**Case Study Template**

**Case Study Category:**

**Preparation**

Before writing up the Case Study, you need to collect all of the necessary information to understand the key problems involved.

**Writing the Case Study**

Title: This should have enough detail to give context of the project without being overwhelming.

Example: Home Depot user research for mobile app checkout.

Introduction: This section should include the key problems and issues of the case study and conclude with a thesis statement.

Background: This section should include relevant facts to set the scene of the case study. Describe the company, users, stakeholders, and any other relevant parties involved. Finally, state the problem being addressed.

Define the Case: This section should clearly outline the case, highlighting the various pieces involved, and elaborating on what works and what does not work and why that is the case. The user needs should also be included in this section to lay the groundwork for the next sections of the case study.

Propose Changes: This section should include specific and realistic changes that can be implemented to fix the stated key problems. Be sure to explain why this solution was chosen and offer evidence to support why the solution should be implemented.

Make the Changes: This section should build off of the previous one and offer recommendations on how to accomplish the proposed solutions and changes. Clearly state what should be done and who should be responsible for doing it. Finally, make any further recommendations for any unresolved issues, if applicable.

Outcomes and Results: This section should outline the results of what was done, why it was done, and what happened in the end. Was the initial problem resolved?

Conclusion: Offer a full summarization of the case study here to show a clear before and after account of the case. What can be learned from this case study?

**References**

* Webpage from Ashford University. Writing a Case Study Analysis. Retried from <https://writingcenter.ashford.edu/writing-case-study-analysis>
* Sample Case Study Analysis. Retrieved from <https://content.bridgepointeducation.com/curriculum/file/078d7964-9052-4248-8a8b-e85592ff572e/1/Sample%20Case%20Study%20Analysis.pdf>
* Doody, S. (2019). How To Write a UX Case Study. Retrieved from https://www.invisionapp.com/inside-design/how-to-write-a-ux-case-study/