

# Showcase Your UX Superpowers

## A Blueprint for Documenting Your Work

Documenting your work is crucial for a compelling design portfolio. It provides a clear narrative of your design process, showcasing your problem-solving skills and user-centered approach. Thorough documentation highlights your ability to handle complex projects and collaborate effectively, building trust with potential employers or clients. Additionally, it helps you reflect on your work and identify areas for improvement, which fosters continuous growth as a designer. A well-documented portfolio makes your skills and experiences more tangible and memorable and, ultimately, sets you apart.

### How To Use This Template

- 1. Fill out each section:** Ensure that you provide detailed information in each section to document your process comprehensively. In some cases, not all sections will apply to your project, so simply skip them.
- 2. Collect visuals and screenshots:** Include relevant visuals, such as personas, journey maps, wireframes, and prototypes, to support your documentation.
- 3. Write clearly and concisely:** Keep your writing clear and concise to ensure it is easy to understand.
- 4. Reflect and analyze:** Be reflective and analytical in your approach to demonstrate your critical thinking and problem-solving skills.

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## Project Overview

|                      |                   |                         |
|----------------------|-------------------|-------------------------|
| <b>Project Name:</b> | <b>Date:</b>      | <b>Your Role:</b>       |
| <b>Team members:</b> | <b>Objective:</b> | <b>Target audience:</b> |

## Problem Statement

|                 |                |               |
|-----------------|----------------|---------------|
| <b>Problem:</b> | <b>Impact:</b> | <b>Goals:</b> |
|-----------------|----------------|---------------|

## Research

|                      |                       |                      |
|----------------------|-----------------------|----------------------|
| <b>Methods:</b>      | <b>User personas:</b> | <b>Journey maps:</b> |
| <b>Participants:</b> |                       |                      |
| <b>Key findings:</b> |                       |                      |

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## Ideation

|                       |                             |                    |
|-----------------------|-----------------------------|--------------------|
| <b>Brainstorming:</b> | <b>Concept development:</b> | <b>Wireframes:</b> |
|                       |                             |                    |

## Design

|                                 |                                 |                                  |                       |
|---------------------------------|---------------------------------|----------------------------------|-----------------------|
| <b>Low-fidelity prototypes:</b> | <b>Feedback and iterations:</b> | <b>High-fidelity prototypes:</b> | <b>Visual design:</b> |
|                                 |                                 |                                  |                       |

## Testing

|                           |                      |                  |                    |
|---------------------------|----------------------|------------------|--------------------|
| <b>Usability testing:</b> | <b>Participants:</b> | <b>Findings:</b> | <b>Iterations:</b> |
|                           |                      |                  |                    |

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## Implementation

|                                   |                        |
|-----------------------------------|------------------------|
| <b>Development collaboration:</b> | <b>Design handoff:</b> |
|-----------------------------------|------------------------|

## Results

|                  |                |                       |
|------------------|----------------|-----------------------|
| <b>Outcomes:</b> | <b>Impact:</b> | <b>User feedback:</b> |
|------------------|----------------|-----------------------|

## Reflection

|                         |                             |
|-------------------------|-----------------------------|
| <b>Lessons learned:</b> | <b>Future improvements:</b> |
|-------------------------|-----------------------------|

## Links and References

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## Project Overview

|   |  |  |
|---|--|--|
| <b>Project Name:</b> EcoShop Sustainable Online Marketplace   | <b>Date:</b> January 2023 - April 2023   | <b>Your Role:</b> Lead UX Designer   |
| <b>Team members:</b> <ul style="list-style-type: none"><li>- Aisha Khan (Project Manager)</li><li>- Carlos Rodriguez (Frontend Developer)</li><li>- Emily Wong (Content Strategist)</li></ul> | <b>Objective:</b> To create an online marketplace for eco-friendly products, aiming to connect consumers with sustainable brands and provide a seamless shopping experience. | <b>Target Audience:</b> Environmentally conscious consumers aged 18-45 who are looking for sustainable products. |

## Problem Statement

|   |  |   |
|---|--|---|
| <b>Problem:</b> Consumers find it difficult to identify and purchase genuinely sustainable products online due to a lack of centralized information and clear labeling. | <b>Impact:</b> This leads to frustration and mistrust among consumers, resulting in lower engagement and sales for sustainable brands. | <b>Goals:</b> Increase user trust and engagement by 30%, improve the discoverability of eco-friendly products, and enhance the overall user experience to boost sales by 20%. |
|---|--|---|

