



# My Design Case Study

## Project Summary

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.

## 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 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.

## **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 done analysis 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, include 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**

It is likely that you have worked on the wireframes for the project. Presenting them after the sketches and before the visual designs help illustrate how the design evolves from ideas to real life.

## Visual 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.

## Conclusion

At the end of the case study, briefly summarize the journey that you just took the readers through. What are the key learnings? Was there any step that was particularly challenging? What are the next steps for this project? Are there ways to contact you if people are interested in talking with you? You can also mention project collaborators here and encourage readers to leave feedback.