

# Practice Peer-graded Assignment: Add a new case study to your portfolio

## Ready for the assignment?

You will find instructions below to submit.

### Instructions

### My submission

### Peers to review

In this peer review assignment, you'll submit a case study of your portfolio project. In UX design, a **case study** is a presentation that highlights a design project's goals, process, team, and outcome. A strong case study engages your audience and communicates your strengths. The template provided for this assignment is similar to the slide deck for the first portfolio project in previous courses, but it also provides space to highlight new skills you learned in this course.

### Discussions

Case studies are an important part of your portfolio. They give employers an opportunity to view your skills, and they allow you to showcase your design thinking throughout the design cycle. In addition, case studies are a good way to share how you take feedback from colleagues and users and incorporate it into your design. As you continue into your career as a UX designer, your case studies should feature content you want to showcase based on the project and what you'd like to specialize in. The example case study provided in this assignment includes most of the work completed throughout this course for you to reference. However, remember that case studies vary widely in the professional world. Ultimately it's up to each designer to decide the most important content to include that fits with their goals and audience.

For this assignment your case study should be based on the work you've completed for your portfolio project, so you won't need to create anything new. If you haven't completed each step in the project, you need to do so before completing this activity. For an overview of the whole project, visit the introduction to the second portfolio project.

### Review criteria

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

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**1 point:** An overview of details about the project is clearly communicated

**1 point:** Description of steps taken to understand users and their needs is shared including any user research conducted and personas created

**2 points:** Initial designs are presented combined with an explanation of design choices

**1 point:** Information about usability studies and findings is shared

**2 points:** Design mockups are shared combined with an explanation of design choices

**1 point:** A working high-fidelity prototype link is shared

**1 point:** Accessibility considerations applied in the design are shared

## Step-By-Step Assignment Instructions

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### Step 1: Access the template

You'll create your case study in a slide deck using the template provided below. Note that this template includes some different content than the slide deck template for the first portfolio project.

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

Link to template: [Portfolio Project 2 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 - Portfolio Project 2 - Case study slide deck \[Template\]](#)

[PPTX File](#)

Feel free to adjust colors and other aspects of the template design to match your personal brand. You can revisit tips on how to use the slide deck template at the end of [this reading](#) ↗ from Course 2.

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

Link to exemplar: [Tee's Shirts 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 - Portfolio Project 2 - Tee's Shirts \[Example\]](#)

[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 in an "overview" section. 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.

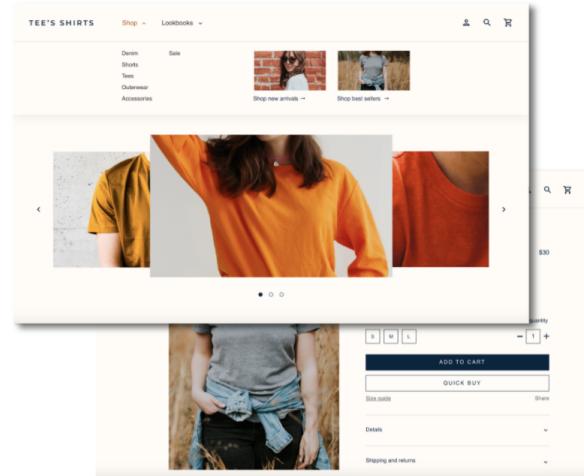
Here are the example slides of a project overview for Tee's Shirts:

# Project overview



## The product:

Tee's Shirts is a clothing store that offers affordable pricing options. The typical user is between 19-30 years old, and most users are college students or early career professionals. Tee's Shirts goal is to make shopping fun, fast, and easy for all types of users.



Google



## Project duration:

March 2021 to May 2021

# Project overview



## The problem:

Available online shopping websites have cluttered designs, inefficient systems for browsing through products, and confusing checkout processes.



## The goal:

Design a Tee's Shirts website to be user friendly by providing clear navigation and offering a fast checkout process.

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# Project overview



## My role:

UX designer leading the Tee's Shirts website design



## Responsibilities:

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

Google

## Step 3: Share work you did to empathize with users

Next, describe what you did during the empathize phase to better understand your users and their needs. This could include details about the user research you conducted, personas and problem statements, user journey maps, and sitemaps you created.

