



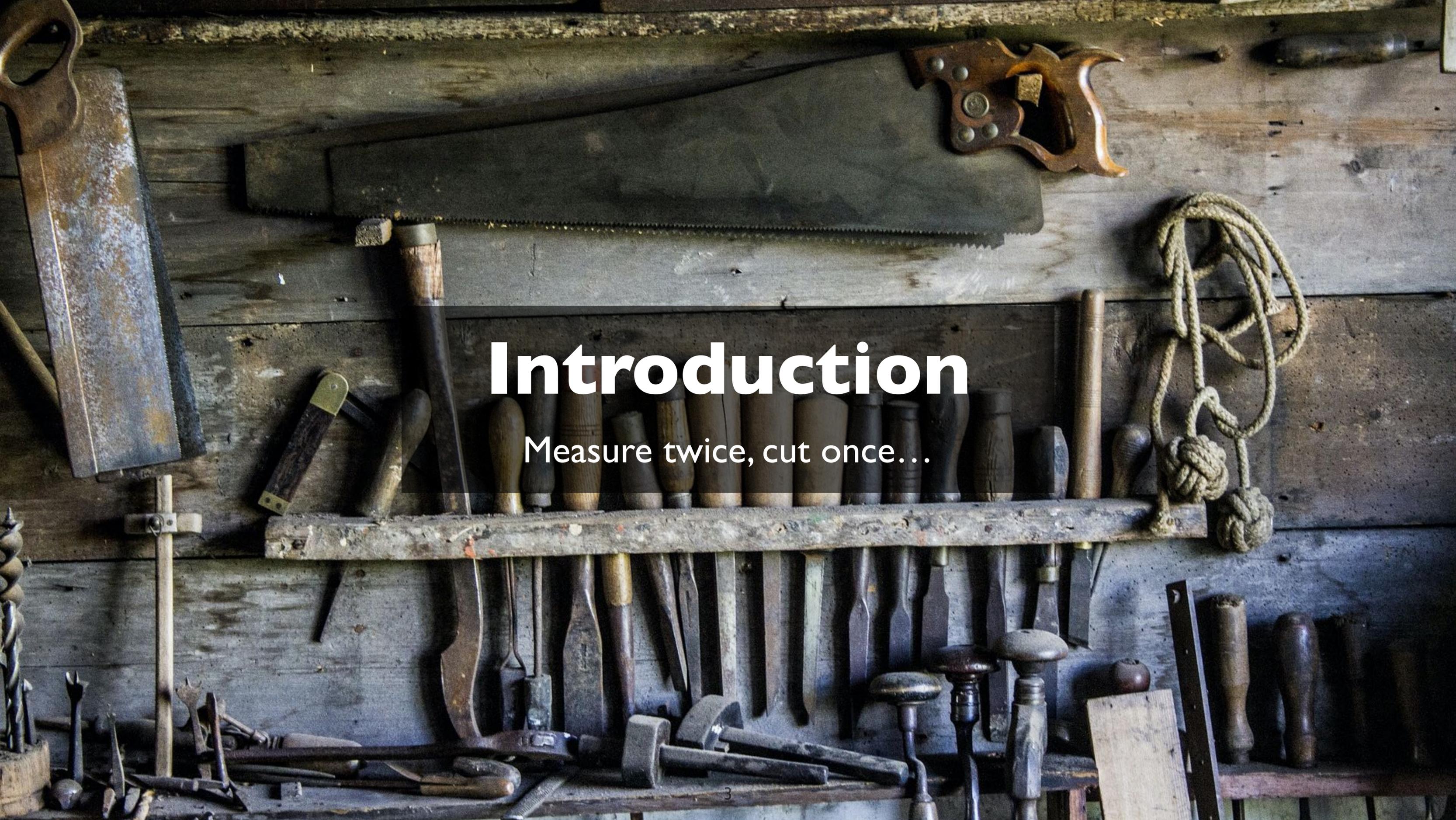
How to take the stress out of writing case studies

Friday July 9, 2021

David Minton | @DH_David
@DesignHammer

Overview

- Introduction
- Who, When, Where?
- What?
- How?
- Conclusion

A workshop wall with various tools including saws, hammers, and a rope.

Introduction

Measure twice, cut once...



David Minton

Managing Partner
@DH_David

*Over twenty years
industry experience*

Who am I?

- Managing Partner at DesignHammer
- Head business development and sales
- Writing case studies over 20 years
- Member of Drupal Community over 10 years

Learning Objectives

- Take the stress out of producing case studies
- How to use case study process for QA

