Project Title

Overview (Biz / Company)

My Role :
Timeline :
Platform :
Tools :

Your Role and Responsibilities

Your approach

Don't worry, if you don't have so specific numeric data. You can still highlight your approach through describing a particular way of doing something, or a method or strategy used to achieve a particular goal or solve a problem. In the context of UX design, approach can refer to the overall methodology or process used to research, design, and test a product or service. It can encompass a range of activities and techniques, such as user research, wireframing, prototyping, user testing, and iterative design. The number of research participants? Hours of research conducted on data points collected or coded? Doing a research project with 100 participants? All them are good.

You want to make it short? You can use this form:

User Research : Interviews, User Journeys & Personas
Secondary Research : Competitive Analysis
Wireframing : Paper & Digital
Prototyping : Low & High Fidelity
Accounting for accessibility
Conducting Usability Studies
Logo Design

Scope and Constraints

TIP: Were there unique factors for this project? A short timeline? A small budget? Did the scope change during the project? Provide some context about what you had to work with on this project.

Scope and constraints in a UX case study refer to the boundaries and limitations that are considered when designing and evaluating a product or service. The scope defines what is included in the project, while the constraints define the boundaries and limitations that the project must work within.

The scope of a UX case study typically includes the target audience, the purpose of the product or service, the key features, and the user experience goals. It also includes the timeline and resources available for the project.

The constraints in a UX case study are typically the limitations that the project must work within. This may include budget limitations, technical limitations, and legal or regulatory requirements. The constraints can also include the design guidelines and brand standards that must be followed to

ensure consistency with the overall brand.

In summary, scope and constraints in a UX case study are crucial factors that help to define the project's boundaries, and ensure that the design and development process stay on track and deliver the best possible user experience.

Problem Statement

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TIP: Summarize the target user's pain points to help the reader understand why you undertook the project. What was the purpose of this project? What problem was this trying to solve? Or if it was a research project, what were you trying to learn? After reading this, someone should have a clear understanding of why this project. So, a problem statement in a UX case study is a concise and clear description of the problem or challenge that the project aims to solve. It helps to define the scope of the project and provides a starting point for the design and development process.

A problem statement typically includes the following elements:
1) The issue or challenge: This is the problem that the project aims to address. It should be described in a clear and concise manner.
2) The impact of the problem: This describes the consequences or negative effects of the problem on users or the business.
3) The target audience: This describes the users who are affected by the problem and who the project aims to help.
4) The goals of the project: This describes the desired outcomes or objectives of the project.
5) The constraints: This describes the limitations or boundaries of the project, including any technical, budgetary, or time constraints.

By clearly defining the problem statement, designers and developers can focus on creating solutions that directly address the needs of the users and deliver the desired outcomes. It also helps to ensure that the project stays on track and does not deviate from its goals or objectives.

Users and Audience

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The product we were designing was an e-commerce platform for a fashion brand. Our primary user personas were:

- Sylwia, a 28-year-old fashion blogger and influencer. Sylwia is a trendsetter who values uniqueness and is always on the lookout for the latest fashion trends. She uses the platform to discover new brands and unique pieces to feature in her content.
- Jan, a 35-year-old executive who travels frequently for work. Jan values convenience and efficiency and prefers to shop online due to his busy schedule. He uses the platform to purchase high-quality, timeless pieces that he can wear to work and events.
- Zofia, a 19-year-old college student who is budget-conscious and wants to stay on-trend. Zofia is always looking for the best deals and discounts, and uses the platform to shop for affordable fashion pieces that she can wear to class and events.

In addition to these user personas, you should also consider the needs and requirements of the internal stakeholders, including the fashion brand's marketing and sales teams, who were interested in increasing engagement and sales through the platform.

Project Goal

Goal: Improved the onboarding process to increase user engagement and retention.
Problem statement: Users are dropping off during the onboarding process, leading to low engagement and retention rates.

Goal: Streamlined the checkout process to reduce cart abandonment and increase sales.
Problem statement: Users are abandoning their carts during checkout due to a complex and confusing process, resulting in lost sales and revenue.

Goal: Enhance the search functionality to improve user satisfaction and task completion.
Problem statement: Users are having difficulty finding what they're looking for through search, leading to frustration and incomplete tasks.

Process & What You Did

TIP: Explain your approach. A case study should help the reader understand your thought process. It should also demonstrate that you have excellent problem-solving skills and an ability to use graphic design and UX research to achieve project goals. Here's an example of a process and what you did in a UX case study:

Process: To improve the user experience of a mobile banking app, we followed a user-centered design process that involved the following steps:

1) User research: We conducted interviews and surveys with current and potential users to understand their needs, behaviors, and pain points when using the mobile banking app.

2) Persona development: Based on the user research findings, we created user personas that represented the app's target audience. This helped us to design features and workflows that were tailored to the users' specific needs and preferences.

3) Information architecture: We created a sitemap and wireframes that helped us to define the app's overall structure and organization. This allowed us to ensure that users could easily navigate the app and find the information and features they needed.

4) Visual design: We created high-fidelity mockups that incorporated the brand's visual identity and design guidelines. We also ensured that the app's interface was visually appealing, easy to read, and accessible to all users.

5) User testing: We conducted usability testing with a group of users to identify any issues or areas for improvement. Based on their feedback, we made iterative changes to the design and user flow.

