100+ Questions

You need to ask before a
UX Project

Introduction

Product teams rely heavily on the User Experience of their products to do the convincing. They are also aware that any UX project is a time and effort intensive investment. Therefore making the call to create fresh designs for a brand new product, or overhauling an existing UX can be a difficult call to make. Additionally, UX design has so many fast moving parts that for any Product Owner, it is essential to assess the situation from all possible angles to create a strategic plan for a UX Project.

With this extensive list of 100+ questions, we are trying to provide some relief to the Product Owners facing the arduous task of commissioning a UX project. Using this list, any Product Manager can evaluate the strength of their strategy and make an informed decision.

While some questions might need external expertise from a department head or a Subject Matter Expert, other questions can be answered by looking at the historical data of the product. The more answers one uncovers, the more clarity they will have over the success of the UX roadmap and the execution plan.

Questions to Ask

1. What is the problem we are trying to solve?

2. How did the problem arise?

3. Was there any previous research conducted for the problem?

4. Which set of employees are being affected by this and how?

5. What are the issues they are facing?

6. What happens if we solve/don't solve the problem?

7. How do we gauge the extent of the problem and the actions to take?

8. Do we have any case studies on similar problems solved by us or other companies in past?

9. Do we have a documented UX strategy or roadmap that addresses the issue?

10. Does it need a complete UI UX overhaul?

11. Does the UI/UX fit in well with the existing tech-stack of the product?

12. What changes can we expect to see after the UX is updated?

13. Does this updated UI/UX aligned with the upcoming features and releases of the product?

14.	Are we equipped to handle a complete UI UX overhaul of the application/module in concern?
15.	How does design affect how we solve the problem?
16.	Is the decision of UI/UX overhaul driven by research data gathered from actual users?
17.	What would be the impact of UI/UX on the overall infrastructure of the product?
18.	How long would it take? Why?
19.	Will the UI/UX enhacement take place in an phased manner or in one go?
20.	Can we outline the scenarios?
21.	What can be the markers of success for the user after a UX overhaul?
22.	What client teams/contractors have worked on this before? What were the findings?
23.	What is the age group of people that are going to use this product?
24.	How much user research needs to be done?
25.	What kind of user research methodolgy are we going to use?
26.	How will we find our target audience?
27.	What does a typical day in the life of the user look like?
28.	Do we know the 'user needs'? How do they translate into features/requirements?