Assumptions

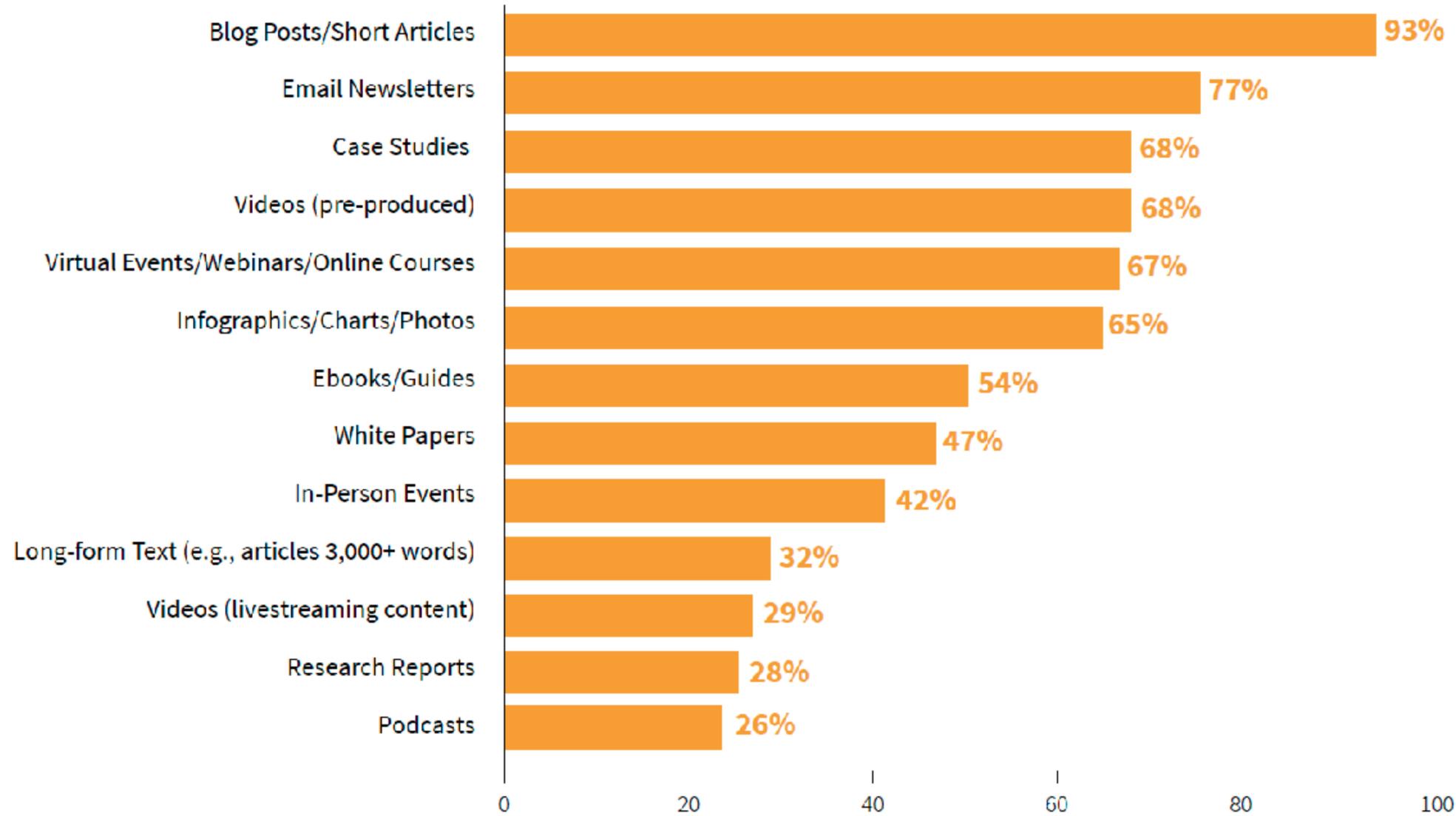
- Marketing case studies (mostly)
- Custom software projects (e.g. Drupal)
- B2B projects

A detailed view of a cluttered workshop or factory floor. The scene is filled with various pieces of machinery, including a large metal lathe in the foreground and a drill press in the background. The walls are covered with tools and equipment, and the floor is made of wooden planks. The lighting is natural, coming from windows in the background, creating a bright and somewhat dusty atmosphere. The overall impression is one of a busy, well-used industrial space.

Why bother with Case Studies?

Who, When, Where?

Content Types B2B Marketers Used in Last 12 Months



Base: B2B content marketers. Aided list; multiple responses permitted.

11th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2020

Of all the content types they use, B2B marketers said **blog posts/short articles** and **virtual events/webinars/online courses** (both tied at 22%) produced the best overall content marketing results for their organization in the last 12 months.

Other content types used in last 12 months: Digital Magazines (16%); Print Magazines (11%); Print Books (5%); and Other (5%).

We asked respondents which content types are the highest performing for their organization for building brand awareness, securing leads, nurturing leads, and converting leads. Their top 3 responses in each category are shown here.



TO BUILD BRAND AWARENESS	TO SECURE LEADS	TO NURTURE LEADS	TO CONVERT LEADS
<p>Blog Posts/Short Articles (31%)</p> <p>Social Media Content (e.g., tweets, stories) (25%)</p> <p>In-Person Events (8%)</p>	<p>In-Person Events (19%)</p> <p>Webinars/Online Events (16%)</p> <p>Ebooks/Guides (13%)</p>	<p>Email Newsletters (31%)</p> <p>Blog Posts/Short Articles (13%)</p> <p>In-Person Events & Case Studies (tied at 9%)</p>	<p>In-Person Events (25%)</p> <p>Case Studies (23%)</p> <p>Webinars/Online Events (11%)</p>

Base: B2B content marketers whose organization used more than one content type for content marketing purposes in the last 12 months. 2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

“Everyone loves stories. They are easy to remember...and evoke emotions in one’s audience....Reports on emotional marketing say that emotional content can improve marketing efficacy by 70%.”

— *How to create social proof through case studies*
business.com

Where to use case studies?

- Company website
- Event collateral
- Nurture campaigns
- Proposals
- d.o

Know your audience

- Motivation
- Technical understanding
- Attention span

Attention span?

