

Customer-Focused Design Checklist

AUDIENCE: Choose one of your buyer personas to view from perspective. Write their name below.

Using Buyer Persona _____.

MARKET: Please note below anything important with this project. This can include comparisons to your competitors, relevant current events, public opinion, or industry news. If possible, list previous design projects that were successful as well as less effective ones to study from.

MESSAGE: Which areas should this design target for your buyer persona? Specify those applicable.

NEED(S) _____

What problem are you solving? How are you putting the customer first?

CONCERN(S) _____

What worries are you alleviating? How are you building trust?

INTEREST(S) _____

How is your product/service appealing on a personal level? What additional benefits do you provide?

As simply as possible, what is the intent/purpose of this design project?

The tone should be _____ and focus first on their need concern interest.

BRAND CHECK: Compare the design to your brand guidelines.

Correct font(s)?
 Yes No N/A

Correct logo?
 Yes No N/A

Brand color(s)?
 Yes No N/A

Correct margins, bleed, etc.?
 Yes No N/A

Images/graphics follow brand style or "look"?
 Yes No N/A

DESIGN CHECK: Use your best judgment. Consider from your persona's POV and the intended message.

Text: Concise Understandable Language persona uses or relates to
 Appropriate font choice Font conveys correct tone
Addresses Need Concern Interest

Images/graphics: Clear understanding Relatable to persona
 Correct tone Tone matches font and text, if applicable
Addresses Need Concern Interest

Color: Correct tone Matches tone conveyed from images, graphics, and text
Addresses Need Concern Interest