

[UX Research Case Study Title]

💡 **Tip:** Delete this part when crafting your case study. Duplicate it before filling it! Don't forget to substitute the content with your own and delete the grey guidelines.

💬 Key Questions

Key Questions: - What was the problem you were trying to solve? - Where did you succeed or fail? - What insights informed your design decisions? - What was the ultimate solution and why was it the best?

⚠️ NDA Notice

[If your work is under NDA] Due to an NDA during my time at [], deliverables in this case study are limited. Please [contact me](#) for more information.

Project Overview

Project Details

- **Client:** - **Timeframe:** - **My Role:** UX
Researcher - **Team:** - **Methods:** - **Tools:**

300 x 300

Representative image of your case study

The Background

The Background: Introduce yourself, the organization, the product, the client, and the project topic.

? The Problem Statement

The Problem Statement: The design problem or question that created the need for UX research in the first place.

The Project Goal

The Project Goal: Mention the problem space along with the intended outcome and impact (value proposition).



My Role

My Role: Describe your role, how it fit into the process, the team you worked with, and how you solved challenges.



My Approach

Your Approach 1:

E.g. Desk Research, Stakeholder Interviews, Heuristic Analysis...

Your Approach 2:

E.g. User Testing, Analytics Review...

300 x 300

Visual representation of your approach.



Research Questions

Research Questions:

- How might we [expected user behavior change or impact]?
 - What motivates users to [desired action]?
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Hypotheses

Hypotheses:

- **H1**: We think that by [action], we will [outcome] because [rationale].

- **H2**: We think that by [action], we will [outcome] because [rationale].

The Methodology

Method 1: Substitute your method and explain why you chose it.

Participants: Indicate who was recruited, why they were recruited, and how you incentivized them.

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Visual representation of your method.

The Analysis Process

The Analysis Process:

- How you analyzed the data (e.g., Affinity Diagramming).
 - Techniques used and why.
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Main Insights

Insight 1: 💖 Delights

Insight 2: 💔 Pain points

300 x 300

Visual representation of insights.

★ UX Recommendations

Recommendations:

- **Recommendation 1**: Improve navigation flow.
- **Recommendation 2**: Use user-friendly language in tooltips.
- **Recommendation 3**: Simplify task management UI.

This version uses `` for bold text, `
` for line breaks, and **HTML-based backgrounds** for visually distinct callouts. This should render well in Markdown environments that support inline HTML.

Would you like me to help test this template in a specific environment? Let me know!