- Proposal: ~200 words
- Website: ~600 words
- d.o: ~1,200 words

Proposals

DUKE HEALTH: REFERRING PHYSICIANS

URL: physicians.dukehealth.org

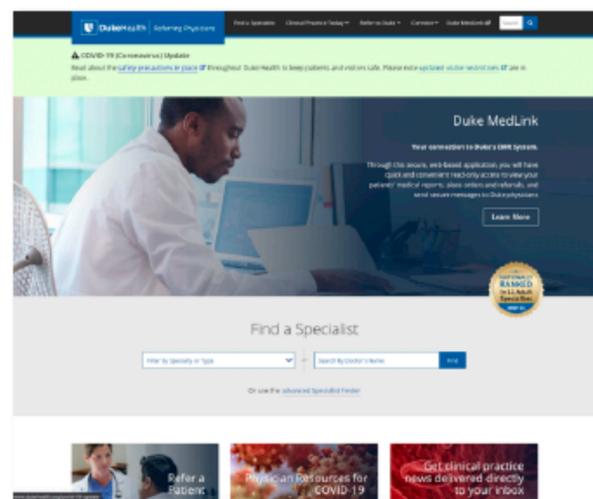
Physician engagement is an important aspect of Duke Health's mission. Previously Duke Health had worked with external vendors to deliver the Clinical Practice Today website and newsletter to physicians. Based upon interviews with physicians, Duke Health identified the desire of the physician audience to have a physician-centric website portal.

DesignHammer worked with Duke Health to design and develop the new website. During Discovery & planning, DesignHammer undertook user testing to define an intuitive navigational system.

DesignHammer also conducted a targeted competitive analysis of physician portals from other premier medical systems to ensure that the Duke Health Physicians website would be best in breed.

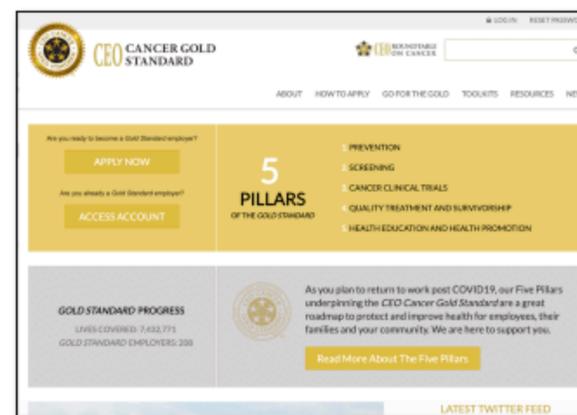
In addition to presenting a centralized platform to Continuing Medical Education (CME) and Duke Health thought leadership, the website also provided a specialist finder interface to help connect Primary Care Physicians with Duke Specialists. The specialist finder leveraged the existing physician data used for the Doctor Finder on dukehealth.org, allowing both sites to be driven by a single data source.

The website also met DHTS technical requirements including preferred version of Drupal, integration with DHTS user authentication system, and accessibility compliance based on Duke Web Accessibility standards.



CANCER GOLD STANDARD

Cancer is a leading cause of death and disability in the United States. Cancer is a complex disease that can affect anyone. It is important to understand the signs and symptoms of cancer and to seek medical attention early. The Cancer Gold Standard is a commitment to providing the highest quality of care for our patients. We are committed to reducing the burden of cancer and to improving the lives of our patients. We are committed to providing a healthier workplace by focusing on cancer risk reduction, and high-quality care.

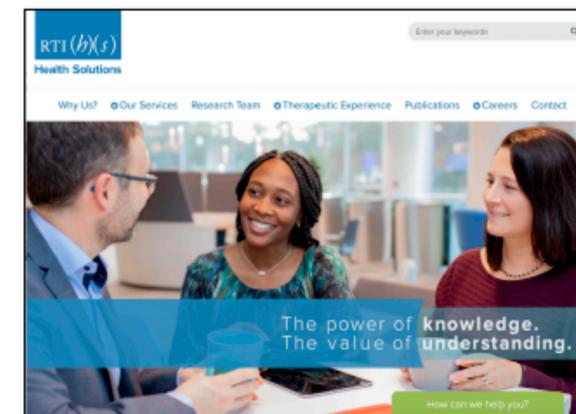


able on Cancer to redesign the Cancer Gold Standard website to present relevant resources to employers at each stage of accreditation. We worked with CEO Roundtable on Cancer to understand how to manage the accreditation process versus re-accreditations and for domestic versus international accreditations that accommodated all cases.

significantly reduced staff time spent supporting employers

completing the accreditations and re-accreditations using the improved workflows.

Health Solutions
Why Us? Our Services Research Team Therapeutic Experience Publications Careers Contact
The power of knowledge. The value of understanding.



the RTI-HS website using Drupal. We set up functionality to allow our in-house staff and publications database to populate the website. This custom data import functionality allows RTI-HT to maintain relationships between Services, Therapeutic Experiences, and Publications. This allows us to make further studies and staff changes, all without RTI-HS content management system changes to the website for these changes.

Website

The screenshot shows a project page for the Railinc Industry Website. At the top, the DesignHammer logo (20 years) and navigation menu (Company, Process, Services, Work, Blog, Resources, Get in Touch) are visible. The main header features a large image of a train with the text "Railinc Industry Website" and "Railinc Corporation". Below this, it lists "2019" and "INFORMATION TECHNOLOGY | DRUPAL". The breadcrumb trail reads "Home > Work > railinc industry website". Social sharing buttons for Twitter, Facebook, and LinkedIn are present. The "Client Description" section explains that Railinc Corporation is a for-profit subsidiary of the Association of American Railroads (AAR) that delivers data as a service (DaaS) and software as a service (SaaS). The "The Challenge" section states that before development, Railinc contracted DesignHammer for a 14-week assessment. The "Project Services" section lists Website Strategy, Web Design, Web Development, Drupal Development, and Website Usability. A small thumbnail of the website is shown at the bottom right.

