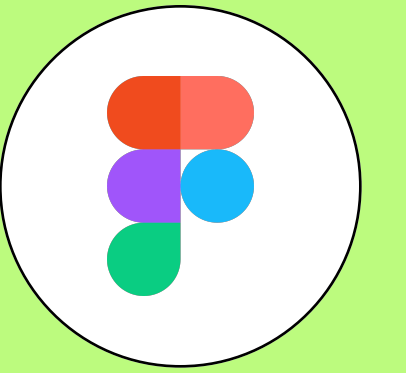


Flides



Figma Slides

Case Study

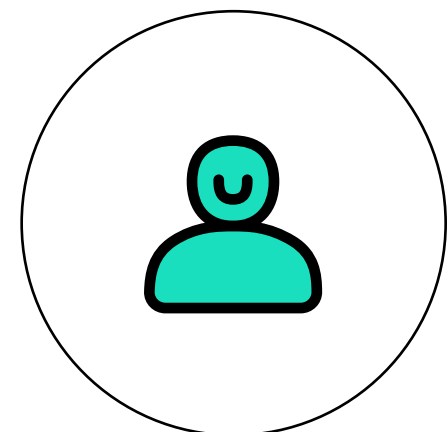
Template

for Product (UX/UI) Design

Case Study

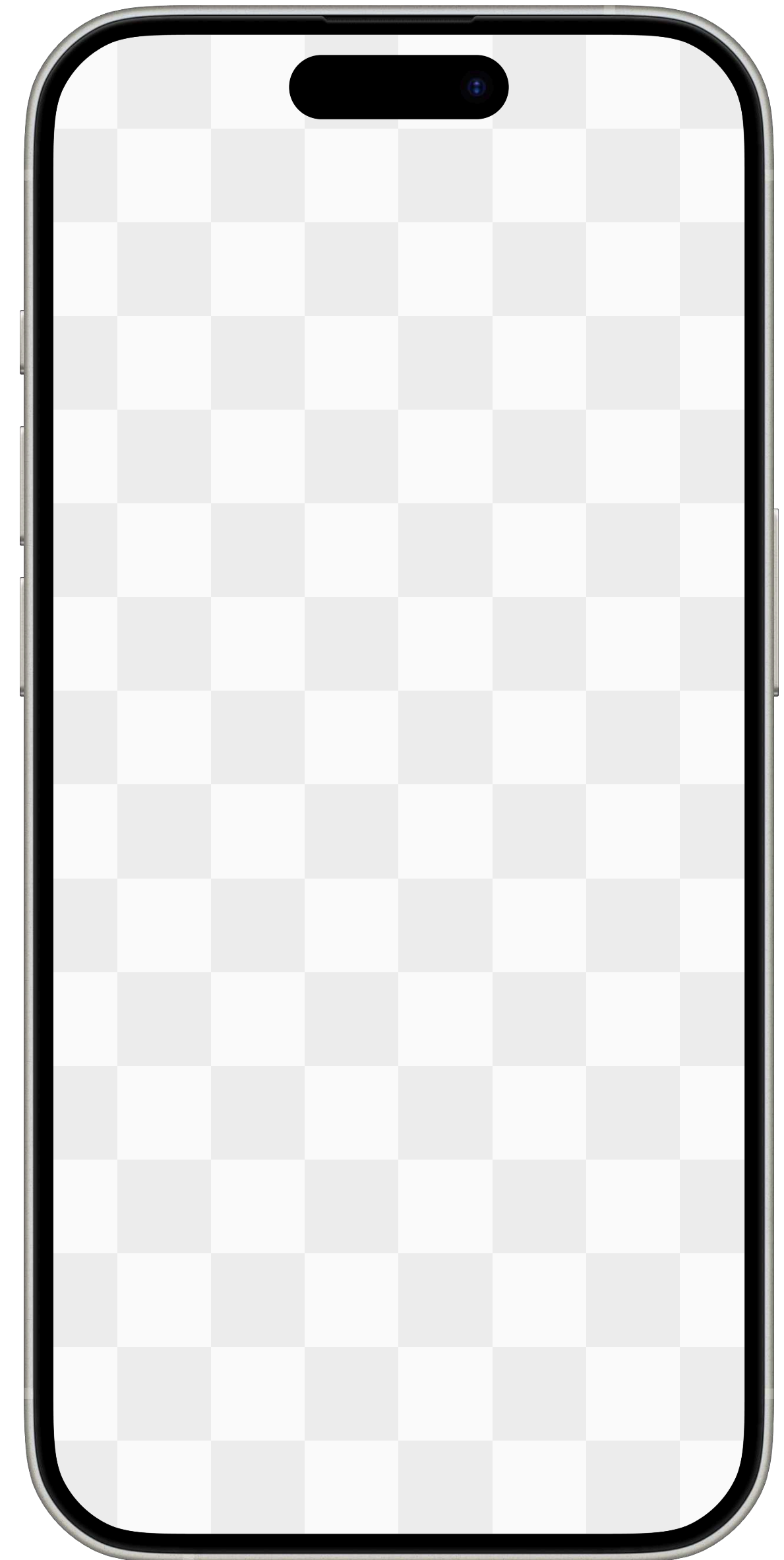
Project Title

Add short description of your case study here



Ulvin Omarov

