

# Peer-graded Assignment: Weekly challenge 6: Create a case study for your portfolio

Deadline Aug 20, 11:59 PM +08

## Ready for the assignment?

You will find instructions below to submit.

## Instructions

### My submission

Your UX design portfolio is a collection of work that you've created to present your skills and experience as a UX designer. One of the primary methods for presenting work in your portfolio is through a case study. Each design project you complete will have its own case study. This is important because case studies are a visible demonstration of your design knowledge, your willingness to collaborate with a team, and your ability to see an idea through from start to finish.

## Discussions

In this assignment, you'll document your portfolio project in a case study. If you've been adding design assets to your slide deck throughout the previous courses of the program, you should only have a few more slides of your case study to add!

When your case study slides are ready to go, you'll add the case study to the online portfolio that you started to set up in Course 1 of the program.

It's time to showcase your first design project! In addition, you'll review the work of at least two peers.

### Review criteria

You'll need to upload a PDF of your case study slide deck and a link to your portfolio. Your completed case study will be assessed out of sixteen points using the following criteria:

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**1 point:** Description of the product and project duration is clearly stated

**1 point:** The problem and goal for the project are shared

**1 point:** Role is defined and responsibilities throughout the project are listed

**2 points:** User research is summarized and specific user pain points are clearly stated

**1 point:** A persona is shared

**1 point:** Problem statement is clear and incorporates specific user pain points

**1 point:** User journey map focuses on the persona's journey and lists clear tasks, feeling adjectives, and improvement opportunities

**1 point:** At least one series of paper wireframes is included, which should demonstrate five different versions of the same screen and one image of the new, refined version of the screen.

**1 point:** At least one example of a digital wireframe, with explanations of how specific elements address user needs

**1 point:** Low-fidelity prototype link is included

**1 point:** Usability study findings are shared in detail

**1 point:** Before and after images of at least one mockup screen that clearly shows iterations are shared

**1 point:** High-fidelity prototype link is included

**1 point:** Description for how the design accounts for accessibility is included

**1 point:** Takeaways and next steps are clearly described

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### Step-By-Step Assignment Instructions

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#### Step 1: Access the template

You'll create your case study in a slide deck that will be added to the online portfolio you started to set up in Course 1 of the certificate program. Use the slide deck template provided in the

Introduction to the portfolio project ↗ reading from Course 2 to complete your case study. If you've been updating the slide deck over the last few courses, you'll focus on adding the last few slides and finalizing the case study.

To use the template for this course item, click the link below and select "Use Template."

Link to template: Case study slide deck ↗.

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 Google UX Design Certificate - Case study slide deck [Template]

PPTX File

Feel free to adjust colors and other aspects of the template design to match your personal brand. To view a completed case study exemplar, open the link to the Zia's Pizza slide deck.

To see the completed exemplar for this course item, click the link below and select "Use Template."

Link to exemplar: Zia's Pizza slide deck ↗.

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.

 Google UX Design Certificate - Case study slide deck - Zia's Pizza [Example]

PPTX File

#### Step 2: Provide a project overview

When beginning a case study, it's best to start by providing some key information about the project. This project overview should provide a brief description of the product, the project duration, an introduction to the problem the project is trying to solve, and the project's goals. Then, state your role and the responsibilities you assumed throughout the project. If you worked with a team, you can include their roles here as well.

This is also a good place to include a preview of your polished designs to impress your viewers! Choose one or two mockup screens that represent the product well and include them on the first project overview slide.

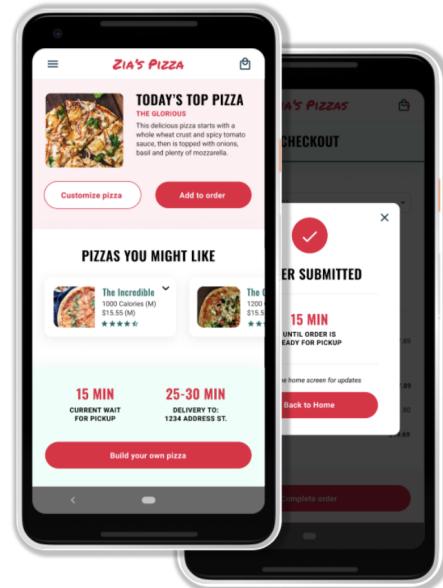
Here are the example slides of a project overview for Zia's Pizza:

# Project overview



## The product:

Zia's Pizza is a regional pizza maker located in the suburbs of a metropolitan area. Zia's Pizza strives to deliver healthy, specialty pizzas and side dishes. They offer a wide spectrum of competitive pricing. Zia's Pizza targets customers like commuters and workers who lack the time or ability to prepare a family dinner.



