

Shipflow.se

Complete Redesign and Production Launch

Overview

Timeline	9 Mar 2026 - 29 May 2026
Duration	12-week internship
Role	Solo Developer and UI Designer
Client	Flowtech International AB
Status	Live in production
Website	shipflow.se

Context

Flowtech International AB operates a global platform used by leading shipyards, design offices, and universities across Asia, North and South America, and Europe. The company needed to modernize its public-facing website to improve usability, clarify the information architecture, and provide better access to customer resources.

User Research

During the first two weeks, I interviewed two key users: the directing manager and an engineer who actively uses the software. The goal was to identify missing information, determine what should be included or removed, and understand how the new website should support both prospective and existing customers.

Design Process

Weeks 1-2: Initial visual direction

I explored color, typography, layout, and content hierarchy. I then created initial page designs to communicate the proposed visual direction to stakeholders.

Week 3: Refinement and iteration

I gathered feedback from the directing manager and engineer, refined the designs, and finalized all page views with agreement on layout, content hierarchy, and visual design.

Implementation

Stage 1: Technology decision

I evaluated several platform options and selected WordPress as the most appropriate solution. I also investigated hosting providers and recommended HostUp.

Stage 2: WordPress build

After the designs were approved, I built the site using WordPress and the Twenty Twenty-Five full-site-editing theme. I created custom post types, integrated plugins, configured hosting and email services, and deployed the finished website to production.

Technology Stack

Area	Implementation
CMS	WordPress with the Twenty Twenty-Five FSE theme
Plugins	Contact Form 7, Profile Builder, Fluent Support, ACF, WP Mail SMTP with Brevo, Newsletter, Yoast SEO, and JetBackup
Custom features	User dashboard, documents library, video tutorials, publications directory, and support portal
Infrastructure	HostUp hosting, Brevo email, MySQL database, SSL certificate, and daily backups

Features Delivered

Feature	Implementation
Custom post types	News and posts with category badges, filterable documents, video tutorials with metadata, and a publications directory
User management	Role-based access control and user profile pages showing account and license information
Support portal	Fluent Support integration for customer tickets and issue tracking
Email integration	Newsletter signup through Brevo and transactional email for contact forms and support tickets
Content management	File storage for documents and videos, plus SEO optimization through Yoast

Testing and Launch

The internship timeline limited the scope for formal testing phases. However, the directing manager and I reviewed the site thoroughly before launch. We verified the core functionality, including form submissions, user login, document downloads, video playback, and email delivery. The site then went live and began serving Flowtech's global customer base.

Handover and Documentation

I created comprehensive handover documentation covering the site structure, hosting setup, WordPress administration, plugin usage, publishing news, adding documents, managing videos, configuring email, handling support tickets, newsletter management, SEO, backups, and DNS configuration.

Key Learnings

- User interviews provide a strong foundation for design decisions.
- Stakeholder alignment during design prevents misalignment during implementation.
- WordPress with ACF offers flexibility for custom content management.
- Clear handover documentation improves long-term maintainability.
- A limited timeline requires careful prioritization of the most valuable features.

What This Project Proved

This project demonstrated end-to-end ownership, from user research and visual design through technology selection, implementation, testing, deployment, and handover. It also proved my ability to make practical technology decisions, build a customized WordPress solution, integrate production infrastructure, and deliver maintainable documentation for a live business website.