Project title

[formula: Product + role e.g., Image sharing mobile app – UI/UX design]

Company name and/or date

Visual summary of the outcome

A collage of screens displayed in appealing mockups to make the reviewer interested in how it was made (a mix of low-fidelity and high-fidelity design and brand elements).

Project introduction

1-2 sentence summary of the nature of the project, the industry, the product maturity, the product goals.

[Formula: X Product was in development phase with the ambition to change the way people do X. The company /team needed a development-ready design that is user centred and accessible. I've received X brief/material to start the design thinking process with and I've created X, delivered in X time in X format.]

Step 1 [e.g., Research or Problem space]

1-2 sentence summary of the goals and the methods you used, including the rationales why you have chosen them.

- Research type [e.g., User interview, Competitor analysis, Preference research…]
- Platform/location chosen to conduct the research
- Source and number of participants gathered, or tools/approaches used
- Main objectives and KPIs

Visual summary of the research outcome, e.g., user personas, problem statement, JTBDs, flow charts, etc. Label all the images based on their content and highlight the design aspect or feature that the reviewer should notice.

[Note: the most common struggle of reviewers that they don't know what they're looking at, because the images are not titled, and so, they can't associate professional value to them.]

Step 2 [e.g., Prototype or Solution development]

- Hand drawings, sketches post its
- Digital wireframes, click flows
- Content architecture

Collage of selected sketches of several different screens, ideally connected into a click flow / user flow. Label all the images based on their content and highlight the design aspect or feature that the reviewer should notice.

[Note: don't prettify raw materials, a styled data is modified data with less credibility. Use mockups, background sprites or overlay tricks to make them visually fitting if necessary.]

Step 3 [e.g., Testing]

1-2 sentence summary of the goals and the methods you used, including the rationales why you have chosen them.

- Test type [e.g., qualitative or quantitative test, remote or lab test, task flow or preference test…]
- Platform/location chosen to conduct the test
- The material used for testing [e.g., clickable prototype, paper prototype, device preview…]
- Source and number of participants gathered, or tools/approaches used
- Main aspects chosen to test

Visual summary of the test outcome, e.g. A/B screens, error system, corrected pages, etc. Label all the images based on their content and highlight the design aspect or feature that the reviewer should notice.

Step 4 [e.g., Visual identity or UI design]

1-2 sentence summary of the considerations behind choosing a certain direction, backed up with explanation on the visual preferences of the target audience emerged from the earlier research phase. Clearly indicate which elements were inheritance as opposed to your newly developed brand elements.

- Mood boards
- Style guide (colour theme, typography, grid system, shapes, iconography…)
- Component summary

Images showing the development of the visual identity, ideally with examples from mid fidelity to high fidelity screens, including audience preference test and abandoned directions.

Step 5 [e.g., Final screens]

- 10-15 screens, ideally in device mockup
- Responsive preview naming the breakpoints and the responsive strategy
- Animated preview, screen recordings, demo if any
- Screenshot of user reviews or social feedback on the design if any

Final screen designs, a great number of them to indicate the scale of the project.

Closing note / thank you