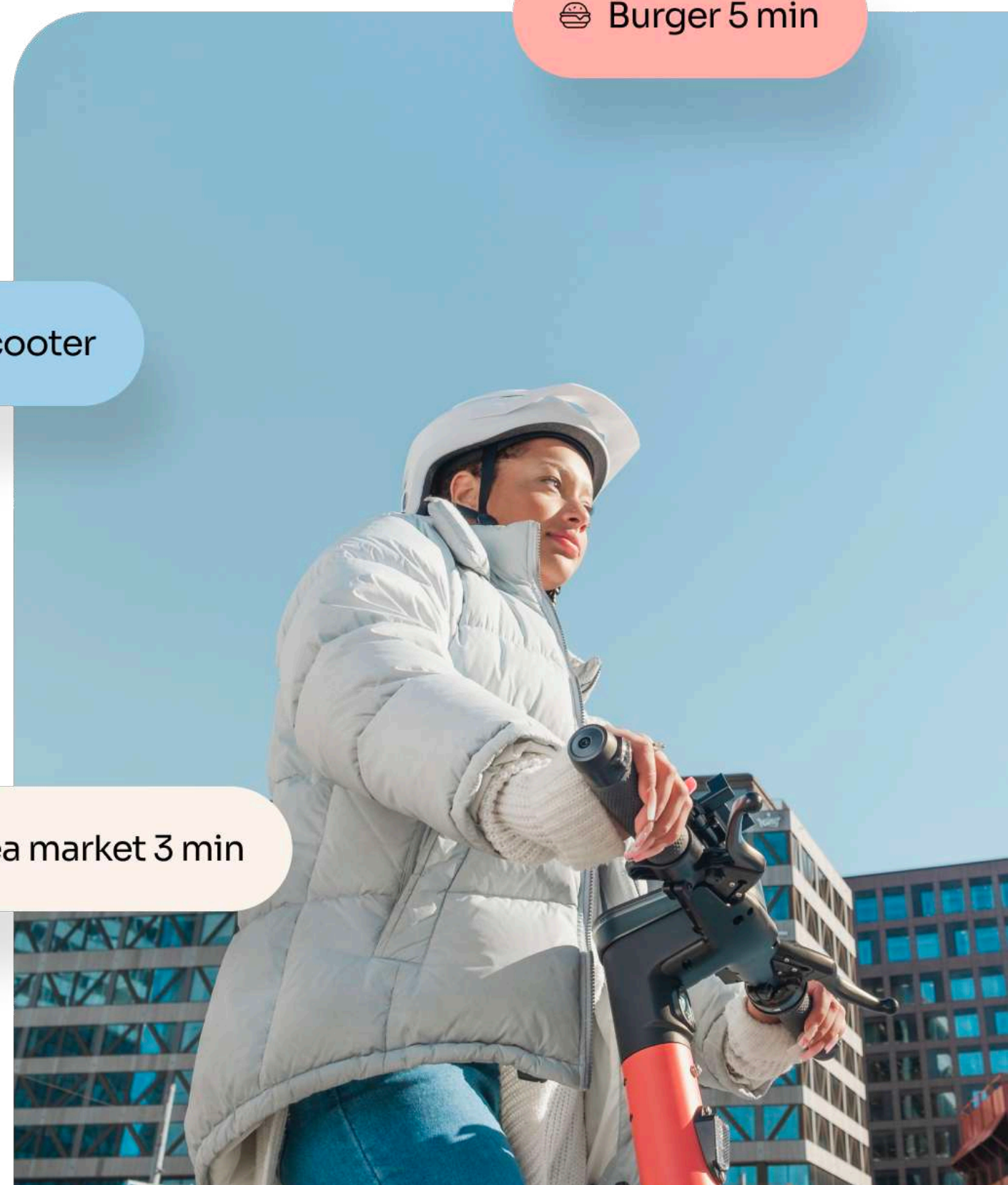


Voyager V5
e-Scooter

[🔑 Unlock scooter](#)

[🏪 Flea market 3 min](#)

[🍔 Burger 5 min](#)






voi.

Cities made for living

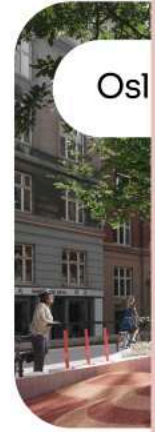
Ride Voi → Our vision →

voi. Get the app

Voi was founded in 2018 in Stockholm, out of a group of young peoples' vision for helping build cities made for living.



Stockholm



Oslo

>Lorem ipsum dolor sit amet, consectetur adipiscing elit get congue leo, sapien, vehicula.




Before After

Our riders

We're proud to say that Voi is the most responsible e-scooter company in Europe. As more and more people turn to micromobility, it's our job to educate riders about safe road behaviour.

New rider? If you are new to the world of e-scooters, you can choose to activate the Beginner's mode in the Voi app.

We believe in working together



We're educating our riders

Voi is the most responsible e-scooter company in the

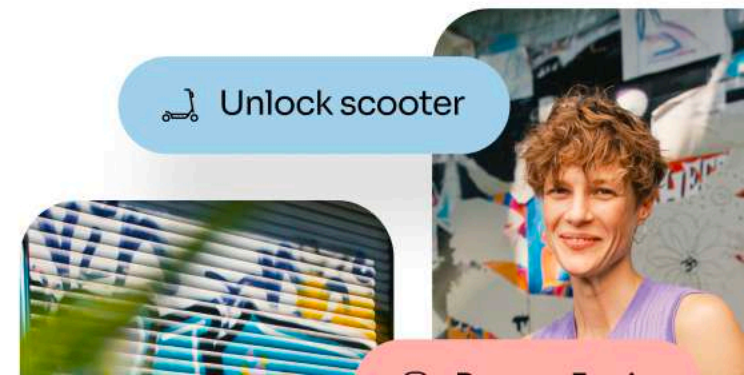
We're a micro mobility service

We help people move freely and make cities reach their climate goals.

Get the app →

How it works →

Unlock scooter



Latest news

Voi wins Oslo tender

days ago · Sustainability

Voi in Madrid: celebrating our

Our cities

All cities →

Munich Copenhagen Helsingborg Milano

Payment based on your needs

Pricing and local offers might differ between cities. Download the Voi app to get exact pricing in your location

More details +

Pay as you go

For occasional riders

Great for occasional riders travelling shorter distances. It includes a start fee to unlock the vehicle and a minute price for every minute the vehicle is used.

2 kr Per minute

10 kr To unlock

1/3 →

Payment based on your needs

Pricing and local offers might differ between cities. Download the Voi app to get exact pricing in your location.

Pay as you go

For occasional riders

Great for occasional riders travelling shorter distances. It includes a start fee to unlock the vehicle and a minute price for every minute the vehicle is used.

2 kr Per minute

10 kr To unlock

Day pass

For explorers

Excellent for exploring a new town or rediscovering a familiar city with free unlock.

100 min pass

89 kr Per pass

72hour pass

109 kr Per pass

Monthly pass

Subscription

Gives you access to Voi's vehicles subscription model billed monthly. Cancel anytime.

