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CASE STUDY PORTFOLIO



AGENDA

- Problem statement
- Project overview
- End users
- Tools and Technologies
- Portfolio design and Layout
- Features and functionality
- Result and screen shot
- Conclusion
- GitHub Link



PROBLEM STATEMENT

Here's a potential problem statement for a case study portfolio:

Problem Statement

- Challenge

[Company/Organization] faced [specific challenge or problem], resulting in [undesirable outcome or impact].

Goal

- The goal of this project was to [specific goal or objective], aiming to [desired outcome or impact].

Key Issues

- The key issues addressed in this case study include:
- [Issue 1]*: [Description of issue 1]
- [Issue 2]*: [Description of issue 2]
- [Issue 3]*: [Description of issue 3]



PROJECT OVERVIEW

- Here's a potential project overview for a case study portfolio:
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- Project Overview
- Project Title
- [Insert project title]
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- Objective
- [Insert objective, e.g., "Improve user engagement on a website through redesign"]
-
- Methodology
- [Insert methodology, e.g., "User research, wireframing, prototyping, and usability testing"]
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- Key Findings
- [Insert key findings, e.g., "Improved user satisfaction, increased conversion rat.



END USERS

The end users of a case study portfolio can include:

Potential End Users

- Potential Employers*: To assess your skills and experience.
- Clients*: To evaluate your capabilities and expertise.
- Industry Peers*: To learn from your experiences and share knowledge.
- Mentors or Coaches*: To provide guidance and feedback.
- Academic Institutions*: To assess your work for academic purposes.
- Personal Network*: To showcase your work and achievements.

Benefits for End Users

- Insight into your work process*: Understand how you approach problems and projects.
- Evaluation of your skills*: Assess your technical a.



TOOLS AND TECHNOLOGIES

Here are some tools and technologies used for creating a case study portfolio:

Design and Prototyping Tools

- Figma*: Offers pre-built editable templates for case studies, UX design, and portfolio creation. It's a popular tool for collaborative design work and has a vast community-driven template library.
- Adobe XD*: A user experience design software for creating and prototyping digital products.
- Sketch*: A digital design tool for user interface (UI) and user experience (UX) design.

Project Management and Portfolio Tools

- Planview*: A product portfolio management solution used by companies like Conagra Brands, NuVasive, and Siemens Energy to centralize data, enhance collaboration, and increase speed to market.
- Notion*: An all-in-one workspace for note-taking, project management, and collaboration. It's also used for creating portfolios and case studies with customizable templates.¹



PORTFOLIO DESIGN AND LAYOUT

Here's a potential portfolio design and layout for a case study portfolio:

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Layout Structure

- Header*: Navigation menu, logo, and contact information
- Hero Section*: Introduction, title, and background image or video
- Case Study Overview*: Brief summary, objectives, and methodology
- Case Study Details*: In-depth analysis, findings, and results
- Visuals*: Images, diagrams, charts, and graphs to support the narrative
- Conclusion*: Summary of key takeaways and implications
- Call-to-Action (CTA)*: Encourage



FEATURES AND FUNCTIONALITY

Here are some potential features and functionality of a case study portfolio:

Features

- Project showcases*: In-depth showcases of projects, including challenges, solutions, and outcomes.
- Case study templates*: Standardized templates for presenting case studies in a consistent format.
- Image and media support*: Ability to include images, videos, and other media to illustrate key points.
- Filtering and categorization*: Options to filter and categorize case studies by industry, technology, or other relevant criteria.
- Search functionality*: Ability to search case studies by keyword or topic.

Functionality

- Easy content creation*: Simple and intuitive process for creating and publishing case studies.
- Customization options*: Ability to customize the layout, design, and content of case studies.
- Collaboration tools*: Features that enable collaboration and feedback from stakeholders.
- Analytics and insights*: Ability to track engagement and analytics for case studies.



RESULT AND SCREEN SHOT

- Here's an example:
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- Results
- Increased Conversion Rate
 - - *Before*: 2%
 - - *After*: 4%
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- Improved User Engagement
 - - *Time on page*: +30%
 - - *Pages per session*: +25%
-
- Screenshots
- Before
 - [Image: Screenshot of old website/design]
-
- After
 - [Image: Screen shot of new website/design]



CONCLUSION

- Here's an example of a conclusion for a case study portfolio:
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- Conclusion
- This case study demonstrates the effectiveness of [design/solution] in achieving [goal/objective]. Through [methodology/approach], we were able to [key achievement] and [key benefit]. The results show a significant [positive outcome], highlighting the value of [design/solution] in [context].
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- Key Takeaways
 - - [Insight 1]
 - - [Insight 2]
 - - [Insight 3]
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- Future Recommendations
 - - [Recommendation 1]
 - - [Recommendation 2]
 - - [Recommendation 3]
-
- By applying these insights and recommendations, future projects can build upon the successes and challenges of this case study, driving continued innovation and improvement.