1. Fill in the blank: A case study is a(n) _____ of a design project that typically includes the project goals and objectives, your role in the project, the process your team followed, and the outcome of the project.

1 / 1 point

- ⭘ data-driven report
- ⭘ observation
- ⦿ summarized presentation
- ⭘ rubric

✓ Correct
A case study is a summarized presentation of a design project. It typically includes the project goals and objectives, your role in the project, the process your team followed, and the outcome of the project.

2. Why are case studies beneficial to have in a portfolio? Select all that apply.

0.5 / 1 point

☑ Serves as a visible demonstration of design knowledge

✓ Correct
A case study is a presentation of a project, which serves as a visible demonstration of design knowledge and demonstrates a designer's collaborative skills.

☑ Allows UX designers to understand users and their needs from a new perspective

✗ This should not be selected
Insight allows UX designers to understand users and their needs from a new perspective. A case study is a presentation of a project, which serves as a visible demonstration of design knowledge and demonstrates a designer's collaborative skills.

☑ Helps designers turn observations into actionable insights

✗ This should not be selected
A case study is a presentation of a project, which serves as a visible demonstration of design knowledge and demonstrates a designer's collaborative skills. It includes goals and objectives, the design process, and the outcome of the hard work that went into it.

☑ Demonstrates a designer's willingness to collaborate with a team

✓ Correct
Case studies demonstrate a designer's willingness to collaborate with a team. If a designer is working at a company or an agency, it takes more than one person to complete the interview process, document data, and create actionable insights from a case study. It also serves as a visible demonstration of design knowledge.

3. Harjot is organizing a case study of the website they designed for a local architect. The architect specializes in designing futuristic, eco-conscious homes for clients looking to build from the ground up. What type of information should Harjot include in the case study for their portfolio? Select all that apply.

0.75 / 1 point

☑ Goals and objectives

⊘ Correct
Every design project has goals and objectives, whether that includes a time constraint, themes, and features that are requested by the client. Displaying goals and objectives in a case study allows hiring managers and recruiters to see how a designer approached and accomplished them. The case study should also include a hero image, and highlight the project's challenges.

☑ A hero image

⊘ Correct
Since the website displays the types of home designs that are offered, it would be a good idea to include a hero image that demonstrates the features Harjot designed into the website. The case study should also highlight the project's challenges, goals, and objectives.

☑ The client's phone number and email

⊗ This should not be selected
There is no need to provide the client's contact information in your case study. It is better to protect your client's privacy. The case study should include a hero image, goals, objectives, and highlight the project's challenges.

☑ Highlight challenges

⊘ Correct
Each design project has its challenges. Recruiters and hiring managers want to see the challenges a designer faced and how they overcame them. The case study should also include a hero image, goals, and objectives.

4. How should case studies be presented in a portfolio? Select all that apply.

0.5 / 1 point

☑ Case studies should be presented as straightforward as possible.

⊗ This should not be selected
When it comes to presenting case studies in a portfolio, it's a balancing act between presenting information and making it palatable and engaging. Other than UX experts, there will be regular people, recruiters, and hiring managers who will examine a designer's case studies. The way a case study is presented needs to cater to a wide audience, so it should be concise, engaging, and visually appealing

☑ Case studies should be visually appealing.

⊘ Correct
There's a lot of background work done to make a design project possible, but they should still be visually appealing, concise, and engaging. Much of UX design is visual, so case studies should be presented in a way that appeals to

recruiters and hiring managers. Not everyone that will examine a designer's case studies will be a designer.

☑ Case studies should be presented in a way that's concise and engaging.

⊘ Correct
It's important to display case studies in a way that's concise, engaging, and visually appealing. They should tell a cohesive story that shows how the designer improved the user experience through their expertise.

☑ Case studies should include every aspect of the design and the design process.

⊗ This should not be selected
Case studies should be concise, engaging, and visually appealing. A lot of work goes into bringing a project to completion. If a designer included every aspect of their design process for a project, it would take up a lot of digital real estate on a website. Designers should include key takeaways from the project instead.