300 min pass

299 kr Per month

Commuter pass

599 kr Per month

Join the band

Life at Spotify



Spotlighting and unleashing a new era of Spotify

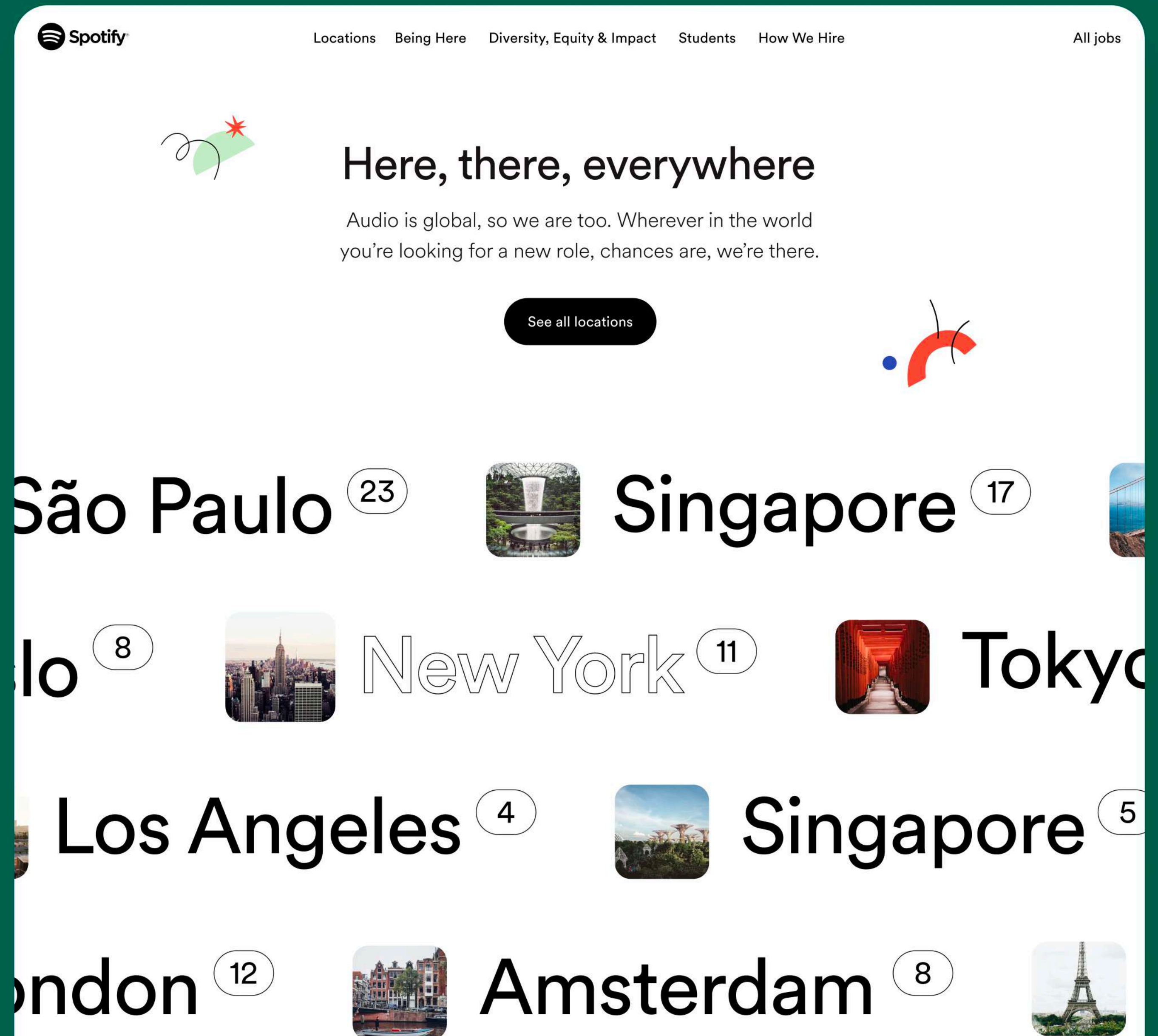
We developed a career site that embodies the essence of the Spotify product and employer brand. The primary objective was to ensure that the site offers job seekers a seamless and enjoyable user experience. As a result, we transformed it into a sleek and polished resource, catering to individuals interested in learning about Spotify as an employer.

As a result of this great project, Spotify reached back to us to redesign the Diversity, Equity, and Impact pages on the Life at Spotify website.

Calling a microsite, we were tasked to communicate more regularly and effectively about its Diversity, Equity, and Impact initiatives and link it to an annual Sustainability & Social Impact report from Spotify.

The microsite lives inside Life at Spotify's main website and focuses on their climate, sustainability & social Impact strategy.

Design Concepts • UX & UI Design • Updated visual identity and design system • Project management



Spotlighting and unleashing a new era of Spotify

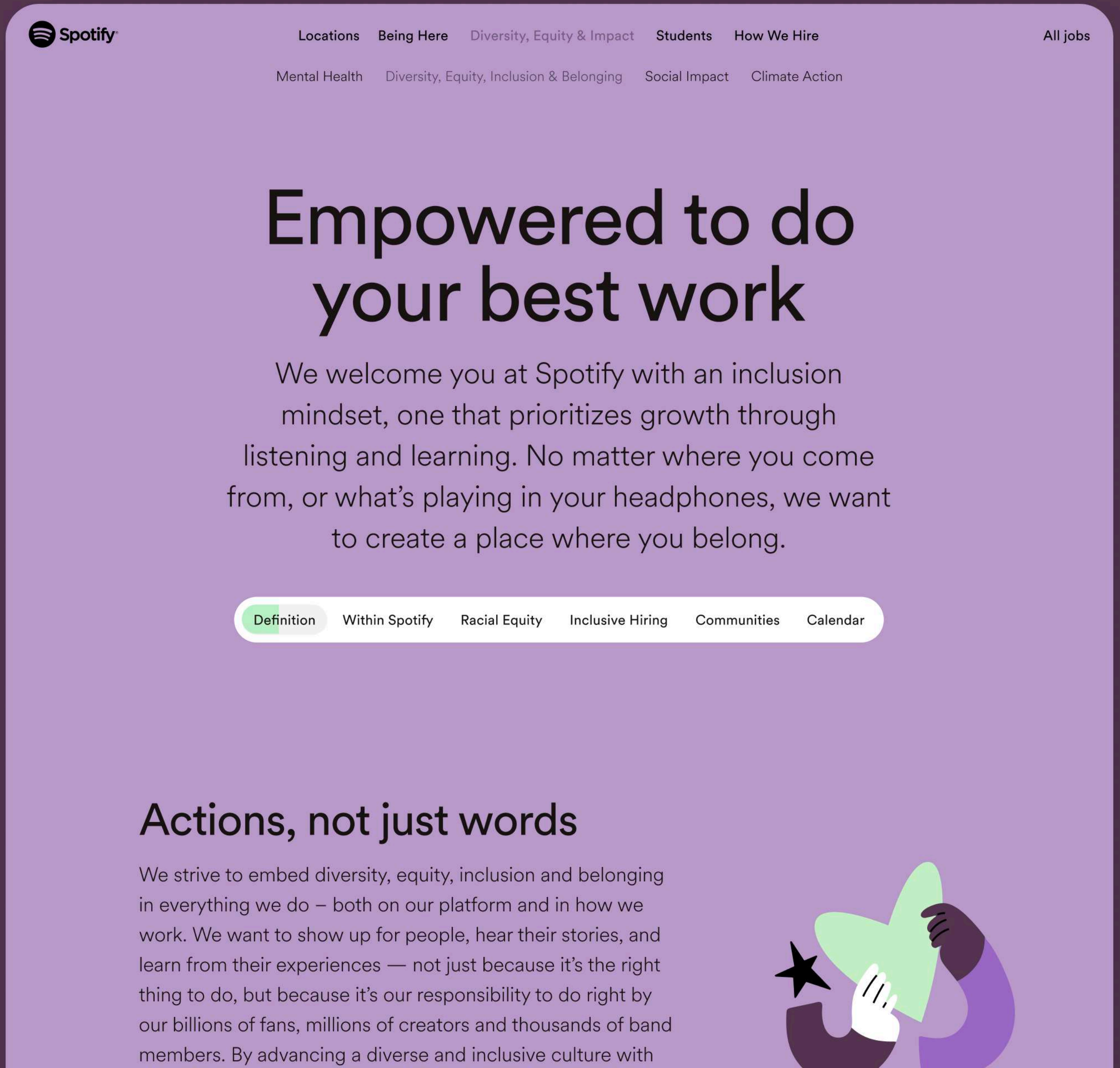
We developed a career site that embodies the essence of the Spotify product and employer brand. The primary objective was to ensure that the site offers job seekers a seamless and enjoyable user experience. As a result, we transformed it into a sleek and polished resource, catering to individuals interested in learning about Spotify as an employer.

