

## PROJECT CHECKLIST

# INTERACTIVE SOLUTION

### PRESENTATION PDF (15min)

This should feel like a pitch to a prospective investor.

#### OVERVIEW

- creative brief
- define problem
- background / context

#### GOALS & OBJECTIVES

- user goals
- user experience goals
- product objectives

#### USERS

- how did you learn who your users are?
- who are they? (personas or concise narrative)

#### PROPOSED SOLUTION

- concise statement about your solution

#### PROTOTYPE

- walkthrough of your solution including a mockup of each screen, physical device, and interaction (the more detailed the better understanding I will have of your product)

#### VISUAL DESIGN & IDENTITY

- “a like dusting of branding”— enough visual design to visualize the tone and market strategy of your product.

#### USABILITY TESTING RESULTS

- explain the ways you tested your product
- outline what worked and did not work during testing
- make suggestions of things you could change / edit if there were to be a version 2

### PROCESS PDF

This is documentation of your steps throughout the project.

#### REQUIREMENTS

- creative brief
- business requirements & user requirements

#### CONTEXTUAL RESEARCH

- on-site research and observations
- competitor research

#### USER RESEARCH

- interviews, surveys, focus groups, demographics
- personas

#### USER GOALS

- user goals / user experience goals (as suggested by your user research)

#### SCENARIOS

- 3 scenarios of how people would use your product

#### PRODUCT DEVELOPMENT

- creative collaboration, brainstorming, mindmapping, etc.
- evidence of your progress towards developing your final product (wireframes, hi-fidelity sketches, user flows / sitemaps, etc.)

#### VISUAL DESIGN RESEARCH

- color schemes, logo, font, tone of content / language, design strategy

#### USABILITY TESTING & RESULTS

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- outline what worked and did not work during testing
- make suggestions of things you could change / edit if there were to be a version 2