Here are the example slides included for Tee's Shirts:

## User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users treat online shopping as a fun and relaxing activity when they need a break from school or work. However, many shopping websites are overwhelming and confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of relaxation.

Google

# User research: pain points

1

## Navigation

Shopping website designs are often busy, which results in confusing navigation

2

## Interaction

Small buttons on shopping websites make item selection difficult, which sometimes leads users to make mistakes

3

## Experience

Online shopping websites don't provide an engaging browsing experience

Google

# Persona: Mahalia

## Problem statement:

Mahalia is a busy college student who needs intuitive website navigation and search filters because they want online shopping to be stress-free.



Mahalia

**Age:** 19  
**Education:** Architecture student  
**Hometown:** Jackson, Mississippi  
**Family:** Parents  
**Occupation:** Dog walker

"Online shopping is my escape from my responsibilities."

### Goals

- Bigger buttons and improved placement for more accessible navigation.
- Less cluttered navigation and layout for easier browsing.
- Accurate and inclusive sizing for improved buying confidence.

### Frustrations

- "I struggle with the size and placement of buttons."
- "Shopping website layouts and navigation are complicated and confusing."
- "Too many websites advertise clothes that aren't the size they actually are."

Mahalia is a 19-year-old architecture student and full-time dog walker who lives with their parents. They work during the day and study at night, and enjoy browsing through clothes online during their off time to relax.

They are frustrated with their online shopping experience on mobile websites because of the size of buttons and complicated navigation. They also feel disappointed that sometimes the sizes listed on the website don't match the size of the clothes that they order and later receive.

Google

# User journey map

I created a user journey map of Mahalia's experience using the site to help identify possible pain points and improvement opportunities.

## Persona: Mahalia

Goal: Shop for clothing online to easily buy items in a specific size

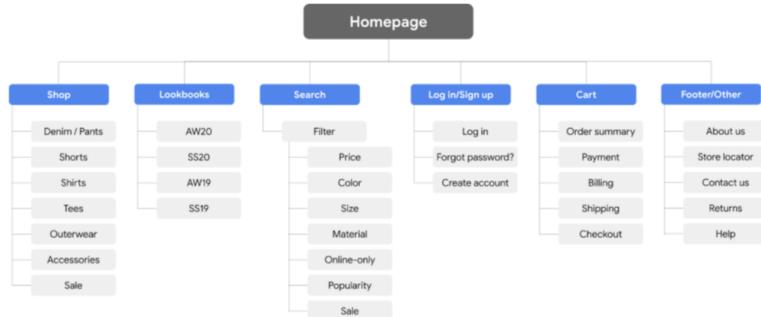
Action	Choose online shopping website	Browse clothing	Choose n item	Add to cart	Check out
Task List	A. Search for shopping websites B. Choose a website that has the desired clothing styles	A. Browse the website to find items B. Apply filter options if available	A. Select size, color, and quantity of clothing item	A. Add item to the cart	A. Review cart B. Add billing information C. Add shipping information D. Confirm order
Feeling Adjective	Excited to shop	Happy to be shopping  Overwhelmed by layout and confusing navigation	Nervous about picking the right size  Unsure of the color choices	Hesitant about choices  Annoyed with button size	Nervous about choices  Frustrated with checkout time  Eager to try clothing
Improvement Opportunities	Create an online website for Tee's Shirts with an inviting homepage	Add clear, easy-to-use filters  Improve information architecture	Provide a place to read customer reviews  Provide a size chart	Make a large enough button that uses accessible colors	Add a quick buy button  Offer return policy information



# Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.



## Step 4: Showcase initial designs

Now you're ready to showcase your initial designs. Share iterations of your designs from paper wireframes to digital wireframes and a link to your prototype. Include notes about your goals and thought process. This will allow the reader to observe things from your perspective and build an understanding of the "why" behind your decisions.