As a result of this great project, Spotify reached back to us to redesign the Diversity, Equity, and Impact pages on the Life at Spotify website.

Calling a microsite for Spotify ESG, we were tasked to communicate more regularly and effectively about its Diversity, Equity, and Impact initiatives and link it to an annual Sustainability & Social Impact report from Spotify.

The microsite lives inside Life at Spotify's main website and focuses on their climate, sustainability & social Impact strategy.

Design Concepts • UX & UI Design • Updated visual identity and design system • Project management



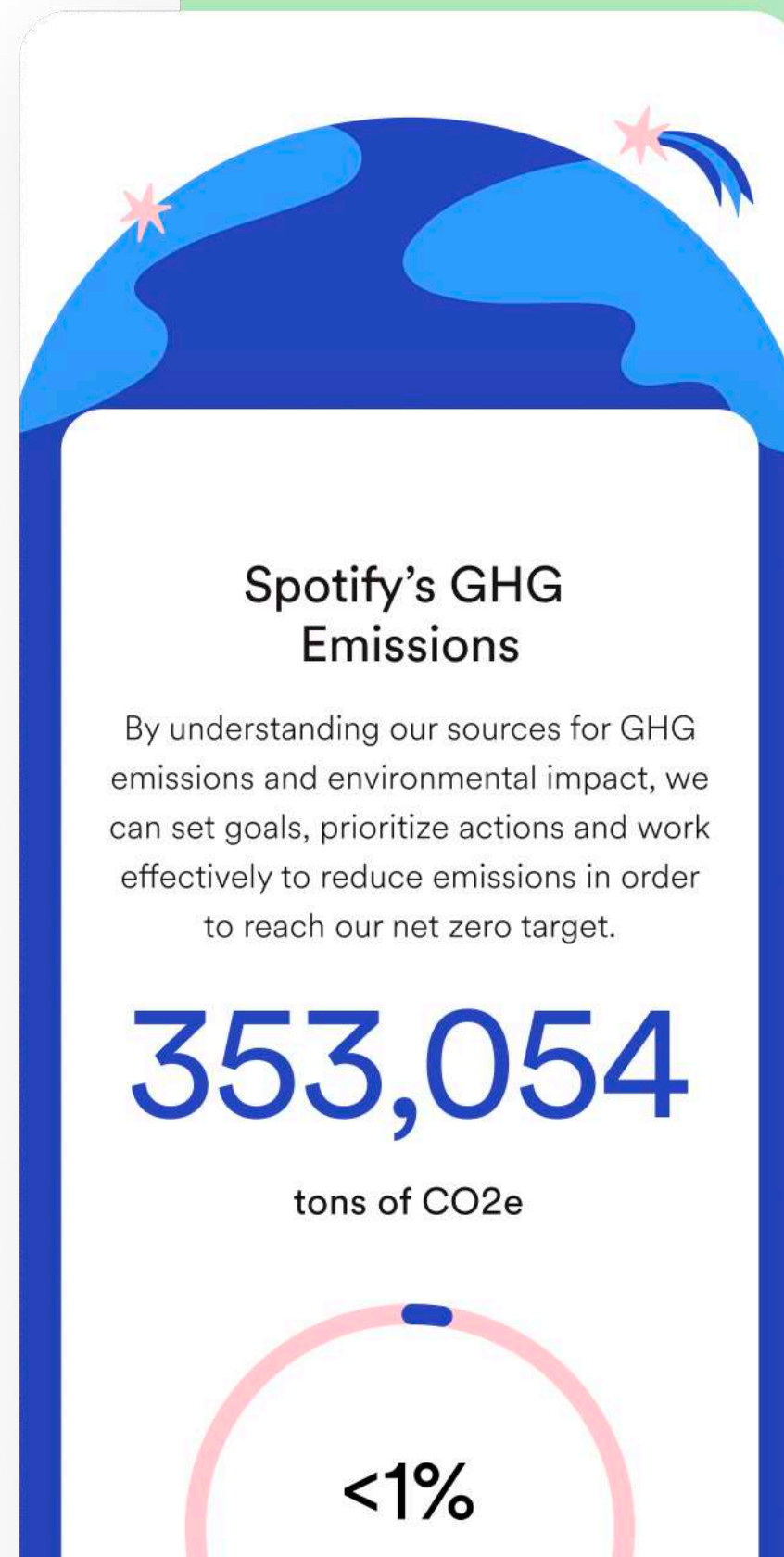
Process & challenges

We developed a career site that embodies the essence of the Spotify product and employer brand. The primary objective was to ensure that the site offers job seekers a seamless and enjoyable user experience. As a result, we transformed it into a sleek and polished resource, catering to individuals interested in learning about Spotify as an employer.

Throughout the project, we focused on updating the content and messaging to represent the different facets of Spotify's vibrant culture accurately. We refreshed the site's design, look, and feel to align with Spotify's EVP.

A few of our challenges were:

- Make sure that we have Spotify's house in order;
- Show that they actually walk the talk;
- Tight timeline;
- Hard stakeholder management;
- Too many cooks in the kitchen from Spotify's team.



Wellness Hub

We believe in the transformative power of audio. Discover a world of possibilities at Spotify's Wellness Hub.

Peaceful Meditation

THERAPY FOR BLACK GIRLS
the goodeeps

A SPOTIFY EXCLUSIVE
SUNDAY Scari
by Headspace

Hub

Elevating underrepresented creators

We are committed to identifying and, where possible, removing the barriers that make it harder for creators from marginalized groups to flourish. One way we do this is by providing opportunities that support these creators..

Hub

Podcasts

Design system

The concept for the experience was rooted in our research, and the recurring question from users was, “How do I know if I belong?” This is what we wanted the site to answer.

From a predefined toolkit to base our design system on, including colors and illustration styles, we created an easy-to-navigate experience that, warmly and playfully, guides visitors through Spotify’s core values, hiring processes, benefits, and featured jobs.

When creating the microsite for Spotify ESG, we worked on complementing the existing design system from the Life at Spotify website, merging the gap between the old and the new. We introduced new, more immersive illustrations on the webpage and complemented the existing color toolkit.

Azure Powder green Aubergine Salmon



2021

2020

2019



Impact Day

One paid day a year for each employee to volunteer at a nonprofit of their choice.