The screenshot shows a project page for Project Oasis. At the top, the DesignHammer logo (20 years) and navigation menu (Company, Process, Services, Work, Blog, Resources, Get in Touch) are visible. The main header features a blue background with a circular graphic and the text "Project Oasis" and "The UNC Center for Innovation & Sustainability in Local Media". Below this, it lists "2021" and "EDUCATION, RESEARCH | DRUPAL". The breadcrumb trail reads "Home > Work > project news oasis". Social sharing buttons for Twitter, Facebook, and LinkedIn are present. The "Client Description" section describes Project Oasis as an initiative to showcase surviving independent digital news organizations across North America, a partnership between UNC-CISLM and the UNC Hussman School of Media and Journalism. The "The Challenge" section states that in 2018, DesignHammer collaborated with UNC-CISLM to develop the precursor website, US News Deserts. The "Project Services" section lists Web Design, Web Development, and Drupal Development. A small thumbnail of the website is shown at the bottom right.

A blue work glove is the central focus, lying on a wooden surface. It is surrounded by various tools and nails, including a hammer, a screwdriver, and several nails of different sizes and types. The scene is lit with dramatic, low-key lighting, creating strong shadows and highlights. The text "Power up #1" is overlaid in a large, white, sans-serif font, and "Harness the power of community" is overlaid in a smaller, white, sans-serif font below it.

Power up #1

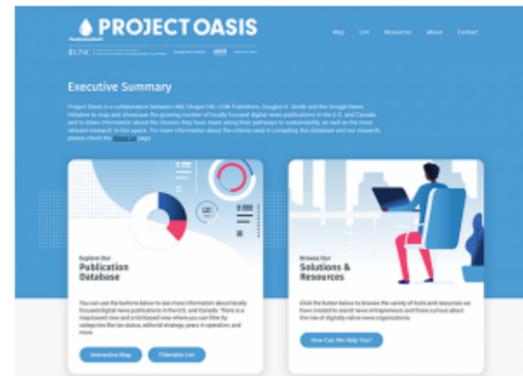
Harness the power of community



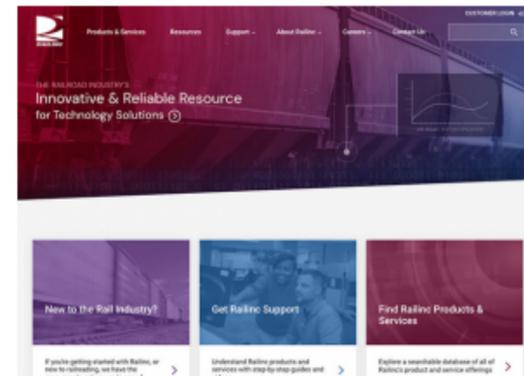
Drupal™

Case studies from DesignHammer

◀ Back to DesignHammer



Using Drupal 9 to cultivate digital "oases" in the local news landscape



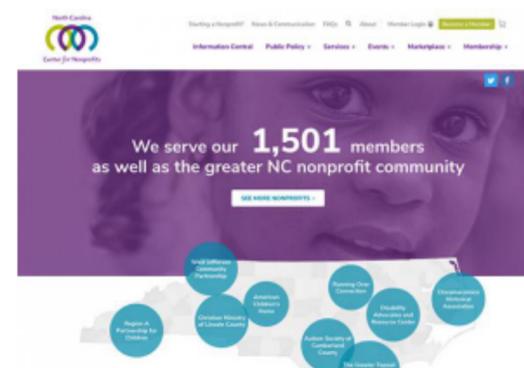
Leveraging Migrate Plus to Automate a Complex Custom Content Migration for Railinc's Drupal 8 Website



Leveraging Search API Solr for Duke Health Referring Physician Website



Implementing Multi-Step Application Process for Cancer Gold Standard



Achieving Better Nonprofit Workflows with Salesforce Suite



Custom ePublishing System for UNC School of Government



Drupal™

Marketplace

Services Hosting Supporting Technologies Training Books Partner Programs

DesignHammer

✓ This organization is a [Drupal services provider](#).



<http://www.designhammer.com>

15 people on Drupal.org

Services
3rd party integration, Accessibility, Consulting, Data migration, Deployment, Design, Development, E-commerce, Front-end Development, Information architecture, Mobile Site Development, Performance Tuning and Optimization, SEO, Site Audits, Site Building, Support, Theming, Upgrades, Usability

Sectors
Arts, Banking and Financial, Community, E-Commerce, Education, Enterprise, Entertainment, Government, Non-profit, Publishing, Small business, Social Networking, Sports, Startups, Technology

Offices in
United States

Locations served
United States

Organization type
Drupal service provider

Headquarters
Durham, NC

Usual project budget
\$25,000 - \$100,000



DesignHammer specializes in graphic design, online application development, SEO, usability, and hosting. The firm services clients in the Triangle, as well as around the United States.

Process

Every project is different, so we rely on a documented, repeatable process for structuring development; we begin by asking questions. Only after carefully considering the responses do we draw on our years of practical industry experience, and technical expertise, to plan and execute solutions that will bring quantifiable results.

Services

We feature an in-house team of dedicated Drupal developers and designers who offer the following services:

- Drupal development
- Custom theme creation
- Custom module development
- Modification to existing modules
- Drupal Salesforce integration
- iPhone app integration
- Legacy installation patching and upgrades
- Hosting and support
- Developer and administrator training

Recent Drupal Project Recognition

- Railinc (Industry website)
 - The Communicator Awards: Award of Excellence
 - The Communicator Awards: Award of Distinction
 - docCOMM Awards: Honorable Mention
 - Vega Digital Awards: Content Award
 - Vega Digital Awards: Architecture Award
- Duke Health Referring Physicians
 - WS Awards: Gold Award
 - The Dovey Awards: Silver Award
 - docCOMM Awards: Honorable Mention
- NC Center for Nonprofits
 - docCOMM Awards: Gold Award
 - The Dovey Awards: Silver Award
 - The Communicator Awards: Award of Distinction
 - Summit Creative Award: Finalist Award
 - Homes Creative Awards: Honorable Mention

Select Drupal projects

- CEO Roundtable on Cancer
- CEO Roundtable on Cancer: The CEO Cancer Gold Standard
- National Institute of Statistical Sciences
- NetOne
- North Carolina Center for Nonprofits
- North Carolina Crimes Online
- North Carolina High School Athletic Association
- Project Data Sphere
- Railinc (Industry website)
- RTI Health Solutions

Drupal contributions

- Drupal Module Development and Support**
 - **Salesforce Suite**: provides an interface to create fieldmaps between Drupal nodes and Salesforce objects. We co-maintain and actively contribute to the Salesforce Suite.
 - **Salesforce Feeds**: provides integration between the Salesforce API module and Feeds, along with its predecessor FeedsAPI. We developed and continue to maintain the Salesforce Feeds module.

