My Design Case Study

Project Summary

Describe what the design project is about in a short paragraph. You can outline the product you're designing for, your personal experience that inspired the project, or a client's need to improve on the current design.

Prototype

You can embed a live prototype or record video clips of essential interactions that you'd like to explain further. Briefly describe the points you wish readers to notice when reviewing the prototype.

User Interviews

Depending on your outreach method, include a photo of the set up takes the readers with you on the journey of discovering usability insights. For example, perhaps you staked out in front of a coffee shop or emailed a list of customers to schedule phone calls, include a photo of the process. Briefly describe the questions that you asked the users or the task that you asked them to complete.

Customer Journey Mapping

A customer journey map illustrates the different phases in which a customer interacts with the product or service and the organization that creates it. If you have created a customer journey map, include the diagram, briefly describe the categories of information you decided to illustrate, and the design decisions that were

influenced by it.

Problem Statement

Describe the current problems you have observed in users or from your personal experience. If you have observed the problem from usability testing or data analysis, you can briefly describe the research methods used and the findings.

Pain Points

Outline 3 - 5 specific pain points that users encounter while using a product or getting a job done. If you have done usability testing, competitive research or dug through customer feedbacks to distill these pain points, include photos, screenshots or customer quotes.

Card Sorting

If you have done card sorting exercise with users, colleagues or by yourself, include a photo of the workshop, or use a simple diagram to illustrate how different ideas were sorted.

Storyboards

Storyboarding as an UX tool helps to visualize the user's experience with a product or service. If you have created a storyboard for your project, include the images.

Sketches

It is fascinating for the readers to see sketches of your design because it symbolizes the beginning of the solution taking shape. It shows your thinking process and also means that you are capable of quickly iterating ideas with minimal tools. Include a photo of your sketches, or a few sketched screens put together.

Current Solutions

Describe how users today are getting the job done despite the problems you've observed. Outlining the current solutions helps the readers compare and understand the value of the design solutions.

Design Solutions

List 3 - 5 design solutions that you have come up with in regards to the particular pain points that you have discovered. Describe the desired outcome of these design solutions briefly. If you have done analysis with a prioritization matrix, include the workshop photo or a diagram.

Visual Design

Describe design choices such as colors and styles, explain how a particular design solves the user pain point mentioned before, present a few screens together to show user flow or zoom in on details of a specific component.

Personas

Personas are fictional characters that represent the target users. Their demographic, goals, needs and behaviors are, however, based on real data from user research. If you have created personas for your project, include them so readers can get a relatable snapshot of the users.

Affinity Mapping

If you have done affinity mapping exercise, show a photo of the workshop or a simple diagram of the groupings of ideas.

User Survey

If you have chosen surveys as a research method, outline what you expected to learn from the surveys. Briefly describe the target audience who responded, a few questions that were included and the results of the surveys. You can also show a simple graph to illustrate the most significant finding from the survey results.

Competitive Analysis

If you have done a competitive analysis for your project, briefly describe the competitors you've chosen and the criteria for comparison. Include a diagram, usually a table of the competing products and their features.

Usability Testing

Whether you are asking your friends or colleagues, approaching strangers in a park or recording videos from remote usability testing sessions, include a photo of your set up or take a screenshot of the responses you got. Describe briefly who the target users are, and the tasks that you asked them to complete.

User Flow

A user flow illustrates how the user completes a task within the product or by using a service. It also makes it easy to see how each step relates to others, and the steps that can be eliminated, added or improved. If you have created a user flow, include it and briefly describe which steps you've optimized and why.

Wireframes

It is likely that you have worked on the wireframes for the project. Presenting them after the sketches and before the visual designs help illustrate how the design evolves from ideas to real life.

Ecosystem Mapping

An ecosystem map helps illustrate how the users, their needs, services or products they use and how they use them fit together in a symbiotic relationship. If you have created an ecosystem map for the project, briefly describe the Who, What, Why, When, How, Where and include your diagram.

Conclusion

At the end of the case study, briefly summarize the journey that you just took the readers through. What are the key learnings? Was there any step that was particularly challenging? What are the next steps for this project? Are there ways to contact you if people are interested in talking with you? You can also mention project collaborators here and encourage readers to leave feedback.