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## Project duration:

October 2020 to February 2021.

# Project overview



## The problem:

Busy workers and commuters lack the time necessary to prepare a meal.



## The goal:

Design an app for Zia's Pizza that allows users to easily order and pick up fresh, healthy dishes.

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# Project overview



## My role:

UX designer designing an app for Zia's Pizza from conception to delivery.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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### Step 3: Describe your research

The next step is to describe the user research you conducted during the empathize phase. This is the point in your case study where you can share the assumptions you and your team made going into the research and how they changed after conducting your research. Make sure to highlight the user pain points you uncovered, as it creates a nice transition into how you arrived at your solution.

Here are the example slides describing user research:

## User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to cook meals.

This user group confirmed initial assumptions about Zia's Pizza customers, but research also revealed that time was not the only factor limiting users from cooking at home.

Other user problems included obligations, interests, or challenges that make it difficult to get groceries for cooking or go to restaurants in-person.

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## User research: pain points

1

Time

Working adults are too busy to spend time on meal prep

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

IA

Text-heavy menus in apps are often difficult to read and order from



### Step 4: Introduce personas

Now that you know more about the project and the research you've conducted, the next thing a reader needs to know is, who is this for? More specifically, who are your users?

Include the persona you created as a result of your research.

Here is the example of the Zia's Pizza persona, Ying:

## Persona: Ying

### Problem statement:

Ying is a busy working adult who needs easy access to healthy food ordering options because they have no time to cook dinner for themselves.



The persona card for Ying includes the following sections:

- Avatar:** A circular portrait of a woman with short dark hair, wearing a yellow top.
- Name:** Ying
- Problem Statement:** "I live an active lifestyle so I need healthy and hearty meal options. I just don't have the time to cook them myself."
- Goals:**
  - To be a great advocate for their clients.
  - To maintain a healthy work-life balance.
  - To minimize the energy they have to put into basic needs, so they can focus on their hobbies and personal life instead.
- Frustrations:**
  - "Products and service providers are often poorly prepared to accommodate my visual impairment."
  - "There are things I'd like to do, such as cooking, that I simply don't have time for."
  - "It's difficult to find fast and healthy pickup options near me."
- Background:** Ying is a lawyer with a busy and demanding schedule. They work as a litigation specialist in a mid-size city law firm, and swim for a local semi-professional team. Ying has a visual impairment for which they use screen reader technologies. This technology makes online shopping much more convenient for Ying, but not all platforms are effectively equipped for screen reader usage. Ying specifically would like for there to be an easier way to order food to pick up on-the-go.



### Step 5: Share a problem statement

At this point in the case study, the reader understands the project, the goals, the research, and the users. Now it's time to present everything you've learned as a problem statement. Your problem statement or statements serve as a hypothesis. It's something that will allow anyone to understand what problem you are trying to solve and why.

Include the problem statements you created earlier in the course.

By applying the user pain points we identified in our Zia's Pizza example, the problem statement for Ying would be:

"Ying is a busy working adult who needs easy access to healthy food ordering options because they have no time to cook dinner for themselves."

### Step 6: Share a user journey map

To demonstrate your continued work towards understanding the users and their needs, share the user journey map you created for your selected persona.

Here is the example of a user journey map for Ying:

## User journey map

Mapping Ying's user journey revealed how helpful it would be for users to have access to a dedicated Zia's Pizza app.

**Persona: Ying**  
Goal: An easy and quick way to order healthy food for pickup.

Action	Select restaurant	Browse menu	Place order	Complete order	Pick up order
<b>TASK LIST</b>	A. Decide on food type B. Search nearby restaurants in browser C. Select a restaurant	A. Browse online menu B. Select menu items	A. Locate phone number B. Call restaurant C. Place order	A. Confirm order B. Provide payment information C. Get directions to restaurant	A. Drive to restaurant B. Pick up food and tip employee C. Inspect items D. Drive home E. Eat meal
<b>FEELING ADJECTIVE</b>	Overwhelmed by number of restaurant options  Excited to find a restaurant that they like	Annoyed at large amounts of text with limited visuals	Dissatisfied with scrolling to find phone number  Anxious about having to remember order	Frustrated at having to read card number out loud  Annoyed at time it takes to drive to restaurant and back	Happy to eat after a long day
<b>IMPROVEMENT OPPORTUNITIES</b>	Create a dedicated mobile app for Zia's Pizza	Provide search filters Include images  Optimize app for screen reader technologies	Provide a simple checkout flow	Provide option to tip in-app	Include a rewards program

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### Step 7: Showcase initial designs

Now you're ready to showcase your initial designs. At this point in your project, you began ideating designs using paper wireframes. Share an image of at least one paper wireframe series. This should include your five design sketches and a refined version that combines the starred elements.

