Project title

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

Company name and/or date

Visual summary of the outcome

By displaying a collage of screens in attractive mockups, the reviewer is enticed to learn about the creation process (which involves a combination of low-fidelity and high-fidelity design and brand elements).

Project introduction

A brief 1-2 sentence summary of the nature of the project, the industry, the product's maturity, and its goals.

[Formula: The product X was in the development phase with the ambition of changing the way people do X. The company/team needed a development-ready design that is user-centred and accessible. I received X brief/material to start the design thinking process and created X. It was delivered in X time and format with X impact on user adoption.]

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

A brief, 1-2 sentence summary of the objectives and methods you used, including the rationales for choosing them.

- Research type [e.g., User interview, Competitor analysis, Preference research…]
- Platform/location 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 statements, JTBDs, flow charts, etc. Label all the images according to their content and highlight the design aspect or feature that the reviewer should observe.

[Note: The most common struggle for reviewers is that they don't know what they're looking at because the images are not titled. As a result, they cannot assign professional value to it, and the image and work put into it are wasted.]

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

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

Collage of selected sketches from several different screens, ideally connected into a click flow or user flow. Label all the images according to their content and highlight the design aspect or feature that the reviewer should observe.

[Note: Don't prettify raw materials. Styled data is modified data and has less credibility. Instead, employ mockups, background sprites, or visual filters to help them blend in better if needed.]

Step 3 [e.g., Testing]

A brief, 1-2 sentence summary of the objectives and methods you used, including the rationales for choosing 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
- Materials used for testing [e.g., clickable prototype, paper prototype, device preview…]
- Source and number of participants gathered, or tools/approaches used
- Main question to answered by the test

A visual summary of the test outcome, such as A/B screens, error system, corrected pages, etc. Label all the images according to their content and highlight the design aspect or feature that the reviewer should observe.

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

A brief, 1-2 sentence summary of the considerations behind choosing a certain direction. It is important to provide an explanation on the visual preferences of the target audience that emerged during the earlier research phase. Make it clear which brand elements were inherited and which were newly developed.

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

Images showing the development of the visual identity. Ideally with examples of mid-fidelity to high-fidelity screens, including audience preference tests and abandoned directions.

Step 5 [e.g., Final screens]

- 10-15 screens, ideally in device mockup
- Responsive preview naming the breakpoints and stating the responsive strategy
- Animated preview, screen recordings, prototype link (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 notes / thank you