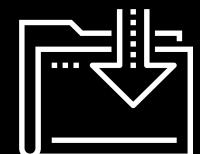


UX/UI Portfolio Week - Day 1

UX/UI Design
Lesson 16.1



Today's Objectives

Today we will:



Gather design inspiration for ux portfolios and case studies.



Execute a portfolio case study outline.



Produce case study assets.

Welcome to Portfolio Week

8 Weeks Left!

We are almost 2/3 complete with the course!

UX Design

UI Design

Front-End
Development



The Next 6 Weeks

This week we will begin working on UX Portfolios and Case Studies. During weeks 17-21 we will begin working on online portfolios.

UX Portfolio

Front-End Development



Week 16



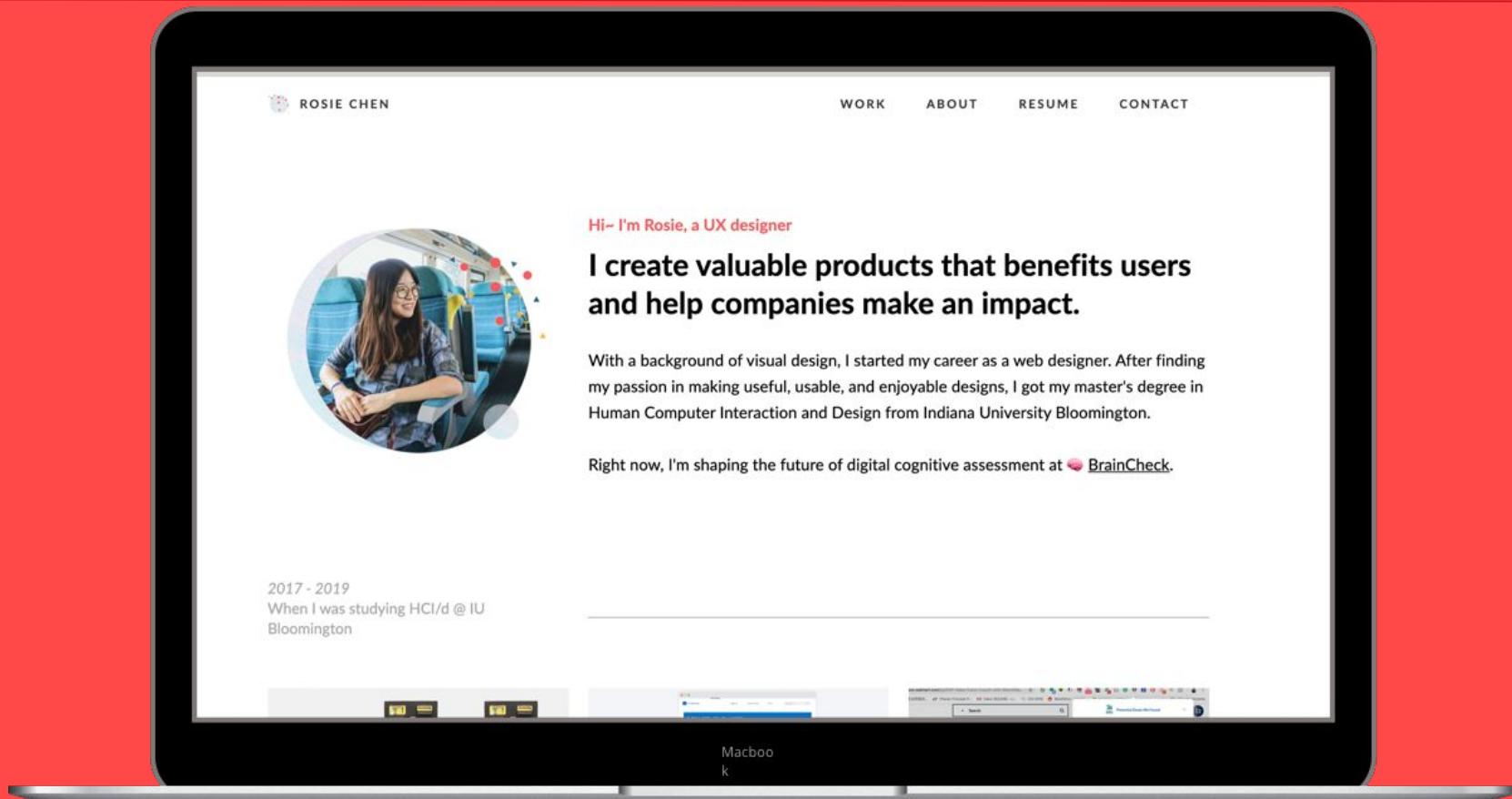
Weeks 17-21

This week we will be working on the **content for our UX Portfolios**.

During weeks 17-21, we will be building our **online UX Portfolio**.

UX/UI Design Portfolios

Why Do You Need a Design Portfolio?



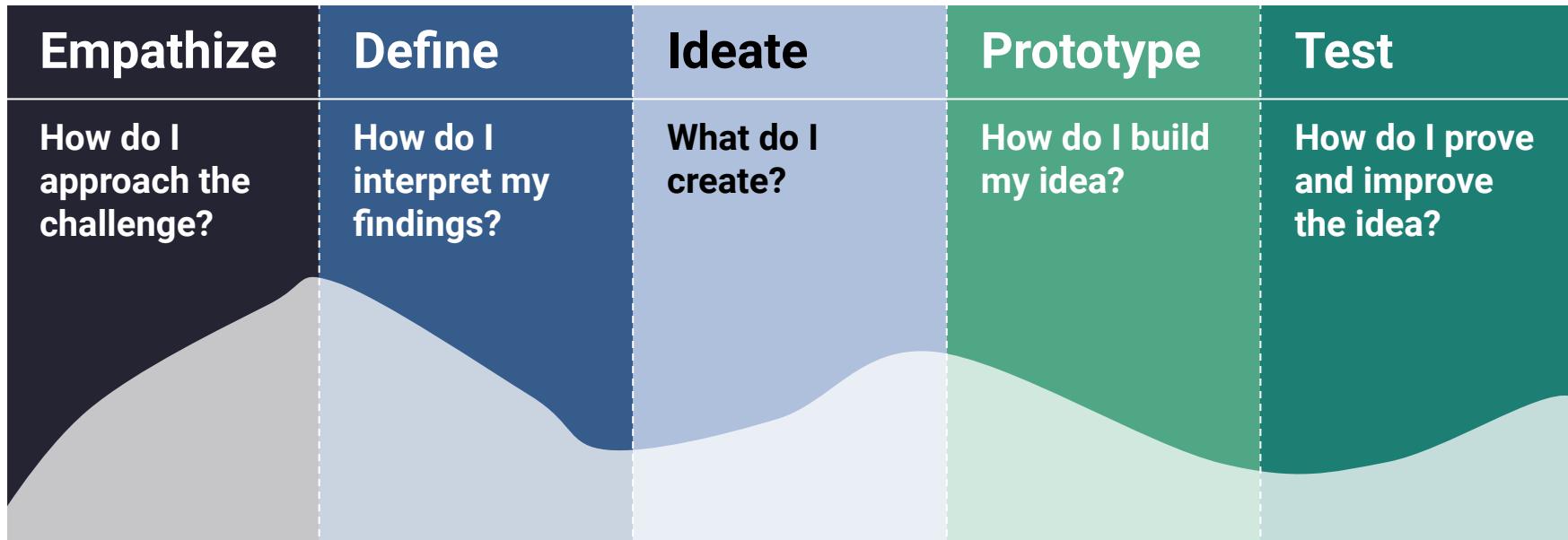
The image shows a laptop screen with a white website template. At the top left is a small circular profile picture of a woman with long dark hair and glasses, wearing a blue patterned shirt. To her right is the text "Hi~ I'm Rosie, a UX designer". At the top center is the name "ROSIE CHEN". To the right of the name are four navigation links: "WORK", "ABOUT", "RESUME", and "CONTACT". Below the profile picture is a large circular image of the same woman sitting on a train, looking towards the camera. To the right of this image is a bold statement: "I create valuable products that benefits users and help companies make an impact." Below this statement is a paragraph of text: "With a background of visual design, I started my career as a web designer. After finding my passion in making useful, usable, and enjoyable designs, I got my master's degree in Human Computer Interaction and Design from Indiana University Bloomington." Further down the page, there is a section titled "2017 - 2019" with the subtext "When I was studying HCI/d @ IU Bloomington". At the bottom of the screen, there are three small screenshots of user interface designs, labeled "Macboo k" at the bottom.

