

# Peer-graded Assignment: Weekly challenge 4: Add a case study to your UX portfolio

Deadline Aug 6, 11:59 PM +08

## Ready for the assignment?

You will find instructions below to submit.

## Instructions

### My submission

#### Assignment Overview

#### Discussions

In this peer review assignment, you'll submit a case study for your social good portfolio project app and website. In UX design, a **case study** is a summarized presentation of a design project that typically includes:

Project goals and objectives

Your role in the project

The process you and your team followed

The outcome of the project

Case studies should be concise, and convey only what your audience needs to know. Your case study should be visually appealing and easy to skim.

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.

Your case study should be based on the work you've completed for your social good portfolio project in this course. If you haven't already completed each step in the project, you need to do so before completing this activity. You can visit the [introduction to the third portfolio project](#) ↗ to get an overview of the whole project.

We've provided a template and sample of a case study for Food Saver, the example we have been following in this course. You can follow it as a model, but remember to also make the case study representative of you and your strengths as a designer!

You will also give and receive feedback from two peers. Feedback will help guide you with improving your designs. As you review your classmates' work, consider how case studies help to convey design ideas and thinking processes to stakeholders.

#### Review criteria

##### Grading Criteria Overview

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You must complete all the activities in this course to create a case study, so if you are missing any parts of your portfolio project you need to complete those activities before beginning this one.

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

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

**1 point:** Example mockups of 3 different screen sizes—mobile, tablet, and desktop—are presented

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## STEP-BY-STEP ASSIGNMENT INSTRUCTIONS

Step-By-Step 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 content different from 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 3 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 3 - Case study slide deck \[Template\].\(1\)](#)  
[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: [Food Saver 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 3 - Food Saver \[Example\].\(1\)](#)  
[PPTX File](#)

### Step 2: Provide a project overview

Begin your case study 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.

Here are the example slides of a project overview for Food Saver:

# Project overview



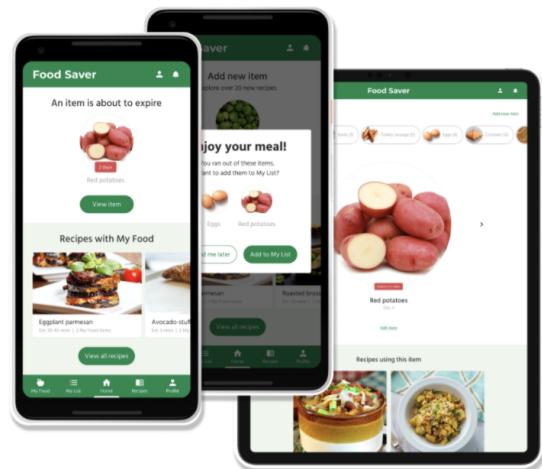
## The product:

Food Saver is a Charleston-based organization focused on food sustainability. The organization needs a tool that helps people learn about and manage their food waste. Food Savers' primary target users include college students and adults who are concerned with the amount of food they waste and would like to learn more about what they can do to reduce waste.



## Project duration:

July 2021 to December 2021



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# Project overview



## The problem:

30% of food goes to waste per year in the United States. The strategy team at Food Saver has identified a lack of general knowledge about food waste and limited understanding about personal impact as crucial drivers for continued food waste.



## The goal:

Design an app that will improve education on the topic of food waste and help people manage their own food waste.

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# Project overview



## My role:

UX designer leading the app and responsive website design from conception to delivery



## Responsibilities:

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

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

In this next section of your case study, focus on conveying what you did to better understand your users and their needs. This could include details about the user research you conducted, personas and problem statements you created, findings from a competitive audit, and results of ideating solutions to user needs.

Here are examples of these slides for Food Saver:

## User research: summary



I used Food Saver's data on food waste to develop interview questions, which were then used to conduct user interviews. Most interview participants reported feeling badly about food waste, but they didn't actively try to reduce their own food waste. The feedback received through research made it very clear that users would be open and willing to work towards eliminating food waste if they had access to an easy-to-use tool to help guide them.

# Persona 1: Thierry

## Problem statement:

Thierry is a working student who needs reminders, suggestions, and coaching to cook more often with fresh ingredients because they like to cook and want to make it a part of their routine.