Drupal Cons and Camps

- Florida DrupalCamp 2021: sponsor, presenter
- Drupal GovCon 2020: sponsor
- Drupal Camp Asheville 2020: sponsor, presenter
- Drupal GovCon 2019: sponsor, presenter
- Drupal Camp Asheville 2019: sponsor
- Charlotte Drupal Drive-in 2019: sponsor
- Drupal GovCon 2018: sponsor, presenter
- Drupal Camp Asheville 2018: sponsor
- DrupalCon 2018 Nashville: sponsor
- Drupal GovCon 2017: sponsor
- DrupalCon 2017 Baltimore: sponsor
- Drupal GovCon 2016: sponsor, presenter
- DrupalCon 2016 New Orleans: sponsor
- DrupalCamp Atlanta 2015: sponsor, presenter

Case studies



Using Drupal 9 to cultivate digital "oases" in the local news landscape



Leveraging Migrate Plus to Automate a Complex Custom Content Migration for Railinc's Drupal 8 Website



Leveraging Search API Solr for Duke Health Referring Physicians Website



Implementing Multi-Step Application Process for Cancer Gold Standard



Achieving Better Nonprofit Workflows with Salesforce Suite

View all case studies



Drupal™

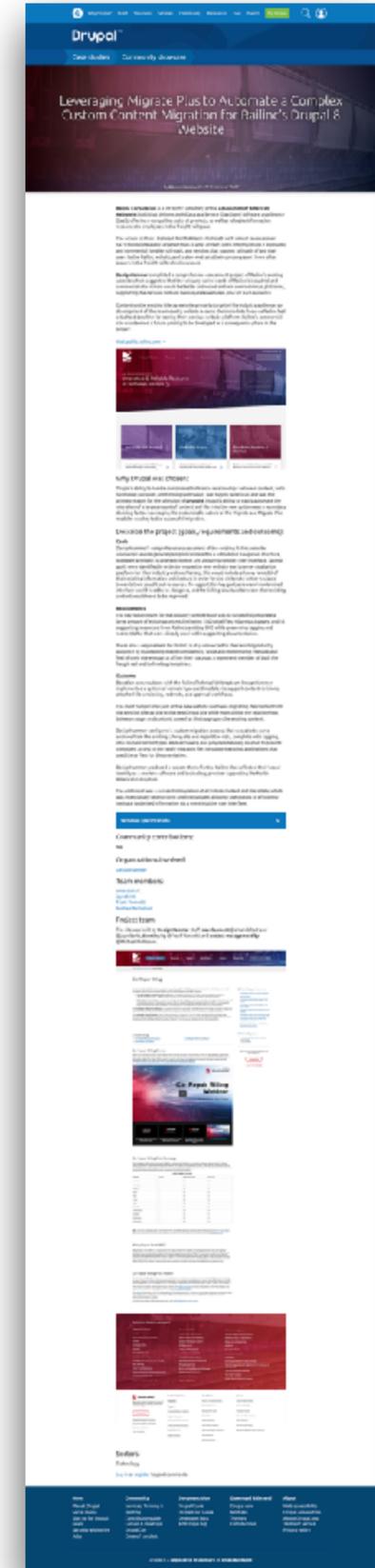
Case studies Community showcase

Leveraging Migrate Plus to Automate a Complex Custom Content Migration for Railinc's Drupal 8 Website

By [DesignHammer](#) on 14 December 2020

Railinc Corporation is a for-profit subsidiary of the **Association of American Railroads (AAR)** that delivers both Data as a Service (DaaS) and Software as a Service (SaaS), offering a compelling suite of products, as well as valuable information resources to employees in the freight rail space.

The access to Class I Railroad (North America Railroads with annual revenue over \$475 million) data and targeted tools is what attracts both industry (Class 1 Railroads)



Technical specifications ▼

Drupal version: Drupal 8.x

Key modules/theme/distribution used:

[Migrate](#)
[Migrate Plus](#)
[Migrate Tools](#)
[Migrate API](#)
[Workflow](#)
[Content moderation](#)
[Media Library](#)
[Paragraphs](#)
[Configuration Split](#)

Why these modules/theme/distribution were chosen:

Drupal 8 Core

Drupal Core was the best choice for this project because it allowed DesignHammer developers to customize and choose the appropriate contrib modules as needed, rather than starting with a set of modules that were not an effective match for meeting the new website requirements.

Migrate, Migrate Plus, Migrate Files, Migrate Tools

These modules provided the underlying API and extensions used to facilitate the migration of content and files from Liferay JSON source data into Drupal entities. DesignHammer built out seven custom migrations that covered the blog, documents, media files and images, keywords/tags, and redirects. Custom source plugins were written to handle reading and processing JSON-formatted tables from a variety of provided data files. Custom process plugins were written to check for the existence of a remote file before attempting to migrate it, for converting file URLs within body content from old paths to new Drupal paths, as well as checking for existing nodes, media entities, and redirects.

Additionally, the Drush commands provided by Migrate Tools made the migration process easy and repeatable across multiple developer environments. Any team member working on this project could follow clear instructions to run the migrations on their machine without issue.