So You Can Get A...



Design Portfolios are Required

Design portfolios are required to interview for design roles. Employers hire designers that know the user-centered design process. The goal of your portfolio is to share how you think and how you can solve problem using your process.



UX/UI Portfolio Requirements

There Are Two Types of Design Portfolio: Online and Offline

COMPONENTS OF A UX-DESIGN PORTFOLIO

An illustrated guide for creating a portfolio template

Web

The illustration shows a web-based UX design portfolio template. It features a sidebar on the left labeled "Sidebar". At the top is a header bar labeled "Header / Navigation". Below the header, the main content area starts with a section titled "Your Name" followed by "How you'd like to be contacted". A brief description follows, mentioning an elevator pitch and audience specialization. Below this is another section with a call-to-action button labeled "View Projects".

PDF / Slide Deck

The illustration shows a PDF or slide deck UX design portfolio template. It features a main content area with a title page. The title page includes the "Your Name" section and "Job Title or Specialties". Below the title page, there is a section for "UX Design Portfolio Selected Samples" and a "Logo" placeholder.

Header / Navigation

The illustration shows a project-specific UX design portfolio template. It features a sidebar on the left labeled "Sidebar". The main content area starts with a "Project Name" section followed by "Dates of project". An introduction to the project is provided, detailing the problem solved and the role played. Below this is a "Screenshot or Process Photo" placeholder.

Project Introduction

Description of each project

Project Name

Dates of project

Problem

The problem you were tasked with solving on this project.

Role(s) Played

Your impact to the team.

Activities Performed

Specific UX activities that you performed listed (optional).

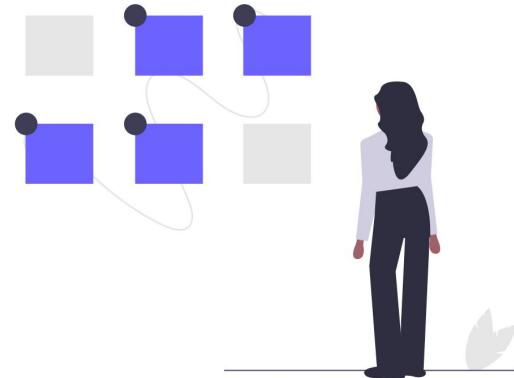
Screenshot or Process Photo

Caption for photo above.

What Hiring Managers are Looking For

The Norman Nielsen Group Surveyed 204 professionals in charge of hiring for what they look for in a portfolio.

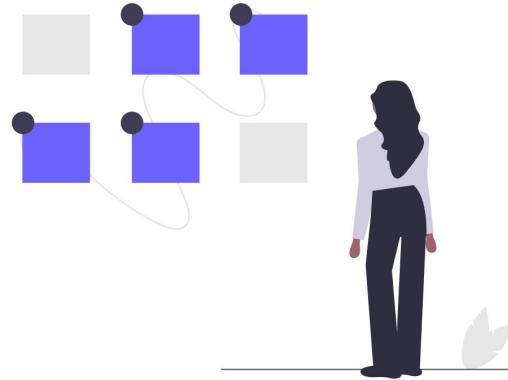
- **Logical thought processes.**
- **Skills, both hard and soft, including:**
 - a. **Communication**
 - b. **Teamwork**
 - c. **Ability to work independently**
 - d. **Decision making based on results, user feedback, etc.**
 - e. **Ability to learn from mistakes**
 - f. **Problem solving**



What Hiring Managers are Looking For

The Norman Nielsen Group Surveyed 204 professionals in charge of hiring for what they look for in a portfolio.

- **Design process.**
- **Knowledge of methods to use and when to apply them.**
- **Openness to feedback.**
- **Desire to improve.**



How Do You Show All Your Skills?

You will need an online portfolio but you don't have to code it yourself. UX leaders do not care how it gets built.

01

Portfolio Home Page

This basic home page should feature basic images and big images of your projects.

- Name, job title, and photo
- Three to five big, nice images of your best projects
- A short bio highlighting the most important points
- Social links
- UX designer resume (downloadable in pdf)
- Contact details or a contact form so people can easily reach you

02

3 to 5 UX case studies of your best work:

- Header image with a great title
- The biggest challenge you faced
- The team and your role
- Your design process: present your design process step by step—the methods you used, the decisions you took, and why you did it that way
- Results
- Your learnings

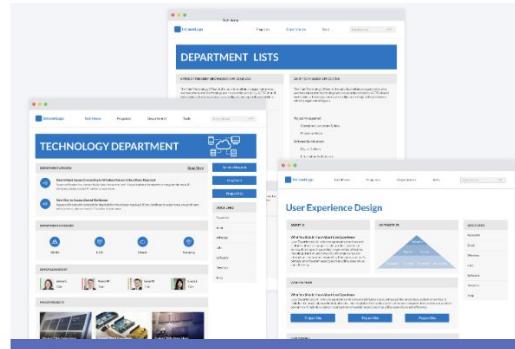
What Projects Do You Put in a Portfolio?

Showcase your **best three to five projects** and make sure you have projects that fit your future employers' needs or your personal preferences. Employers usually look for proof that you have already done similar work to what they want to give you.