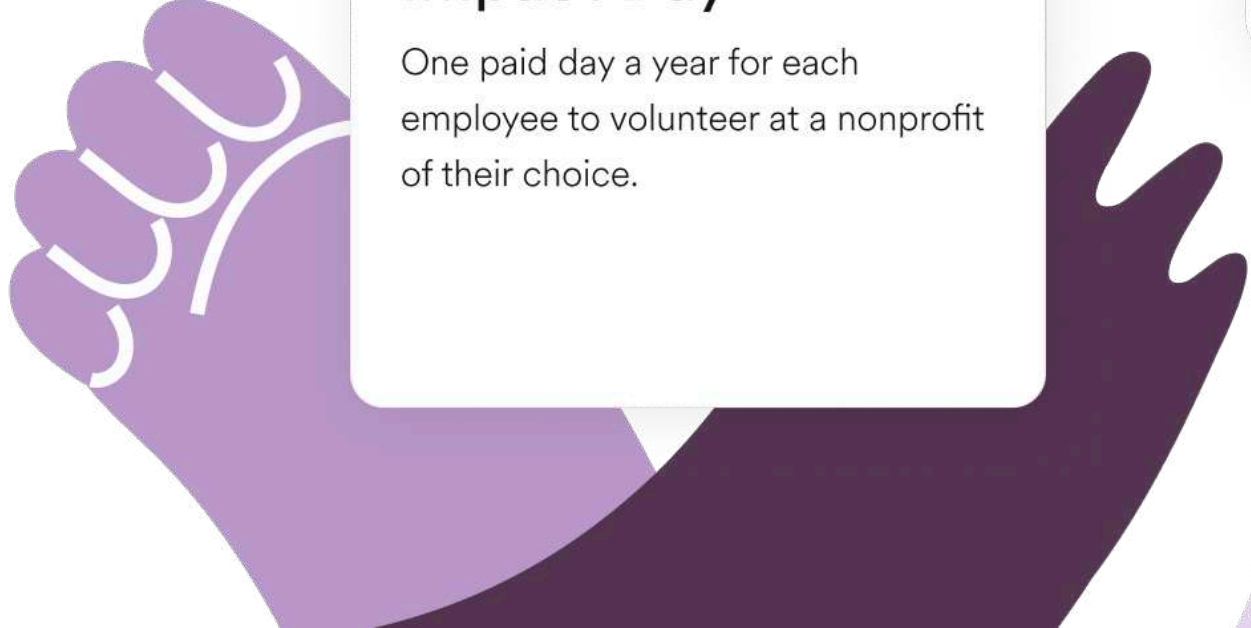
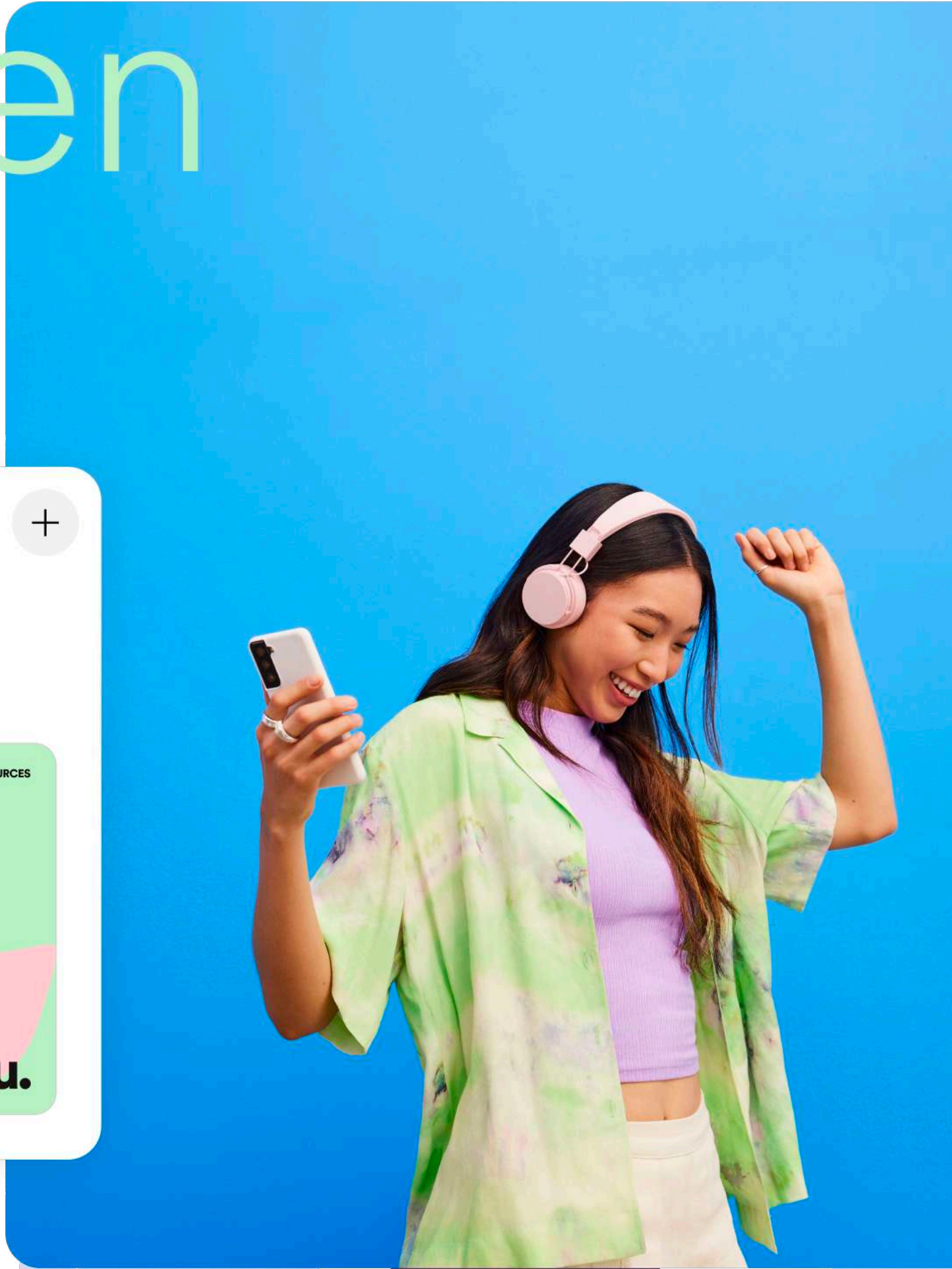
October 15th

World Mental Health day



WORLD MENTAL HEALTH DAY SPOTIFY.COM/RESOURCES

Take a beat. Tune in to you.



What it means to us

To create a diverse, equitable and inclusive culture where anyone feels like they belong takes a Growth Mindset, awareness and intentionality and perhaps most of all, action. Here's how what it means to us:



Diversity

The equal or greater representation of under-represented, historically marginalized in each of the markets we operate.



Equity

Refers to the fair and equitable treatment of all Spotifyers so that everyone has access to the tools needed to perform.



Inclusion

We lead with empathy and are always looking for ways to infuse inclusion into our culture.



Drag



Workforce representation

Our platform is for everyone, and so is our workplace. The more voices we have represented and amplified in our business, the more we will all contribute and be brilliant. We have an intention and commitment to advance representation and bring in different perspectives at Spotify. We're working to make sure our people reflect the diversity of our listeners, and this starts with being transparent with our data.

