

Case Study Final Deliverable

Instead of making a process book you will be writing a case study that addresses the following outline which helps to **evaluate your team's solution to the design challenge**.

This differs from a process book in the way that it **narrates your journey through decision making and learning insights**. Point out any surprising or counter-intuitive lessons from your process.

Include any additional content and photos to **support and explain your case study**.

Your case study will be approx. **1,000 words** with **plenty of photos, mock-ups, process, etc.**

Annotate and share each step of the process.

Case Study Outline

- A. Background:** A brief introduction to the project: the assigned task, timeline/phases, product/company background information, team members and contributions.
- B. Problem:** What problem did you set out to tackle? Give only a brief summary/overview to the problem here, because you will be digging deeper in the process later of how you discovered the problem.
- C. Solution:** What was your proposed general solution? Again, you really only need to provide a brief summary/introduction to the solution here, since you will be explaining more thoroughly later in the document.

D. Process: What steps did you take to reach the final product?

Research: Product research, user research, competitor benchmarking. What did you learn about your product, your primary user, and the competition?

Framing/Hypotheses/Objectives: What framing questions did you ask/answer? What did you want to find out? What primary assumptions/hypotheses about the product and user did you make initially? What did you think you already knew and what did you want to validate? What primary objectives did these translate into?

Pain Points & Opportunities: What pain points and opportunities did you discover through earlier research, interviews, user journey maps, and your survey?

Personas: What personas did you develop? Who was your target audience and how did you determine this? Who is typically excluded?

D. Process Continued:

Validating Hypotheses: After understanding your user and finding all of the pain points and opportunities, what initial hypotheses were validated and what unexpected results did you discover? How did you cluster and translate your findings using the “How Might We” exercise?

Define: What were your user, business, and product goals? How did you prioritize them? What was your product statement? Why did you choose the concept that you did?

Build: What scenarios and user flows did you explore and land on?

Iterate: What were the various layouts you explored? Show and explain sketches/wireframes, lo-fi prototype, and hi-fi prototype. What feedback did you get on the various design phases and what did your styleboard look like?

D. Process Continued:

Testing & Analysis: How were the prototypes implemented and tested?
What did you learn from your lo-fi and hi-fi prototype usability tests?
Provide the main take-aways from your results.

E. Outcome: What was the end result?

Final Product: Show your final designed screens and highlight the key features related to your redesign.

Product Scenario/Story: Describe your redesigned product being used in context. Write a detailed full scenario of your product in action by a primary user persona. Or draw a storyboard with characters using your product to paint a fuller picture.

Challenges: Describe challenges the team had to overcome.

Reflection: What did the team learn from completing this project?

Vision/Future Goals: What is the room for growth with this project?

Case Study Tips

Similar to the Pitch – begin with a hook - emotional connection, problem, and solution.

Rationale. Highlight your user centered design process: Convey how your design decisions were based on user research, whether that was gathered through user interviews, surveys, competitor benchmarking, or user testing, etc. Case studies that fail to reflect the user's true needs, and instead reflect the designer's assumptions, or even worse, their own goals are widely unattractive.

Annotate. Explaining why you made specific design decisions is hard and requires thoughtful attention.

Iterations are golden. Clients value the importance of iterating on a solution rather than accepting something that 'worked a little better'.

Case Study Tips

Readability. There is nothing worse than reading paragraphs and paragraphs of text (like my lectures) – so make sure to break it up using images, banners, and infographics. This will allow the user to skim through your article faster and get the gist of your process, key findings, and the project as a whole.

Grammar and typos. Proof read your case study before publishing it. If you have a chance, send it to your classmates or colleagues and get them to provide feedback to you. Attention to details is crucial for designers and shows that you care about your work.

Use plain English. This isn't an academic research paper and the goal is to communicate quickly and efficiently. Write for a wider audience.