

# UX Portfolio Worksheet

**Project Title:**

*Descriptive but not too long .eg: "Target app coupon & wallet redesign".*

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**Overview:**

*Quick summary of product and project context. Include a "before" picture, if applicable.*

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**Statement problem, goals and/or stakeholder ask:**

*Why did this project happen? What were goals or desired outcome?*

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**Users/ audience:**

*Who would use this product or service?*

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**Roles & responsibilities:**

*What did you do (specifically) and who/ what other roles did you work with?*

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## **Process:**

*It's not just "after" photos. A run-down of what you did and why. Outline, then fill in details later. Tell a story.*

## **Include** (if applicable):

- Hypothesis
- Research methods
- Testing Insights/Recap
- Sketches
- Wireframing
- Design/Prototype/Iterations
- Additional Testing Results

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## **Outcomes & Results:**

*Measurable improvement metrics. ie:*

- *3 out of 5 test subjects completed the task...*
- *Conversions increase by XX%...*