+14%

Black employee representation in the US by the end of 2023.

Global workforce by gender

We're honest with our data. It tells us what we're doing right and where we could do better.

Global Leadership 2021 2020 2019

55%
Male

45%
Female

<1%
Non-binary

US ethnicity data

We're honest with our data. It tells us what we're doing right and where we could do better.

2021 2020 2019

20% Asian

9% Black or African American

9% Hispanic or LatinX

57% White



Our mental health strategy focuses on three pillars

Heart & Soul aims to do three things and we believe all three need to co-exist to make a meaningful impact on our culture and our people.

1.

Raise awareness and build knowledge.

2.

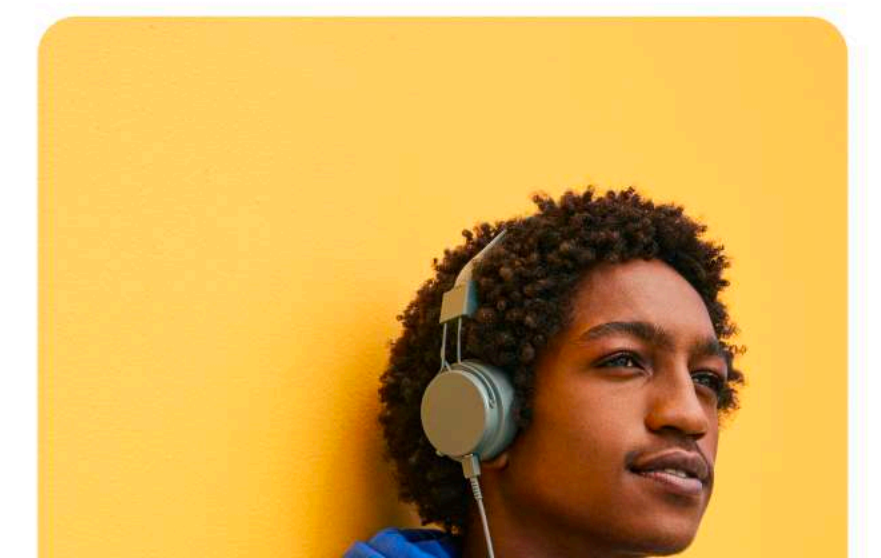
Provide proactive self-care and professional support.

3.

All the feels

As a part of our work with mental health at Spotify we aim to make help and support more accessible.

We do this through offering short-term counseling available 24/7 through All The Feels program and we have also created a microsite with an easy-to-navigate list of localized resources in order to make it easier for our listeners and creators to get the support they need for themselves or others they know who are struggling.





For the Storytellers

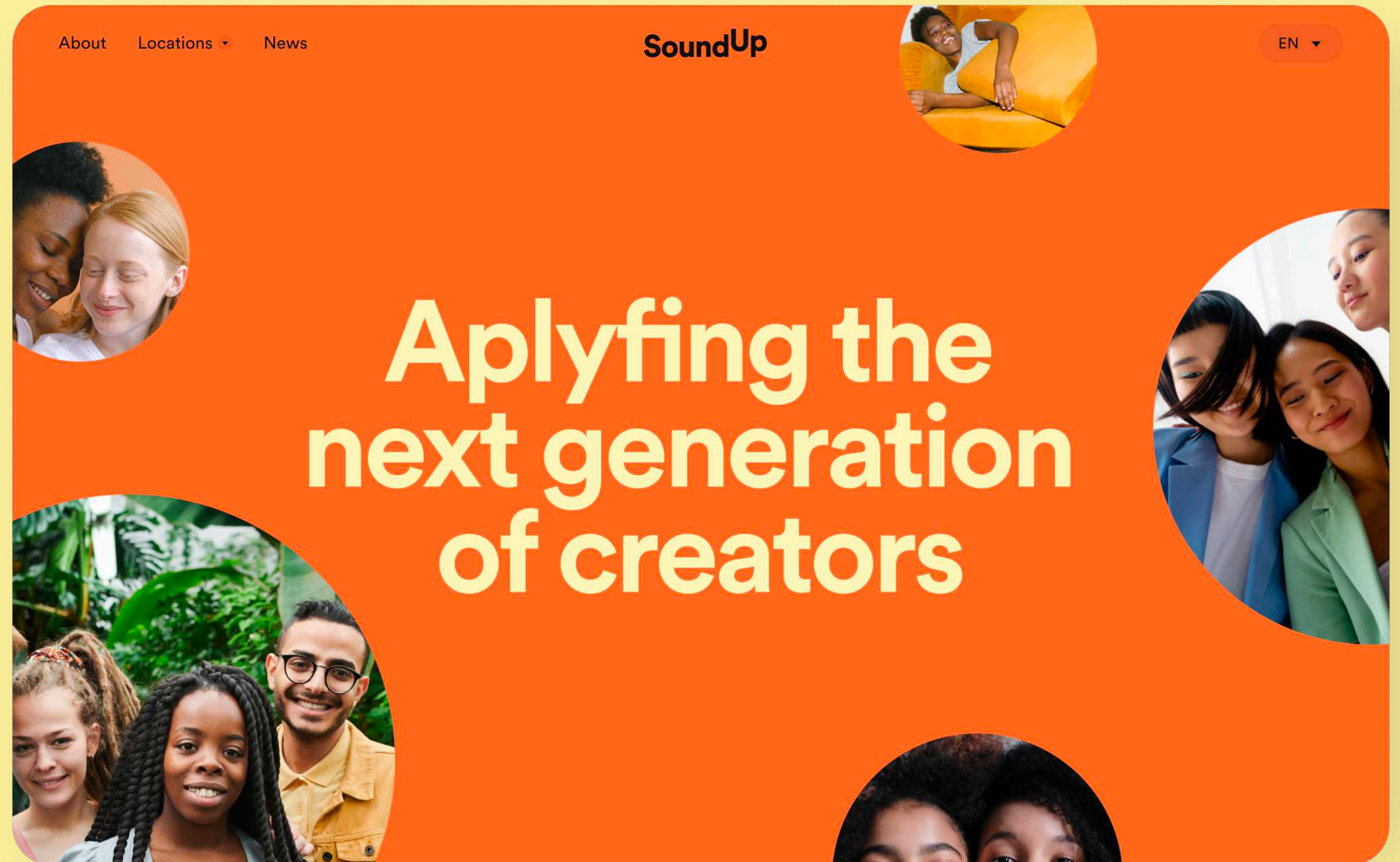
Spotify Sound Up

One website, 12 countries.

We designed and developed the website for Sound Up, an initiative empowering the next generation of Podcasters since 2018. The goal was to create a digital platform that reflects the program's dedication to providing valuable education, workshops, and unwavering support to aspiring podcasters.

Over the past four years, this program has experienced remarkable growth, expanding its reach to encompass 12 countries and expanding further.