**Thierry**

**Age:** 23  
**Education:** Student  
**Hometown:** Portland, OR  
**Family:** Single  
**Occupation:** CS Rep

**"Who has time to cook- I barely have time to eat"**

**Goals**

- Get into a rhythm where they can cook at least once a week
- Save money for goals down the road
- Reduce food waste if it is easy

**Frustrations**

- Fresh ingredients are expensive and go bad quickly
- Ordering out results in a lot of waste, due to excess packaging and large portions

Thierry is a student at a local community college and holds a full-time job as a customer service representative. They live alone and find that it is easier to order take out or buy ready to eat food, but this is expensive and wasteful. Thierry would like to cook more, but there isn't a lot of spare time for it right now.

Thierry works from home and mainly uses a mobile device to get on the internet. That's also where they occasionally put together a grocery delivery if they can't go in person. Thierry doesn't worry too much about food waste, but does worry about the environment and wants to make choices that are good for the earth and their budget.

# Persona 2: Cam

## Problem statement:

Cam is a working caregiver who needs exciting new GF recipes that make tasty, easily reheated leftovers, because most of the food they're throwing out is old food that they lost track of.



**Cam**

**Age:** 38  
**Education:** BS in HR Mgmt  
**Hometown:** Sugar Land, TX  
**Family:** Spouse and child  
**Occupation:** Caregiver, HR Contractor

**"Cooking for my family is a delight- I just want to know it will all get eaten"**

**Goals**

- Cook fun, new, GF recipes that challenge and entertain
- Limit food going in the compost

**Frustrations**

- Too many recipe suggestions can be overwhelming
- Forgetting leftovers in the fridge: smelly and wasteful

Cam has many responsibilities. They take care of a toddler and contract as an HR admin part time. Cam enjoys cooking and pays close attention to food waste, but can use more tools to help cook and eat more efficiently. They are gluten intolerant, so finding recipes can be a little tougher.

Cam works mostly from home, but goes into the office occasionally. They set aside time each week to put together a shopping list and find inspiring recipes. They are a wheelchair user and prefer certain grocery stores to others. Cam wants to make great food for their family and gets frustrated when even a little bit goes to waste.

# Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the Food Saver app.

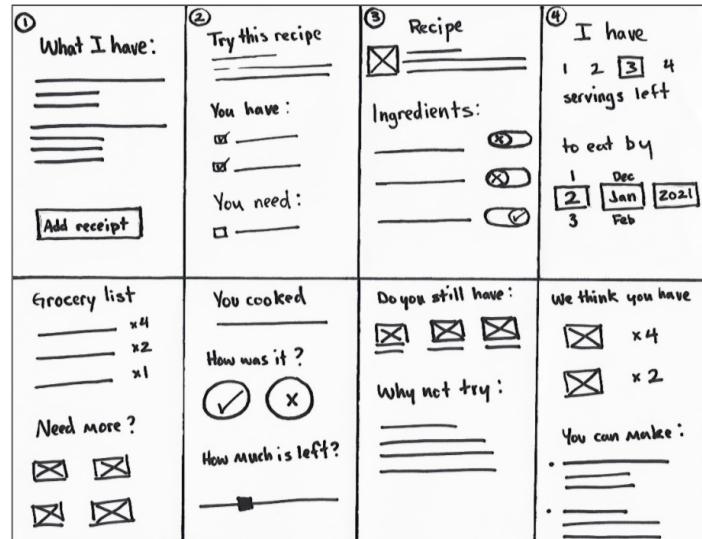
Competitive audit								
Competitive audit goal: Identify and understand the effectiveness of products and features currently used to fight food waste.								
General information								
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	
ElimWaste	Direct	Philadelphia, PA	\$	www.elimwaste.org/flowers	Medium	Young adults and high school students	"Reduce your impact, eat smarter."	
Tasty With Less	Direct	Lemontree, AB	\$\$	www.eatmorewasteless.save	Small	Young, single adults and people in college	"Eat better, enjoy more, use less."	
BegItUp	Indirect	Most major European cities	\$\$\$	www.foodtousyoudirect	Large	Parents and families	"Connecting food with the people who need it."	

