

Designing PxWeb: User insights and accessibility

PX-MEETING IN HELSINKI, OCTOBER 2025



Statistisk sentralbyrå
Statistics Norway

Hei

- Maren
- UX and UI designer
- Statistics Norway
- Started working on the new PxWeb in January 2023



UX and UI

- UX (user experience) is about how it feels to use something
- The research, structure, and flow – making sure people can do what they need easily and intuitively
- UI (user interface) is about how it looks and works on the screen
- The colors, typography, components, animation – the visual design people interact with



Many factors influence design decisions

- **Business:** Goals that SSB and SCB have for the solution
- **Research:** User insights and user needs
- **Design rules:** Standards and conventions
- **Other constraints:** Resources and time, technical feasibility, existing systems, content, accessibility



User insights and user needs

User insights vs. user needs

- **User insights:** What we find out through research, for example: “Users struggle to understand table names”
- **User needs:** What users require to succeed, for example: “Users need clear and understandable table names”
- Insights are the findings. Needs are the requirements that come from those findings



User insights in PxWeb

- We try to base all design decisions on user insights
- We want to make a product that helps users reach their goals in the best possible way
- A product that doesn't support the users' goals fails, no matter how polished it looks or how much functionality it offers



User insight sources

- User testing (SSB og SCB)
- Free text responses from SSB annual user survey
- The information centre (SSB)
- Quantitative sources: Screen sizes, number of clicks, most used features, etc. (mostly SSB)

It is unclear what to click on to get a table with the variables you want.



Some tables are difficult to find based on their names, especially if you want to find statistics per municipality, age, gender, etc.



The font could be larger, and there could be better separation between the lines. I'm a student and very familiar with Statbank, but I doubt my mother would have figured it out. I think a better user interface would have made the experience easier.



See the selections and
filtering you make
"live" in a table



Make it possible to
combine tables



Find the pain points

- Don't look at each insight in isolation
- Gather all user insights and create an affinity diagram to identify patterns
- Analyze the patterns and write a pain point summary



Pain point summary

- Not enough time to go through all the pain points now
- Some examples of user insights / pain points that have shaped the design of the starting page



It is difficult for users to understand that the Statbank consists of tables

- Users believe they're accessing a large database of numbers that they can, in some way, extract based on what they need
- So when they're asked to "choose a table", it feels confusing, because how can they choose a table before they've even specified what kind of data they're looking for?
- Even after selecting a "table", users are confused because they don't actually see a table, they just see boxes



Users can't find a table that has the "criteria" they are looking for

- It is difficult to know exactly where the numbers they are looking for are, as they only can navigate in a topic structure that might be organized in a way they don't understand or agree with
- The names of the tables can be difficult to understand and several tables can have almost identical names
- They don't understand what a table contains until they actually open it – which means they have to open a lot of tables to find what they need



Welcome to PxWeb 2.0

Looking for the perfect table? Use the search field and filters to dig into the numbers you need. Whether you're hunting for trends, facts, or just an oddly satisfying dataset, PxWeb 2.0 has your back.

More about PxWeb 

Search in PxWeb 2.0

 Search for table names or variables

Filter

Topic 

Year 

Time period 

Variable 

3,147 tables



Trends in volume and value of exports and imports of goods, change in percent. Month 2015M01-2025M07

2015–2025 Month  Updated 9/26/2025

TAB6006



Imports and exports of goods by trading partner and commodity groups according to SITC rev3/rev4, Not adjusted for non response, confidential data excluded. Month 1995M01-2025M07

1995–2025 Month  Updated 9/26/2025

TAB3198

Search for table names or variables

Filter

Topic

- ☐ Agriculture, forestry and fishery (12)
- ☐ Business activities (226)
- ☒ Democracy (146)

☐ European Parliament election, participation survey (17)

☐ European Parliament election, results (10)

☐ European Parliament elections, nominated and elected candidates (6)

☐ General elections, nominated and elected candidates (49)

☐ General elections, participation survey (30)

☐ General elections, results (32)

☐ Survey of local democracy in municipalities and county councils (2)
- ☐ Education and research (281)
- ☐ Energy (36)
- ☐ Environment (230)
- ☐ Financial markets (83)

Democracy X

146 tables found



Participation in the European Parliament election by region, sex and background variable. Number of persons entitled to vote and voting rates. Election year 2019-2024

2019–2024 Year Updated 5/15/2025

TAB690



Governing parties by municipality. Term of office (2002-2006)-(2022-2026)

2002–2022 Other Updated 3/6/2025

TAB2641



Governing parties by region. Term of office (2006-2010)-(2022-2026)

