# Design Launch Checklist

Project Name:

Company or Organization:

Main Contact:

## 1. Define Project Scope & Goals

Clarify what you’re building, why, and for whom.

### Project Overview

#### What is the project about?

#### What type of product, service, or experience are we designing?

#### What are we hoping to achieve with the design?

### Problem & Solution

#### What is the core problem or user need we are addressing?

#### List your top 1–3 user/business problems driving this project.

#### What solutions are we offering? How are they unique?

### Target Audience

#### Who are the primary users or customer segments?

#### What do they need or want?

### Unique Value Proposition

#### How are we better or different from competitors?

### Key Features

#### What must the product be able to do?

#### What features are essential for launch (MVP)?

#### Are there features that are nice-to-have, but not critical?

### Goals & Objectives

#### What business outcomes are we aiming for?

#### What are the key success metrics?

#### How else will we define success for this project?

#### How does this fit into the overall product strategy?

### Platforms & Channels

#### What platforms are we designing for? (e.g., web, mobile)

#### How will customers discover or access the product?

### Timeline, Deliverables & Constraints

#### What’s the project timeline?

#### What are the expected deliverables?

#### What’s the budget?

#### Are there known constraints (technical, business, regulatory)?

Design Launch Checklist

## **2. Understand the Target Audience**

Get inside your users’ heads — goals, needs, and behaviors.

### User Profiles

#### Describe your key user types in depth. For each:

#### ￭ What are their goals, needs, and pain points?

#### ￭ What are they trying to do? What frustrates them?

#### ￭ How will this product help them succeed?

#### ￭ What factors influence behavior that are relevant to your product or service?

### User Research

#### Have we talked to users directly?

#### What did we learn?

### Journey & Ecosystem Mapping

#### What does the user’s current journey look like?

#### What parts of their experience does the product support or transform?

### User Personas

#### Create personas based on research insights:

#### ￭ Demographics: Age, location, profession, education

#### ￭ Behavioral traits: Tech comfort, purchasing patterns, online habits

#### ￭ Goals and tasks: What are they trying to do day-to-day?

#### ￭ Pain points: What consistently gets in their way?

#### ￭ Personality and context: Attitudes, work/life situation, values

#### ￭ Include a quote or statement that captures their mindset

Design Launch Checklist

## **3. Research the Competitive Landscape**

See what others are doing and where you can stand out.

### Competitor Analysis

#### Identify 3–5 direct or indirect competitors

#### Summarize their strengths, weaknesses, and value propositions

### What’s Working & What’s Not

#### Explore competitors as a user

#### Note friction points and standout design decisions

### Design Opportunities

#### What gaps or unmet needs can we address?

### Feature Comparison Matrix

#### Create a side-by-side view of key features

#### Highlight usability, interaction patterns, and differentiators

Design Launch Checklist

## **🎨 4. Provide Context & Examples**

Share examples, style references, and existing assets.

### Design Inspiration

#### List brands, apps, or websites you admire — and why

#### Share mood boards or references (Figma, Pinterest, etc.)

#### Note any visual styles or tones to emulate

### Screenshots & References

#### Show UI layouts, flows, or interactions to reference or avoid

### Existing Documentation

#### Personas, user flows, strategy decks

#### Analytics or research summaries

#### Brand guidelines or design systems (if any)

### Product Context

#### What’s already built or tested?

#### Are there legacy screens or prototypes to reference?

Design Launch Checklist

## **🧩 5. Define Design Elements & Requirements**

List key screens, features, and technical considerations.

### Core Screens & Components

#### What specific screens or flows need to be designed?

#### Are there reusable components that should be included or extended?

### Content Requirements

#### Will real content be provided or should designers use placeholders?

#### Any key messages, CTAs, or legal copy?

#### Tone/voice guidance?

### Technical & Platform Constraints

#### Platforms (e.g., web, iOS, Android)?

#### Any framework, CMS, or system limitations?

#### Accessibility or localization needs?

### Design System or Style Guide

#### Should this follow an existing design system or help create one?

#### Any naming conventions or tokens to use?

### Functional & UX Requirements

#### How should empty, error, and loading states behave?

#### Any animations or interactive elements?

#### Are there third-party integrations?

Design Launch Checklist

## **🤝 6. Communication & Feedback**

Set expectations for collaboration, tools, and reviews.

### Key People & Roles

#### Main point of contact

#### Stakeholders and decision-makers

#### Other collaborators (e.g., developers, marketing)

### Tools & Channels

#### Communication tools (e.g., Slack, Notion, Figma)

#### Where design files and documentation will live

#### Frequency of updates

### Feedback Process

#### When and how will feedback happen?

#### Who gives final approval?

#### Turnaround time for responses?

### Collaboration Norms

#### How to handle scope changes or new requests

#### Preferred feedback format (e.g., comments, Loom videos)

#### How to resolve unclear or conflicting input

You’re ready to move into rapid design and prototyping once this checklist is complete.

🎉 *Badge unlocked: Design Strategist — Foundation complete!*