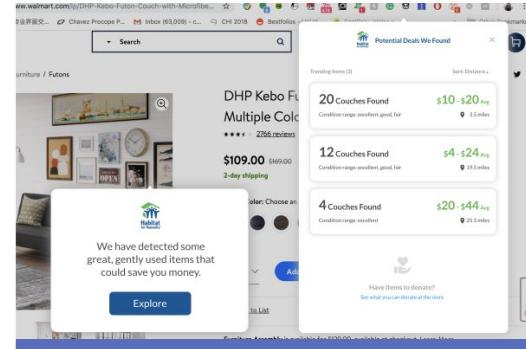
2018 CHI STUDENT DESIGN CHALLENGE

A Donation Box that Visualizes Donors' Monetary Contributions



2018 SUMMER INTERNSHIP WITH WELLMARK

Intranet Redesign for Wellmark Technology Department



ONE WEEK PROJECT FOR BLACKBAUD

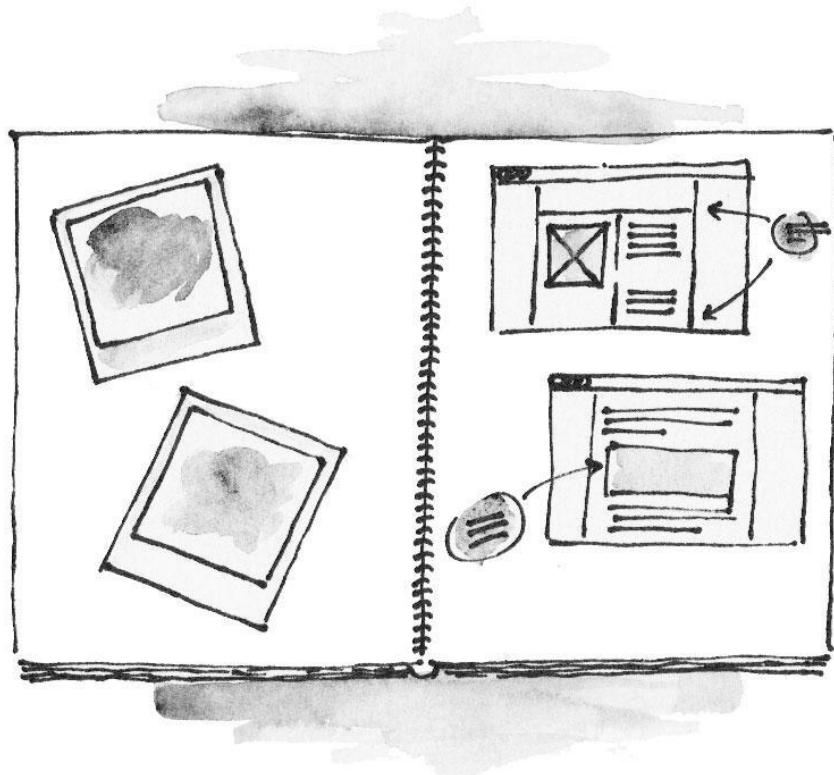
A Web Plugin that Promoting Responsible Consumption and Production

Focus on the Big Picture

When you look for a UX job, your readers represent your target audience and your portfolio represents your product. In this case, your user could potentially hire you.

The image displays two examples of UX portfolios. The left portfolio, "Emma Stark" (Product Designer), includes screenshots of mobile and web interfaces for projects like SocialMe, Sport360, and Unleash. The right portfolio, for a company working on Fully Autonomous Cars, shows a hierarchical structure with sections for Research and Exploration, Website Redesign, Prototyping & Testing, and Discovery.

UX/UI Portfolio Requirements



- Must have at least **3 case studies**.
- Must have a **Personal Statement**.
- Must **showcase your UX/UI skills**.
- Must have a **Resume Download link**.
- Must describe your **Design Process**.
- Must have your **Contact information**.
- Must have **Design documentation**.
- Must have **social media and other places to follow you**.
- Must be your **original work**.



Student Activity:

Gather Design Portfolio Inspiration

(Instructions sent via Slack)

Suggested Time:
15 minutes



Portfolio Dos and Don'ts

"I want to understand your process and see what your part was as well as who you worked with (Devs, PMs, etc.). Visual design is naturally the first thing I notice with a designer's portfolio. I place visual design second, though, to clear communication and strong problem solving skills.

Finally, I'm not looking for superstars, personally. I want someone who's willing to learn whatever it takes to get the job done, who is proactive but who is also humble and empathetic."



—Holly Reynolds, Senior Product Designer at GitLab and Former UX Hiring Manager

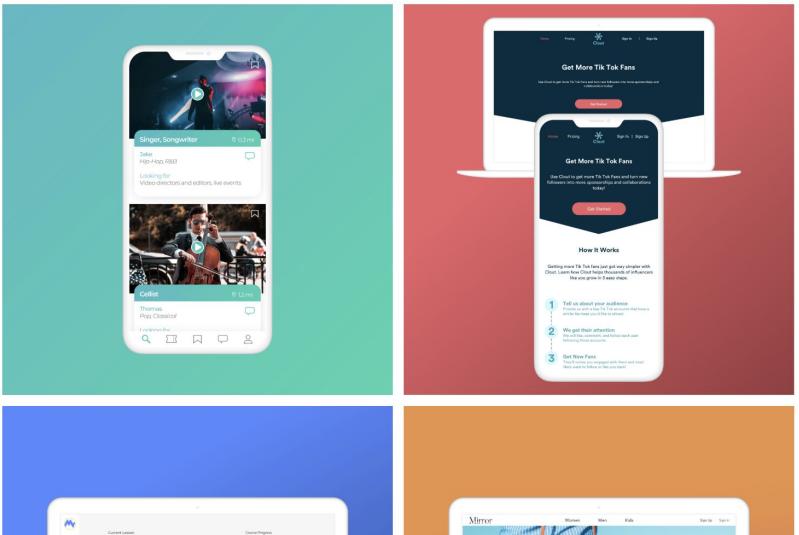
Portfolio Examples

David Lim

Product Designer

I believe great design goes beyond creating a pleasant user experience.
I'm interested in developing a harmonious relationship between user
needs and product capabilities.

[IN](#) [ABOUT](#) [CONTACT](#) [RESUMÉ](#)



1



David Lim

2

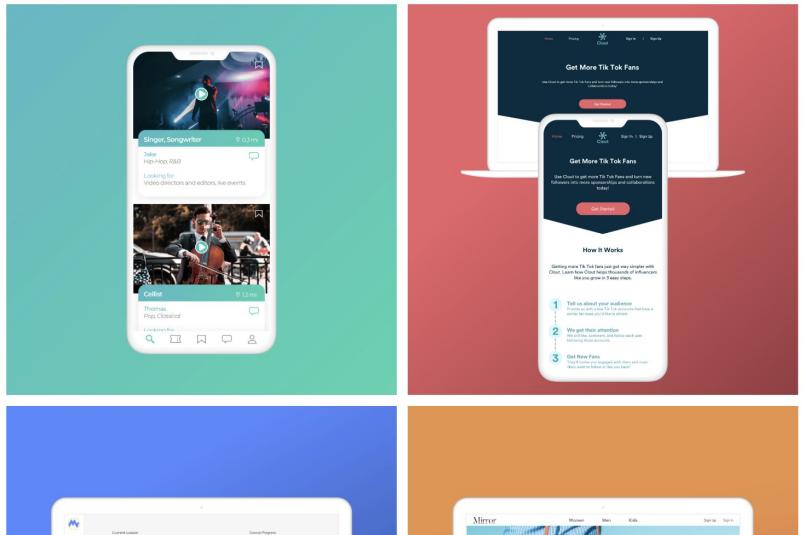


Product Designer

I believe great design goes beyond creating a pleasant user experience.
I'm interested in developing a harmonious relationship between user
needs and product capabilities.

In ABOUT CONTACT RESUMÉ

3





VALERIE LEE

Product Designer / User Experience Designer

Finding her love in documentaries, Val's work aims to study the human condition in an authentic and empathetic manner.

She's been working her magic since 2012!

Connect with her! You'll find her contact details down below.

E: valleeyings@gmail.com

[View my Design Portfolio](#)



WORK

ABOUT

CONTACT

My Design Process

Exploring qualitative and quantitative within design practice.



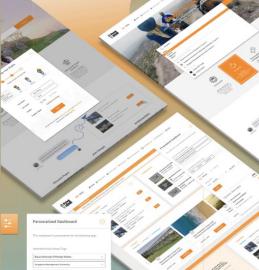
Love, Bonito

Rethinking the site navigation of an eCommerce shop.



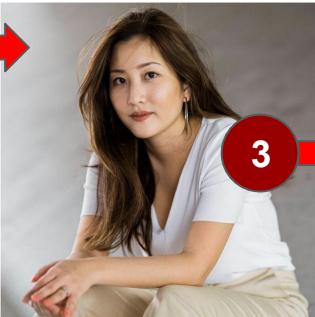
Flying Chalks

Convert an existing community platform into a personalized experience.