Next-Gen UX & Indie Designer

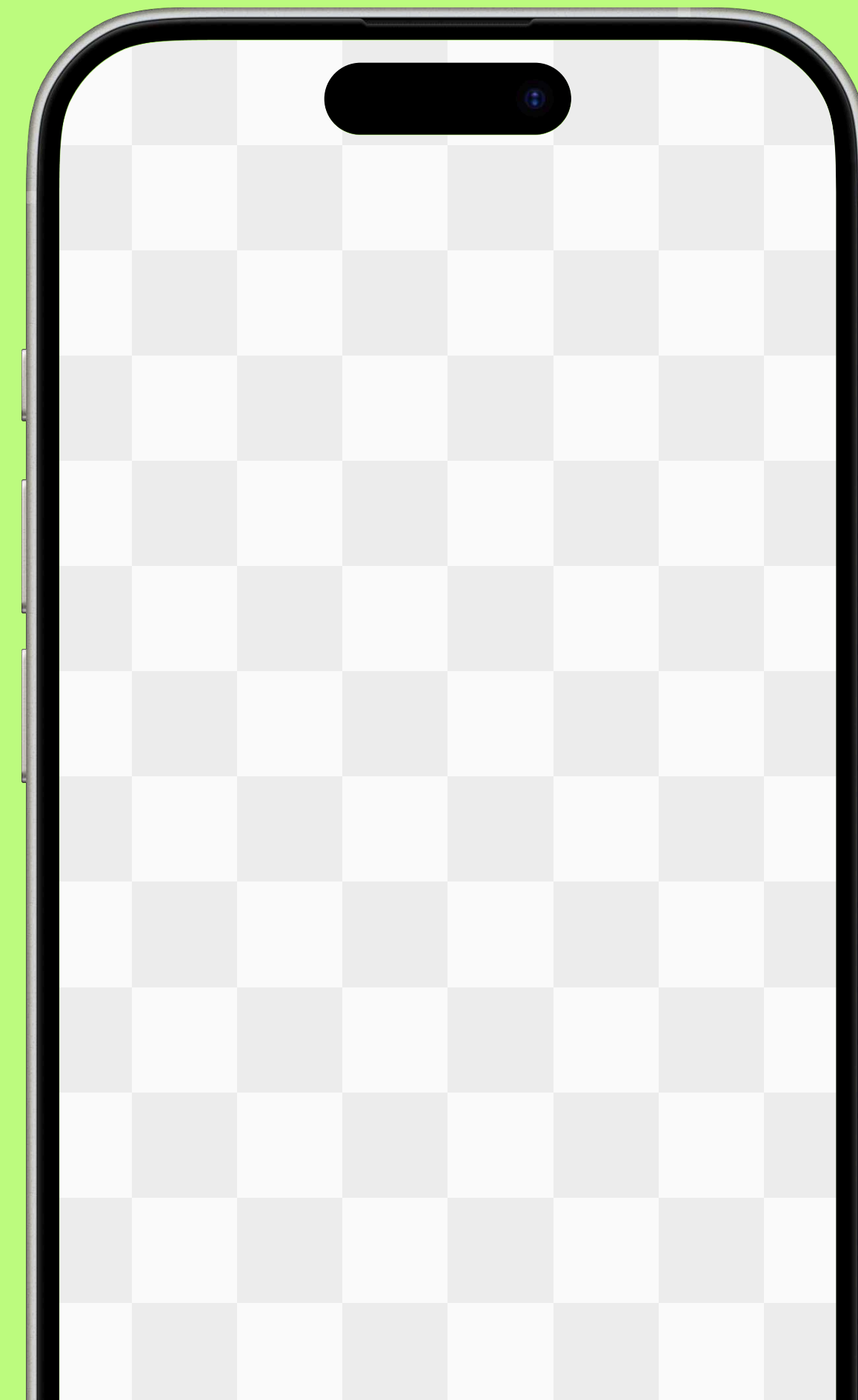


Project category

Project name

About project

Add a quick description of each thing, with enough context to understand what's up.



My roles

UX Research & Analysis

Wireframe & Prototyping

Testing & Iterating

Visual Design (UI)