UX								
(rated needs work, okay, good or outstanding)								
Interaction								
Features	Accessibility	User flow	Navigation	Brand identity	Tone	Content		
<b>Outstanding</b> + Integrated recipe planning feature + Shopping list feature + Waste tracking feature + Filter feature (allergies, price, etc.)	<b>Good</b> + Easy to use + Use of color is accessibility-friendly - Not equipped for screen reader tech	<b>Good</b> + Recipe planning process is clear and straightforward - Using filters is time consuming because they can only be added one at a time	<b>Outstanding</b> + Straightforward navigation + Clear indication of clickable elements	<b>Outstanding</b> + Strong brand identity reflected throughout design + Color palette is strong UI, including use of high-quality images	<b>Witty</b> + Conversational tone that aligns well with branding	<b>Outstanding</b> + Conveys information clearly - Descriptions are succinct and to-the-point		
<b>Okay</b> + Recipe planning feature - Shopping list feature is confusing and difficult to use	<b>Outstanding</b> + Strong user results + Use of color is accessibility-friendly + App and website are screen reader compatible	<b>Good</b> + Recipe planning process is clear and straightforward - Ingredient list feature is difficult to complete due to lack of clarity and not remembering previous inputs	<b>Needs work</b> + Some UI elements are not indicated clearly - Navigation direction is not always clear	<b>Okay</b> + Strong brand identity reflected throughout design + Good use of high-quality images	<b>Format</b> + To-the-point language. Could be more playful and humorous to align with brand identity	<b>Okay</b> + Descriptions are succinct and to-the-point - Information is not always easy to understand		
<b>Outstanding</b> + Geographic locator feature + Ability to create profile + Pricing calculator	<b>Needs work</b> - Not equipped for screen reader tech - Color choices don't meet accessibility standards - Inconsistent use of visuals	<b>Outstanding</b> + Quick and easy to use ordering process	<b>Good</b> + Comprehensive navigation menu - Offering so many supplier options is overwhelming at times	<b>Good</b> + Strong brand identity reflected throughout design - Color palette is strong UI, including use of high-quality images - Inconsistent font usage	<b>Format but friendly</b> + Doesn't feel "stiff". Works with brand identity	<b>Good</b> + Conveys information clearly - Overly descriptive at times		

Click to view the full [competitive audit](#) and [audit report](#)

## Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **waste tracking and simple recipe features**.



## Step 4: Share initial designs

Now you're ready to start sharing your designs! Include key examples of digital wireframes and how certain elements propose early solutions to your users' problems. Including notes about your goals and thought process will help the reader build an understanding of the "why" behind your decisions. Provide a link to view your low-fidelity prototype along with a summary of the user flow.

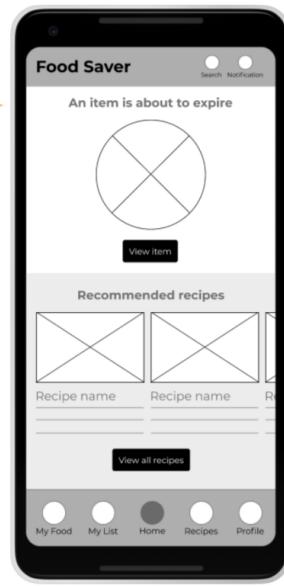
Here's what those slides would look like for Food Saver:

## Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Food Saver app.

These designs focused on delivering personalized guidance to users to help manage their food.

Top half of home screen acts like a food coach by providing personalized recommendations for users

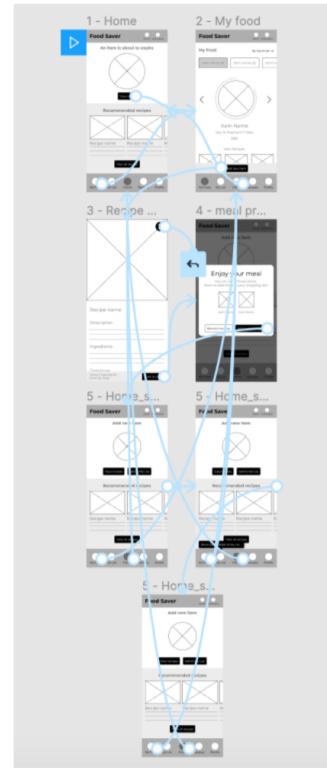


Easy access to app features from global navigation

## Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing an item about to expire and using it in a recipe.

View [Food Saver's low-fidelity prototype](#)



Following the prototype, it's good to share details of testing you conducted at this stage of the designs. This helps demonstrate that the user is always top of mind as you move through the design process.

Here are a couple slides sharing information about usability tests conducted with early designs of Food Saver:

## Usability study: parameters



### Study type:

Unmoderated usability study



### Location:

Australia, remote



### Participants:

7 participants



### Length:

30-60 minutes

## Usability study: findings

These were the main findings uncovered by the usability study:

1

### Recipes

People want easy access to recipes that specifically use the food they already own.

2

### Add food

People had difficulty adding new food items to the app.

3

### Expiration dates

People preferred clear indications of when food items would expire.

