



# The First Impression Formula

## Write Case Study Intros That Hook Hiring Managers

Hiring managers often sift through multiple portfolios at once. If they don't find your case studies relevant, they'll quickly move on to the next candidate. Your case study introduction should grab their attention and keep them reading.

### How To Use This Template

Follow the steps from this guide to learn how to write an effective case study hook. Each step contains a simple question to get you going as well as an example answer to inspire you.

You'll also find here a hook-writing template that helps give the final shape to your case study hook.

Let's land that job!

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# First Impression Formula

## Identify the Core Value

**Question:** What is the primary value or unique solution your project offers?

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## Target the Audience's Needs

**Question:** What are the needs and interests of your target audience (potential employers, clients, or peers)?

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## Lead With a Strong Statement

Write a bold statement or provocative question that will open your case study.

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## Showcase the Outcome

**Question:** What was the positive outcome or impact of your project?

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## ☐ Use Engaging Language

**Question:** How can you use vivid and descriptive language to create a mental image or evoke an emotional response?

## Keep It Concise

Convey your message in just a couple of sentences.

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# First Impression Formula

## Identify the Core Value

**Question:** What is the primary value or unique solution your project offers?

*This project demonstrates an innovative user research methodology that uncovered critical pain points in the customer journey.*

## Target the Audience's Needs

**Question:** What are the needs and interests of your target audience (potential employers, clients, or peers)?

*My target audience is the UX team and healthcare professionals at HealthTrack, a company focused on enhancing patient outcomes through user-friendly digital tools.*

## Lead With a Strong Statement

Write a bold statement or provocative question that will open your case study.

*How did a targeted user research approach reveal key insights that led to a 40% increase in customer satisfaction?*

## Showcase the Outcome

**Question:** What was the positive outcome or impact of your project?

*This project resulted in a 40% increase in customer satisfaction and a 31% reduction in support tickets.*

## Use Engaging Language

**Question:** How can you use vivid and descriptive language to create a mental image or evoke an emotional response?

## Keep It Concise

Convey your message in just a couple of sentences

*Through innovative user research, we uncovered critical pain points that, once addressed, boosted customer satisfaction by 40% and reduced support tickets by 30%.*



# Hook template

## Title of Case Study:

.....  
.....

## Hook:

I [describe your unique approach or solution] .....

.....  
**which lead to** [mention the positive outcome or impact] .....

I [briefly describe what it achieved].....

.....  
**This project** [mention another key result or impact] .....

.....  
**showcasing my ability to** [highlight a specific skill or competency].....

## Example completed hook

I [describe your unique approach or solution] *conducted a targeted user research approach that revealed insights* .....

**which lead to** [mention the positive outcome or impact] *a 40% increase in customer satisfaction.*

I [briefly describe what it achieved] *transformed a frustrating user experience into a seamless and delightful journey.* .....

**This project** [mention another key result or impact] *resulted in a 30% reduction in support tickets and significantly improved overall user engagement,* .....

**showcasing my ability to** [highlight a specific skill or competency] *understand users.* .....

## How to fill this template

[describe your unique approach or solution] – Briefly explain your unique action or method.

[mention the positive outcome or impact] – Quantify a positive result of your approach.

[briefly describe what it achieved] – Summarize the overall UX improvement.

[mention another key result or impact] – Add another quantifiable achievement.

[highlight a specific skill or competency] – Show how your actions showcase a specific skill.

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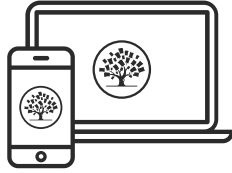
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