2006–2022 Other Updated 3/6/2025

TAB2677



European Parliament election - personal votes by region, party and sex. Number and percent. Year of election 1995-2024

1995–2024 Year Updated 10/1/2024

TAB2792



Nominated, elected and not elected candidates in the elections to the European Parliament by sex. In numbers and percent. Election year 1995-

Filter

Topic ▼

Year ▼

Time period ▼

Variable ^

🔍

Search for variable

- ☒ Party (40)
- ☐ Sex (36)
- ☐ Election year (35)
- ☐ Region (17)
- ☐ Status (5)
- ☐ Period (5)
- ☐ Age (5)
- ☐ Reason for election (3)
- ☐ Income by percentiles (3)
- ☐ Educational attainment (3)
- ☐ Region of birth (3)
- ☐ Foreign/Swedish background (2)

Remove all filters ×

Democracy ×

Party ×

40 tables found



European Parliament election - personal votes by region, party and sex. Number and percent. Year of election 1995-2024

1995–2024

Year

 ⌚ Updated 10/1/2024

TAB2792



Nominated, elected and not elected candidates in the elections to the European Parliament by sex and party. In numbers and percent. Election year 1995-2024

1995–2024

Year

 ⌚ Updated 10/1/2024

TAB883



European Parliament election - seats won by party. Year of election 1995-2024

1995–2024

Year

 ⌚ Updated 8/30/2024

TAB2784



Elected candidates in the elections to the Municipal Councils by region, party, sex and reason for election. In numbers. Election year 2010-2022

2010–2022

Year

 ⌚ Updated 9/1/2023

TAB2783



Elected candidates in the elections to the Municipal Councils by region, party and sex. Year of election 1982-2022

1982–2022

Year

 ⌚ Updated 9/1/2023

TAB1970



Nominated and elected candidates in the election to the municipal



Exploitation of peatlands by region and type of exploitation, in kilometers. Year 2020-2024

2020–2024

Year

🕒 Updated 10/1/2025

TAB4634



Financial accounts by sector, item and counterpart-sector (ESA2010). Annually 1995-2024

1995–2024

Year

🕒 Updated 9/30/2025

TAB1202



Financial accounts by sector, item and counterpart-sector (ESA2010). Quarterly 1996K1-2025K2

1996–2025

Quarter

🕒 Updated 9/30/2025

TAB1203



General government debt by IMF. Quarter 2010K1-2025K2

2010–2025

Quarter

🕒 Updated 9/30/2025

TAB1430



Number of ongoing employments by length of employment, sex and sector. Month 2015M04-2025M07

2015–2025

Month

🕒 Updated 9/30/2025

TAB4707



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Air emissions by industry SNI 2007 (NACE) and subject. Quarter 2008K1-2025K1

2008–2025

Quarter

🕒 Updated 8/28/2025

TAB4349



Air emissions by industry SNI 2007 (NACE) and subject. Year 2008-2023

2008–2023

Year

🕒 Updated 3/27/2025

TAB2859



Statistisk sentralbyrå
Statistics Norway



Air emissions by industry SNI 2007 (NACE) and subject

2008–2025

Quarter

🕒 Updated 8/28/2025

TAB4349



Air emissions by industry SNI 2007 (NACE) and subject

2008–2023

Year

🕒 Updated 3/27/2025

TAB2859



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Keep learning and improving

- There is still a lot to address in the backlog. Functionality that is not yet implemented and things that we know need improving
- A launch doesn't mean the work is done – it's the start of learning how people actually use what we've built



Accessibility and WCAG

Accessibility vs. WCAG

- Accessibility is about making digital products usable for everyone – regardless of ability, disability, or context
- WCAG (Web Content Accessibility Guidelines) is the "rulebook" for web accessibility. It gives concrete guidelines and measurable criteria to help achieve accessibility
- Accessibility is the goal – WCAG helps us get there



Accessibility in PxWeb

- Accessibility is complex, because it involves many layers: design choices, code structure, interaction patterns, and assistive technologies
- Good help from an external WCAG consultant
- Show a few examples of how we have worked with accessibility, organized around four main principles of WCAG: Perceivable, operable, understandable, and robust



Perceivable

- Information must be presented in ways people can actually perceive, no matter their abilities
- For example, providing text alternatives for non-text content, ensuring sufficient color contrast, and allowing users to zoom or enlarge text



 Search for table names or variables

Filter

Topic

- ☐ Agriculture, forestry and fishery (12)
- ☐ Business activities (226)
- ☐ Democracy (146)
- ☐ Education and research (281)
- ☒ Energy (36)
 - ☒ Annual energy statistics (electricity, gas, district heating) (13)
 - ☐ Annual energy statistics (13)
 - ☐ Electricity prices and electricity contracts (8)
 - ☐ Gas prices and gas contracts (3)
 - ☐ Monthly electricity statistics,

Annual energy statistics (... 