[View Project](#)

1



3

2

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Finding her love in documentaries, Val's work aims to study the human condition in an authentic and empathetic manner.

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WORK

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Love, Bonito

Rethinking the site navigation of an eCommerce shop.



Flying Chalks

Convert an existing community platform into a personalized experience.



Portfolio Tips

Tip 1: The Home Page Should Make a Good First Impression

The screenshot shows a landing page with a large, bold title "I am JEREMY STOKES" in black and yellow. Below the title is a cartoon illustration of a Black man with a beard, wearing sunglasses and a green shirt, holding a laptop. At the bottom, there's a section with the text "Hey ya'll – I'm Jeremy!" followed by a paragraph about him being a friendly neighborhood designer.

I am
JEREMY STOKES

My Work Just About Me Etc.

Hey ya'll – I'm Jeremy!

Your friendly, neighborhood beard enthusiast and experience designer bent on empowering all types of people through design.

<https://vickyvo.me/> + <https://www.jeremy-stokes.com/>

The screenshot shows a landing page with a navigation bar at the top. The main feature is a large photo of a woman (Vicky) walking down a city street. To the right, there's a "Hi. I'm Vicky" bio, a list of achievements, and a "Engagements" section. At the bottom, there's a note about a published article on Medium.com.

Vo

HOME MY WORK UI SHOTS PUBLICATION BLOG ABOUT CONTACT in M

HI. I'M VICKY

I'm a Visual, UI/UX Designer based in Silicon Valley. I enjoy visual designing, critical thinking, and design thinking.

Winner of the IEEE Mobile App Development Competition 2018 (International), 1APP App Contest 2018 (Hungary), A'Design Award 2019 (Italy), SAP Design-A-Thon (USA), Silicon Valley's Big Ad Challenge 2017 (USA)

My current learning focus is to design for **accessibility** and **inclusivity**.

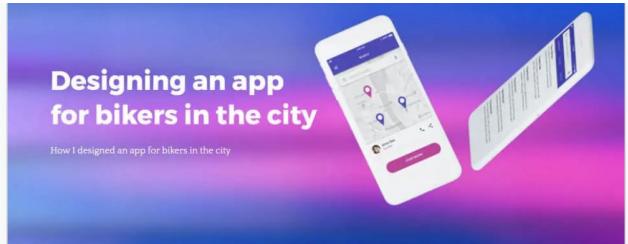
Here's a space where I share my design projects, mini UIUX challenges and design blog posts.

Read more **about me**, or see my **resume** here.
SCROLL

ENGAGEMENTS

Published a UX article on Medium.com with UX Collective Publication on Neumorphism and Accessibility in design.

Tip 2: Show Design Process and Decisions in Your Portfolio



Give context and explain the challenge



About the project

This was a pet project for me. I started to think about it two years ago when I moved to Budapest from Steged. I love biking and what I missed is an easy-to-use application for bikers in the city. An app that shows a map with all the routes that is good for biking.

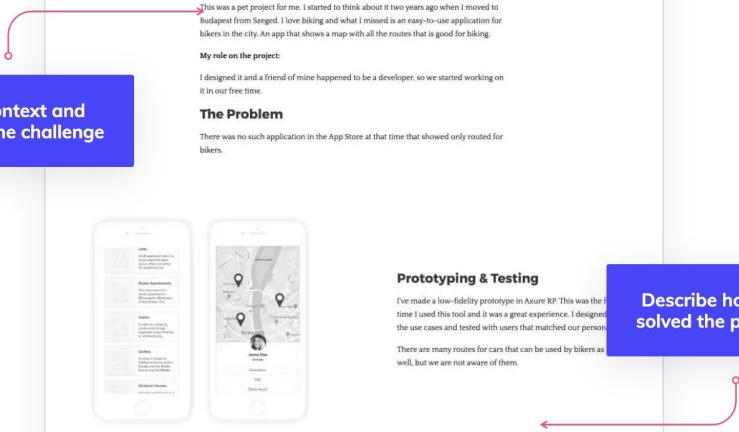
My role on the project:

I designed it and a friend of mine happened to be a developer, so we started working on it in our free time.

The Problem

There was no such application in the App Store at that time that showed only routes for bikers.

Describe how you solved the problem



"I'm currently in the midst of hiring a junior designer, so this is top-of-mind. I look for **communication skills**—the [candidate's] ability to describe their process of getting from problem to solution, grounded in specific examples."

—Alissa Ampezzan, Senior Product Designer at **Civis Analytics**

"I believe that design is centered around communication. As designers, we want our designs—whether web application or print designs—to **communicate something to our audience**. It could be a task we'd like them to do or an emotion or experience we want them to leave with. If you have a hard time communicating with those around you, you will likely have a hard time communicating with your designs, as well."

—Stephanie Finken, Senior UI Designer at **VISANOW**

"Junior UX designers don't [always have the experience and portfolio], but if they are able to tell me how they got a project from point A to point Z and **what problems were presented and solved** along the way, that definitely appeals to my point of view."

—Luis Mendoza, Creative Director at **Krossover**

UX Leads, Hiring Managers ,and Companies want to see how you might fit with their team.

Tip 3: UX Portfolios Follow a Standard Format

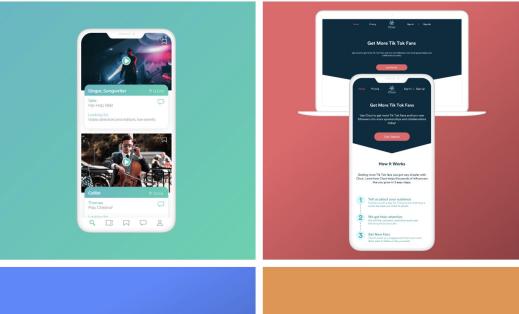
The “users” of your portfolio will be hiring managers, recruiters, or fellow UX professionals, so your portfolio must appeal to these different groups of people. You can use this format to your advantage when structuring your portfolio.

David Lim

Product Designer

I believe great design goes beyond creating a pleasant user experience. I'm interested in developing a harmonious relationship between user needs and product capabilities.

[IN](#) [ABOUT](#) [CONTACT](#) [RESUME](#)





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Exploring qualitative and quantitative within design practice.

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E: valleeyings@gmail.com

[View my Design Portfolio](#)

[IN](#) [BE](#) [G](#)

WORK



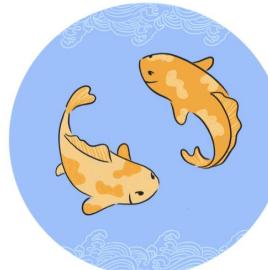
Tip 4: Market Yourself Correctly

The image is a composite of two parts. On the left, a screenshot of a website for 'Christine Maggi' is displayed. The site has a blue header with the name 'Christine Maggi' and links for 'Case Studies', 'Portfolio', 'YouTube', and 'About'. Below the header is a banner featuring a rainbow and the text 'My like a walrus LIFE SUCKS AND THEN YOU DIE'. The main content area features a large, bold, blue text overlay that reads 'Hellooo! I'm Christine.' A red arrow points from the bottom-left towards this text. Below it is a paragraph of text: 'I'm a multi-disciplinary designer focused on Visual, UI, and UX Design. I'm currently working as a Product Designer in Baltimore, MD.' At the bottom of this section is a pink button with white text that says 'Ok, great. Let's see some work.' On the right side of the composite image, there is a photograph of a person with long brown hair, seen from behind, sitting at a desk and working on a computer. The desk is cluttered with various items, including what looks like a keyboard, a mouse, and some papers. The background shows shelves filled with books and other personal belongings.