Design Concepts • UX & Design • Design System • Project management • Front and backend development

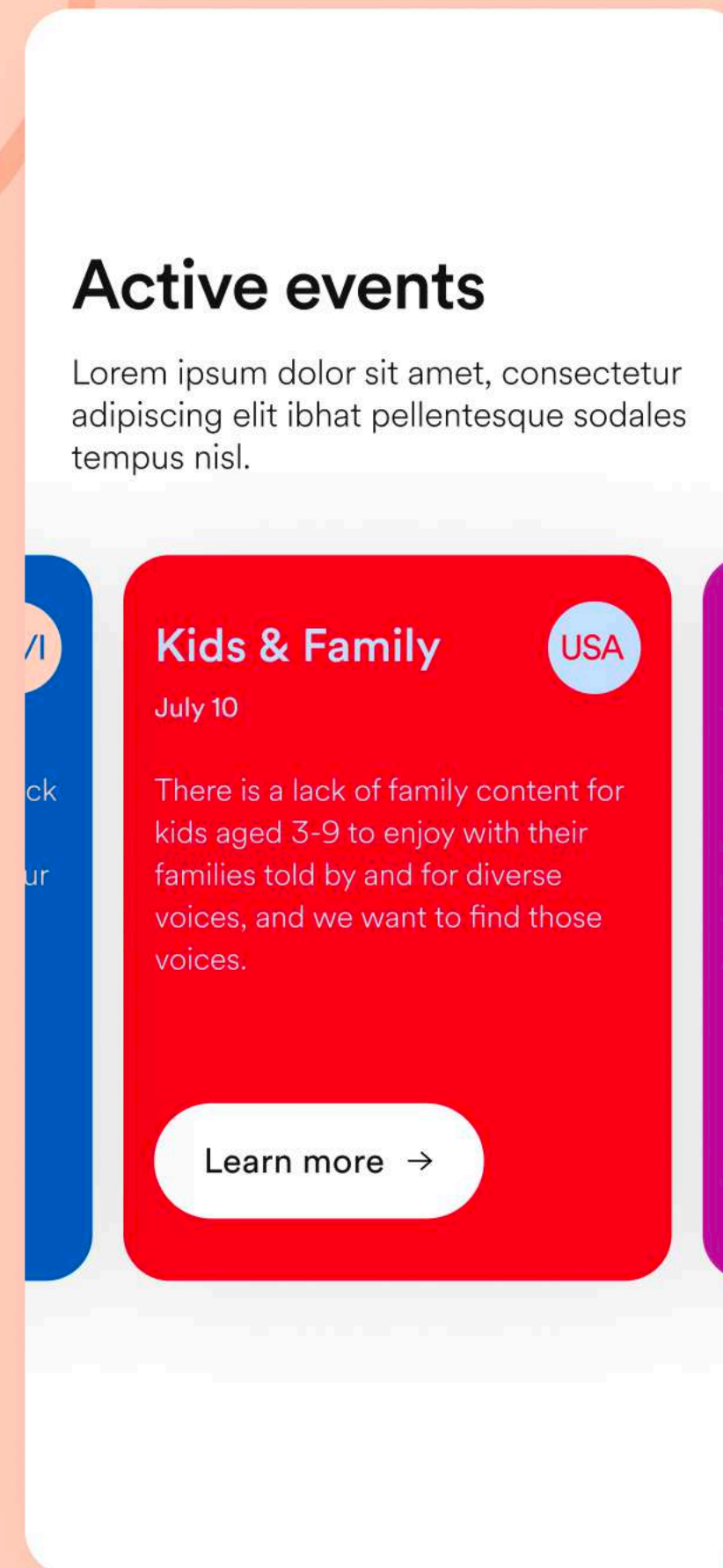
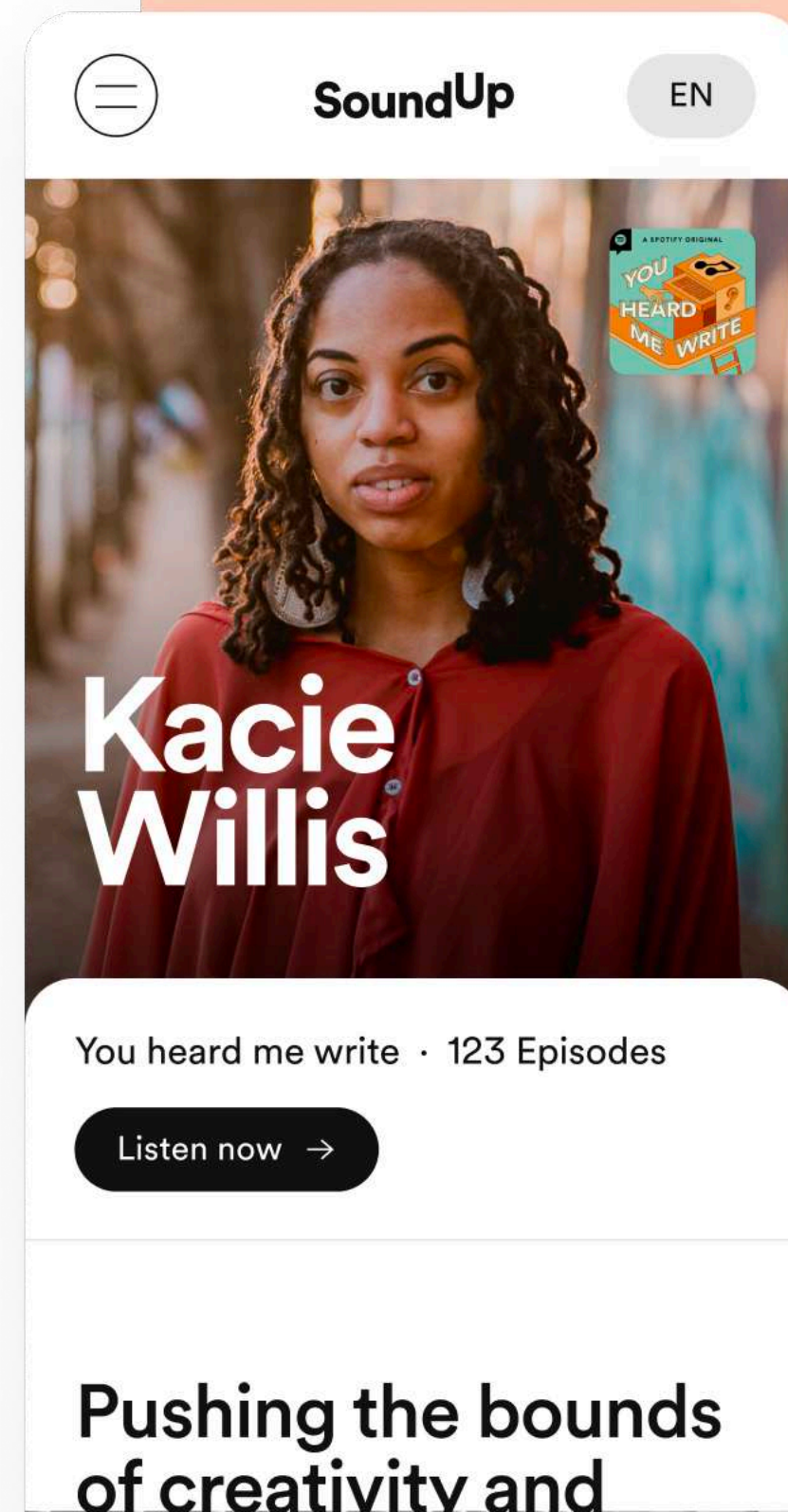


Process & challenges

The challenge was to develop a new website, encompassing both backend and frontend. The goal was to creatively and inspirationally showcase the program's value and purpose, reflecting its importance through a fresh and innovative website design.


The website needed to include and support:

- Handling multiple languages (currently 12 countries);
- Have different layouts for different countries;
- Have different C&M for the different countries;
- Handle temporary themes across the whole site;
- Handle the application flow for the Sound up programs within the CMS (WordPress).