13 tables found



Gross generation, installed generator capacity and number of plants. Year 2015-2023

2015–2023 Year  Updated 10/24/2024

TAB4063



Number of grid output points by area of use (NACE Rev.2) and bidding zone. Year 2015-2023

2015–2023 Year  Updated 10/10/2024

TAB4061



Consumption of fuels for steam and hot water production, by type of fuel and type of production type. Yearly 1990-2023

1990–2023 Year  Updated 10/10/2024

TAB853



Consumption of fuels in electricity generation by type of commodities and power plant. Year 1990-2023

[Home](#) > [Agriculture, fo...](#) [Show more](#)

Livestock by observations, year, type of animal and region

[Information](#)

Livestock 2007

dairy cows

01 Stockholm county	4,475
---------------------	-------

cows for calf production

01 Stockholm county	3,630
---------------------	-------

heifers, bulls and steers

[Filter](#) [Display](#) [Edit](#) [Save](#) [Help](#)

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More about PxWeb 

Search in PxWeb 2.0

 Search for table names or variables

Filter

Remove all filters 

Business activities 

Study domain 

Purpose 

Topic 

Year 

Time period 

Variable 

7 tables found



Usage of AI based software or system by purpose and region, size class, or industry. Share of enterprises using AI. Year 2021-2024

2021–2024 Year  Updated 11/21/2024

TAB3400



Use of artificial intelligence by purpose. Share of enterprises. Year 2021

2021–2021 Year  Updated 11/25/2021

TAB6025



Use of service robots by purpose and study domain, share of enterprises. Year 2018-2020

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Search for table names or variables



Filter

Remove all filters 

Business activities 

Study domain 

Purpose 

7 tables found



Usage of AI based software or system by
purpose and region, size class, or industry

Customize



Rotate table



More tools for editing the table
are under construction.

Screen reader

Rotate table clockwise, button



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Operable

- Users must be able to navigate and interact with the interface, regardless of how they do it – with a mouse, keyboard, touch, or assistive technologies



Skip to main content

1. Hopp til hovedinnhold

Hopp til hovedinnhold



Statistisk sentralbyrå
Statistics Norway

2. Header

Statistikkbanken

3 språk

Søk



Filtrer

< Skjul

3. Navigation rail

statistikkvariabel



Visning



Rediger



Lagre



Hjelp

1 av 2 valgt

Må velges

4. Navigation drawer

Velg alle

Konsultasjoner

Konsultasjoner per 1 000
innbyggere

Metadata

År

8 av 9 valgt

Må velges

Alder

10 av 10 valgt

Kjønn

2 av 3 valgt

5. Brødsmulesti

Statistikkbanken > Helse > Helsetjenester > Allmennlegetjenesten > 10903: Legevaktkonsultasjoner, etter alder, kjønn og diag

Legevaktkonsultasjoner, etter statistikkvariabel, år, alder, kjønn, diagnose

6. Content top

Informasjon

Sist oppdatert: 23.05.2023 08:00

7. Tabell

Konsultasjoner per 1 000 innbyggere

	2014	2015	2016	2017	2018	2019	2020	2021
Alle aldre								
Menn								
Ryggproblemer	6	6	6	6	6	6	5	5
Ledd- og giktsykdommer	1	1	1	1	1	1	1	1
Kvinner								
Ryggproblemer	6	6	6	6	6	6	5	5
Ledd- og giktsykdommer	1	1	1	1	1	1	1	1
0-5 år								
Menn								

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 Search for table names or variables

Filter

Topic 

Year 

Time period 

Variable 

3,145 tables



Exploitation of wetlands by region and type of exploitation, in hectares.
Year 2020-2024

2020-2024 Year  Updated 10/1/2025

TAB4312



Exploitation of wetlands by region and type of exploitation, in kilometers.
Year 2020-2024

2020-2024 Year  Updated 10/1/2025

TAB4617



Filter



Display



Edit



Save



Help

Filter

< Hide

Region



21 of 21 selected

Mandatory

Type of exploitation



4 of 4 selected

Mandatory

- ☒ Select all
- ☒ building
- ☒ railway
- ☒ road
- ☒ total, excluding overlap

Observations



1 of 2 selected

Mandatory

Year



1 of 5 selected

Mandatory

[Home](#) > [Environment](#) > [Sustainable Development indicators](#) > [Thriving Wetlands](#) > Exploitation of wetlands by region and type of exploitation, in hectares. Year 2020-2024

