

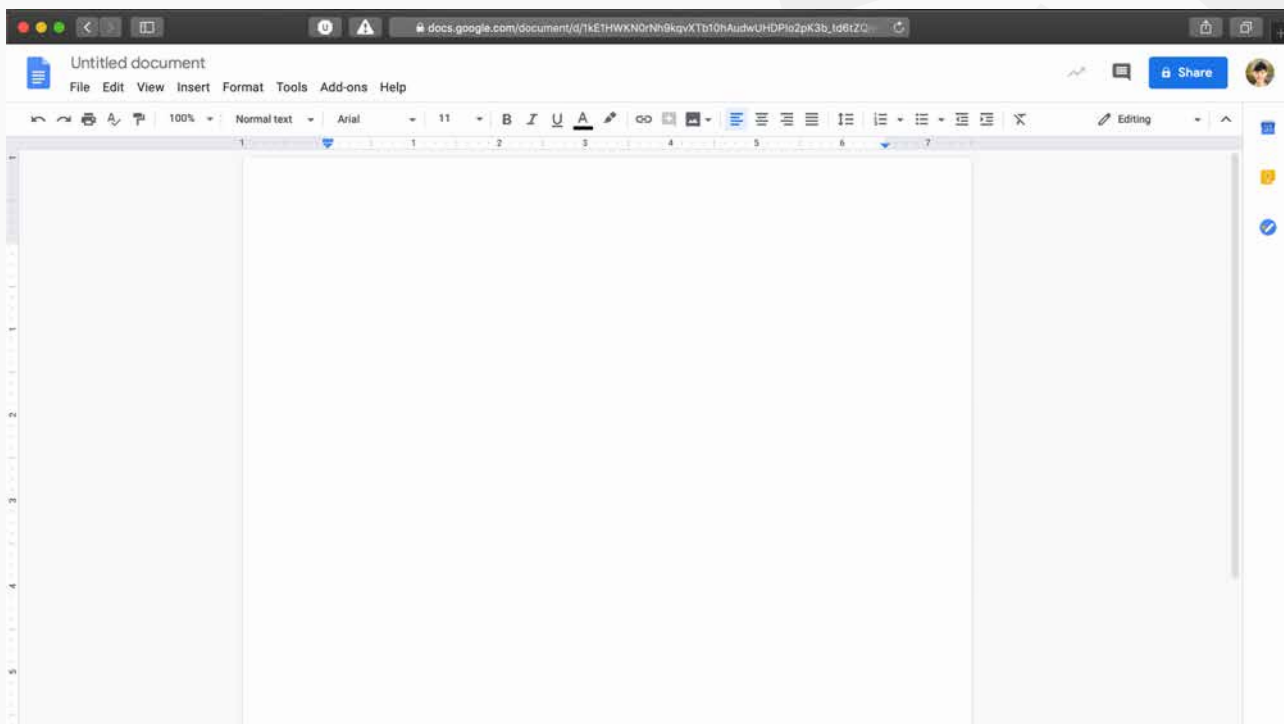
Introduction

5-Step Guide to Writing Your UX Case Study Introduction

Your introduction should include 3 key components: a design problem that involves a business need, your approach towards solving the problem as well as your role in the project. Let's go through the 5 steps you should take to write your perfect UX case study's introduction.

Step 1: Open an Empty Word Processor

Go ahead and open your favorite word processor! Your writing journey awaits. :)



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Step 2: Create 3 Subheadings

In your document, create the following subheadings:

1. The Problem
2. The Solution
3. My Role

Step 3: Fill the Subheadings Up

How to Write Your Problem Statement

Your problem statement should explain what you're trying to solve, provide you with a strong motivation and outline the main challenge involved. **Tie your problem statement to a business problem** whenever possible.

You can use this template for your problem statement:

I wanted to _____ because _____.

solve this problem of my motivations

This problem is particularly challenging since _____.

describe my main challenge

Here's our example of a problem statement:

[Product] is one of the most established English-learning platforms in the world. However, the design of [Product] looks increasingly outdated when compared to its competitors, and parts of its user experience fell short of expectations. An overhaul feels long overdue and will help ensure that [Product] can remain competitive in the long run.