Tip 5: Tell a Story

The screenshot shows a website with a light gray header bar. In the top-left corner is a blue circular logo containing stylized Korean characters. To its right are three menu items: "Projects ▾", "Illustrations", and "About". The main content area has a white background. At the top center, the text "I'm Ashley." is followed by "Product Designer, Illustrator & aspiring storyteller." Below this is a large circular illustration of two orange and yellow fish swimming in blue water with white wave patterns. Underneath the circle is a small orange wavy symbol. At the bottom of the page, there is a block of text: "I find delight building experiences with compelling design narratives. My hybrid background in UX, marketing communications, and illustration has allowed me to intertwine strong business acumen with my craft."

I'm Ashley.
Product Designer, Illustrator & aspiring storyteller.



≈

I find delight building experiences with compelling design narratives. My hybrid background in UX, marketing communications, and illustration has allowed me to intertwine strong business acumen with my craft.

Tips from Recruiters



Tom Cotterill

UX Recruiter at Source LF & Founder at Jun...

6h

UX Portfolio tip - Have the WHY factor!

Getting your portfolio is so important, it acts as a meet and greet without meeting you. Getting it right can be the difference of getting an interview or not.

When I'm looking at a portfolio, I always like to try and get inside the designers mind and see how he/she solves problems.

Including why you moved from each part of the process I believe helps the reader, understand how you make decisions and solve problems.

For example if you've worked on understanding the journey of a user, and gone straight into a design sprint explain why you've done that.

This will help the hiring manager really get inside your mind and how you think.

35 likes • 2 comments

No one wants to be looking through your portfolio for ages trying to find some useful content to see if you're suitable.

I personally believe a good portfolio should be clear, simple, to the point, no waffling.

In 60-120 seconds I think someone reading it should be able to identify:

- Who you are
- What you do
- Main skills
- Companies you've worked on
- UX process
- Finished deliverables of projects.
- If you hit certain KPI's in a project, which was down to your work.
- Who you worked with in the team.

Remember, a portfolio is dangling the carrot waiting for the hiring manager to bite. And only then, should you present more work to them if they're interested in seeing more.

Test on your friends and family, see if they can get all that information in 60-120 seconds. If they can't, cut down on the content. If they do it in a shorter period of time, maybe add some stuff on there!

25 likes • 17 comments

JUNIOR UXRS - Create a story behind you. Be a brand. Make people aware of who you are.

As we all know there is a lot of Juniors in the market so do something that will help you stand out.

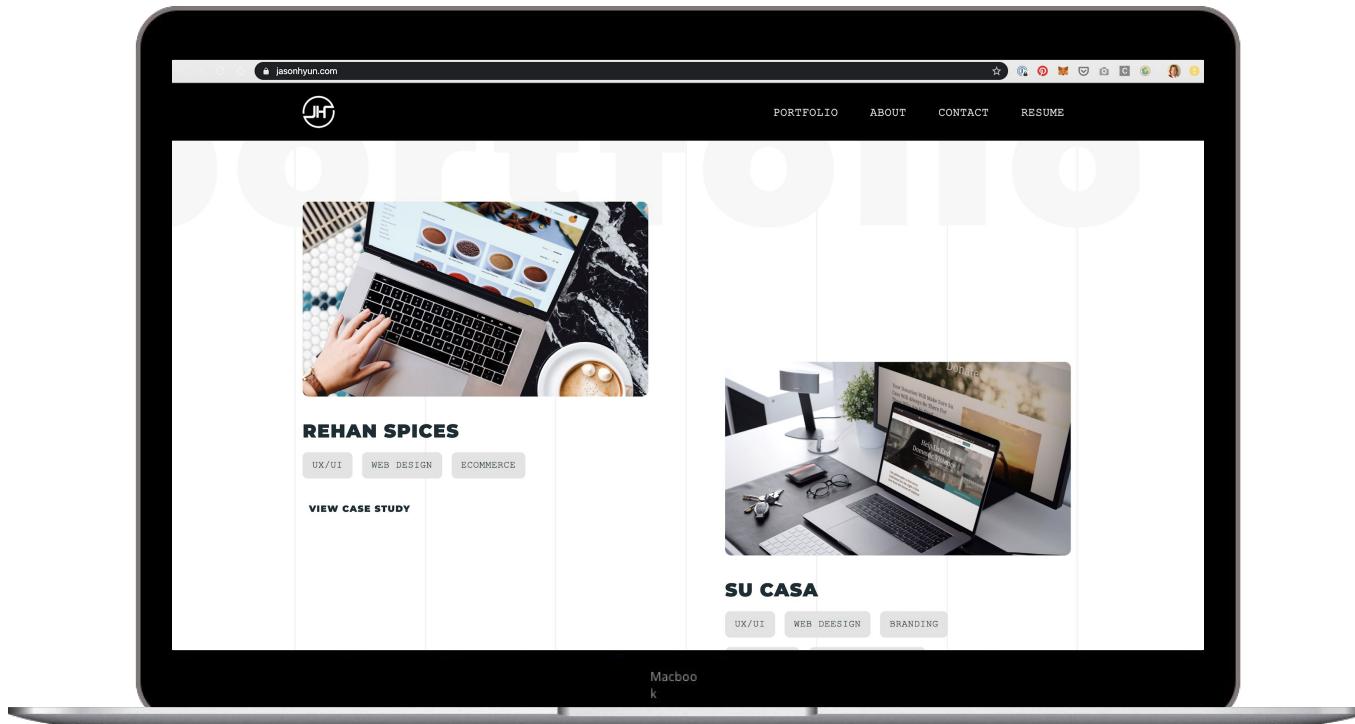
When creating a CV/Portfolio have these questions in mind when creating the content alongside your work..

- What makes you stand out from the hundreds of other UXrs?
- Why should someone give you a chance? How much grit and determination have you got to never quit in your search?
- What's your 5-10 year plan, give the companies an idea of how you want to grow and in turn how you can grow inside their company.
- Do you look up to anyone in UX and why?
- Talk clearly about what strategy you are using to get a job? Show them that you aren't just applying to companies on a job board, but building relationships with recruiters, going to meetups, calling companies, approaching hiring managers on LinkedIn.

My main advice to a junior looking for a role is simply show PASSION and never quit until you find that role.

Good luck

Student UX Portfolio Sample



<https://www.jasonhyun.com/>

<https://www.linkedin.com/in/jasonhyun>



Student Activity:

UX Portfolio Template About Me

(Instructions sent via Slack)

Suggested Time:
15 minutes





Time's Up! Let's Review.

Take a Break!



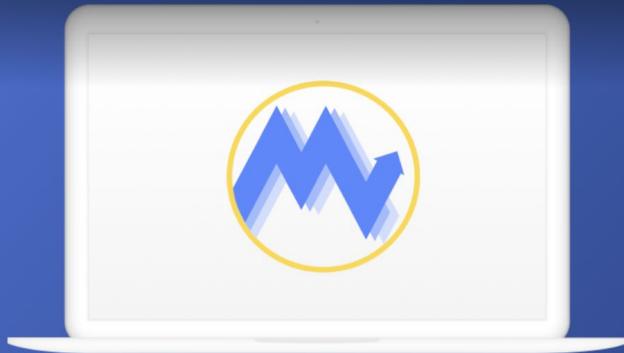
Case Study Examples



David Lim
Product Designer

Map the Money Maze

Education



Project Context

Background:

App to Succeed (ATS) is a non-profit organization with aspirations to eliminate poverty in the United States by providing career, education and personal finance guidance to young adults (ages 16 - 19). They plan to accomplish this by developing a web application that presents subject-based lessons, assesses comprehension and emulates practical experiences through "real world" scenarios.

