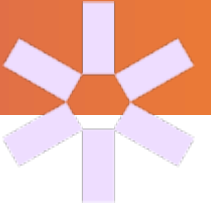




End-to-End UX Design Case Study

From Research and Ideation to Testing and Impact Evaluation

Case Study Overview



Project in one sentence

what you designed and for whom



Context

product/domain, constraints, and timeline at a high level



Your role

responsibilities and key decisions you owned

Problem & Goal (Project Overview)



Problem statement

what was broken or unclear for users/business



Design goal

measurable outcome you aimed to improve



Success criteria

key metrics and what “better” means

User Research & Demographics



Research plan: methods used

interviews, surveys, analytics, support tickets



Participant demographics

who you spoke with and why they matter



Key findings

top insights that influenced design decisions

User Persona (Primary User)



Persona snapshot

background, goals, motivations,
and constraints



Pain points

what frustrates the user today



Mental model

how they understand the problem
and expected outcomes

Journey Mapping (Current to Future)



Current journey

main steps, emotions, and friction points



Opportunities

moments to simplify, clarify, or add support



Future-state vision

what improved flow should feel like

Wireframes & Low-Fidelity Iterations



Start broad

sketch/ideate multiple directions for core screens



Define structure

wireframes that establish hierarchy and navigation



Iterate fast

test concepts and refine based on early feedback

Usability Testing & Feedback



Test Setup

Tasks, users, and what you measured/observed



Findings

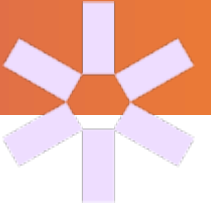
Top usability issues and severity/impact



Action Loop

How feedback changed the design (before → after)

Final High-Fidelity UI Screens



Screen set

key flows you finalized (mobile + desktop where relevant)



Design rationale

typography, spacing, accessibility considerations



Interaction details

states, empty/loading/error, and micro-interactions

Impact & Metrics



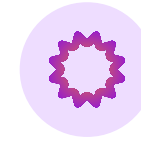
Primary Metric Improvement

Primary metric improvement (e.g., conversion, completion rate, time-to-task)



Secondary Outcomes

Secondary outcomes (e.g., reduced errors, fewer support tickets, retention)



Evidence Quality

Evidence quality: how results were measured and what changed

Lessons Learned & Next Steps

What you would keep doing

strongest decisions and design principles

What you would improve

trade-offs, risks, and missed opportunities

Next steps

planned experiments, iterations, and long-term roadmap