Here is an example of paper wireframes for Zia's Pizza:

# Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a quick and easy ordering process to help users save time.



Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

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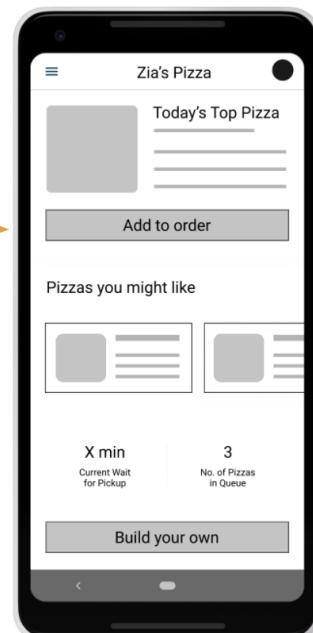
After the paper wireframes, you created low-fidelity designs that proposed early solutions to your users' problems. In this section of your case study, share between one and three examples of your wireframes, including notes about your goals and your thought process. This will allow the reader to observe things from your perspective and build an understanding of the "why" behind your decisions. You should also provide a link to view your low-fidelity prototype along with a summary of the user flow.

Below is an example of these slides for Zia's Pizza:

## Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This button at the top of the home screen makes it fast and easy for users to order.



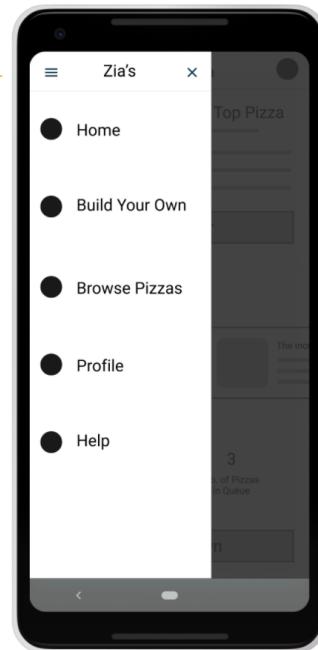
This button provides an easy option for users to make their own pizza.

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## Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy access to navigation that's screen reader friendly.

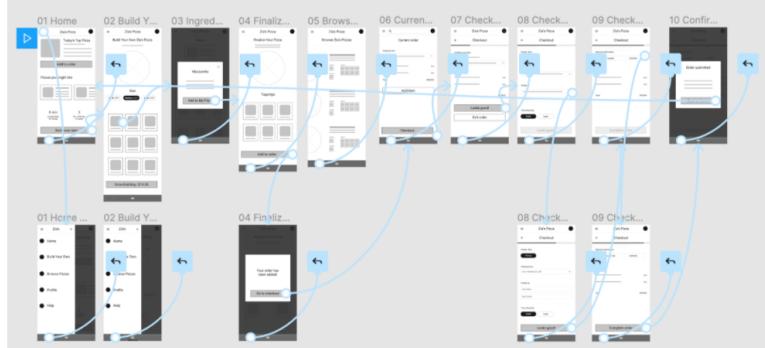


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## Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of building and ordering a pizza, so the prototype could be used in a usability study with users.

View the Zia's Pizza [low-fidelity prototype](#).



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## Step 8: Share usability study methods and results

For this step, you'll share information about your usability studies. Since you conducted two usability studies for this project, provide a short introduction about the studies and then share your findings. It might be helpful to ask yourself the following questions when you present your findings:

What were some of the biggest takeaways from the research?

How did you come to those conclusions?

Sharing your findings is an essential part of your case study because they define the direction that your design will take moving forward.

Here is an example of findings for both usability studies:

## Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

### Round 1 findings

- 1 Users want to order pizza quickly
- 2 Users want more customization options
- 3 Users want a delivery option

### Round 2 findings

- 1 The checkout process has too many unnecessary steps
- 2 “Build your own” functionality is confusing

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## Step-By-Step Assignment Instructions (Part 2)

Step 9: Showcase high-fidelity designs

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Now you'll include new iterations of your design that you updated using data from the studies. Showcase one to two examples of the mockups that you made changes to based on feedback from your study participants.

