### [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.

## **o** The Project Goal

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



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

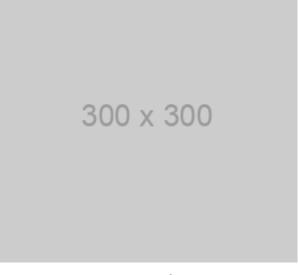
# 🚀 My Approach

#### Your Approach 1:

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

#### Your Approach 2:

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



\*Visual representation of your approach.\*

## **Research Questions**

#### **Research Questions:**

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

# 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.



\*Visual representation of your method.\*

# 

### The Analysis Process:

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



Insight 1: V 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 <strong> for bold text, <br> 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!