INTRODUCTION

**Tips on how to make a great case study!**

* Get the client’s approval for using their logo, screen captures, and testimonials.
* Mention specific points on what made the project successful.
* Write clear and concise copy. Answer all the questions but **keep it simple**.

**What is the client’s name?**

*ex. Zoom*

**Does NewRocket have permission to use their logo?**

*Yes/No*

CASE STUDY FORM

**Please answer the following questions and refer to the suggested examples for length**

**I. TAGLINE**

\*What was the outcome NewRocket created for the client?

*ex. Creating an Engaging Experience With ServiceNow’s Employee Center*

**II. SHORT SUMMARY**

\*In one sentence, what was the outcome of the clients’ users?

*ex. Users enjoy a fun, personalized, and unified self-service experience on the ServiceNow platform.*

**III. COMPANY OVERVIEW**

\*A brief description of the client. (Industry, location, # of employees, Wikipedia)

*ex. Our client is an American video live streaming service that focuses on video game streaming, competition broadcasts, and creative content with over 1,500 employees worldwide.*

**IV. THE CHALLENGE**

\*Why did the client hire NewRocket, and what about the project made it a challenge?

*ex. Our client needed to implement custom branding into their OOB portal and host several knowledge articles for users based on roles, location, and legacy company. The challenge would be improving the efficiency of the portal while simultaneously creating a new taxonomy to help users find relevant information quickly.*

**V. THE SOLUTION**

\*What did NewRocket do to overcome the Challenge mentioned above?

*ex. We provided extensive taxonomy consulting to help create a refined topic based browsing experience. Our widgets, in combination with Employee Center’s topics and user criteria, presents the user with more relevant content on the homepage and topic pages. This reduces search time and provides a simplified experience in one location.*

**VI. PROJECT HIGHLIGHTS**

\*What were some unique aspects of the project? (3-6 points with a title and description)

*ex. Migration to Employee Center—* *Leverage Employee Center’s widget and taxonomy structure along with our products to create a unified, intuitive, and effective Service Portal experience.*

*ex. Improved Taxonomy—* *Extensive taxonomy consulting on how to organize current content (Knowledge Base and Categories) in a more understandable way for the user.*

*ex. Light & Dark Themes—* *Allow users to easily switch between company branded light and dark themes without drastic changes to design elements and layout.*

**VII. TAKEAWAY OR TESTIMONIAL**

\*What are some metrics, data, or feedback from the client that confirms positive change?

*ex. “We have been able to quickly, and affordably curate a custom experience that will serve as the foundational cornerstone for our customer experience.” —Jeremy Peterson, City of Santa Monica in American City & Country*