Remember that each case study you create for your portfolio should be customized to the project you're presenting. For this second portfolio project, you didn't just create designs for one screen size like in the first portfolio project; you created a responsive website. Your ability to design across various screen sizes and

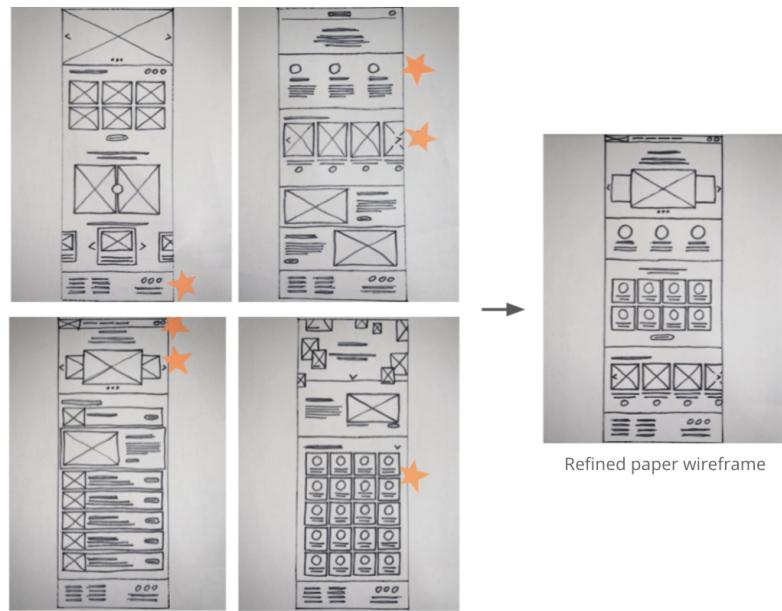
devices is a great skill to showcase, so it's a good idea to include images of screen size variations.

Here's what these slides look like for Tee's Shirts:

## Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.

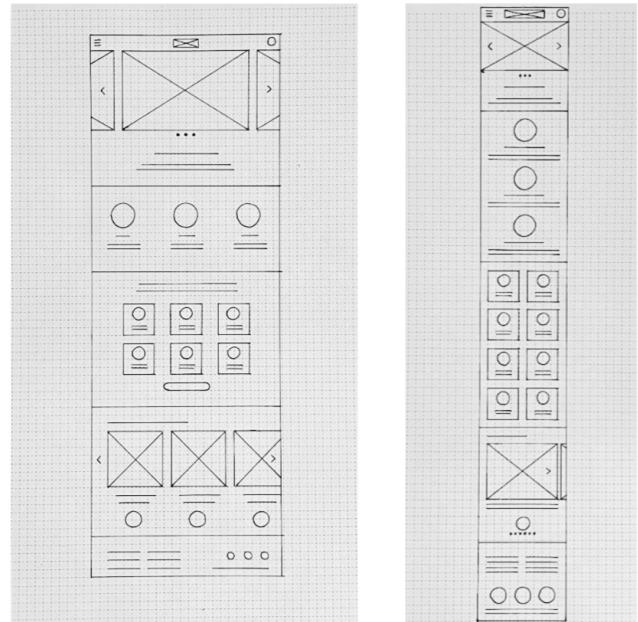


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Google

## Paper wireframe screen size variations

Because Tee's Shirts' customers access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.

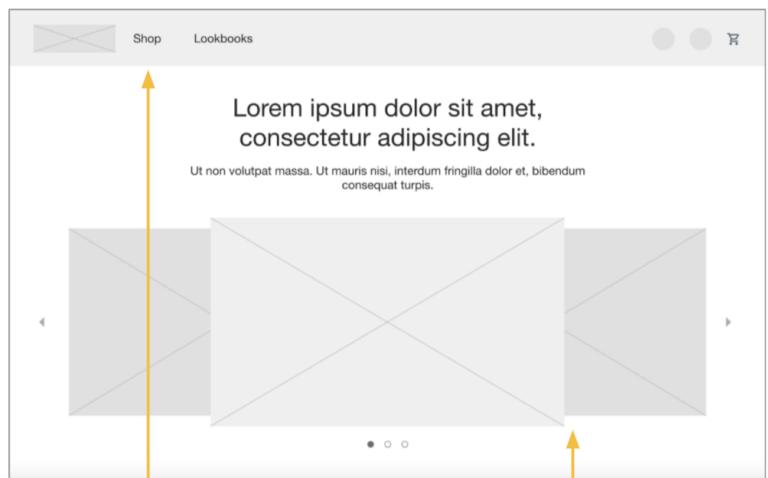


Google

## Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.