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How to Write Your Solution

Give your readers a taste of what to expect. Since this is just the introduction, you don't have to fully describe your design process or solution. Instead, briefly mention the design process you use.

Mention the key deliverables of the project. This serves as the light at the end of the tunnel, so readers know what to expect at the end. If you've created an interactive prototype, make it known right at the introduction to your UX case study.

Here's our example:

We set out to completely overhaul [Product]'s look and feel and created a unifying design system that merges usability guidelines with aesthetic appeal. These changes impacted every corner of [Product]'s website, including key interactions.

How to Write About Your Role

This is one of the most important parts of your introduction! Remember to include what you've contributed (and what you did not contribute) to the project. This often lets recruiters understand your skills better and increases your chances of getting an interview.

Balance between "I" and "we": present yourself as a team player and also make it clear what you bring to the table. What if you've worked alone on a project? In such a case, give credit to anyone who's helped you along the way—for instance, someone who critiqued your design.

Here's our example:

I led the entire project and worked on creating the visual design of the new design system. I also revamped the UX of key pages and worked on motion design, while my developer colleagues applied their magic to help implement the entire project.

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Putting things together, here's our sample of a first draft of an introduction:

The Problem

[Product] is one of the most established English-learning platforms in the world. However, the design of [Product] looks increasingly outdated when compared to its competitors, and parts of its user experience fell short of expectations. An overhaul feels long overdue and will help ensure that [Product] can remain competitive in the long run.

The Solution

We set out to completely overhaul [Product]'s look and feel and created a unifying design system that merges usability guidelines with aesthetic appeal. These changes impacted every corner of [Product]'s website, including key interactions.

My Role

I led the entire project and worked on creating the visual design of the new design system. I also revamped the UX of key pages and worked on motion design, while my developer colleagues applied their magic to help implement the entire project.

Step 4: Refine Your Draft

Aim for 4–5 sentences in the introduction. At this step, refine your draft. Cut down on words and improve your writing. Use the active voice and write in a conversational style. Add images and other visuals, if you haven't already done so.

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Here's a second iteration of our introduction, this time polished and shortened to 5 sentences:

The Problem

[Product] is an industry-leading English-learning platform, but its design looks outdated compared to its competitors, and parts of its user experience are unpolished. An overhaul is overdue and will ensure [Product] remains competitive in the long run.

The Solution

We set out to create a brand-new design system to ensure [Product] encompasses best-in-class usability and aesthetics across all corners of the app.

My Role

I led the project and worked on all aspects of the new design system, including its visual, UX and motion design. I also revamped the UX of key pages while my developer colleagues helped implement my designs.

Step 5: Remove the Subheadings (Optional)

You can choose to leave the subheadings (The Problem, The Solution, My Role) if you like, but we feel they aren't necessary and should be removed.

In any case, you're done! Congratulations on writing a great introduction for your UX case study! 🎉



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How to Create a UX Portfolio

Beginner course

Did you know the average UX recruiter spends less than 5 minutes skimming through your UX portfolio? If you want to join the growing and well-paid field of UX design, not only do you need a UX portfolio—you'll need a **great UX portfolio that showcases relevant skills and knowledge**. Your UX portfolio will help you get your first job interviews and freelance clients, and it will also force you to stay relevant in your UX career. In other words, no matter what point you're at in your UX career, you're going to need a UX portfolio that's in tip-top condition.

So, how do you build an enticing UX portfolio, especially if you've got no prior experience in UX design? Well, that's exactly what you'll learn in [How to Create a UX Portfolio](#)! You'll cover everything so **you can start from zero and end up with an incredible UX portfolio**. For example, you'll walk through the various UX job roles, since you can't begin to create your portfolio without first understanding which job role you want to apply for! You'll receive **tips and insights from recruiters and global UX design leads from SAP, Oracle and Google** to give you an edge over your fellow candidates. You'll learn how to craft your UX case studies so they're compelling and relevant, and you'll also learn how to engage recruiters through the use of Freytag's dramatic structure and 8 killer tips to write effectively. To sum it up, if you want to create a UX portfolio and land your first job in the industry, this is the course for you!

[Learn more about this course >](#)



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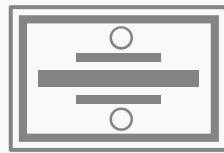
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