

UX Case Study Template

Turn design work into a clear story about the problem, decisions, evidence and impact.

Portfolio structure

Writing prompts

Interview-ready summary

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Show how you think, not only what you made

A useful case study makes the reasoning visible. It connects the problem, constraints, research, design decisions, iterations and results without turning the page into a process diary. Use this template to build a concise case study that recruiters, clients and collaborators can scan quickly.

HOW TO USE THIS RESOURCE

Draft the short story first, then add only the evidence needed to support it. Replace every prompt with project-specific content. If a section did not happen, explain the constraint honestly rather than inventing research or metrics.

Project snapshot

PROJECT Product, service or client	TIMELINE Dates or duration
MY ROLE Responsibilities and ownership	TEAM Partners and collaborators
PLATFORM Web, mobile, service or other	TOOLS Research, design and delivery tools

ONE-SENTENCE STORY
I helped [user or business] achieve [outcome] by addressing [problem] through [key decision].

THIRTY-SECOND SUMMARY

What was wrong, what did you change, and what improved? Keep it under 75 words.

1 Context and problem

CONTEXT

What product, service or situation did you enter? What did the organization need?

USER PROBLEM

Describe the user struggle in observable terms, not as a vague wish.

BUSINESS PROBLEM

Explain why the problem mattered to the organization.

CONSTRAINTS

Time, budget, technology, data, access, policy, brand or team constraints.

2 Role, team and scope

MY OWNERSHIP

Separate what you personally led, supported and did not own.

COLLABORATION

Who influenced decisions and how did you work together?

SCOPE CHANGES

What changed during the project and why?

3 Research and evidence

RESEARCH QUESTION

What did you need to learn before designing?

METHODS

Interviews, usability testing, analytics, support data, competitive review or other evidence.

PARTICIPANTS AND DATA

Who or what informed the work? State limitations clearly.

KEY EVIDENCE

Include three findings with a quote, behavior, metric or artifact supporting each one.

4 Insights and opportunity

INSIGHT

What pattern or tension became clear after synthesis?

OPPORTUNITY STATEMENT

How might we help [user] accomplish [goal] while respecting [constraint]?

SUCCESS CRITERIA

What would a better experience make easier, faster, clearer or safer?

5 Design decisions

DECISION 1

State the decision, evidence behind it and trade-off accepted.

DECISION 2

State the decision, evidence behind it and trade-off accepted.

DECISION 3

State the decision, evidence behind it and trade-off accepted.

6 Iterations and testing

FIRST APPROACH

What did you try first and what assumption did it test?

WHAT FAILED

Show a meaningful problem or rejected direction. Explain why it changed.

TESTING

Who tested what, with which tasks or success criteria?

CHANGES

Connect each important change to observed evidence.

7 Final solution

EXPERIENCE OVERVIEW

Explain the final flow in plain language before showing screens.

FEATURE OR MOMENT 1

What changed and why does it help?

FEATURE OR MOMENT 2

What changed and why does it help?

ACCESSIBILITY AND INCLUSION

Describe relevant keyboard, contrast, language, content or assistive-technology decisions.

8 Outcomes and impact

USER OUTCOME

What became easier, clearer, faster, safer or more satisfying?

BUSINESS OUTCOME

Conversion, retention, completion, support, efficiency or stakeholder outcome.

EVIDENCE QUALITY

Separate measured results, directional indicators and expected outcomes.

WHAT HAPPENED NEXT

Launch, handoff, roadmap, follow-up research or unresolved limitation.

9 Reflection

WHAT I LEARNED

What changed in your understanding or practice?

WHAT I WOULD DO DIFFERENTLY

Name a specific decision, method or collaboration change.

NEXT EXPERIMENT

What would you test or improve with more time?

Visual evidence planner

Choose evidence that advances the story. A beautiful screen without context is decoration, not proof.

#	Review question	Owner	Evidence / score
1	Problem evidence: analytics, support pattern, quote or confusing original experience.	_____	0 1 2 N/A
2	Process evidence: research notes, journey, flow or decision artifact that changed the work.	_____	0 1 2 N/A
3	Iteration evidence: before-and-after comparison with the reason for the change.	_____	0 1 2 N/A
4	Final experience: a complete task flow, not disconnected screens.	_____	0 1 2 N/A
5	Outcome evidence: metric, observation, stakeholder decision or next-step result.	_____	0 1 2 N/A
6	Accessibility evidence: focus order, contrast, responsive behavior or assistive-technology test.	_____	0 1 2 N/A

The 60-second interview version

OPENING

The product, user and problem in two sentences.

TURNING POINT

The evidence that changed your direction and the decision you made.

RESULT

The final outcome, what you personally contributed and what you learned.

Publication checklist

#	Review question	Evidence / score
1	The title describes the problem or outcome rather than only naming the client.	0 1 2 N/A
2	The first screen explains the project, role, timeline and result.	0 1 2 N/A
3	My individual contribution is clear and does not overclaim team work.	0 1 2 N/A
4	Research is summarized through evidence, not a list of UX methods.	0 1 2 N/A
5	Every major design decision is connected to a finding or constraint.	0 1 2 N/A
6	At least one iteration or failed assumption is shown honestly.	0 1 2 N/A
7	Final screens are presented as a coherent user flow.	0 1 2 N/A
8	Outcomes distinguish measured impact from expectations or stakeholder feedback.	0 1 2 N/A
9	Images have descriptive captions or alt text where the publishing platform allows it.	0 1 2 N/A
10	Confidential information is removed, anonymized or replaced with an approved description.	0 1 2 N/A
11	The page can be skimmed in two minutes and still communicates the core story.	0 1 2 N/A
12	Spelling, device mockups, responsive crops and image resolution have been checked.	0 1 2 N/A

If the work is confidential

SAFE VERSION

Describe the sector and problem without naming the organization. Replace sensitive metrics with ranges, percentages or qualitative outcomes only when permitted.

References and responsible use

This template is an original framework. Adapt the structure to the project and never invent research, metrics, participants or outcomes.

Nielsen Norman Group: 5 Steps to Creating a UX-Design Portfolio

Guidance for showing the full UX process rather than only final interfaces. <https://www.nngroup.com/articles/ux-design-portfolios/>

Nielsen Norman Group: Creating a UX Design Portfolio Case Study

A seven-step approach connecting the design, process and business impact. <https://www.nngroup.com/videos/ux-design-portfolio-case-study/>

Nielsen Norman Group: Presenting Your UX Case Study in an Interview

Advice for communicating skills, decisions and experience through a case-study presentation. <https://www.nngroup.com/videos/presenting-ux-case-study/>

W3C: Accessibility, Usability and Inclusion

Context for including accessibility and disabled users in UX work. <https://www.w3.org/WAI/fundamentals/accessibility-usability-inclusion/>

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