

Case Study Template

Your name here

Title of the project

Project overview: A brief summary of what your project covers, and what kind of impact it had on the company.

ROLE/TEAM

Explain the team and which aspect of the project you handled or if you were the primary designer on the project

TOOLS

List out some of/all tools used during the course of the project

CLIENT/DATE/DURATION

Write out when this project was done or the duration it took

The Challenge or Problem Statement

For your challenge or problem overview, state the key issue or impact that the challenge/problem had on the user or customer. If you have additional information (business, product, etc), you may also include that here.

It would also be beneficial to briefly mention:

How did the problem arise?

Who your user or customer is and what they're experiencing or challenged by which led to this opportunity to find a solution.

Why is this problem important?

you can display, old ui, graph/chart related to the problem

Goals

What does success look like? Identify the key points that the user will use on your product as their achievement. Highlight goals your designs should meet at the end of the project.

Goal 1

Goal 2

Goal 3

Research & Analysis

For anything related to your research process, be sure to clearly focus on your reasoning and explanation of what you did, why you did it, and what key findings or insights you took away from the process. You can add questions from your surveys, interview session links if available

you can display: charts, photos, sketches, diagrams, data visualizations

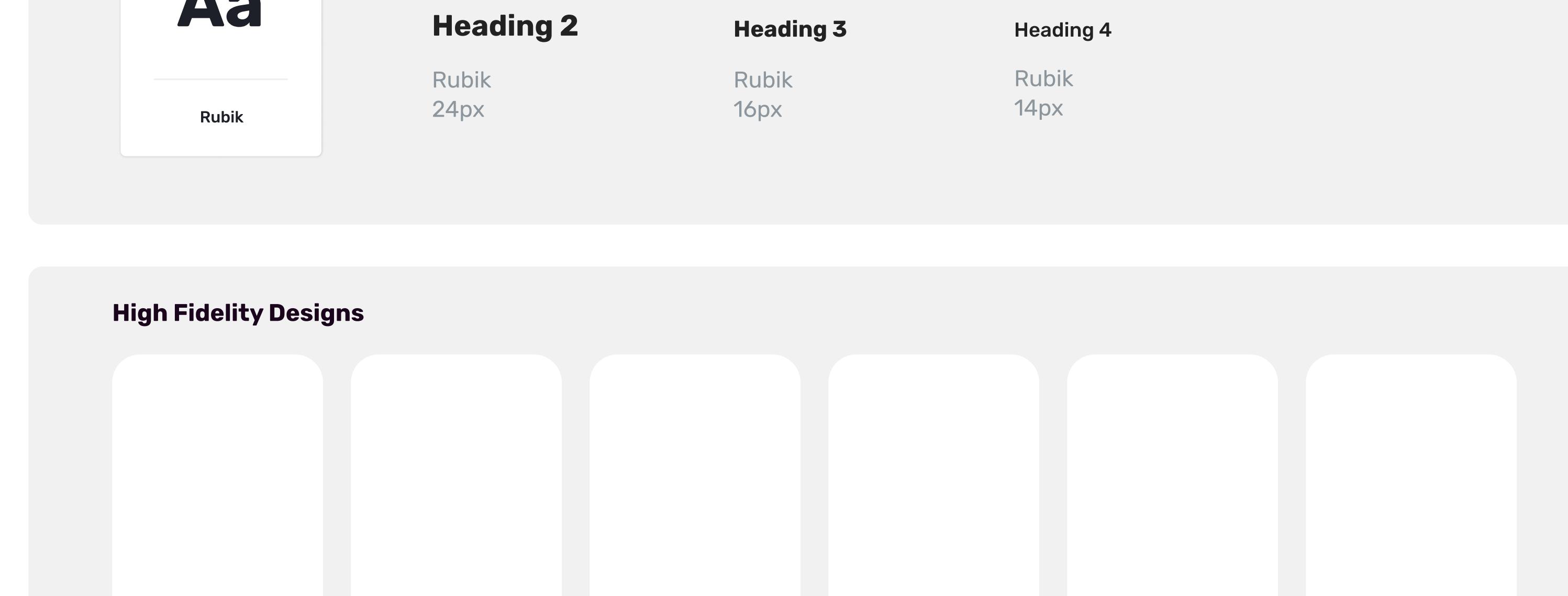
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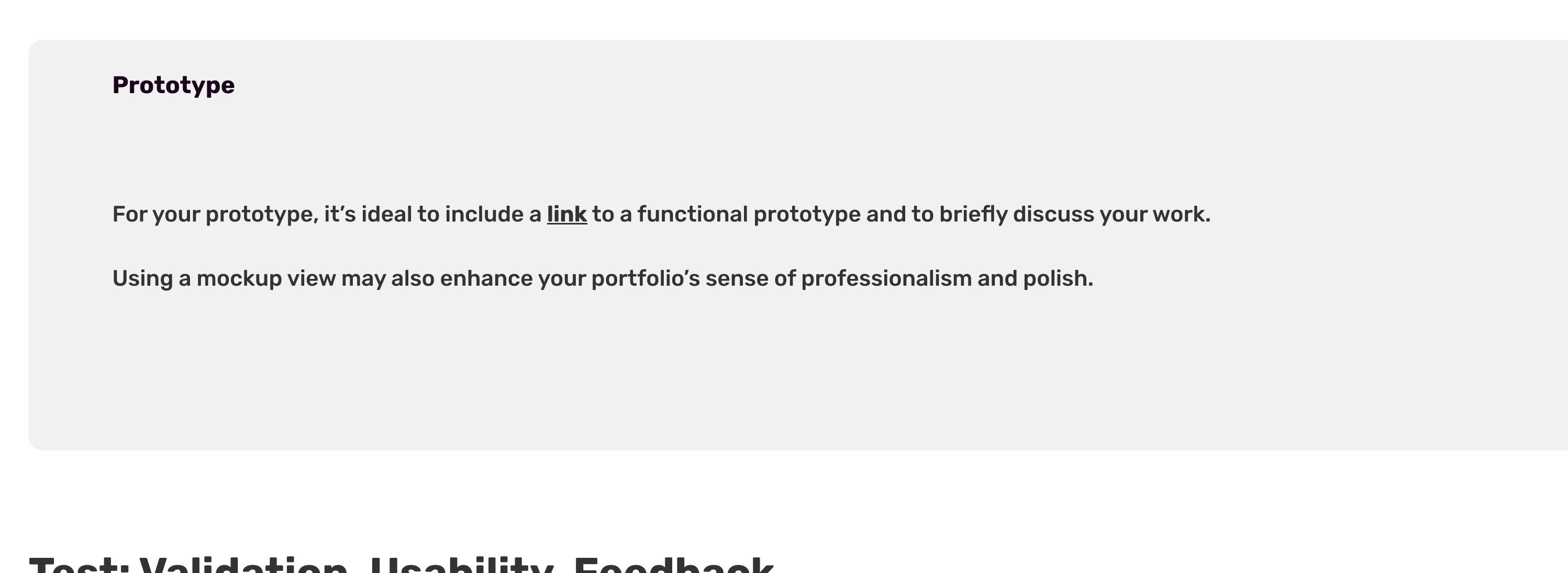
User Persona

Write the key tasks that your users can do by regarding your study. Ensure your user persona contains the key tasks that your users can do by regarding your study, users' priorities, Users' pain points



