

# Case study title

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Your name

# Project overview



## The product:

Insert a few sentences about the app, website, or other product that you designed and the target users



## Project duration:

Insert the time that you worked on this design project - e.g., Month Year to Month Year

Preview of selected  
polished designs.

# Project overview



## The problem:

Insert one to two sentences about the problem(s) you were trying to solve.



## The goal:

Insert one to two sentences about the goal of the project.

# Project overview



## My role:

Identify your role in the project - e.g., lead UX designer, UX researcher, etc.



## Responsibilities:

List the responsibilities you had throughout the project - e.g., user research, wireframing, prototyping, etc.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



Write a short paragraph describing your user research.

This can include the type of research you conducted, assumptions that you made going into the research, and how your assumptions changed after conducting research.

# User research: pain points

1

**Pain point**

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

2

**Pain point**

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

3

**Pain point**

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

4

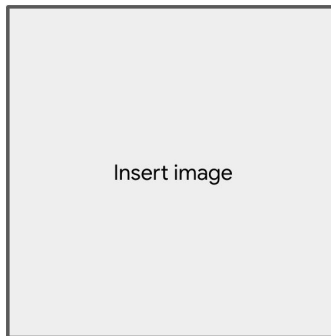
**Pain point**

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

# Persona: **Name**

## Problem statement:

[User name] is a [user characteristics]  
who needs [user need]  
because [insight].



### Name

**Age:** [insert]  
**Education:** [insert]  
**Hometown:** [insert]  
**Family:** [insert]  
**Occupation:** [insert]

*"Relevant personal quote that captures the persona's attitude and personality"*

### Goals

- The related objectives this person wants to successfully complete

### Frustrations

- The issues or pain points that they encounter or try to avoid

Brief story or scenario that conveys the persona's user journey, highlighting their goals, frustrations, and other relevant context.



# User journey map

[Your notes about goals and  
thought process]

Image of user  
journey map



# Paper wireframes

[Your notes about goals and thought process]

Image of paper wireframes including five different versions of the same screen and one image of the new, refined version

# Digital wireframes

[Your notes about goals and  
thought process]

Description of  
the element  
and its benefit  
to the user



Insert first wireframe  
example that  
demonstrates design  
thinking aligned with  
user research



Description of  
the element  
and its benefit  
to the user

# Digital wireframes

[Your notes about goals and thought process]

Description of the element and its benefit to the user



Insert second wireframe example that demonstrates design thinking aligned with user research



Description of the element and its benefit to the user

# Low-fidelity prototype

[Link to low-fidelity prototype and  
brief description of the user flow]

Screenshot of  
prototype with  
connections or  
prototype GIF

# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

- 1 Insert finding
- 2 Insert finding
- 3 Insert finding

## Round 2 findings

- 1 Insert finding
- 2 Insert finding
- 3 Insert finding

## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility



# Mockups

[Your notes about goals and thought process]

Before usability study

Image of  
selected  
screen before  
usability study



After usability study

Image of  
selected  
screen after  
usability study

# Mockups

[Your notes about goals and thought process]

Before usability study

Image of  
selected  
screen before  
usability study



After usability study

Image of  
selected  
screen after  
usability study

# Mockups

Main  
mockup  
screen for  
display

Main  
mockup  
screen for  
display

Main  
mockup  
screen for  
display

Main  
mockup  
screen for  
display

# High-fidelity prototype

[Link to high-fidelity  
prototype]

Screenshot of  
prototype with  
connections or  
prototype GIF

# Accessibility considerations

1

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

2

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

3

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Insert one to two sentences summarizing the impact of your designs. In the real world, you'd include data like number of downloads or sign ups, but since this is a course project, you can include a positive quote from a peer or study participant.



## What I learned:

Insert a few sentences summarizing what you learned throughout the project.

# Next steps

1

Insert a few sentences summarizing the next steps you would take with this project and why.

2

Insert a few sentences summarizing the next steps you would take with this project and why.

3

Insert a few sentences summarizing the next steps you would take with this project and why.



# Let's connect!



Insert a brief sentence or two about contacting you and/or reviewing more of your work.

Provide your contact information here. This might include your email address, phone number, and website or link to other professional platforms.