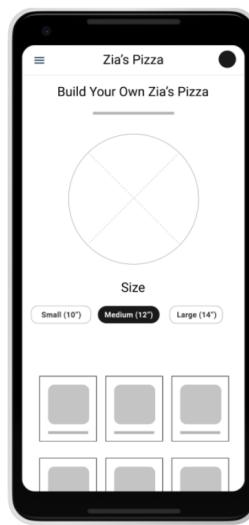
It might be helpful to showcase this section in a “before and after” format. Highlight and identify aspects that have changed, and what your reasoning was when it came to making those design decisions. After the before and after examples, include a slide to show off key mockup screens. Think of these images as the “beauty shots” for your designs—you want to showcase your greatest work!

Here are examples of the mockup slides for Zia's Pizza:

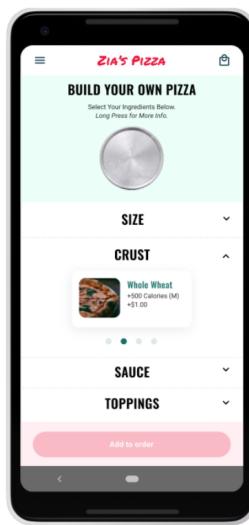
# Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **choose pizza crust and sauce**. I also revised the design so users see **all the customization options** when they first land on the screen.

Before usability studies



After usability studies



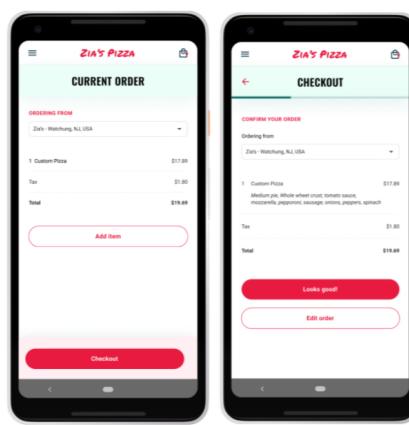
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# Mockups

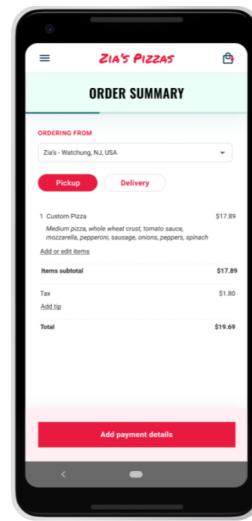
The second usability study revealed frustration with the checkout flow. To streamline this flow, I consolidated the "Current order" and "Checkout screens" to one "Order summary" screen.

I also added the **pickup or delivery option** to this screen.