User Flow

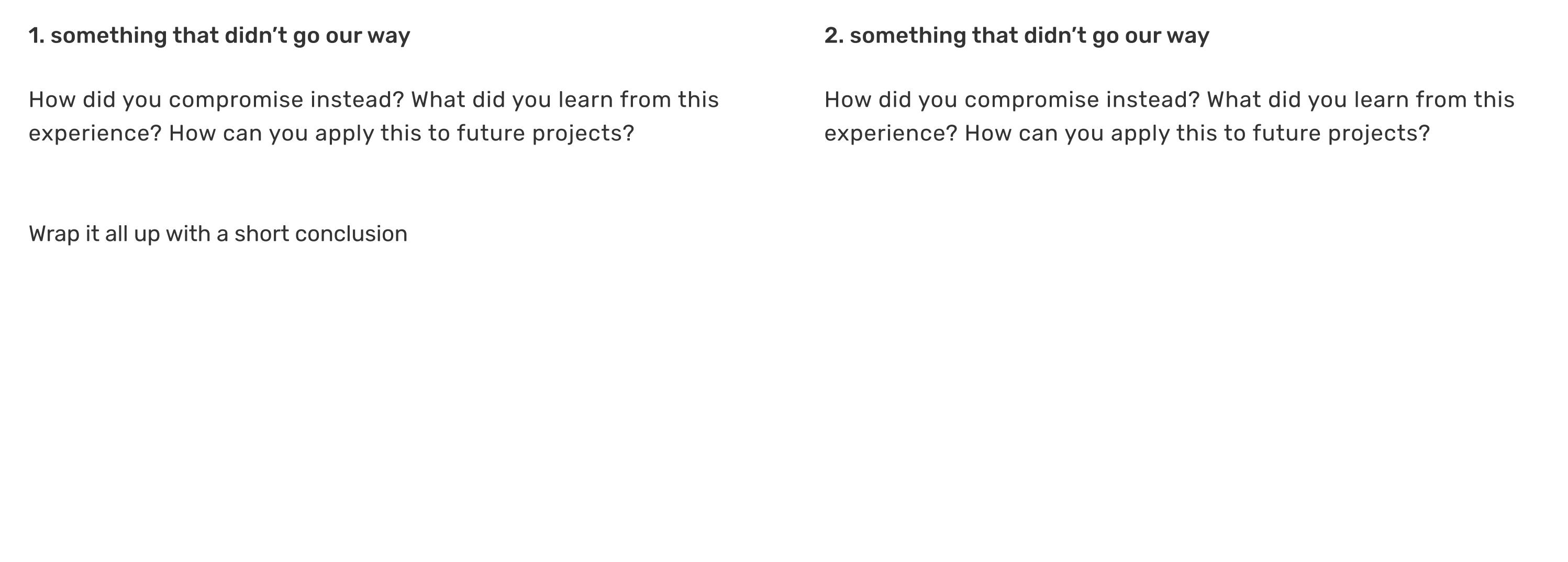
Explain in brief how you created this and how it affects your design in general



Concepts, Sketching, Wireframes

In this section, describe your process of working through your findings. This may include some notes on your discovery and/or research synthesis. It may also include low-fidelity explorations, concepts, prototypes, etc.

Anything that helped you explore ideas, possibilities, and possible solutions may be included here.



Style guide

Primary Colours



Gray Colours



Secondary Colours

Typography

Aa

Heading 2

Rubik
24px

Heading 3

Rubik
16px

Heading 4

Rubik
14px

High Fidelity Designs

Prototype

For your prototype, it's ideal to include a link to a functional prototype and to briefly discuss your work.

Using a mockup view may also enhance your portfolio's sense of professionalism and polish.

Test: Validation, Usability, Feedback

Designers who include a feedback, testing, or validation research phase will have designs that are more closely aligned with a real user or customer's needs and goals.

Discuss your experience of testing or gathering feedback on your interaction with users and/or customers. Including photos, data visualizations, charts, or bullet points of findings is a good way of showcasing your work.

Wrap it all up with a short conclusion

Challenges & Conclusion

Not everything went as planned

I'm sure not every project goes 100% as planned. List some things that didn't go your team's way and how you worked with others to come to a compromise.

1. something that didn't go our way

2. something that didn't go our way

How did you compromise instead? What did you learn from this experience? How can you apply this to future projects?

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