Good to know


Before applying to our program it is good to know a few things...


 **You can apply if** you live in the United States, and are over the age of 18.

 **We are looking for** creators that identify as BIPOC from underrepresented backgrounds.

 **A pre-requisite to participate is** to be fully vaccinated for COVID-19.

 **The program is free** and lorem ipsum dolor sit amet.

 **All traveling and housing** for the program are expensed by Spotify.

 **No experience is required.** We've built this programme to teach and create opportunity.

Kids & Family

Design system

Our goal was to develop a visual design system that embodies the spirit of community and inclusivity. We designed a cohesive and captivating user experience, ensuring every interaction reflects the program's essence.

To achieve this, we carefully selected a color palette that evokes energy and creativity, using vibrant hues that resonate with the world of audio and podcast. The typography choices were deliberate, balancing readability and personality while following Spotify's guidelines, but adding a touch of playfulness.

Consistency was paramount, ensuring a seamless experience across devices. By designing a comprehensive design system, we enhanced the connection between Sound Up participants and the platform, providing an intuitive and visually appealing journey that truly reflects the program's spirit.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Lucas Moura
Calunguinha



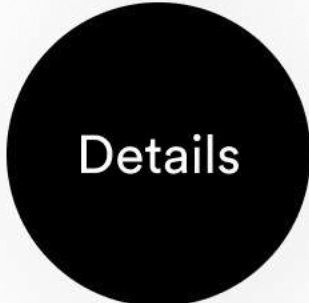
BR

Kids & Family

July 30

There is a lack of family content for kids aged 3-9 to enjoy with their families told by and for diverse voices, and we want to find those voices.

[Learn more →](#)



- BR
- IT
- JP
- MEX
- UK/I
- USA
- DE
- AUS
- SE
- FR
- IN
- ARG

Behind the Mic

Fill in the form to apply.

1 Your information

First name
Jane

Last name
Davis

Age
25

Next ✓

2 Contact information

3 Gender identity

4 Your podcast



During the program you will learn:

- Hands-on training

We provide hands-on training on industry-standard tools and programs from experts.

- Tips and tricks

Tips and mentorship from industry experts and best-in-class podcast trainers.

- Production credit

About Locations News

SoundUp

EN



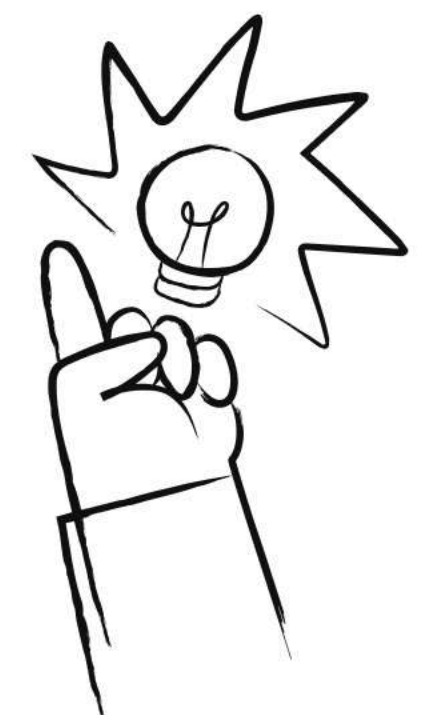
Sound Up's legacy podcast training program aims to 'raise up' the next generation of podcasters.

The program

Raising up underserved communities through education, workshops, and support.

Since our 2018 launch, we've created a space for new voices, stories, and perspectives in podcasting. Podcasts launched through our program include the Webby award-nominated show, "Dope Labs."

At Spotify, we know not everybody wants to be a podcast host and that there are exciting careers on the other side of the mic. Producers, sound engineers, and script editors play an integral role in shaping the content and sound of a show - and bring new perspectives to show audiences. We also believe amplifying new voices is central to making this medium truly reflective of its listenership.





¿Eres una creadora con una gran idea?

Creemos que no hay suficiente contenido generado por mujeres jóvenes en México.

Menos aún de mujeres vulnerables con un bajo nivel de ingresos.

Sound Up ha sido concebido para encontrar, capacitar e impulsar a la próxima generación de creadores diversos. Pretendemos abrir un espacio donde creadoras en ciernes, de entre 18 y 27 años, puedan compartir sus historias con el mundo. No se necesita experiencia previa ni ningún equipo para incorporarse al programa. Solo una gran idea.

En los medios • En los medios

Our locations

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

USA
Italy
Australia
India
Argentina
Germany
Japan

How it works

It begins with a great idea. And grows from there. We invite up to ten creators to join us for each program event. Through a mix of in person training and virtual sessions, you'll learn how to workshop your ideas, hone your storytelling and produce the kind of content our listeners love. You'll then continue to receive year-round support as you produce your pilot episode. If we like what we hear - and we often do - we'll pick it up as a Spotify Original podcast.



Storytellers

Lorem ipsum dolor sit amet, consectetur adipiscing elit ibhat pellentesque sodales tempus nisl.