Before usability study 2

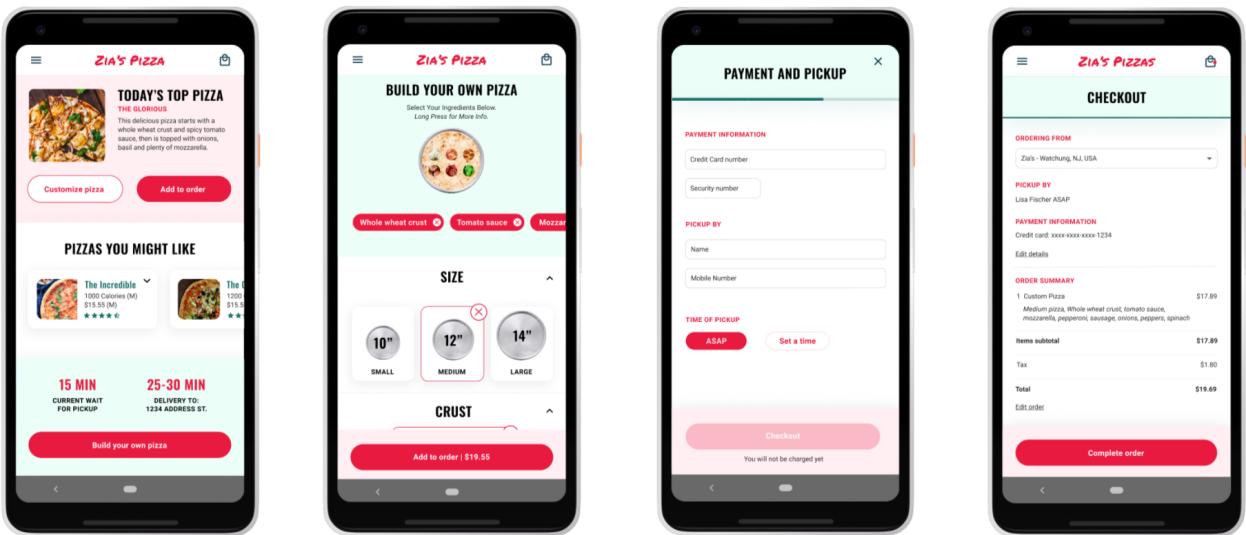


After usability study 2



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## Key mockups



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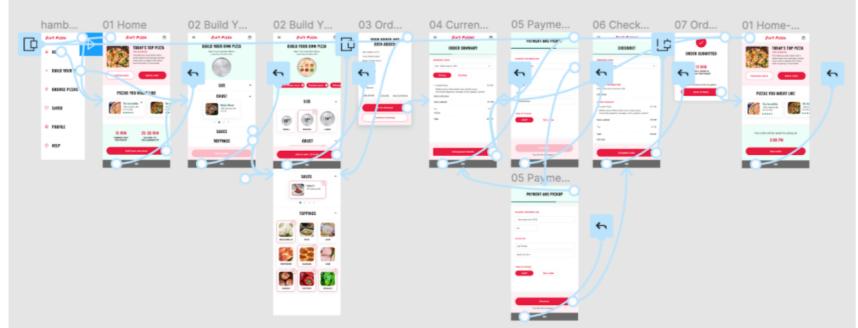
### Step 10: Include a link to a working prototype

Now it's time to include your prototype and allow the audience to get a feel for what it's like to use your design. Include a link to your working prototype and a summary of the user flow. Confirm that the link is working before you submit the case study.

Here is the prototype example for Zia's Pizza:

## High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for building a pizza and checkout. It also met user needs for a pickup or delivery option as well as more customization.



[View the Zia's Pizza high-fidelity prototype](#)

Google

### Step 11: Describe how your design accounts for accessibility

Making sure your design is accessible to users who may have an impairment or disability is very important. In this section, provide examples of how your design accounts for accessibility.

Here is an example of how this was done for Zia's Pizza:

# Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for pizzas and toppings to help all users better understand the designs.

Google

## Step 12: Conclude your case study with a brief summary and next steps

As you reach the end of the case study, talk about the impact of your design and what you learned through the process. Then detail any next steps you'd take in your project if you were to continue. By including next steps and impact, you are showing future employers your design thinking process and ability to grow through reflection.

Here's an example of these slides for the Zia's Pizza app:

## Takeaways



### Impact:

The app makes users feel like Zia's Pizza really thinks about how to meet their needs.

One quote from peer feedback:

*"The app made it so easy and fun to build my own pizza! I would definitely use this app as a go-to for a delicious, fast, and even healthy meal."*



### What I learned:

While designing the Zia's Pizza app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

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## Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.



Finally, make sure to share your contact information so viewers can easily connect with you.

Here's an example of what this looks like for Zia's Pizza:

### Let's connect!



Thank you for your time reviewing my work on the Zia's Pizza app! If you'd like to see more or get in touch, my contact information is provided below.

Email: [jmartinez@email.com](mailto:jmartinez@email.com)  
Website: [jmartinezdesign.uxportfolio.com](http://jmartinezdesign.uxportfolio.com)



### Step 13: Share your case study

Publish your full case study to your online portfolio using the platform of your choice. You can either provide the link to the slide deck or transfer and display all the slide content on a page of your online portfolio. Having your case study in a slide deck allows you to easily share your work, including any submissions to job applications. As you continue to work as a UX designer, remember to update your portfolio with new projects.

Now that you have completed your case study, share it with your peers using the submission fields below, following this format:

Upload a PDF of your case study slide deck for review in the space provided.

Share a link to your online portfolio with the published case study in the space provided.

#### Step 14: Review the case studies of two peers

After you submit your case study, you'll be asked to review the case studies of two peers using the rubric below.

As you know by now, feedback is an integral part of the UX design process. This is also true for case studies.

Feedback on case studies goes a long way, especially when the feedback comes from others familiar with the subject matter.

Great job! Creating a portfolio is not an easy task, and you should be proud of what you achieved.