Workflows, Content Moderation

The content team at Railinc needed a workflow that would allow content editors to create new drafts for existing content (and brand new content), and then allow for a review process to refine those revisions before final publishing by a content administrator. These core modules made it easy to define this process and tweak as needed.

Media, Media Library

Railinc's documents are a combination of files, images, and remote videos. Drupal's Media Module was used to create 3 custom media types to handle both the initial importing during the migration process as well as to make it easier for content editors to update and add new document content. Media's provided widgets make it easy to choose from existing files that have already been uploaded, which cuts down on accidental duplication.

Paragraphs

Most of the content types on the site include customizable call-to-action blocks that are unique on a node-by-node basis. Rather than duplicate these fields required across multiple content types, the Paragraphs module was used. This allowed the fields to be created once and grouped together for each type of call-to-action. The paragraph was then added to the content type as needed. Paragraphs also made it easy to create section content, which could be used an unlimited number of times per node. By using Paragraphs to group these fields together, it was easy to add a new section and be certain all of the required fields would be added for each (rather than relying on one large text area field and HTML customizations).

Config Split

Railinc uses their test environment for many different testing purposes, and as such the configuration files diverge from what is configured on the production environment. Config Split has been used to account for any per-environment differences so that Drush's config-import and config-export can be safely used in any environment without fear of accidentally deleting in-progress changes to items such as webforms, blocks, and menus.

What is a Case Study?

Tightening our focus...

“In marketing, case studies are used as social proof — to provide buyers with the context to determine whether they’re making a good choice. A marketing case study aims to persuade that a process, product, or service can solve a problem.”

— *unknown*

What is not a case study?

- Screen capture of home page
- Summary of work performed

Minimum components

- The Problem
- The Solution
- The Results

Recommended Additions

- Marketing savvy Title
- Client Overview (if relevant)
- Visuals
- Quotes (External and/or Internal)
- Call to action

When to release?

- Coincide with completion of project?
- Short time after completion?
- Once results are collected?

Types of Results

- Objective vs. Subjective
- Internal vs. External Analytics
- Immediate vs. Over Time
- Technical vs. Business Case

Not “Results”

- New website
- Attractive website

~\$3 billion estimated value

The screenshot shows the Craigslist website interface for the Raleigh/Durham/CH area. The page is organized into several sections:

- Header:** "craigslist" logo, "create a posting" and "my account" links, a search bar, and an event calendar for the current month.
- Navigation:** "community", "housing", "jobs", "services", "discussion forums", "gigs", and "resumes" categories.
- Community:** Lists various sub-categories like "activities", "artists", "childcare", "classes", "events", "general", "groups", "local news", "lost+found", "missed", "connections", "musicians", "pets", "politics", "rants & raves", "rideshare", and "volunteers".
- Housing:** Lists sub-categories like "apts / housing", "housing swap", "housing wanted", "office / commercial", "parking / storage", "real estate for sale", "rooms / shared", "rooms wanted", "sublets / temporary", and "vacation rentals".
- Jobs:** Lists sub-categories like "accounting+finance", "admin / office", "arch / engineering", "art / media / design", "biotech / science", "business / mgmt", "customer service", "education", "cto / misc", "food / bev / hosp", "general labor", "government", "human resources", "legal / paralegal", "manufacturing", "marketing / pr / ad", "medical / health", "nonprofit sector", "real estate", "retail / wholesale", "sales / biz dev", "salon / spa / fitness", "security", "skilled trade / craft", "software / qa / dna", "systems / network", "technical support", "transport", "tv / film / video", "web / info design", and "writing / editing".
- Services:** Lists sub-categories like "automotive", "beauty", "cell/mobile", "computer", "creative", "cycle", "event", "farm+garden", "financial", "health/well", "household", "labor/move", "legal", "lessons", "marine", "pet", "real estate", "skilled trade", "sm biz ads", "travel/vac", and "write/ed/tran".
- Discussion Forums:** Lists sub-categories like "apple", "ars", "atheist", "auto", "beauty", "bikes", "celebs", "comp", "cosmos", "diet", "divorce", "dying", "eco", "feebk", "film", "fixit", "fooc", "trugit", "gaming", "garden", "haiku", "help", "history", "housing", "jobs", "jokes", "legal", "marriage", "money", "music", "film", "parent", "pets", "photo", "politics", "psych", "recover", "religion", "rote", "science", "spirit", "sports", "super", "tax", "travel", "tv", "video", "writing", "philos", "photo", "politics", "psych", "recover", "religion", "rote", "science", "spirit", "sports", "super", "tax", "travel", "tv", "video", "writing".
- For Sale:** Lists sub-categories like "antiques", "appliances", "arts+crafts", "atv/utv/sno", "auto parts", "aviation", "baby+kid", "barter", "beauty+hlth", "bike parts", "bikes", "boat parts", "boats", "books", "business", "cars+trucks", "cds/dvd/vhs", "cell phones", "clothes+acc", "collectibles", "computer parts", "computers", "electronics", "farm+garden", "free", "furniture", "garage sale", "general", "heavy equip", "household", "jewelry", "materials", "motorcycle parts", "motorcycles", "music instr", "photo+video", "rvs+camp", "sporting", "tickets", "tools", "toys+games", "trailers", "video gaming", "wanted", and "wheels+tires".
- Footer:** "© 2021 craigslist" and various utility links like "help", "safety", "privacy", "feedback", "terms", "about", "mobile".

