

Show the Work Behind the Result

Write a portfolio case study with traceable decisions, honest credit and bounded claims

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How to use this guide

Applicants and independent makers explaining project work they are authorized to show.

Follow a fictional booking-request redesign through evidence selection, decision records, contribution mapping, original wireframes and a claim audit. Includes a complete case-study capstone and answer key without invented performance results.

- Connect each important claim to an inspectable artifact.
- Explain alternatives and constraints behind a design decision.
- Separate your contribution from other people's work.
- Distinguish a proposed output from a measured outcome.

Scope and limitations

- All project people, organizations and observations are fictional training material.
- No job, client, revenue, conversion or accessibility outcome is guaranteed.
- The SVGs are original wireframes, not screenshots of a deployed client product.

Published by KitForma. Edition 1.0. Sources checked 1 October 2026. People and businesses in worked examples are fictional. This is an independent publication, not endorsed by the platforms mentioned.

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01

Decide what the reader should be able to verify

A portfolio case study is an explanation of work, supported by artifacts that a reader can inspect. It is not a place to upgrade a modest project into a fictional business success. Begin with one question: what should a careful reader understand about your contribution after five minutes? In this workbook the answer is narrow. The reader should understand why a fictional booking-request page used misleading language, what changes were proposed, which person owned each decision and what the available evidence cannot establish. A bounded explanation is easier to defend than a grand claim that combines design quality, revenue and user satisfaction without showing how any of those outcomes were measured.

The case follows Mara Chen's fictional work for Bay Studio, a small workshop organizer. The initial page labels its final button 'Confirm booking', although submitting the form only sends a request to the organizer. Mara proposes clearer wording and a more visible explanation of the next step. The supplied artifacts are original training wireframes and synthetic review records. They are not screenshots from a real client, real user research or evidence that a working service improved. Their purpose is to let you practice deciding which claims a case study can responsibly make. When adapting the method to your own work, replace the fictional materials with artifacts you are authorized to disclose.

Choose a reader and a level of detail before choosing a layout. A potential collaborator may care about how you handled ambiguity and handoff. A hiring reviewer may want to separate your work from the team's work. A prospective client may want to understand what a similar engagement could include. These readers can use the same core story, but they need

different navigation cues. Write a one-sentence scope statement and three questions the case will answer. If a proposed section answers none of them, shorten it or move it to supporting material. A portfolio should reward inspection, not require the reader to admire a long process diagram before finding the work.

Sources and tools

[S1] Google Technical Writing One introduction

<https://developers.google.com/tech-writing/one>

Checked: 2026-10-01

[S2] W3C WAI: An alt Decision Tree

<https://www.w3.org/WAI/tutorials/images/decision-tree/>

Checked: 2026-10-01

Text comparison

Optional comparison of case-study revisions; it does not judge whether a claim is true.

<https://kitforma.com/en/text-diff/>

Image cropper

Optional crop check for your own authorized raster images; the included SVGs remain original wireframes.

<https://kitforma.com/en/image-crop/>

Color contrast checker

Optional check of a pair of opaque colors, not a full accessibility audit.

<https://kitforma.com/en/color-contrast/>

Inside the complete guide

Describe the starting problem without rewriting history

Create an artifact register before writing the narrative

Explain a decision through alternatives and consequences

Show your contribution without taking the team's credit

Make visuals carry a specific explanation

Separate an output from a measured outcome

Edit a case for privacy, permission and useful detail

Capstone: explain a fictional proposal

Answer key: a defensible story and its next test