

Case study title

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

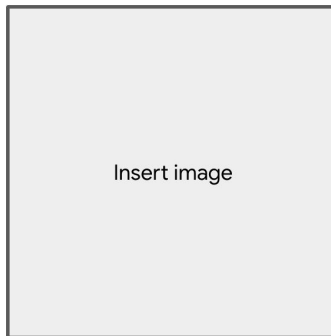
Pain point

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

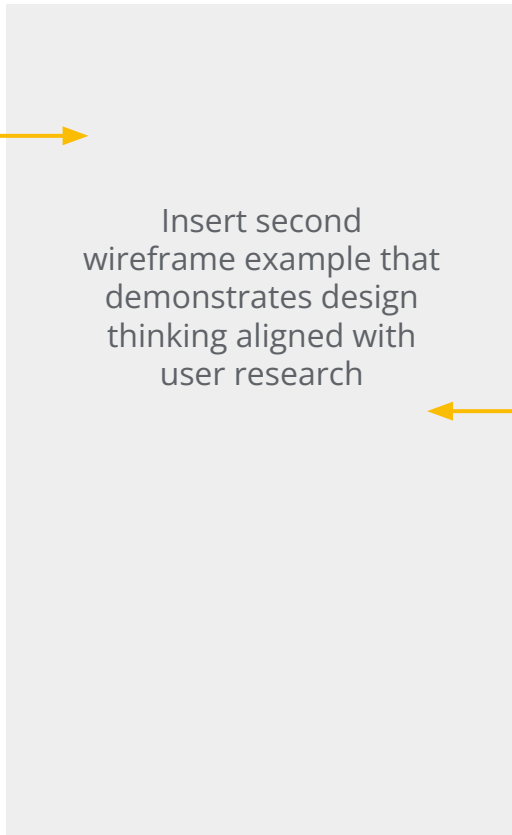


Description of the element and its benefit to the user

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.