Direct exploitation, in hectares by region, observations, year and type of exploitation

Information

Last updated: 10/1/2025, 8:00 AM

	direct exploitation, in hectares			
	2024			
	building	railway	road	total, excluding overlap
01 Stockholm county	7	6	50	63
03 Uppsala county	3	5	63	71
04 Södermanland county	3	4	38	46
05 Östergötland county	3	5	99	107
06 Jönköping county	9	12	181	202
07 Kronoberg county	2	4	131	136
08 Kalmar county	3	3	81	87
09 Gotland county	0	0	4	4
10 Blekinge county	0	1	19	20

→←

Vehicles in use, number by region, observations, year and type of vehicle

(i) Information

Last updated: 2/13/2025, 8:00 AM

[illegible]

Understandable

- Users must be able to comprehend both the interface and the content of interface
- The interface should never confuse the user



Understandable

- Content and instructions must be written in clear and simple language
- Navigation and layout should be predictable and consistent
- Users should always understand what will happen when they click a button or make a choice
- Error messages must be helpful and easy to follow, guiding users to fix problems



Robust

- Content must be reliable and compatible across different browsers, devices, and assistive technologies



Robust

- Semantic HTML helps ensure that screen readers and other tools can interpret the content correctly (proper use of `<h1>`–`<h6>`, `<table>`, `<ul>`, `<button>` etc.)
- The interface adapts to different screen sizes and devices
- Every interactive element has a clear name, role, and state/value in the code
- Status messages must be announced to assistive technologies



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Filter

3,147 tables

Topic 

Year 

Time period 

Variable 

	Trends in volume and value of exports and imports of goods, change in percent. Month 2015M01-2025M07 2015–2025 Month  Updated 9/26/2025 TAB6006
	Imports and exports of goods by trading partner and commodity groups according to SITC rev3/rev4, Not adjusted for non response, confidential data excluded. Month 1995M01-2025M07 1995–2025 Month  Updated 9/26/2025 TAB3198
	Imports and exports of goods. Total values by trading partner, adjusted for non response. Month 1998M01-2025M07 1998–2025 Month  Updated 9/26/2025 TAB3196
	Imports of goods from all countries by commodity group CN 2,4,6,8-level and trading partner, confidential data excluded, not adjusted for non

Family type

5 of 5 selected

Mandatory



- ☒ **Select all**
- ☒ single without children
- ☒ single with children
- ☒ married or cohabiting without children
- ☒ married or cohabiting with children
- ☒ living at home

Screen reader

Family type, 5 of 5 selected,
mandatory, expanded,
button



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Statistics Norway

Variable

Search for variable

- ☒ Sector (26)
- ☐ Sex (10)
- ☐ Item (4)
- ☐ Age (3)
- ☐ Transaction item (3)
- ☐ Degree of attachment to the labour market (3)
- ☐ Counterpart-sector (2)
- ☐ Type of job openings (2)
- ☐ Region (2)
- ☐ Assets/liabilities (1)
- ☐ Holding (1)



General government consolidated gross debt according to the euro convergence criteria. Quarterly 1996K1-2025K2

1996–2025 Quarter Updated 9/30/2025

TAB5045



International investment position. Assets and liabilities and item. Quarter 2006K1-2025K2

2006–2025 Quarter Updated 9/4/2025



Portfolio investments. Non-resident holdings of Swedish interest-bearing securities. Broken down into sector and item. Quarter 2019K1-2025K2

2019–2025 Quarter Updated 9/4/2025



Job openings, total economy by sector. Quarter 2024K2-2025K2

2024–2025 Quarter Updated 8/29/2025

TAB6400



Job openings per employment, total economy by sector, Quarter 2024K2-2025K2

2024–2025 Quarter Updated 8/29/2025

TAB6639



Employed 15-74 years by region, sector, sex, age and region of birth. Preliminary statistics. Quarter 2020K1-2025K2

2020–2025 Quarter Updated 8/29/2025

TAB2607



Institutional non-financial sector accounts (ESA2010), current prices, SEK million. Quarter 1980K1-2025K2

Screen reader

156 tables found, showing
15 of 156



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WCAG vs. real-life accessibility

- We have worked systematically to meet the WCAG requirements, but we still have some unsolved issues in our backlog
- A product can be "WCAG correct", but still confusing, overwhelming or hard to navigate for real users
- That's why we still need to do user testing – meeting the WCAG requirements alone is not enough to ensure accessibility



Kiitos!