Collabroting developers



Timeline

January

February

March

April

Preparation & Research

Concept development

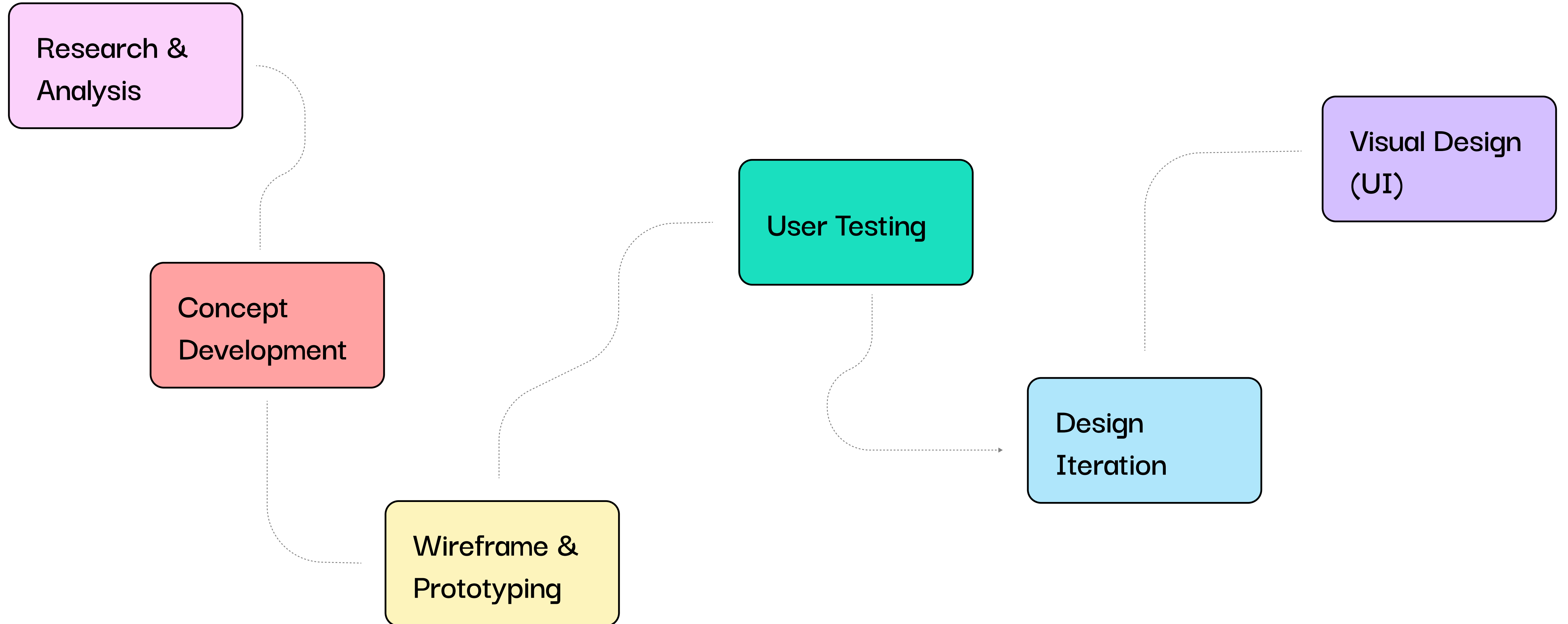
Wireframing

User testing

Design iteration

Visual design

Design Process



Define the Problem



A problem

Define the problem your product/service solves for users.



A problem

Define the problem your product/service solves for users.



Problem context

Provide some context under which the problem occurs.



Problem context

Provide some context under which the problem occurs.

Goals to solve



Goal title will be here with solution



Goal title will be here with solution



Goal title will be here with solution



Goal title will be here with solution

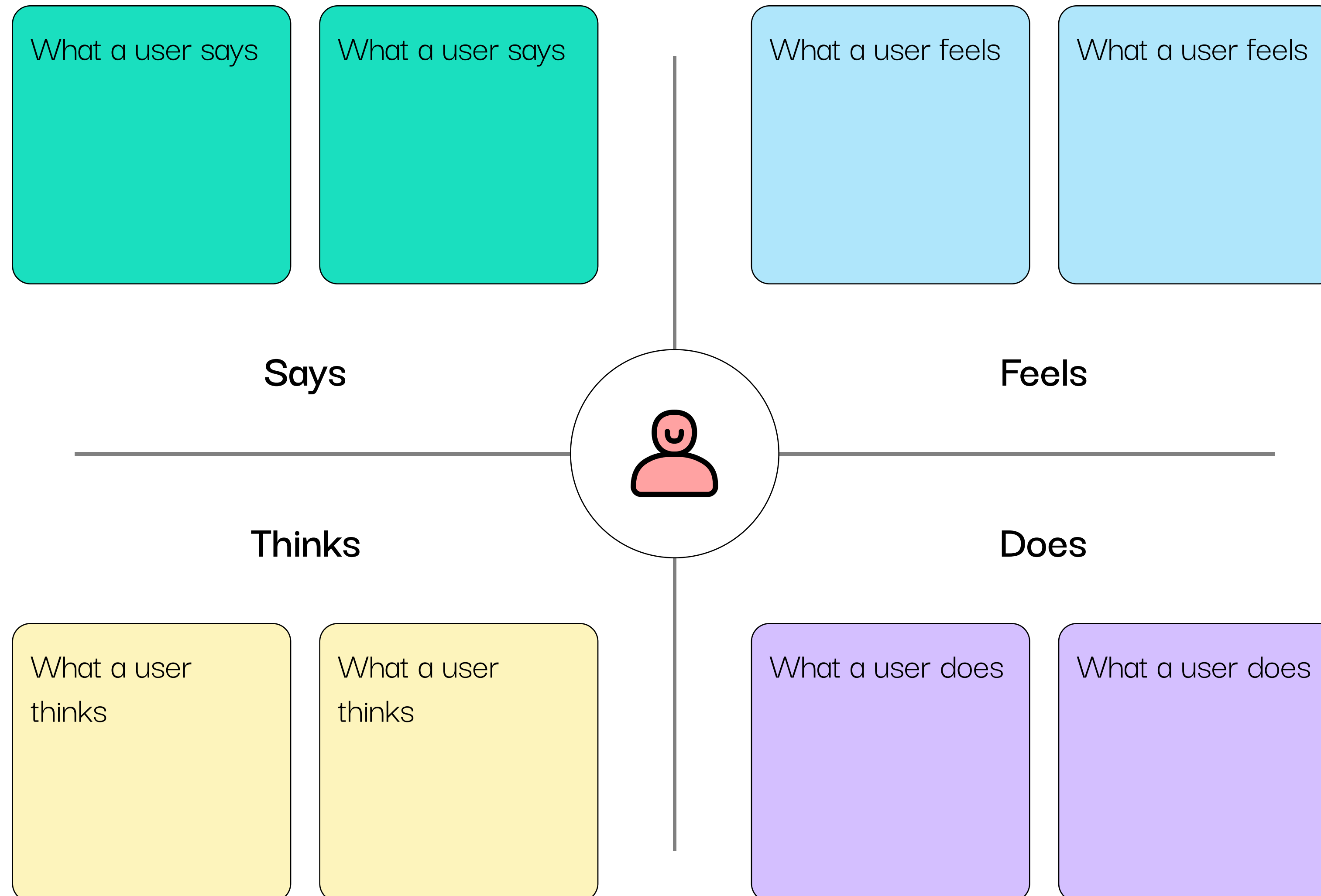


Goal title will be here with solution

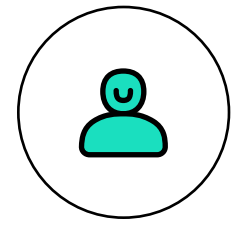


Goal title will be here with solution

Empathy Map



User Persona



User name

Job Role at Company

Bio:

Provide some personal experiences, professional details, and lifestyle information relevant to your project.