\$626.5 billion market cap

BERKSHIRE HATHAWAY INC.
3555 Farnam Street
Omaha, NE 68131
Official Home Page

- [A Message from Warren E. Buffett](#)
- [Annual & Interim Reports](#)
Updated May 1, 2021
- [Link to SEC Filings](#)
- Special Letters from Warren & Charlie RE: Past, Present and Future
- Links to Berkshire Subsidiary Companies
- [Corporate Governance](#)
- [Sustainability](#)
- [Comments by Warren E. Buffett in conjunction with his annual contribution of Berkshire Hathaway shares to five foundations - June 23, 2021](#)
- [Berkshire Activewear](#)
- [News Releases from Berkshire Hathaway and from Warren Buffett](#)
Updated June 23, 2021
- [Annual Meeting Information](#)
Updated May 15, 2021
- [Proxy Statement - 2021](#)
- [Warren Buffett's Letters to Berkshire Shareholders](#)
Updated February 27, 2021
- [Charlie Munger's Letters to Wesco Shareholders](#)
- [Celebrating 50 Years of a Profitable Partnership](#)
(A commemorative book first sold at the 2015 Annual Meeting and now for sale on eBay.)
- [Common Stock Information](#)
- [Letters from Warren E. Buffett Regarding Pledges to Make Gifts of Berkshire Stock](#)

GEICO
FOR A FREE CAR INSURANCE RATE QUOTE THAT COULD SAVE YOU SUBSTANTIAL MONEY
WWW.GEICO.COM OR CALL 1-888-395-6349, 24 HOURS A DAY

If you have any comments about our WEB page, you can write us at the address shown above. However, due to the limited number of personnel in our corporate office, we are unable to provide a direct response.

[Legal Disclaimer](#)
Copyright © 1978-2021 **Berkshire Hathaway Inc.**

BERKSHIRE HATHAWAY INC.
3555 Farnam Street
Omaha, NE 68131
Official Home Page

- [A Message from Warren E. Buffett](#)
- [Annual & Interim Reports](#)
Updated May 1, 2021
- [Link to SEC Filings](#)
- [Special Letters from Warren & Charlie RE: Past, Present and Future](#)
- [Links to Berkshire Subsidiary Companies](#)
- [Corporate Governance](#)
- [Sustainability](#)
- [Comments by Warren E. Buffett in conjunction with his annual contribution of Berkshire Hathaway shares to five foundations - June 23, 2021](#)
- [Berkshire Activewear](#)
- [News Releases from Berkshire Hathaway and from Warren Buffett](#)
Updated June 23, 2021
- [Annual Meeting Information](#)
Updated May 15, 2021
- [Proxy Statement - 2021](#)
- [Warren Buffett's Letters to Berkshire Shareholders](#)
Updated February 27, 2021
- [Charlie Munger's Letters to Wesco Shareholders](#)
- [Celebrating 50 Years of a Profitable Partnership](#)
(A commemorative book first sold at the 2015 Annual Meeting and now for sale on eBay.)
- [Common Stock Information](#)
- [Letters from Warren E. Buffett Regarding Pledges to Make Gifts of Berkshire Stock](#)

GEICO
FOR A FREE CAR INSURANCE RATE QUOTE THAT COULD SAVE YOU SUBSTANTIAL MONEY
WWW.GEICO.COM OR CALL 1-888-395-6349, 24 HOURS A DAY

If you have any comments about our WEB page, you can write us at the address shown above. However, due to the limited number of personnel in our corporate office, we are unable to provide a direct response.