## Research

|   |  |  |
|---|--|--|
| <b>Methods:</b> Surveys, interviews, usability tests  | <b>User personas:</b><br><br><u>Eco-conscious Elena:</u><br>A 28-year-old marketing professional passionate about reducing her carbon footprint.<br><br><u>Green Greg:</u><br>A 35-year-old teacher who wants to support ethical brands but finds it hard to navigate through misleading labels. | <b>Journey maps:</b> Created detailed maps showing users' paths from discovering the platform to making a purchase, identifying pain points and opportunities for improvement. |
| <b>Participants:</b> 50 participants, diverse demographics aged 18-45, all environmentally conscious consumers.   |  |  |
| <b>Key findings:</b> Users struggle to find reliable information about product sustainability, need clear labeling and trustworthy sources, and desire a seamless, enjoyable shopping experience. |  |  |

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## Ideation

|   |  |   |
|---|--|---|
| <b>Brainstorming:</b> Conducted multiple brainstorming sessions with the team, utilizing techniques like mind mapping and SCAMPER. Generated ideas such as a sustainability score for products, user reviews focused on eco-friendliness, and an educational blog | <b>Concept development:</b> Developed initial concepts for the platform's layout, feature set, and user interface. Focused on transparency, ease of use, and educational components. | <b>Wireframes:</b> Created low-fidelity wireframes to visualize the layout and flow of the platform, focusing on the homepage, product pages, and checkout process. |
|---|--|---|

## Design

|  |  |   |  |
|--|--|---|--|
| <b>Low-fidelity prototypes:</b> Developed clickable low-fidelity prototypes using Sketch and InVision to test the basic functionality and layout with users. | <b>Feedback and iterations:</b> Gathered user feedback through usability tests, identifying issues such as unclear navigation and overwhelming information. Made iterative changes to improve clarity and usability. | <b>High-fidelity prototypes:</b> Designed high-fidelity prototypes incorporating branding elements, refined navigation, and detailed content. Used Figma to create interactive prototypes for user testing. | <b>Visual design:</b> Chose a green and earthy color palette to reflect sustainability. Used clean, modern typography and imagery of nature and eco-friendly products to enhance the aesthetic appeal. |
|--|--|---|--|

## Testing

|   |  |  |  |
|---|--|--|--|
| <b>Usability testing:</b> Conducted usability testing with 15 participants, simulating real-world tasks such as searching for products and completing a purchase. | <b>Participants:</b> A mix of new and returning users, all fitting the eco-conscious consumer persona. | <b>Findings:</b> Identified key issues such as the need for clearer product categorization and a more intuitive checkout process. Users appreciated the sustainability scores and educational content. | <b>Iterations:</b> Made several improvements based on feedback, including simplifying the navigation, enhancing the product filter options, and streamlining the checkout process. |
|---|--|--|--|

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## Implementation

**Development collaboration:** Worked closely with developers to ensure the design was implemented accurately. Addressed challenges such as integrating third-party sustainability certifications and optimizing for mobile devices.

**Design handoff:** Used Zeplin to provide detailed design specifications and assets to the development team. Conducted regular check-ins to ensure alignment and resolve any issues.

## Results

**Outcomes:** Achieved a 35% increase in user trust and engagement, and a 25% boost in sales of sustainable products within three months of launch.

**Impact:** Successfully met the initial goals, providing users with a trustworthy and enjoyable shopping experience for eco-friendly products.

**User feedback:** Positive feedback highlighted the ease of finding and purchasing sustainable products, and appreciation for the educational content and transparency.

## Reflection

**Lessons learned:** Realized the importance of continuous user feedback and iterative design. Understanding users' needs and pain points was crucial for creating an effective solution.

**Future improvements:** Plan to introduce personalized recommendations based on user behavior and further enhance the educational content to keep users informed and engaged.

## Links and References

- Low-fidelity prototypes on InVision
- High-fidelity prototypes on Figma
- Usability test report Appendices: Additional research data, detailed user journey maps, and raw survey responses

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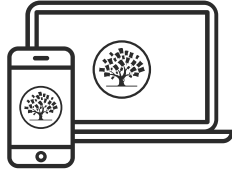
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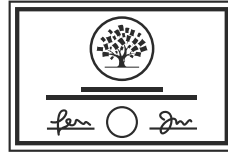


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