Age:

Marital status:

Education:

Personality traits:

Talkative

Optimistic

Friendly

Empathetic

“

Share a quote from a persona that speaks volumes about users' problems.

”

🎯 Goals/Needs:

- Describe what users aim to gain when using a product
- Describe what users aim to gain when using a product

😞 Pain Points:

- Describe what discourages users when using a product
- Describe what discourages users when using a product

😡 Frustration:

- Describe what frustrations users face in relation to a product/service
- Describe what frustrations users face in relation to a product/service

💪 Motivation:

- Describe what drives users to act and what they hope to achieve
- Describe what drives users to act and what they hope to achieve

Competitive Analysis

Company	Company 1	Company 2	Company 3	Company 3
Feature 1	✓	✓	✗	✗
Feature 2	✗	✓	✓	✓
Feature 3	✓	✗	✗	✗
Feature 3	✗	✓	✓	✗

Ideation

Group of ideas 1

Your new idea will
be here

Your new idea will
be here

Your new idea will
be here

Group of ideas 2

Your new idea will
be here

Your new idea will
be here

Your new idea will
be here

Group of ideas 3

Your new idea will
be here

Your new idea will
be here

Your new idea will
be here




Group of ideas 4

Your new idea will
be here

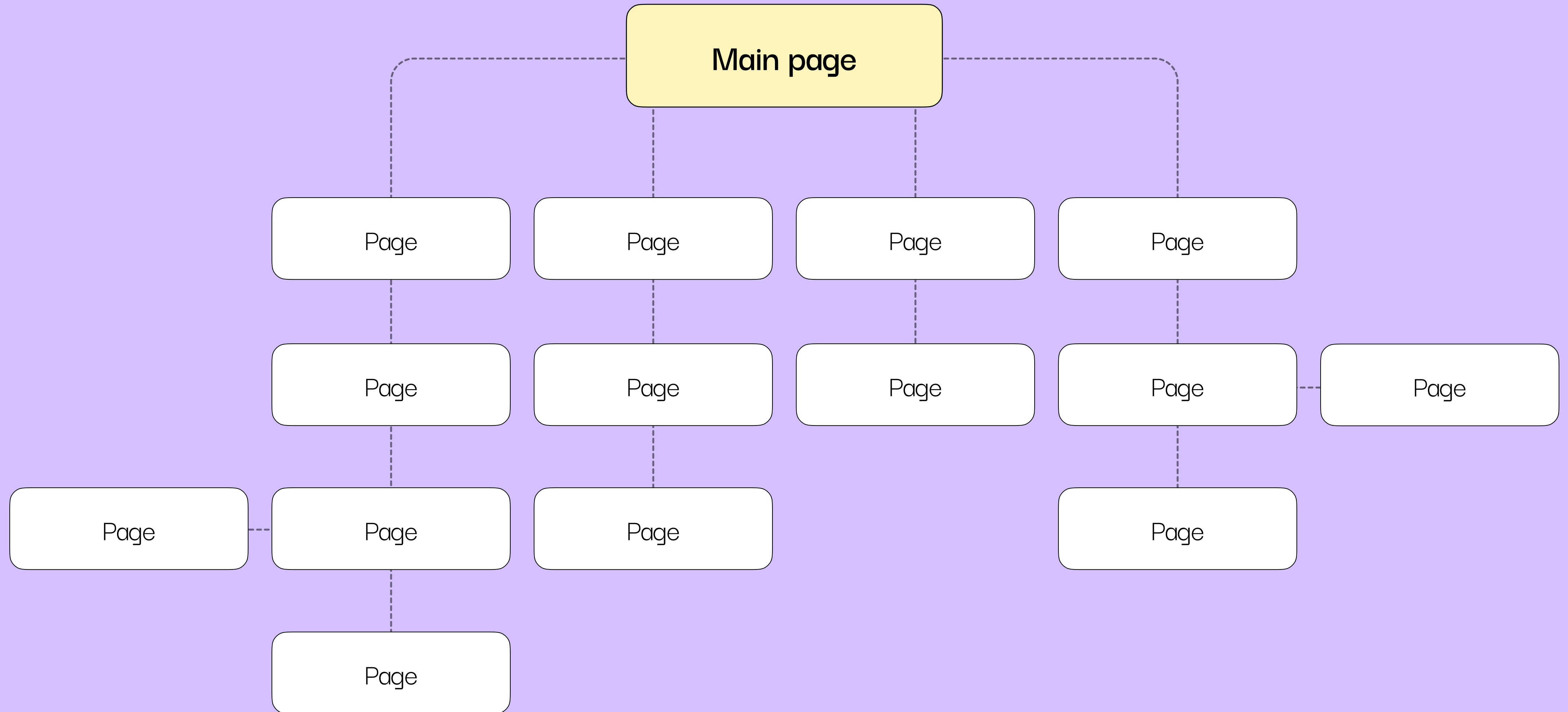
Your new idea will
be here

Your new idea will
be here

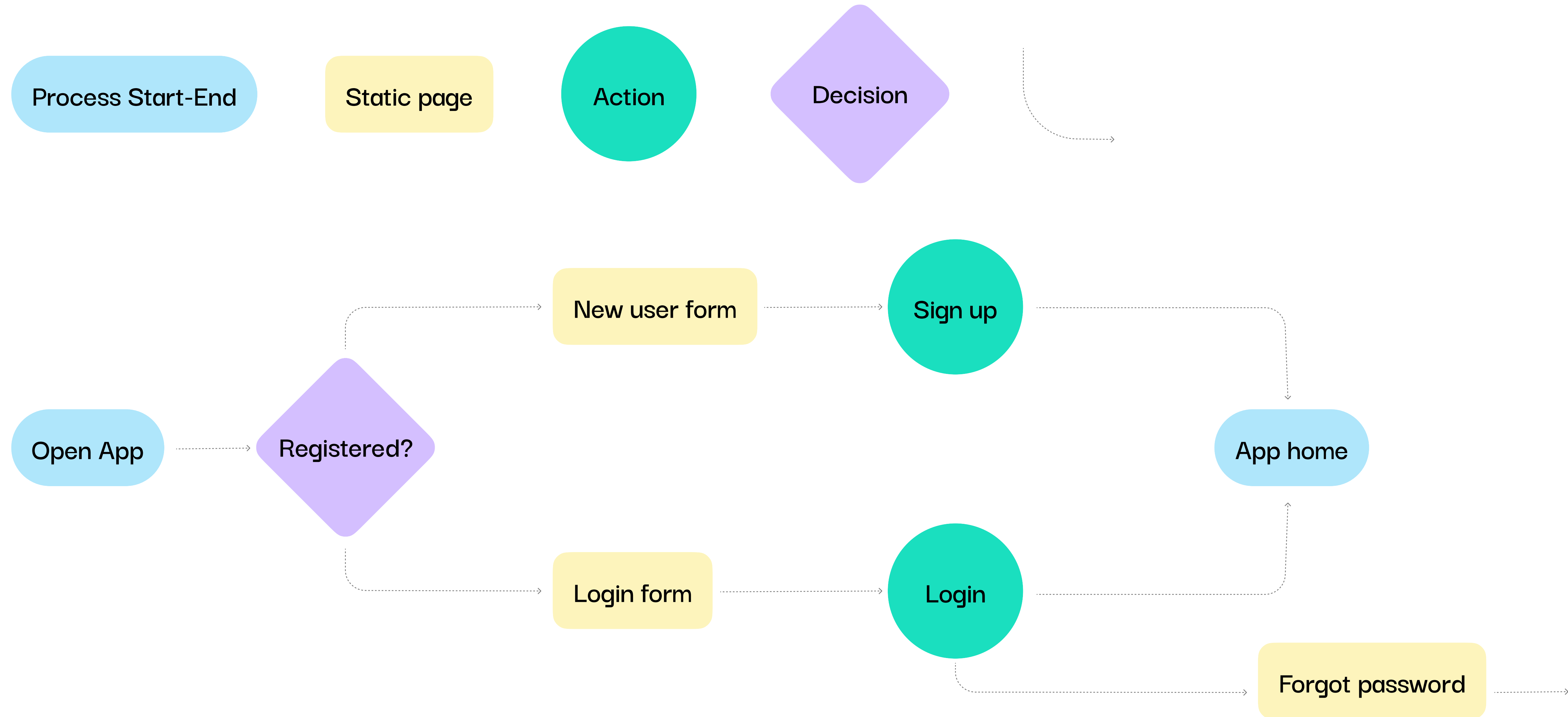
User Journey Map

Journey steps	Step 1	Step 2	Step 3
User action	Action	Action	Action
User goal	Goal	Goal	Goal
Thinking	Thoughts	Thoughts	Thoughts
Feelings			
Ideas	Idea	Idea	Idea

