

Case study template

[PROJECT NAME] – Case Study

1. Project Snapshot

One crisp sentence that says what you designed, for whom, and why it mattered.

2. Problem Statement

60–80 words summarising the user pain point and business impact. (Example metric to cite: baseline conversion, churn, NPS, etc.)

3. Context and Constraints

- *Timeframe:* _____ (e.g., 2-week sprint)
- *Team & stakeholders:* _____ (roles, not names)
- *Tech/budget/regulatory limits:* _____

4. Role & Responsibilities

- _____
- _____
- _____

5. Research & Key Insights

Method(s) used: _____ (e.g., 7 user interviews, 2 usability tests)

Core insight 1: _____

Core insight 2: _____

6. Ideation & Trade-offs

Briefly describe alternative concepts explored and why you chose the final direction.

7. Final Solution

[PASTE 2–4 KEY SCREENS OR FLOW IMAGES HERE]

Caption each image with a single line that ties back to an insight.

8. Outcome & Impact

Primary KPI (e.g. sign-ups)

Before: _____ After: _____ Δ : _____

Secondary KPI (e.g. task completion)

Before: _____ After: _____ Δ : _____

Qualitative Signal (e.g. SUS score)

Before: _____ After: _____ Δ : _____

9. Reflection and Next Steps

What you'd improve if you had more time: _____

One lesson you'll carry into the next project: _____