

# 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.

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**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?

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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