Easy access to shop products

Homepage is optimized for easy browsing through the carousel of images and nav menu options

Google

## Digital wireframe screen size variation(s)

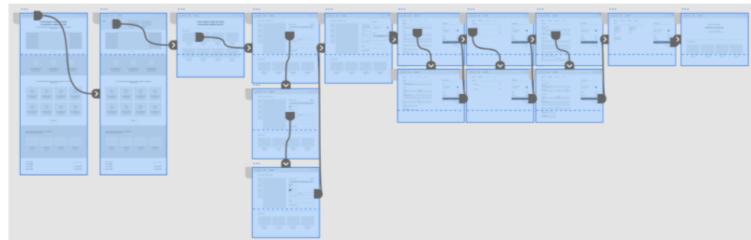


Google

## Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



[View Tee's Shirts low-fidelity prototype](#)

Google

### Step 5: Share usability study methods and results

For this step, you'll share your usability study methods and results. Provide a brief description of your methods, but don't go too in-depth. Keep it high-level enough that someone who isn't very familiar with design can understand the process.

To give you a better idea of how this is done, here are the methods we used for the usability test for Tee's Shirts:

## Usability study: parameters



### Study type:

Unmoderated usability study



### Location:

United States, remote



### Participants:

5 participants



### Length:

20-30 minutes

Google

Once you've introduced the parameters of your testing methods, you can share the results to help define the direction your design will take moving forward. 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?

Here is an example of shared findings for Tee's Shirts:

## Usability study: findings

These were the main findings uncovered by the usability study:

1

Cart

Once at the checkout screen, users didn't have a way to edit the quantity of items in the cart

2

Checkout

Users weren't able to easily copy the shipping address information into the billing info field

3

Account

During the checkout process, there wasn't a clear way for users to log in to their account to pre-fill previous billing and shipping info

Google

### Step 6: Showcase high-fidelity designs

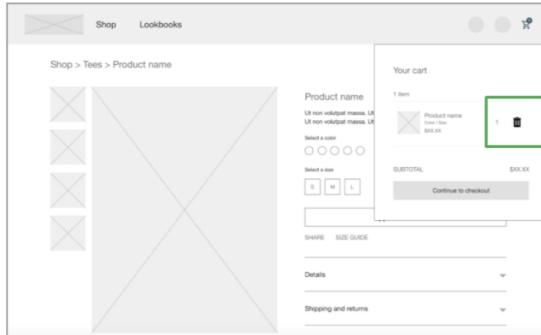
Now you'll include new iterations of your design that you updated using data from the study. Showcase one to two examples of the mockups you revised based on feedback from your study participants. Don't forget to include mockups of the screen size variations.

It might be helpful to showcase this section in a "before and after" format. Make sure to highlight and identify things that have changed, and your reasoning behind making those design decisions. After the before and after examples, include a slide to show off key mockup screens. This is your chance to showcase your greatest work! Here are examples of the mockup slides for Tee's Shirts:

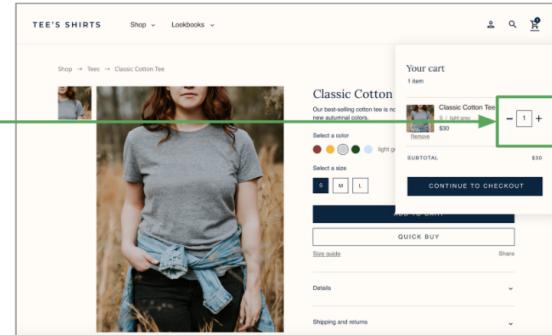
# Mockups

Based on the insights from the usability study, I made changes to improve the site's checkout flow. One of the changes I made was adding the option to edit the quantity of items in a user's cart using a simple "+" or "-" option. This allowed users more freedom to edit their cart without going through a complicated process to add or remove items.