[Legal Disclaimer](#)
Copyright © 1978-2021 **Berkshire Hathaway Inc.**



Google
88.44%

bing
5.68%

Yahoo!
3%

DuckDuckGo
2.42%

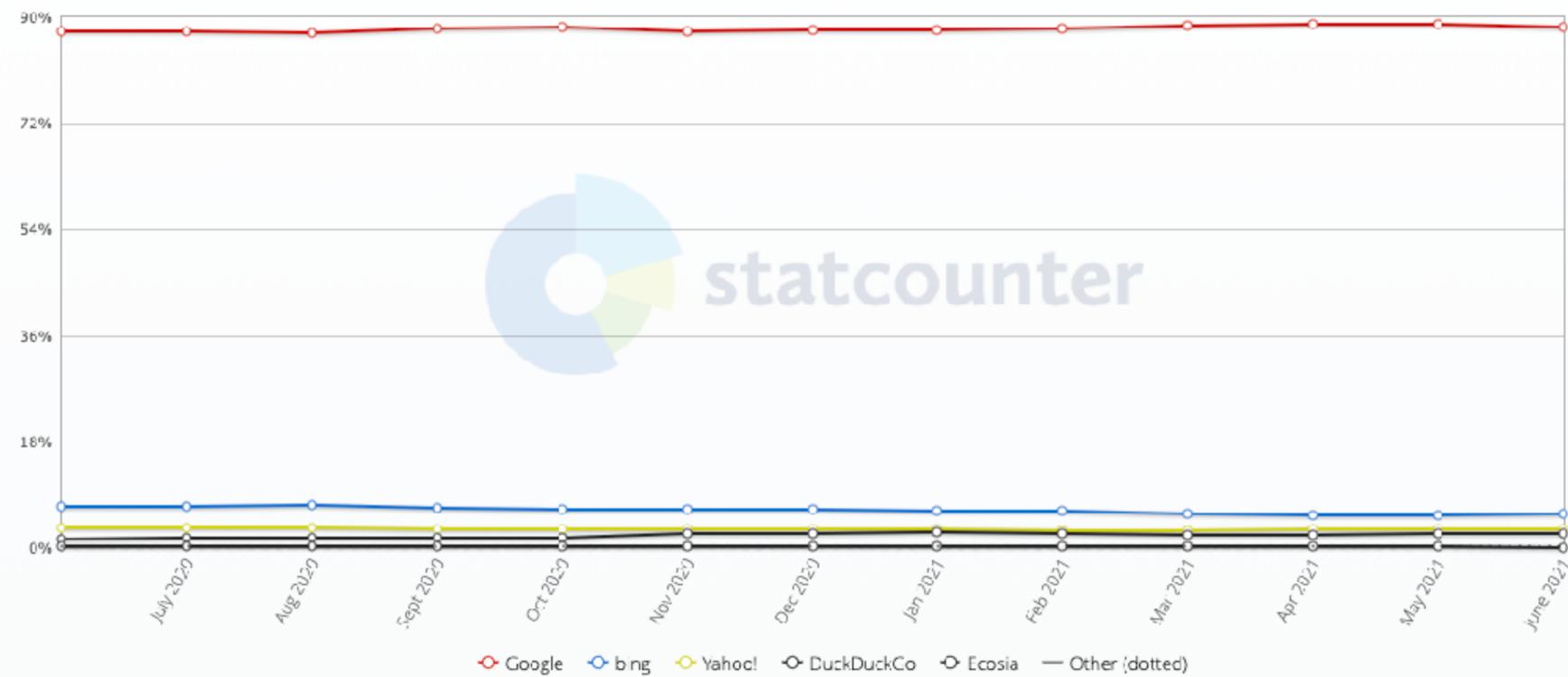
Baidu
0.12%

Ecosia
0.11%

Search Engine Market Share in United States Of America - June 2021

Search Engine Market Share United States Of America June 2020 - June 2021

[Edit Chart Data](#)



[Save Chart Image \(.png\)](#)

[Download Data \(.csv\)](#)

[Embed HTML](#)

```
<div id="all-search_engine-US-monthly-202006-202106" width="600" heig
```

Microsoft Rewards

Search bar with voice, image, and search icons



Happy Independence Day! < >

1,174-carat diamond

Admits to murder

Detained in Paris

Florida group charged

Wife files for divorce

Teen grabs controls

Take the news quiz

On This Day: 1995

Google

Google Search

I'm Feeling Lucky



How we do it

Time for the secret sauce...

When to start?

- Whenever you get around to it?
- Soon after the project is complete?
- At the end of the project?
- In the middle of the project?
- At the start of the project?

Usual complaints

- Too much effort
- No time to do it
- Competes with paying work

When to start?

- During Discovery & Planning
- Everything needed except actual results should be known

Too much effort?

- Case study draft serves as Executive Summary for Specification

No time to do it?

- Part of the Specification
- Include in project estimate

A blue power tool handle, possibly a hammer or pry bar, lies diagonally across a wooden surface. The handle is surrounded by several nails of various sizes and types, some bent and some straight, along with small pieces of wood and debris. The scene is lit from the side, creating strong shadows and highlights on the wood and the tool.

Power up #2

Who is paying for all of this?

Competes with paying work?

- Case study is part of Specification
- Case Study is QA step
- Charge clients for the work!

Our process

- Perform Discovery & Planning
- Draft Specification
- Biz Dev/Marketing determine “sales angle”
- PM meets with Content Writer 15–30 mins.

Case Study draft meeting

- Who is the client?
- What are their goals?
- What are their challenges?
- What is the overview of our solution?
- What are the desired results?
- When will initial results be determined?

“How is this part of QA? If the project manager can’t explain the project at a high level after conducting **Planning & Discovery**, and drafting the **Specification**, the project is off the rails. The project manager then has to explain to me why they can’t answer these questions.”

— David Minton
DesignHammer

Caveats

- Challenge for pure Agile projects
- Sometimes the client doesn't provide everything we need to do the project right.
- May need to push back on client or eject
- Plans may change either during Specification review, or during the project
- The “Executive Summary” version needs some editing to be a marketing case study

A blue work glove is the central focus, lying on a wooden surface. The glove is worn and has some white residue on it. Surrounding the glove are several tools and pieces of debris, including a long metal rod, a curved metal piece, a small metal cap, and some wood shavings. The background is a wooden surface with a visible grain.

Power up #3

Get it in writing!

Include draft Case Study in spec

- Client approves the case study included in Specification (before you start coding)
- Possible it gets removed for legal review, etc.

Big win all around

- Reduces chance of internal/external miscommunication on project goals/results
- Case study completed with minimal effort
- Case study completed with the project
- Client pays for the case study

A blue leather work glove is the central focus, lying on a wooden surface. The glove is worn and has some scuffing. Surrounding it are various tools and debris, including a long metal rod, a curved metal piece, a small metal cap, and a small metal tool. The background is a wooden surface with some debris and a small pile of wood shavings.

Power up #4

Case studies are a force multiplier...

Repurpose case studies

- Write blog posts about case studies
- Post case studies to social media
- Include case studies in newsletters
- Present case studies at conferences

A blue power drill is lying on a wooden surface. Several screws are scattered around it, some of which are bent or broken, indicating a failure. The drill is positioned diagonally across the frame. The wooden surface is light-colored and shows signs of use, with some debris and small holes visible.

Power up #5

Learn from failure as well as success

“Case studies of failure should be made a part of the vocabulary of every engineer so that he or she can recall or recite them when something in a new design or design process is suggestive of what went wrong in the case study.”

– Henry Petroski, Ph.D.
specialist in failure analysis

Case for cases studies of failure

- Valuable lessons from failure
- Document institutional knowledge
- Keep them internal (of course)
- For small organizations debrief may suffice
- Formal case studies of failures for enterprise



Conclusion

Let's tie it all together

Why start at the beginning?

- Ready when you need it
- Higher quality with less effort
- Provides an additional QA step to process

Take aways

- Case studies are a valuable marketing tool
- Both positive and negative case studies have value
- Write case studies at the beginning not the end

Special thanks





David Minton

Follow us!

@DesignHammer

facebook.com/DesignHammer

www.designhammer.com

