

How to Write a Case Study: The Basics

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The purpose of a case study is to walk the reader through a situation where a problem is presented, background information provided and a description of the solution given, along with how it was derived. A case study can be written to encourage the reader to come up with his or her own solution or to review the solution that was already implemented. The goal of the writer is to give the reader experiences similar to those the writer had as he or she researched the situation presented.

Several steps must be taken before actually writing anything:

- Choose the situation on which to write
- Gather as much information as possible about the situation
- Analyze all of the elements surrounding the situation
- Determine the final solution implemented
- Gather information about why the solution worked or did not work

From these steps, you will create the content of your case study.

Describe the situation/problem

The reader needs to have a clear understanding of the situation for which a solution is sought. You can explicitly state the problem posed in the study. You can begin by sharing quotes from someone intimate with the situation. Or you can present a question:

- Client has issues with asthma, diabetes, and depression.
- The client **stated that** “They often don’t have the money to pay for their prescribed medications.”
- Why does this client have issues managing their illnesses?

This sets the tone for the reader to think of the problem while he or she read the rest of the case study. This also sets the expectation that you will be presenting information the reader can use to further understand the situation.

Give background

Background is the information you discovered that describes why there is a problem. This will consist of facts and information you have gathered about the client. Quotes from your client are also good. You might include anecdotal information as well:

“According to the client, this has been a problem for several years”

In this section, you give the reader information that they can use to come to their own conclusion. Like writing a mystery, you are giving clues from which the reader can decide how to solve the puzzle. From all this evidence, how did the problem become a problem? How can the trend be reversed so the problem goes away?

A good case study doesn't tell the readers what to think. It guides the reader through the thought process used to create the conclusion. The readers may come to their own conclusion or find fault in **the logic being presented. That's** okay because there may be more than one solution to the problem. The readers will have their own perspective and background as they read the case study.

Describe the solution

This section discusses the solution and the thought processes that lead up to it. It guides the reader **through the information to the solution that was implemented. This section may contain the author's** opinions and speculations.

Facts will be involved in the decision, but there can be subjective thinking as well:

“Considering A, B and C, I/my team, suggested solution X. Keeping in mind the clients financial situation I/we felt this was the best solution”

Briefly present the key elements used to come up with the solution. Be clear about the goal of the solution. Was it to slow down, reduce or eliminate the problem?