Information Architecture



User Flow



Typography

Typeface

Typeface

Light

Regular

Medium

SemiBold

Bold

ExtraBold

Typography Sizes

**Darker
Grotesque**

Light

Regular

Medium

SemiBold

Bold

ExtraBold

H1

96/120

H2

64/120

H3

48px/120

Body 1

40/120

Body 2

32/120

Color Palette

Reddish
#FFA2A2

Vio
#D5C0FF

Pinkie
#FBD2FC

Bluish
#B0E7FC

Greenie
#1BE0C0

Yellow
#000000

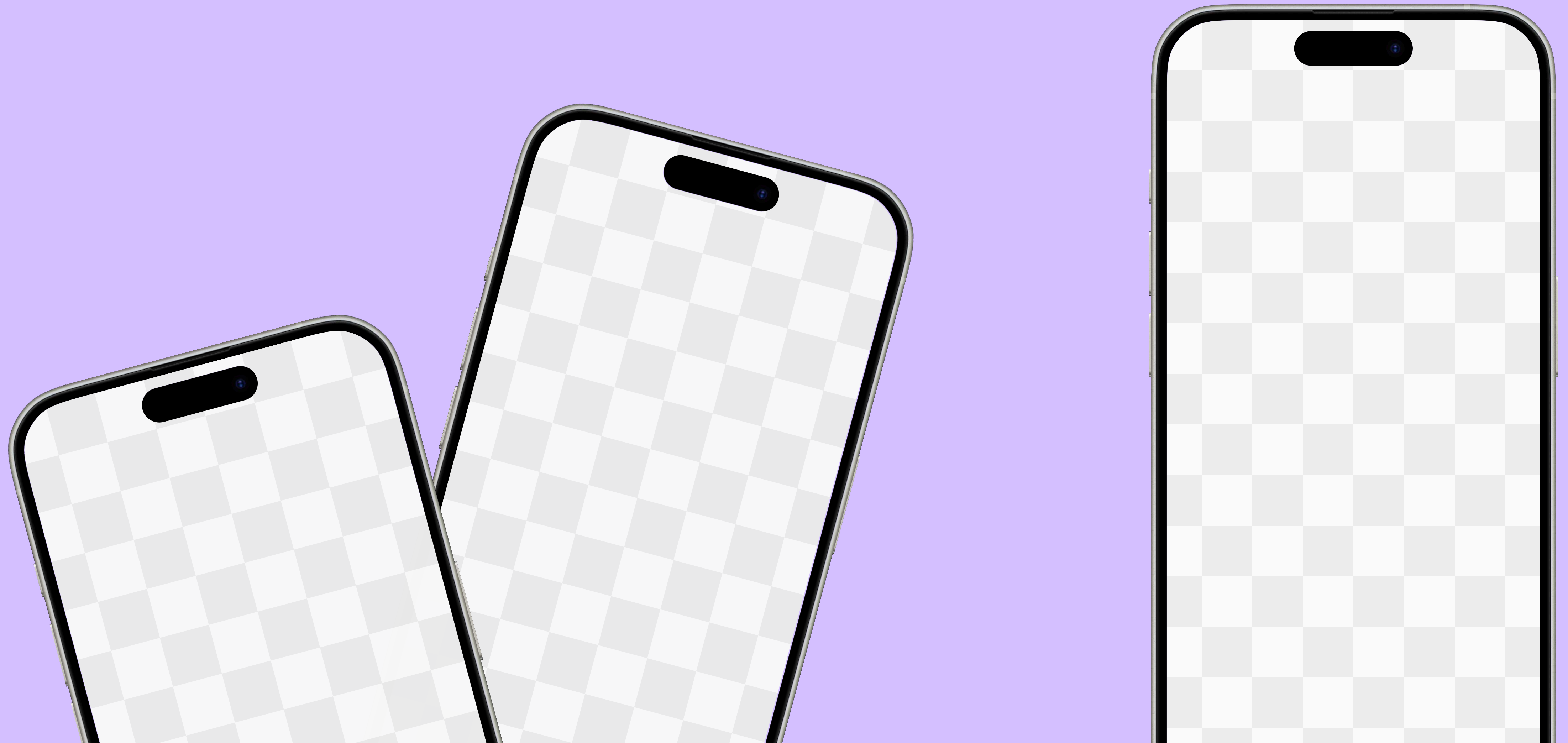
White
#FFFFFF

BG
#F1F1F1

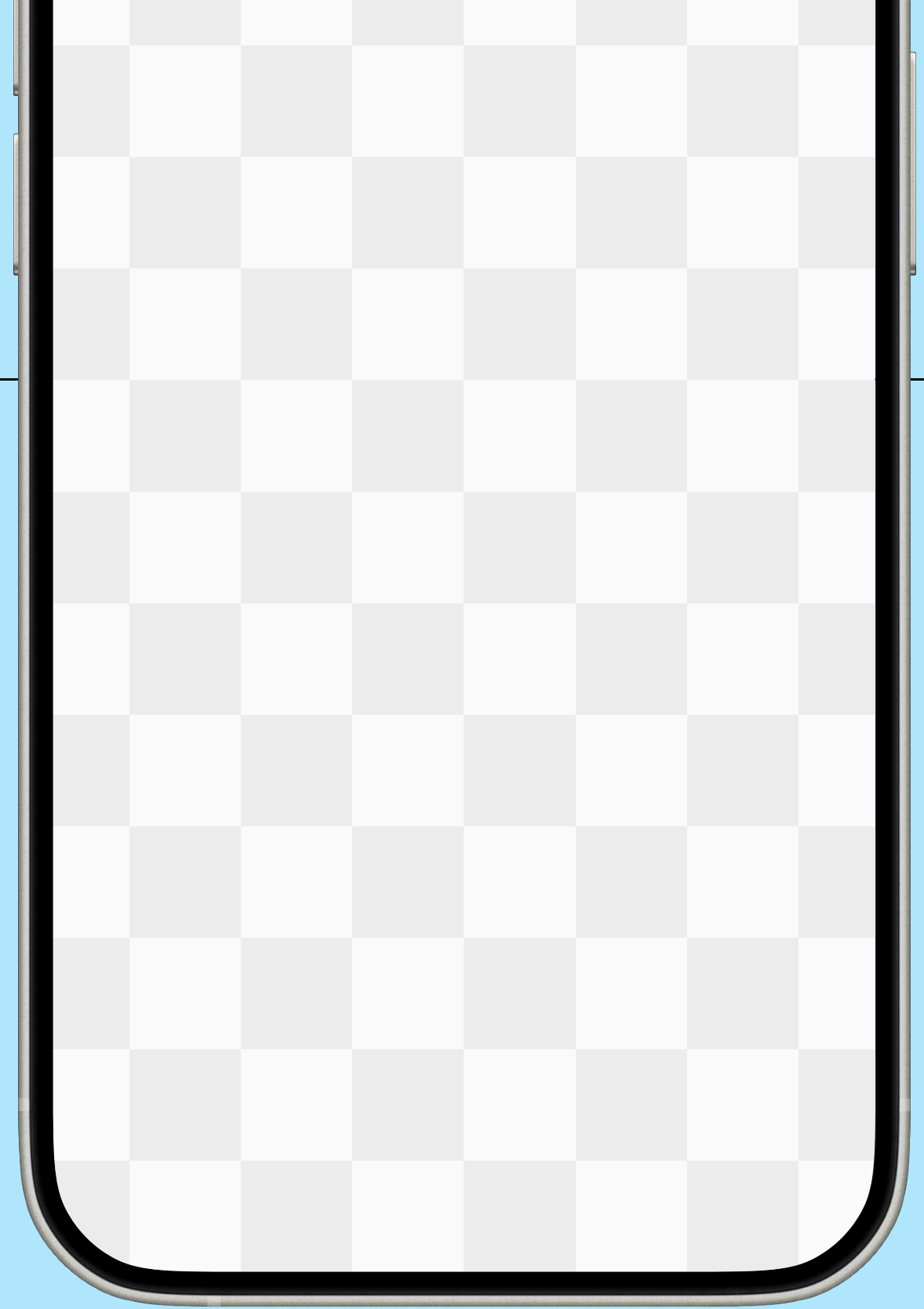
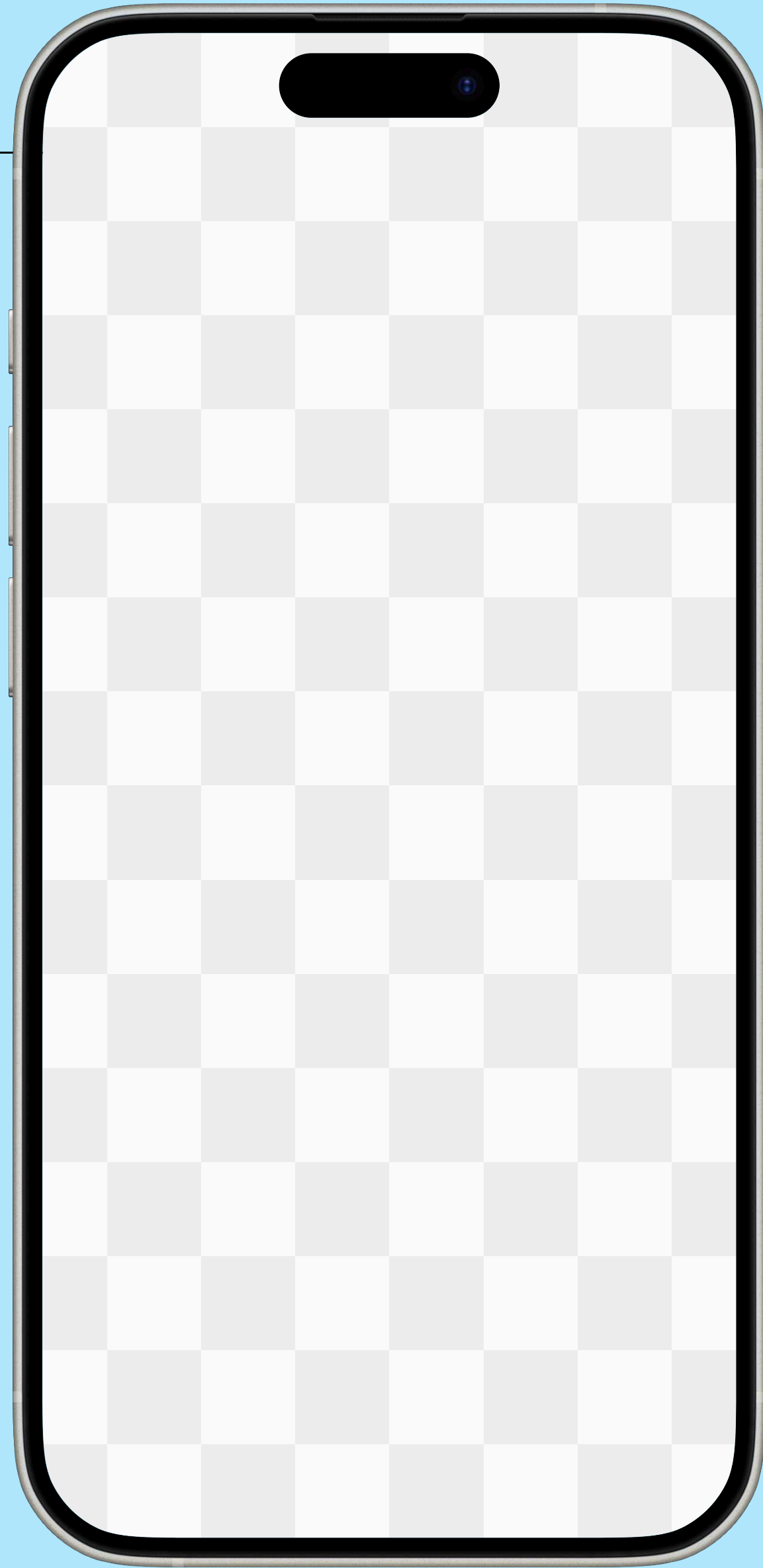
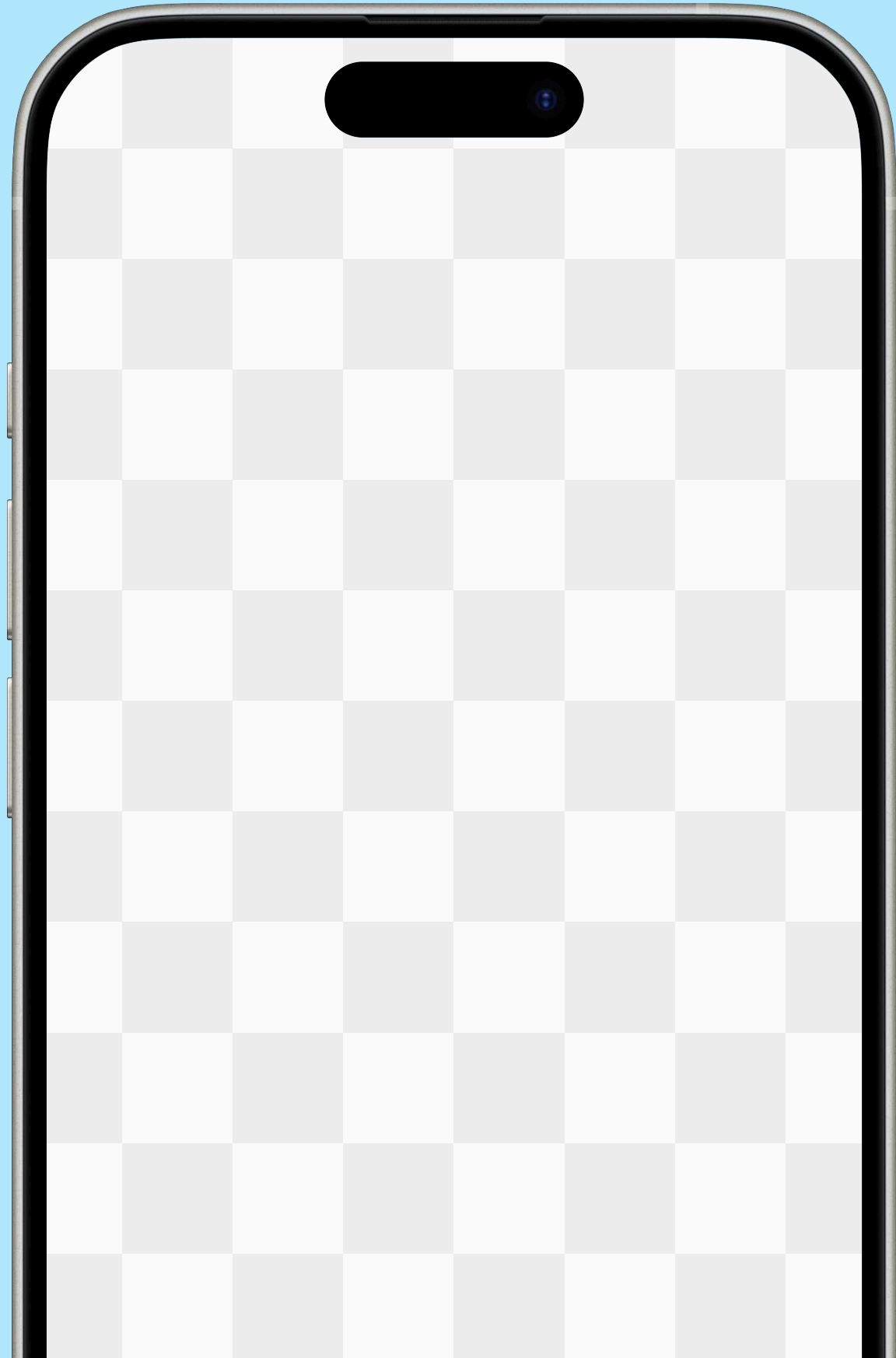
Color 4
#CFCFCF