Poor explanation of this step: "We did usability testing on the checkout of the XYZ mobile app." Why is this weak? Because it only tells the reader what you did. It doesn't address why you did it, what happened, and what you learned. It's too vague and provides no insight into what actually happened. Instead, consider this more descriptive explanation of the user research step of the process:

Good explanation of the research step: "To evaluate the new checkout on the XYZ mobile app, we relied on usage metrics in conjunction with 8 usability tests. This allowed us to gain deeper understanding through combining both qualitative and quantitative information. Although users were able to get through the checkout more quickly, they continued to struggle with the shipping

section. Discussions with users revealed that oftentimes, products in one order have different shipping addresses, which was possible, but difficult in the current checkout."

What I did: As the lead UX designer on the project, I was responsible for overseeing the entire design process and ensuring that the final product met the user's needs and business objectives. I conducted user research, created user personas, developed the information architecture, and designed the high-fidelity mockups. I also facilitated user testing and worked closely with the development team to ensure that the final product was implemented as intended.

IMPORTANT:
For the Process section, you'll want to have a headline for each step. Continuing with our Home Depot user research example, some of the headlines for the Process section might be:

Step: What type of research you did and why you did it
Headline: "Analytics revealed customers struggled and sometimes abandoned checkout at the shipping section. To understand why we conducted eight usability tests."

Step: Findings from the research
Headline: "Usability tests revealed that business customers, versus residential, had different shipping needs, which were not being addressed in the current checkout experience."

Step: Impact of research on product development
Headline: "We prototyped two new versions of the checkout, allowing customers to choose shipping address on a per-product basis."

A good way to test whether or not you have strong headlines is to ask yourself if someone would understand the main points of your project by skimming the headlines. If not, then re-write your headlines—because if you want the users of your UX portfolio to quickly understand your project, those are the most important points.

Check also: https://schoolofux.com/blogs/blog/ux-design-process

Results

Performance indicators

Task completion rates: Task completion rates measure how successful users are in completing tasks within a product or service. This can be a useful indicator of how well the UX design supports users in achieving their goals.

Time on task: Time on task measures how long it takes users to complete tasks within a product or service. This can be a useful indicator of how efficient and effective the UX design is, as well as how engaged users are with the product or service.

Error rates: Error rates measure how frequently users make errors or encounter problems within a product or service. This can be a useful indicator of areas where the UX design may need improvement, as well as how user-friendly and accessible the product or service is.

Solution

TIP: Explain how you solved the client's problem. Include screenshots of user flows and images from the final product to show hiring managers what you can do for their companies. Be specific. Write about: Why did you do it? For example, why did you choose that research method?

Key takeaways

TIP: Wrap up with a description of how the finished product helped your client achieve their goals. If possible, include a short statement about how the project helped you refine your approach to UI/UX design. What was the result? For example, did you achieve your research goals?

Example: Redesigning an E-commerce website for increased conversion rates

Description: Our team redesigned an e-commerce website for a client to improve their user experience and increase conversion rates. We updated the website's navigation, product pages, and checkout process to be more user-friendly and visually appealing. As a result, the client saw a 30% increase in conversion rates within the first month of launch.

Example: Improving a mobile app's usability to reduce user churn rate

Description: Our team conducted a usability audit of a mobile app for a client and identified several areas where users were experiencing difficulty or frustration. We made improvements to the app's navigation, layout, and functionality to make it easier and more enjoyable for users to interact with. As a result, the client saw a 25% decrease in user churn rate and an increase in positive reviews.

Example: Creating a responsive design for a company's website

Description: Our team worked with a client to create a responsive design for their website, which had previously been designed only for desktop users. We optimized the website for viewing on mobile devices and tablets, resulting in a 40% increase in mobile traffic and a 20% increase in overall website traffic.

Example: Streamlining a software application's user interface for increased productivity

Description: Our team conducted a UX audit of a software application for a client and identified several areas where users were experiencing unnecessary friction or difficulty. We streamlined the application's user interface, reducing the number of clicks and interactions required to perform common tasks. As a result, the client saw a 15% increase in user productivity and a 20% decrease in support tickets related to user confusion.

Example: Redesigning a healthcare provider's patient portal for increased engagement

Description: Our team redesigned a healthcare provider's patient portal to improve its usability and encourage patients to engage more with the portal's features. We added features such as appointment scheduling and secure messaging with healthcare providers. As a result, the client saw a 50% increase in patient engagement with the portal and a 30% increase in patient satisfaction ratings.

Outcomes and lessons

TIP: What did you learn? Anything unique happened? What would you do differently next time? Did you reach the goal that you had at the beginning of the project? If it was a research project, did you learn what you wanted to learn? If it was an MVP, did it launch? If you have numbers, make sure to include them. Don't forget to be reflective and consider things like: what did you learn, in hindsight, what would you do differently next time?

Example: Redesigning a checkout process for an e-commerce website

What was learned: Through user testing, it was discovered that users were confused by the previous

checkout process and often abandoned their carts. By simplifying and streamlining the checkout process, the redesigned website saw an increase in completed orders and revenue.

Example: Conducting a redesign of a company's software application

What was learned: User feedback revealed that the previous design was cluttered and difficult to navigate. Through user research and iterative design, the new application was simplified and organized to improve user productivity and satisfaction.

Example: Improving a mobile app's performance

What was learned: User complaints about the app's slow performance led to an analysis of the app's code and optimization of its loading times. This resulted in increased user satisfaction and a decrease in negative reviews, ultimately leading to higher retention rates.

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