

UI/UX Case Study

PART I

Exer 1: Project Title & Subtitle *(A headline and subtitle that indicates the name and goal of the project)*

A short concise headline that couples the name of the brand/application/client and goal of the project.

A lot of designers tend to rush the naming of their project but it is crucial in capturing the attention of its reader. It is the first thing a recruiter is going to read to decide whether or not to carry on reading your UX case study. Make sure it is clear, understandable, and does not use technical jargon. The subtitle is optional but a great way to build more context around the Project title.

Client/Company/Project type

Unless stated in the title, this helps build more background to who the project was for. If the project was not a commercial project for a client or brand, this is where you can state that it was a conceptual project, a design challenge, or a practice project.

Project date *(When did you work on the project)*

When or how long the project was helping the recruiter establish whether this is your most recent work and most importantly, to gauge where your skill level is. Always try to put up work that is recent because it's an accurate reflection of your skills.

Exer 2: Your role *(What you were responsible for on the project)*

This is a section to state everything you did and were responsible for. Recruiters are looking to accurately assess your skills in the context of the entire project's execution. Did you work with a team, did you work unsupervised to create the project deliverables? Recruiters can make an informed decision about whether you will need help on the job or hit the ground running.

Project Summary/About this Project *(An overview that summarizes the project, goal, and results)*

Describe what the design project is about in a short paragraph. You can outline the product you're designing for, your personal experience that inspired the project, or a client's need to improve on the current design.

This is a critical section for any reader who does not have a lot of time to read through the entire case study but wants a summary of the project, goals, and results. They may be going through a stack of applications and only have a few minutes to scan over one or two projects in your portfolio. Usually, the first two. If nothing stands out or if the work is unclear then they will quickly move on.

Exer 3: The challenge *(What specific problem, user needs, business requirements, and/or pain points that the project solves. Were there any technical constraints or business you had to keep in mind? Who are your users and what are their specific needs).*

- **Problem Statement** - Describe the current problems you have observed in users or from your personal experience. If you have observed the problem from usability testing or data analysis, you can briefly describe the research methods used and the findings.
- **User Interviews** - Depending on your outreach method, include a photo of the set up takes the readers with you on the journey of discovering usability insights. For example, perhaps you staked out in front of a coffee shop, or emailed a list of customers to schedule phone calls, include a photo of the process. Briefly describe the questions that you asked the users or the task that you asked them to complete.
- **Pain Points** - Outline 3 - 5 specific pain points that users encounter while using a product or getting a job done. If you have done usability testing, competitive research, or dug through customer feedbacks to distill these pain points, include photos, screenshots, or customer quotes.
- **Affinity Mapping** - If you have done an affinity mapping exercise, show a photo of the workshop or a simple diagram of the groupings of ideas.
- **Personas** - Personas are fictional characters that represent the target users. Their demographic, goals, needs, and behaviors are, however, based on real data from user research. If you have created personas for your project, include them so readers can get a relatable snapshot of the users.
- **Customer Journey Mapping** - A customer journey map illustrates the different phases in which a customer interacts with the product or service and the organization that creates it. If you have created a customer journey map, include the diagram, briefly describe the categories of information you decided to illustrate, and the design decisions that were influenced by it.

Exer 4: Solution *(What method/process was used to solve a specific problem, the user needs, business requirements, and/or pain points? How did features address the objectives?)*

This section is going to be the longest as it showcases how the project goals were achieved. Firstly, outline the design process steps and methods followed during the project outlines the layout of this section. Show your overall project steps, why you chose the methods you used, Recruiters want to see all the relevant design artifacts that you produced from sketches to visual mockups to prototypes.

- **Design Solutions** - List 3 - 5 design solutions that you have come up with in regards to the particular pain points that you have discovered. Describe the desired outcome of these design solutions briefly. If you have analyzed with a prioritization matrix, include the workshop photo or a diagram.
- **User Flow** - A user flow illustrates how the user completes a task within the product or by using a service. It also makes it easy to see how each step relates to others, and the steps that can be eliminated, added, or improved. If you have created a user flow, include it and briefly describe which steps you've optimized and why.

- **Storyboards** - Storyboarding as a UX tool helps to visualize the user's experience with a product or service. If you have created a storyboard for your project, including the images.
- **Sketches** - It is fascinating for the readers to see sketches of your design because it symbolizes the beginning of the solution taking shape. It shows your thinking process and also means that you are capable of quickly iterating ideas with minimal tools. Include a photo of your sketches, or a few sketched screens put together.
- **Wireframes** - You have likely worked on the wireframes for the project. Presenting them after the sketches and before the visual designs helps illustrate how the design evolves from ideas to real life.
- **Visual UI Design** - Describe design choices such as colors and styles, explain how a particular design solves the user pain point mentioned before, present a few screens together to show user flow, or zoom in on details of a specific component.
- **Prototype** - You can embed a live prototype or record video clips of essential interactions that you'd like to explain further. Briefly describe the points you wish readers to notice when reviewing the prototype.

PART II

Comments/Suggestions *(Mention or share this study with your groupmates or project collaborators and encourage them as readers to leave feedback of their observations and learning towards your study.)*

This will be collaboration and comparisons of your study to your groupmates and come up with a concrete solution and final study for your thesis proposals.

Results /Conclusion *(Project success metrics, awards, reflections, project next steps and/or lessons learned)*

At the end of the case study, briefly summarize the journey that you just took the readers through. The critical last section concludes the case study by outlining any project success metrics that were achieved, what are the key learnings? Was there any particularly challenging step? What are the next steps for this project? In the case of a project that is not live, reflections and the project's next steps are sufficient to round up the case study. Try to share any lessons that you learned to demonstrate you are invested in both the project's life cycle and your career development.