Before usability study



After usability study

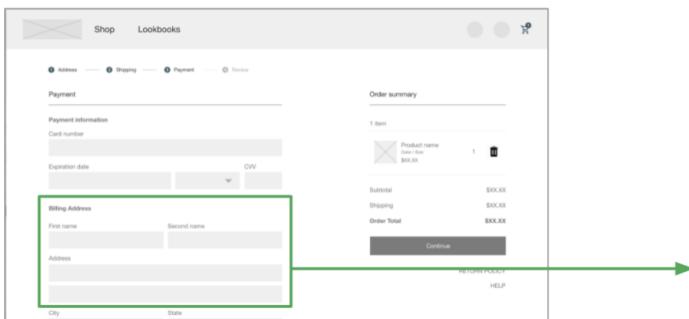


Google

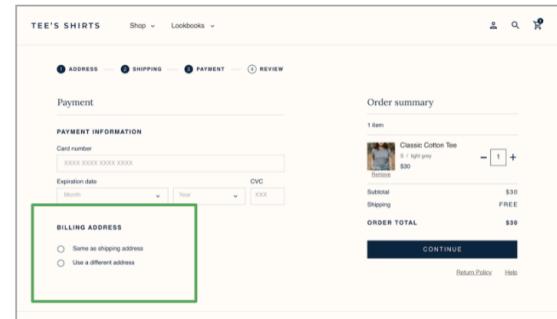
# Mockups

To make the checkout flow even easier for users, I added a check box that allowed users to use the same address for billing and shipping.

Before usability study



After usability study



Google

## Mockups: Original screen size

The image shows four screenshots of a Tee's Shirts website on a desktop browser. The top-left screenshot displays a promotional banner for 'New fall colors' featuring three orange t-shirts. The top-right screenshot shows a grid of four t-shirts labeled 'Tees for all seasons'. The bottom-left screenshot is a product page for a 'Classic Cotton Tee' in grey, showing a model wearing it and options to add it to the cart. The bottom-right screenshot shows a success message: 'YOUR ORDER WAS SUCCESSFUL' and 'Thanks for your purchase!', with an order number F1234567. A 'Google' logo is visible in the bottom right corner of the overall image.

## Mockups: Screen size variations

I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users shop from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.

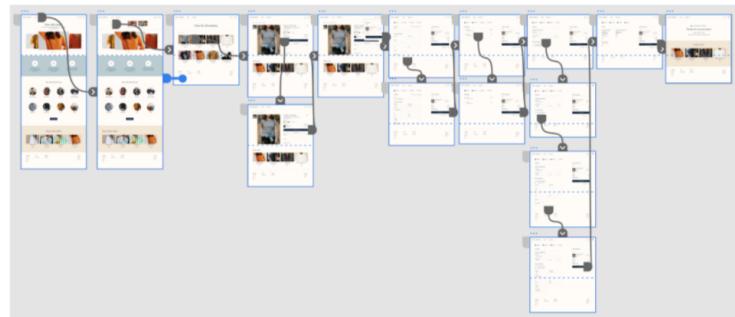
The image shows two screenshots of the Tee's Shirts website on different devices. The left screenshot is a mobile phone displaying the homepage with a focus on 'New fall colors' and a grid of small t-shirt images. The right screenshot is a tablet displaying the same homepage. A 'Google' logo is visible in the bottom right corner of the overall image.

### Step 7: Include a link to a working prototype

Your prototype allows 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 Tee's Shirts:

# High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by members of my team.



View the Tee's Shirts [high-fidelity prototype](#)

Google

## Step 8: 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 Tee's Shirts:

## Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

Google

## Step-by-Step Assignment Instructions

Step 9: Conclude your case study with a brief summary and next steps

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As you reach the end of the case study, talk about the impact of your design and what you learned through the

process. 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 Tee's Shirts:

## Takeaways



### Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



### What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Google

## Next steps

1

Conduct follow-up usability testing on the new website

2

Identify any additional areas of need and ideate on new features

Google

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 Tee's Shirts:

## Let's connect!



Thank you for reviewing my work on the Tee's Shirts app!

If you'd like to see more, or would like to 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)

Google

### Step 10: Share your case study

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 a PDF version of it with your peers using the submission fields below.

### Step 11: 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.