



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.

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.

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.