Moura
ha

BR



Janina Jeff
In Those Genes

USA



Esther Robertson
Looking for Esther

SE



Rowdie Walden
Search Engine Sex



NORNORM

Subscribe
to your
office



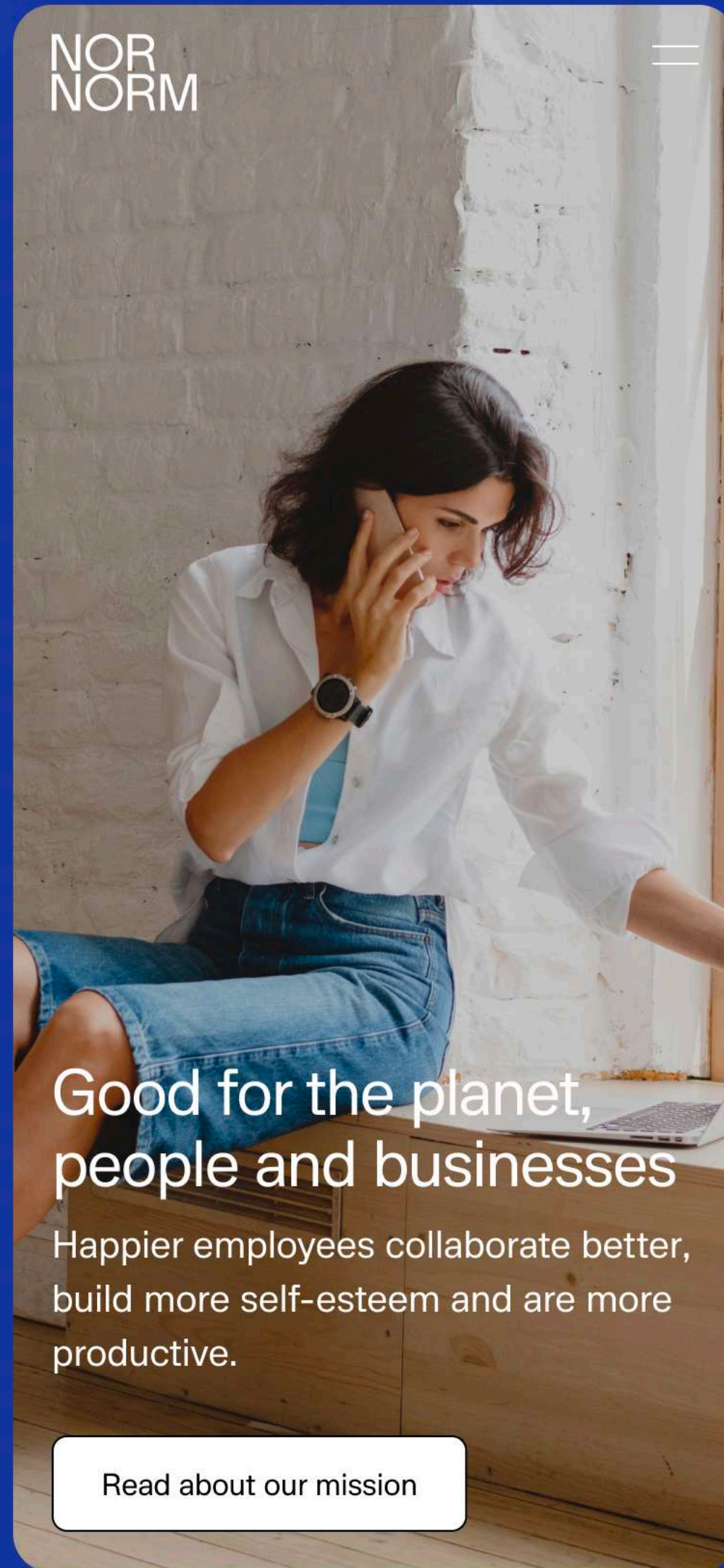
Pioneering a new way of office working

We had the exciting opportunity to design and develop the website for NORNORM, an innovative subscription-based furnishing service that embraces the concept of circularity.

The core idea behind it was to create a sustainable loop where every piece of furniture is kept in circulation, moving from one workspace to the next and extending its lifespan.

Working alongside the NORNORM team, we aimed to create a website that reflects the brand's commitment to sustainability, functionality, and cutting-edge design.

UX & UI design • Visual identity • User research • Product management • Design System • E-commerce

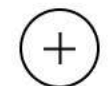


Let's get started! Tell us the size of your workspace and we'll draft up a design solution within a day.

1500 | m²

Your email

Optional
Attach a floorplan



Show me my future office

Process & challenges

Our main challenge was to build internal capacity and processes and identify and solve key challenges.

Nornorm had a great service vision and extensive customer research in place. Where they needed our help, was in being able to realise that vision - setting concrete processes and structures, building capacity, identifying key insights, concepting and building relevant solutions.

Key challenges identified that needed our attention:

- Lack of structures, processes, and internal capacity for design;
- To evolve and digitally establish their brand to generate more leads;
- To build an ecosystem of front and backstage tools to deliver their service effectively.

Furnish or update your office with our curated sets

Lounge Meetings Workspace Reception Dining



Design system

The goal of the visual design and the design system for NORNORM was to build a solid digital brand and presence with each digital interface aligned to the brand, offering a seamless user experience to attract new customers.

We aimed to increase their reach, effectively communicate their value proposition, and in turn, attract new leads. Our design foundations were based on creating internal capacity, setting design processes and creating a strong design system.



Meeting Room Meeting Room Meeting Room

Filters ▾

Filters ▾

Filters ▾

Filters ▾

Description	Capacity	Cost	Type
Membership fee <small>SQM x €15</small>	1000m ²	€15,000	One-off ▾
Subscription <small>SQM x €3/MONTH</small>	1000m ²	€3000	Monthly ▾

Start up fee: €20,000

Total: €3200/month

Vastint €1200 / MONTH

COWORKING SPACE 400 M² 140 PEOPLE

MRP €1200 / MONTH

CORPORATE OFFICE 400 M²

Drag



Lighting

Monthly payment

\$40/m²

SUBSCRIPTION €40/month ENTRY FEE €4000, paid once

Setup details

16 days **3** hours

Order to setup time Installation time

DELIVERY Free INSTALATION Free

⊙ Plan

⊙ Set up

⊙ Change

⊙ Change ▾

INPUT LABEL

1111 2222 3333 4444

INPUT LABEL

111

Adapt to your tenants needs

We provide flexible solutions that can adapt to a wide range of tenant needs, budgets and headcount.



Why subscribing works better

With our subscription model your company not only pays less for furniture but gets a fully custom designed, fitted, and installed workplace that we adapt to your needs over time. All our furniture are part of our circular ecosystem, contributing to a healthier planet.

- No large investment up front
- Unlimited changes to your workspace
- Pay for what you need, when you need it

NOR
NORM

[Subscription plan](#) [Why subscribe?](#) [FAQ](#)

Pay as you go

We deliver total workspace solutions for a subscription fee that keeps things simple and affordable.

€3 per m²

Monthly subscription

Our subscriptions don't just deliver quality furniture, they provide every additional service that enable a complete and circular workspace.

WHAT'S INCLUDED

- Design of your workspace
- All the furniture you need
- Delivery, assembly and setup
- Flexibility to change whenever
- Removal of existing furniture
- Service and management via our app

[Subscription plan](#) [Why subscribe?](#) [FAQ](#)

Calculate the price for your space

People using the workspace

65

Square meters you want furnished

1200

Price per month in EUR ▼

€1200

*We've done this calculation with the assumption that the average employee will need 10m² of office space.

We work with some of the most prestigious names in the industry **IKEA**, **HAY**, **Martela**, **Flos**, **Gemla**, **Zilenzio**, **Herman Miller**.

If you've come here to buy a chair, we're sad to disappoint.

But we do have a large range of furniture suitable for the work that needs to happen. View our catalogue below.



Seating



Desks



Tables



Storage



Lighting



Accessories

ABOUT

- How it works
- Styles & sets
- Pricing
- Company

COLLABORATE

- Landlords
- Designers
- Investors

INFO

- News
- FAQ
- Contact

LOCATION

Sweden

Light

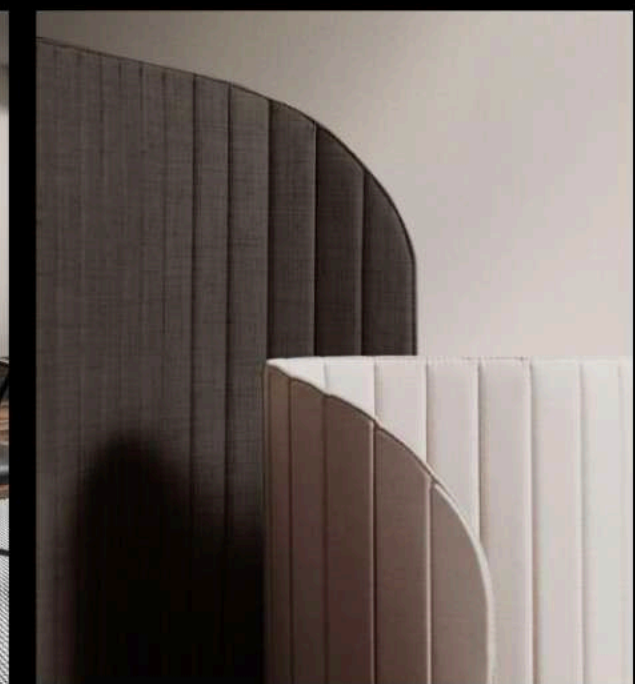
Dark

Black & White

Style Background

A warm welcome to all

Inspired by deep forests and scandinavian heritage, the nordic dark style use plenty of naturally dark materials that have a clean and timeless expression.



Thank you!

Questions?

Julia Meni

menijulia@gmail.com

072 004 1994