Black
#000000

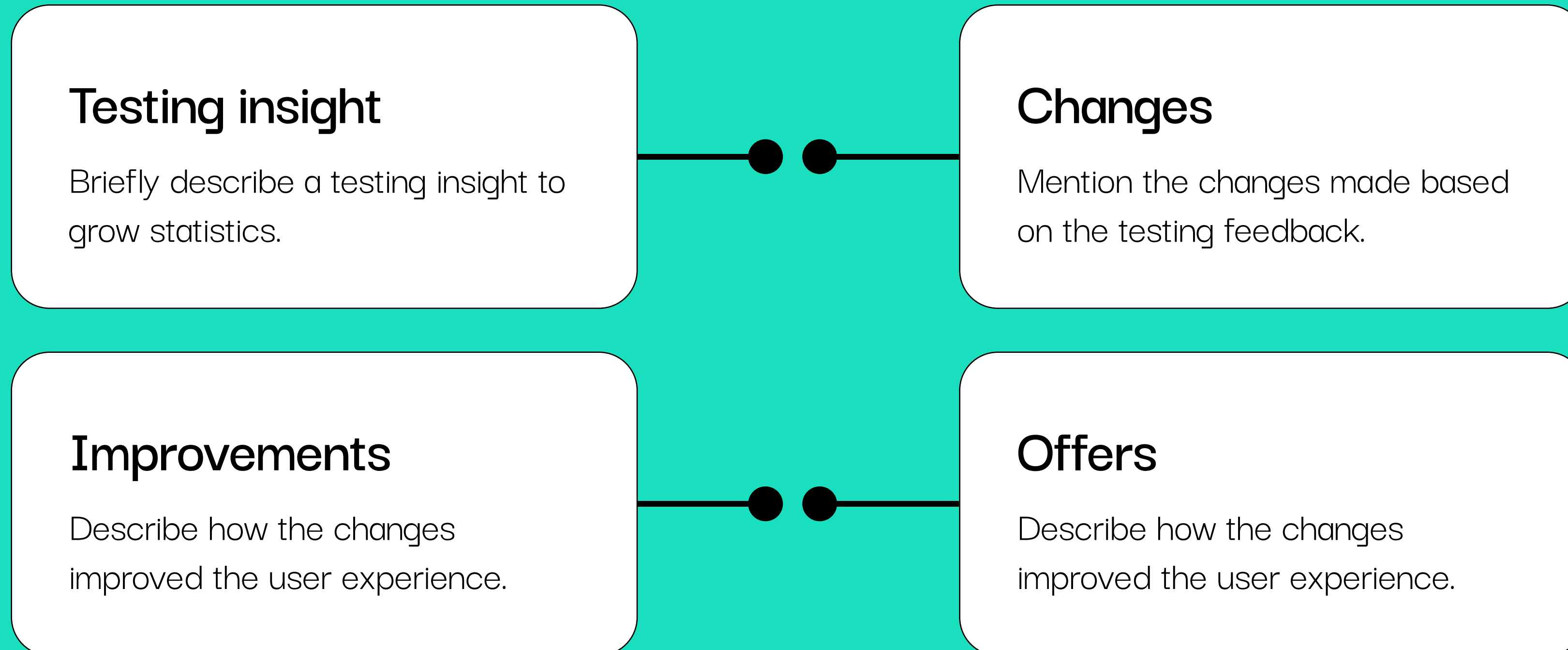
Visual (UIs)



Visual (UIs)



Test Insights



Get 20% discount with flides20
promo code to all my
Gumroad products

Thanks for Purchasing. Here are my other digital products:

Gumroad

UI8

Lemon squeezzy

Medium

Youtube

Notion

Figma community

Linkedin

Instagram

Flides Pro



40+ pages

Case Study

\$7 on Gumroad

Figma Slides Template
for Product (UX/UI) Designers