Project Goals:

Re-design existing screens to implement UX design principles and best practices. Create screen mockups/templates for future modules.



The screenshot shows the 'About Us' section of the App to Success website. At the top, there's a navigation bar with links for 'About Us', 'How To Help', 'Donate', and 'Register'. Below the navigation is a large green header bar with the text 'About Us' and a brief description of the organization's mission to eliminate poverty in the United States. On the left side of the main content area, there's a sidebar with links to 'About Us', 'Our Mission', 'Leadership', 'Supporters', 'Our Standards', and 'Privacy Policy'. The main content area contains two columns of text. The left column discusses the organization's approach to personal finance education, emphasizing dignity and self-gratification. The right column describes the 'Map the Money Maze' project, which is a gamified program for 16-19-year-olds that provides personalized content based on their financial challenges and goals. It includes a brief description of the program's features and how it helps participants apply what they learn in real life.

The Process



Here are the following high level goals:

1. Increase sign up rate by 10% in a quarter (Before: 4032 users)
2. Increase visibility of services page for non-logged and logged-in users
3. To add more elements for effortless access to better and more personalized "Suggested connections" (Using an algorithm to connect students with peers with similar interests, hobbies and schools.)

My Role

I lead the design process, with a special focus on improving user experience and redesigning the interface. I collaborated with the Product Manager and Web Developer for this project.

OBSERVATIONS

Objectives & Audience

It begins with a student choosing which overseas university to apply to, to when they return from their overseas studies and remain as an active member of the community. FC aims to be a platform that offers value to these students at every stage of the user life cycle illustrated below.



Student Activity:

Gather Case Study Inspiration

(Instructions sent via Slack)

Suggested Time:
10 minutes



PEER REVIEW



How to Structure a Case Study

8 Steps for Creating Case Studies

In summary, a great UX/UI case study answers:

01 What was the problem you wanted to solve?

02 Who were the users?

03 What was your role in the project?

04 What was your design process?

05 What were the design options and how were decisions made?

06 What were the constraints and limitations?

07 How did you validate your design?

08 What would be your next step?

Your Goal Should Be To Tell a Story



1. Who is the client, target organization, or industry?
2. Was this a team effort or a solo project? If you were working with a team, what was your role? What other roles were involved?
3. Who is the end user? What User Personas are you designing for?

“My tip would be, *tell stories*. When designers present a flat portfolio, it doesn’t tell me about how they approach the work they do and how they deal with the ebbs and flows of design. Tell me how you navigate from start to end of a project. I like to see a case study approach.”

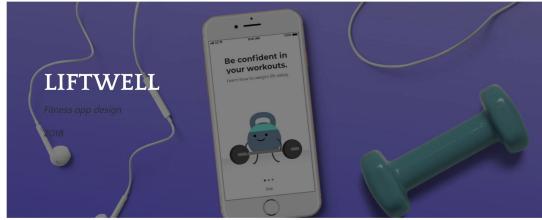


- Sarah Bellrichard, SVP of Wholesale Internet Solutions & UX at Wells Fargo

Divide Your Case Study into 2 Parts

01

Summary / landing page



Background

My design bootcamp was given the task of finding any common problem and designing a solution around it. We conducted a few rounds of interviews with friends and family to isolate a problem to work on.

The Problem

Weight lifting can be an effective method of getting in shape, but many find it intimidating because of the fear of seriously injuring themselves. Without a personal trainer or weight lifting friends, the inexperienced don't have a way of learning how to properly weight lift.

The Solution

A fitness app that uses the phone's camera to analyze weight lifting form and gives recommendations on how to improve.



Collaborators

Chali Praserttri
Yuliya Tarasevich

My Role

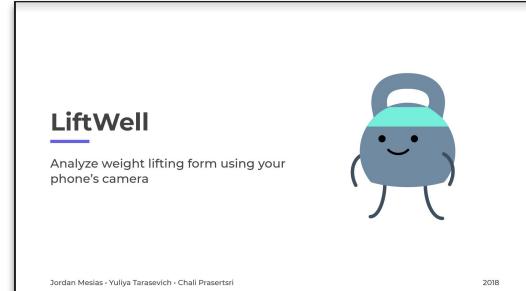
User Research
User Flow
Wireframe
Prototype & User Test

[View full case study](#)

[View prototype](#)

02

Detailed process case study



The Challenge

My project partners and I were prompted with the task of finding any common problem and designing a solution.

my role

- User Research
- User Flows
- Wireframes
- Prototype and User Testing

“When I’m working with designers on portfolios, I always ask them to make sure to state the goal of the project up front. While it can be tempting to jump right into a long description of the thing you made, that can pretty quickly turn into a boring list of features.”



*Laura Klein- Author of *Build Better Products* and *UX for Lean Startups**

Summary Example

Project Name

DATES OF PROJECT

Platform

Web
Mobile / Tablet

Project Description

Here is a brief project description with details of the project goal and my responsibilities on the project.

Activities

List of UX activities that I performed on the project. This could span multiple lines in paragraph format or as a bulleted or non-bulleted list.

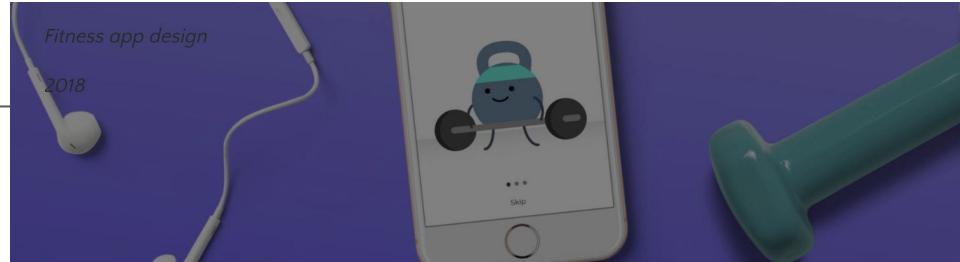


Caption for photo that details what is pictured and why it's important.

Summarize the Case Study

Set up your story.

- Write a 2-3 sentence summary of the product and how it works.
- Define the Problem/Objective.
- Define the solution.
- Define how you contributed to the project.



Background

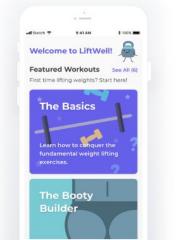
My design bootcamp was given the task of finding any common problem and designing a solution around it. We conducted a few rounds of interviews with friends and family to isolate a problem to work on.

The Problem

Weight lifting can be an effective method of getting in shape, but many find it intimidating because of the fear of seriously injuring themselves. Without a personal trainer or weight lifting friends, the unexperienced don't have a way of learning how to properly weight lift.

The Solution

A fitness app that uses the phone's camera to analyze weight lifting form and gives recommendations on how to improve.



Home screen



* Hiring managers spend only a short time reviewing a portfolio—make yours count.

Collaborators

Chali Prasertsri
Yuliya Tarasevich

My Role

User Research
User Flow
Wireframe
Prototype & User Test

[View full case study](#)
[View prototype](#)

Make Employers Job Easy

Employers spend an average maximum of five minutes, or even less, skimming your portfolio.