## Step 5: Showcase refined designs

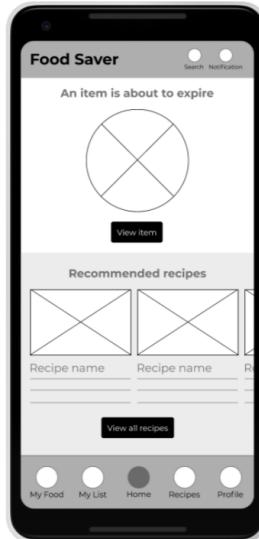
It's finally time to share your design mockups! Aim to share a couple of key examples that demonstrate how your designs effectively address user needs and solve user problems. If you've created case studies for previous course projects, you'll remember that before and after images are a helpful way for readers to visualize the design work you've done. Include a space in this section to share specifically about the accessibility considerations you implemented in your designs.

Here's what this section of refining the designs might look like for Food Saver:

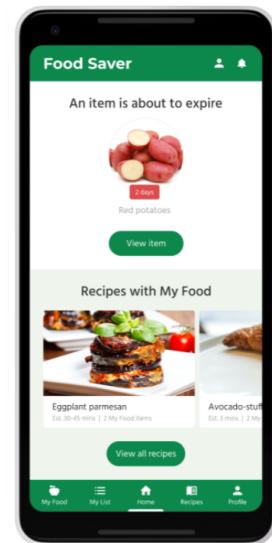
# Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear section from the home screen to browse recipes that specifically use items available in "My Food".

Before usability study



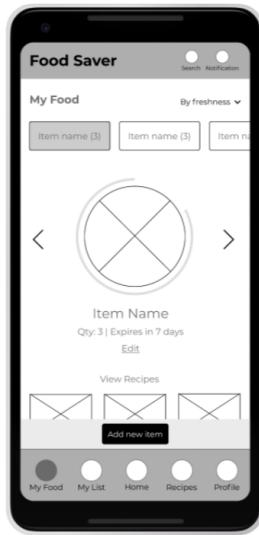
After usability study



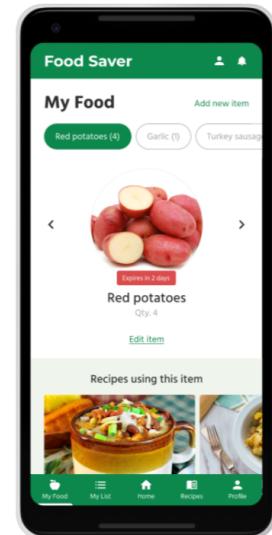
# Mockups

Additional design changes included adding an option to "Add new item" to the "My Food" page, and providing a clearer indication of how many days were left before an item expired.

