



## Initial Questionnaire

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Please type your answers in this document.

- 1.** What are the primary/secondary goals of the [product] ?
- 2.** How will you measure the success of the [product] project?
- 3.** How do you want visitors to respond to the [product] ?
- 4.** Are there technical or other limitations that should be considered while designing the [product] ? (please be as specific as possible)
- 5.** How would you describe this [product] 's typical users?
- 6.** Which users are most important? (e.g. how would you prioritize between the [product] 's users)
- 7.** What are the strengths/weaknesses of similar [product] s (mobile, web-based, etc.)? (please include URLs if applicable)
- 8.** Is there anything else The UX Department should know?



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### Scenarios

In designing the [product] , it helps to imagine a few real life stories of how actual people would use it.

To write scenarios it helps to do the following:

- Invent some stereotypical users for the [product] .
- Figure out the important activities for each of these users.
- Figure out how each user will expect to accomplish those activities.

Please describe below the different real life scenarios you envision for the [product] (please be as specific as possible):



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### **Nongoals**

These are the things we are just not going to do. A nongoal might be a feature the application won't have ("no telepathic user interface!") or it might be something more general ("We don't care about performance in this release. The application can be slow, as long as it works. If we have time in version 2, we'll optimize the slow bits.").

Please list the nongoals for this project below (please be as specific as possible):



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### Initial [product] Map

Please provide a canonical name for each screen in the [product] and describe, in as much detail as possible, each particular screen.

Describe the user's goals on each screen; list the options the user has; the possible error states (if applicable); include annotated screenshots, sketches, copy, and any other material you have available for each screen.



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### **Open Issues.**

Please list the project's open issues: the decisions we know we need to take, but that haven't been discussed yet. List any alternatives that are being discussed; know unknowns; etc.