A GUIDE TO:

UX PORTFOLIO OUTLINE

BY SHAE ILLUSTRATES

UX PORTFOLIO OUTLINE

Remember, you don't need to include everything!
Feel free to take parts of this, and include your own spin on it too.
You **must** include: Your **WHY** (what problem are you solving?), **WHO**
(for who?), **HOW** (your design & thought process), and **OUTCOME**
(what were the results & what you learned).
Good luck!
- Shae

· · · · · · · · · · · · · · · · · · · ·

INTRO

- **Title of project**
- **Hero image**
  - highlight main UI screens with device(s)
  - showcase both mobile and web (if applicable)
- **Tagline / One-liner about project**
  - think of this as a hook to motivate people to read your case study

OVERVIEW

- **Overall goal**
  - What is your overall objective?
- **Problem statement**
  - What user pain point are you solving?
- **Your role**
- **Team**
  - Who was a part of your team (their roles)?

PROCESS

- **Problem definition & Use cases**
  - What user problem are you solving?
  - What are the use cases?
- **User research**
  - Primary research
    - Who did you interview? How many?
    - What were their pain points?
    - What were some opportunities?
  - **Secondary research**
    - What is needed in society?
    - How does it compare to current app users?
- **User personas**
  - 1 or more user avatars
  - Cover their demographic and psychographic information
  - Who are they?
  - What are their needs?
  - What is their current workflow like?
- **Wireframes & Prototypes**
  - Showcase animated gifs
  - End to end user flows
  - Compare current flow to new & improved flow
- **Design explorations**
  - How did you explore design options based on user research?
  - How did you improve their workflow/pain points through these?

PROCESS (continued)

- **(Optional) Interaction & Visual Design**
  - Interaction design:
    - Are there animations you'd like to highlight?
    - How did you improve the information architecture?
    - How did you improve the overall user flow?
  - Visual design:
    - Are there design specifications you'd like to highlight?
    - What visual design changes have you made and how did it affect the overall experience?
    - Typography, iconography, color palette should all be here too.
- **User testing**
  - How did you conduct user testing?
  - What were the results after testing?
  - Synthesis on test outcomes
  - Which design iteration did you decide based on user testing?
- **Iteration**
  - Based on the design you chose to move forward with, how did you iterate from user testing?
  - What were key learnings here?
  - How did you improve the experience?

RETROSPECTIVE

Last step!

- **Limitations and Constraints**
  - What were some limitations and constraints you faced during this project?
  - How did you overcome them?
- **Retrospective & Next Steps**
  - What would you do differently?
  - What did you learn?
  - What are the next steps?