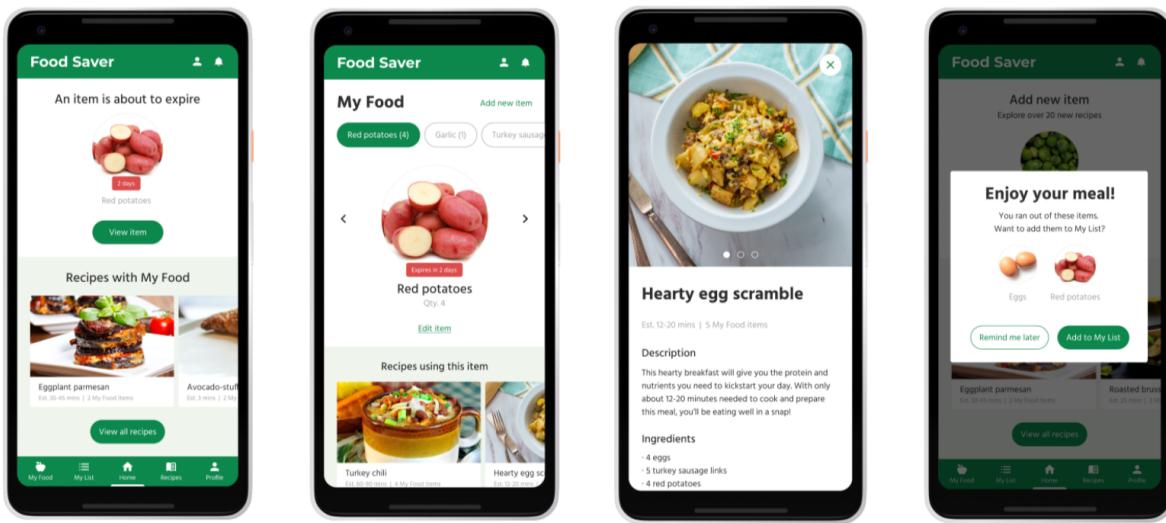
Before usability study



After usability study



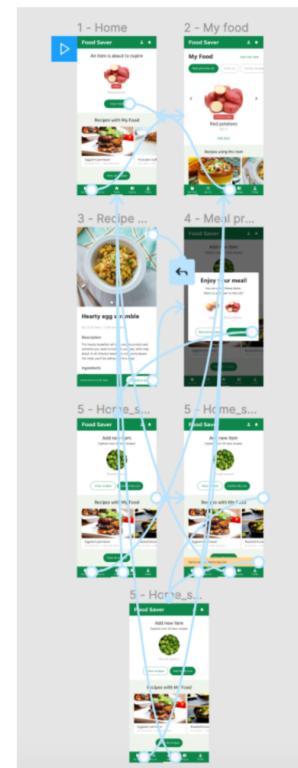
# Mockups



# High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View the [Food Saver high-fidelity prototype](#)



# Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

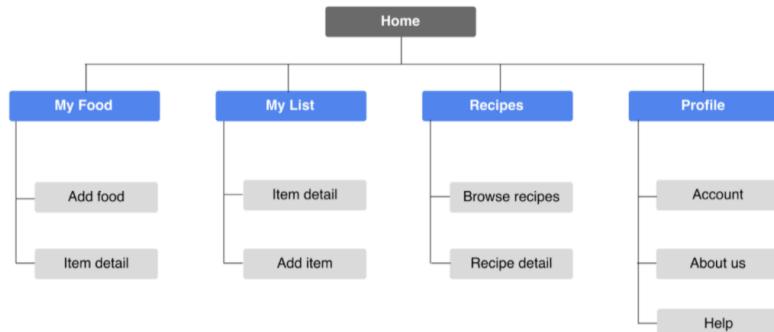
## Step 6: Showcase responsive designs

Since you created a complementary responsive website in addition to the app for this portfolio project, you can dedicate a section of your case study to highlight this design work. Differentiating your case studies based on key aspects of each project gives readers a glimpse of the full range of your abilities as a designer. It also helps make each case study more engaging!

Here's an example of the Food Saver slides for responsive design:

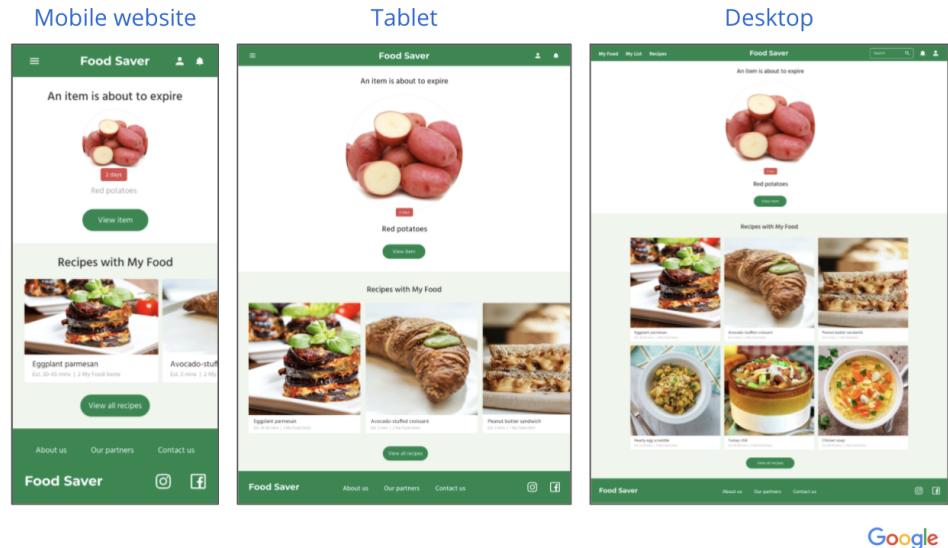
## Sitemap

With the app designs completed, I started work on designing the responsive website. I used the Food Saver sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



# Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.



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## Step 7: 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 Food Saver:

## Next steps

1

Conduct research on how successful the app is in reaching the goal to reduce food waste.

2

Add more educational resources for users to learn about food waste.

3

Provide incentives and rewards to users for successfully reducing their food waste.

# Takeaways



## Impact:

Users shared that the app made food waste seem like something they could actually help reduce. One quote from peer feedback was that "the Food Saver app helps bring caring about the environment to a personal level in a way that's easy and engaging."



## What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

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 Food Saver:

## Let's connect!



Thank you for your time reviewing my work on the Food Saver 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)

## Step 8: 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 9: 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 work! Creating a portfolio is a huge step forward in your career as a UX designer, and you should be proud of what you achieved.