So make their job easier by

1. **Giving descriptive titles** to each phase in your case study.
2. **Highlighting the most important parts** which the visitors' eyes can catch.
3. **Deleting everything that is not straightforward** enough to be understood.

Explain the Process in Your Case Study

You should always start with some user research that frames the problem. For example, you might write this:

“We analyzed the to-do lists of 140 users aged 18-40 for a period of 3 weeks and discovered that about 60% of their tasks were location-dependent. From this analysis, we made 4 user personas and defined their experiences in managing to-do lists with customer journey maps.”

* UX/UI Design Process is essential to communicate.

Show Your Deliverables with Purpose

USER PERSONA

Gym Newbie

ABOUT

Delores's job sponsors her gym membership so she wants to take advantage of it. She wants to lose weight and have a healthier lifestyle. She learned that weight-lifting is an effective way to transform her body and wants to give it a try.

NEEDS

- Lose weight by weight lifting
- Make the most of her time at the gym
- Ensure that she is performing exercises correctly

PAIN POINTS

- Personal trainers are too expensive
- Fitness apps she's found give instructions and videos on how to perform exercises but she still doesn't feel confident performing them without getting hurt
- Doesn't want to ask other people at the gym for help because she feels like she doesn't want to bother them

INSIGHTS

- Learns exercises by watching videos right before the workout at the gym
- If in doubt how to perform an exercise, stops and moves on to the next one
- YouTube videos and readily available workout plans make working out doable without a personal trainer

Delores

"I stick to a treadmill or an elliptical, because everything is intimidating."

Interviews

We started by interviewing our friends and family about their day to day lives. We wanted to know what their general pain points were and we focused in on their fitness routines.

takeaway # 1

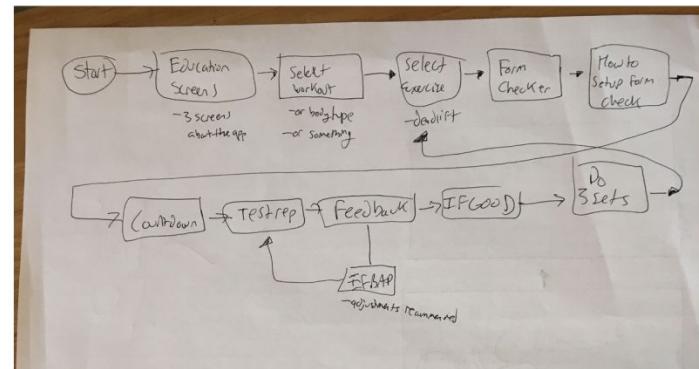
Weight lifting can be intimidating if you're new to the gym. People are scared of injury and embarrassing themselves if they do something wrong

takeaway # 2

People don't like to ask for help from others at the gym because they don't want to be bothersome

takeaway # 3

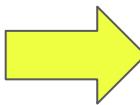
Personal trainers are too expensive



* Your design process should drive the deliverables you share.

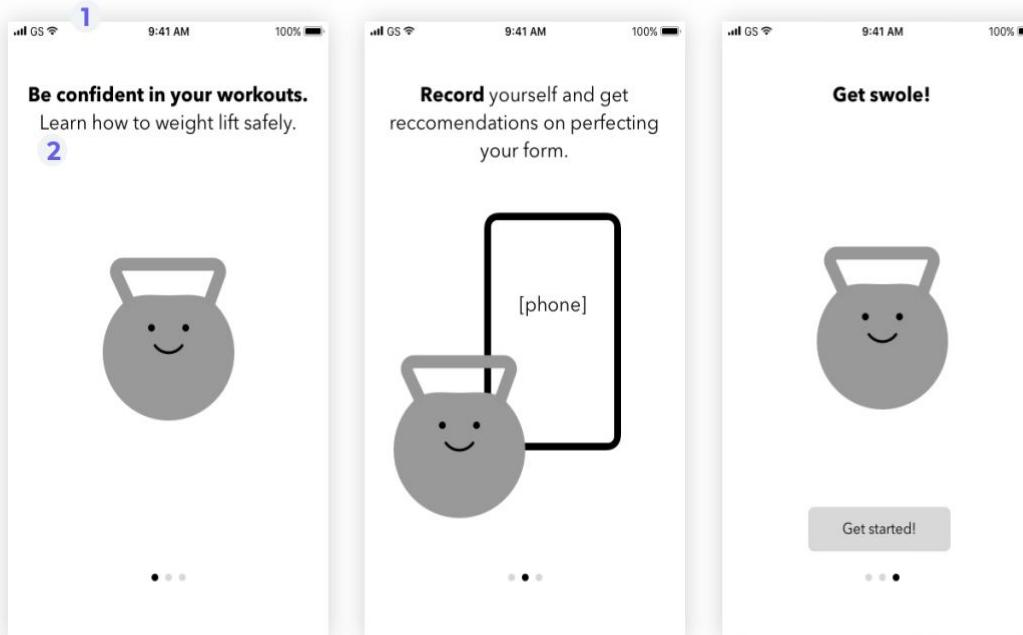
Use Captions for Artifacts

Low Fidelity Wireframe



onboarding

- 1 Educate users on app function
- 2 Voice should be fun, engaging, and encouraging



* Label screens—don't assume your audience knows what they are looking at.

Share the Media Documenting the Process

User testing

We let users try to navigate the app and see where they had any confusion or hiccups

tasks

"What would you expect to happen when you tap here?"

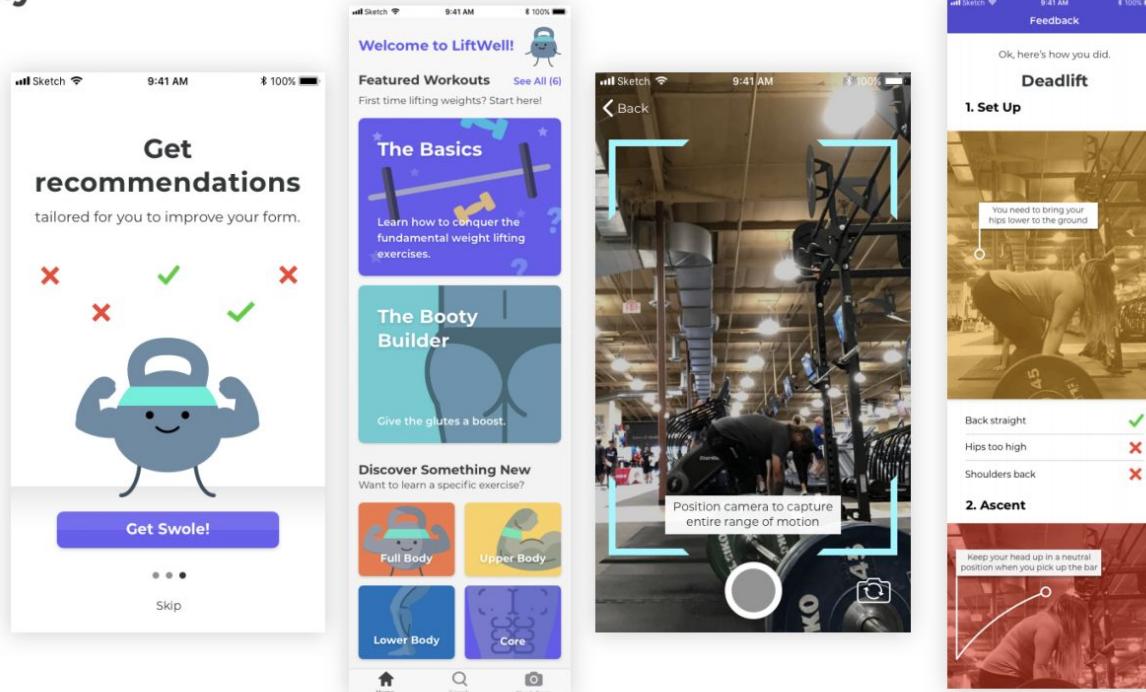
"How would you navigate to check your form?"



