

Case Study

Instead of making a process book you will be writing a case study that addresses the following outline which helps to **evaluate your 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 in the form of an approx. **1,000 word PDF** with **plenty of photos, mock-ups, process, etc.**

Case Study Outline

A. Background: A brief introduction of the project: the brief, the client, etc.

B. Problem: What problem did you set out to tackle?

C. Solution: What was your solution to the problem. This includes how you approached the problem, strategy statement, etc.

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

Research – What kind of research did you conduct to immerse yourself in the project? Competitive research, inspirational research, user-testing current website, brainstorm questionnaire, gathering information.

Target Audience – Who is your target audience? How did you determine this?

Concept Evolution – Why did you choose the concept that you did? What were the client, brand, and user goals? What were your priorities? What did the content inventory look like? What did your site-map look like? How did you improve the user flow?

Visual Design – What were the design directions you explored? Show moodboard, sketches, wireframes, and preliminary visual design iterations and refinements. Did you redesign the logo?

Usability Testing – What did you learn during testing? Were there any patterns? What refinements did you implement?

E. Outcome: What was the end result?

Final Design – Clearly show final comps for both mobile and desktop.

Challenges – What were the challenges you had to overcome?

Reflection – What did you learn from completing this project?

Vision/Future Goals – Is there any room for growth with this product?

Case Study Tips

Begin with a hook - emotional connection, problem, and general 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, ethnographic research, 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 – 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 you 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.