* Show your sketches and your iterations, not just the polished final solution.

Show Off Your Final Solution

High fidelity



* Don't hide your clickable prototypes. It pays to let your audience use your solution.

End With a Conclusion

End with a conclusion sharing what you learned. This last part shows your final answer to the original question. It's not enough here simply to show your final deliverable. In this section, you have to demonstrate impact—how did your designed product improve the situation?

Conclusion

Working with my partners, we were able to find a problem and design a solution around it. I performed research to understand our users, and I designed wireframes around them. My designs were tested, rejected, or iterated upon in order to deliver an improved user experience.

users are key

When trying to figure out where to put features or how to make things easier to use, we rooted our decisions in building for our user persona and the feedback from our user testing.

teamwork makes the dreamwork

I was lucky to have these incredible partners on this project. I realized that communicating ideas and staying on the same page is key. We were a little scrambled in the beginning, all of us trying to do different versions of the same thing, but we soon recognized that we'd get a lot farther if we take on separate tasks.

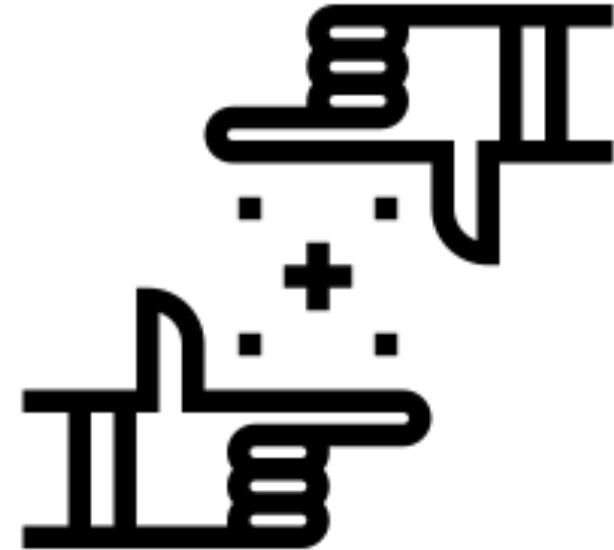
Highlight the lessons you learned and show that you later reflected on your experience.

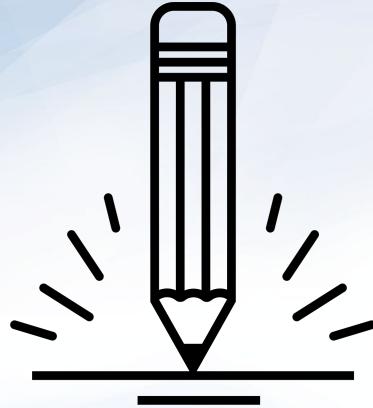
What would you do differently if you had more time or resources to spend on the project?

* Complete your story by leaving your audience with a good sense of your role and potential.

Today's Focus

- **Portfolio preparation.**
- Collect, write, and prepare **design process**.
- Create an online case study & process:
 - **Case study: Project title**
 - **Team Members (if applicable)**
 - **Project Description**
 - **User focus**
 - **Rough break down of tasks**
 - **Writing and images of process**
 - **Use testing (if applicable)**





Student Activity:

Case Study

(Instructions sent via Slack)

Suggested Time:
40 minutes

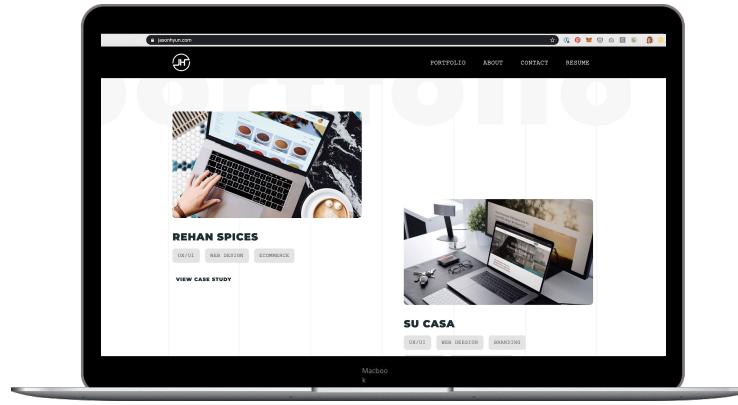




Time's Up! Let's Review.

Homework 16

Homework 16



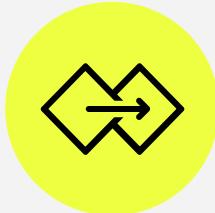
Welcome to the beginning of your **UX Portfolio Homework**. This week your homework will begin in class and you will continue working on it at home! You will gather design inspiration, create an action plan, work on your case studies, and begin wireframing your design portfolio.

Congratulations!

Today we learned:

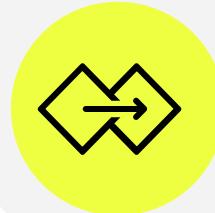
01

UX/UI Case Study outline
Worked through a plan
for writing a case study.



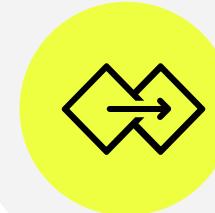
02

**Pulled other UX/UI Case
Study Assets**
Gathered work from
throughout the Bootcamp.



03

**Started writing your
UX/UI Case studies**
How to translate a plan
into action.



Questions?

End

Case Study Reference Material

UX/UI Case Study Resources

[Intro Article](#): Get to know the designers.

[Resource 1](#): How did you get into design?

[Resource 2](#): What is your typical work day?

[Resource 3](#): What things do you wish you knew when you started in design?

[Resource 4](#): What are the best ways for you to stay inspired?

[Resource 5](#): (*you are here*) What do you want to see in my UX design portfolio?

[Resource 6](#): 5 important questions you need to be able to answer in the UX interview.

[Resource 7](#): 5 design books every UX designer should read.

[Resource 8](#): Imposter syndrome: Your experience with it as a designer and tips to manage it.

Summary Example for Reference

1. **Client:** Freight and Logistics Software as a Service (SaaS)
2. **The Team:** UX Director, UX Designer, Researcher, Product Manager, and Developer
3. **My Role:** UX Designer
 - a. **Target Persona:** “Sally Logistics Manager” who does “x” and is responsible for “y.”
4. **Executive Summary**
 - a. **Problem:** The logistics product was encountering adoption challenges in the marketplace. Through UX Research, the team uncovered critical pain points that needed to be addressed in the “z” module.
 - b. **Action:** In collaboration with Product Management, Technology and User Experience, identified the key target personas, defined user stories, task flow diagrams, and key bottlenecks in the process.
 - c. **My contribution:** Built low and medium fidelity prototypes with an emphasis on identifying opportunities to solve key pain points.
 - d. **Results:** Consolidated “n number” task lists into a single dashboard providing at-a-glance view of workload and priority tasks. The project was approved and received funding for implementation and global deployment.

8 Steps for Creating Case Studies

In summary, a great UX/UI case study answers:

01 What was the problem you wanted to solve?

02 Who were the users?

03 What was your role in the project?

04 What was your design process?

05 What were the design options and how were decisions made?

06 What were the constraints and limitations?

07 How did you validate your design?

08 What would be your next step?