29. Can we define the scope of the problem to be solved?

30. How many internal users are using this product?

31. How many external users using this product?

32. What is the prime motivation of using this product?

33. Where are we in this product's lifecyle?

34. Are there any products that rely on the data/performance of this product?

35. When was the last time this product was updated?

36. Have users complained about the User Experience of this product?

37. How has this product been rated on app store?

38. Have we conducted any survey that records CX?

39. How do we involve our SMEs (subject mater experts) for their feedback?

40. Who would be the stakeholders on this project? What would be their roles?

41. What external expertise we could benefit from? How can it help?

42. What competitors are facing/solving the same kind of problem?

43. What problem/issue are we facing with the product's UX upgrade?

44. Do we know what is causing the said problem?

45. How is it impacting our business?

46. Has this problem occured previously? If yes, what was done to resolve it?

47. If no, is there a reason why it was not resolved then?

48. Do we anticipate any constraints in resolving it? If yes, list them.

49. Have we identified any methods of resolving the constraints?

50. Do we have the expertise to resolve this in-house?

51. How big is the inhouse design team?

52. Will it be a centralized team dealing with all design requirements or a decentralized team?

53. What budget is to be outlined for it?

54. What parameters to set to measure its success?

55. What results do we expect from the solution exercise?

56. How long will this project run?

57. Can we define sprint plans for the course of this project?

58. Will it impact any parallel projects?

59. Have there been any noteworthy updates in the last six months?

60. What revenue has been generated by the product(s) in the last three quarters?

61. How many potential user signups/subscription that we foresee in the next quarter?

62. What are the previous CSAT, CES, or NPS scores?

63. Are their any competitor products in the market?

64. What is the first choice of the user for this requirement?

65. Are there any other tools that the primary users depend on?

66. Who are the stakeholders that have a say in the product lifecycle?

67. Why/How would you prioritize one area over another?

68. Do we have the resource bandwidth to accomodate such an initiative?

69. How do we loop in other departments into the design thinking process?

70. What process are we going to use to solve the problem?

71. How can we accomodate pre-defined user stories vs new additions?

72. What part of the design process are we going to spend the most time on?

73. What tools are we going to be using?

74. What tools are the developers/other designers using?

75. What kind of skills do we need in the designer?

76. What should be the brief of requirements we can give for design?

77. How would the design process work with our current product mangement process?

78. How would the collaboration process work?

79. Would we be able to design and still be able to keep up our timeline/release schedule?

80. What would be the format in which design specs will be delivered?

81. Would we need license to access the design files?

82. Would we get to see a few options in terms of how the product can look?

83. What would be the deliverables?

84. Who will drive the user testing runs and how?

85. What software/tools you use to prototype?

86. What are the technical constraints we know of which can impact how we approach the design?

87. When would the design review happen?

88. How would the review participants be selected?

89. How would the new design be integrated into current code?

90. How would we roll out the new design?

91. Do we need native app or browser-based responsive app is good enough?

92. What about responsiveness? Do we need it to be touch-friendly?

93. If new product, concept - what about the branding and design style?

94. Would design system be part of the deliverables?

95. What WCAG design and other compliance specifications do we need to meet?

96. Are we going to whitelabel this product? In which case, how do we manage the look & feel of it?

97. How do we know we have succeeded at UX? What are the success criteria?

98. Is there a time frame to measure the success criteria? How is it set?

99. How are we going to make sure our customers are able to adapt to the new design?

100. What do we expect to see in the user testing runs?

101. Do we need to set up a separate budget for user testing?

102. How long does it take to complete user testing runs?

103. What happens if the design-dev cycle takes longer than specified earlier?

104. What will be the required backend (Dev) effort for the UI/UX enhancement we plan?

105. How do we make sure that we are not creating a bias and we get fresh ideas?

106. How do we align design and development sprints?

107. Is getting buy-in for proposals easy?

108. Do we seek any advice from an external agency for an unbiased view?

109. Should we outsource some part of the project to an external agency to meet the timeline?

110. How do we establish and maintain a user first culture during the course of this project?

111. How do we ensure that there's minimum design debt built during the process?

112. Do we feel ready to start this project? If not, what will help us reach there?

Some of our resources to help you along the way

[Usability Testing for Enterprise Products: Everything You Need to Know](#)

[10 Components of a Solid UX Design Brief](#)

[Transforming Legacy Systems is the Need of the Hour](#)

[5 Things Product Managers Can Learn From User Psychology](#)

[How to Manage Remote UX Design Reviews](#)

[10 Lessons Learned From 10 Years of Leading a UX Design Company](#)

[Product Management & Product Design – What's the Difference & How Do They Work Together?](#)

[Ultimate Guide to a Successful Design Team](#)

[4 Facts a Product Manager Needs to Know About UX Design](#)

[6 UX Design Skills That Define A Top-Rated Design Team](#)

[Top 5 Ways A UX Audit Can Boost Your RoI](#)

[Nailing the 'Wow' Moment in Enterprise Products](#)

[How to boost patient portal engagement with UX](#)

[4 Factors That Determine the Usability of Your Healthcare App](#)

[The Ultimate Guide for UX Designers to Thrive in Agile Development](#)

[Remote UX Research: 5 Tips To Do It Right](#)

[How to Use Ethnographic Research in Product Development](#)

About Koru UX Design

At Koru UX Design, we help growth-oriented HealthTech companies to meet ambitious product roadmaps.

With over a decade of experience in solving complex UX challenges for HealthTech companies from startups to enterprises, we provide designs that are simple and streamlined to deploy.

Our niche expertise in HealthTech has enabled us to deeply understand the industry's intricacies and collaborate as an extension of your in-house team.

Our work portfolio covers a wide range of HealthTech solutions for EHRs, Pharmacy Management, Patient Portals, Lab Information Systems, Telemedicine Apps, Revenue Cycle Management, Patient Engagement, Home Health Solutions, and more.

We've been recognized globally for our HealthTech UX expertise, bagging top design awards for innovation and excellence of craft, including 6 iF Design Awards, an A'Design Award, and a UXDA nomination.

Let's talk about how we can help you build a world-class UX team for smarter, more efficient product cycles.

iF DESIGN AWARD 2024   iF DESIGN AWARD 2023   iF DESIGN AWARD 2021   A'DESIGN AWARD & COMPETITION   UX DESIGN AWARDS nominated 2022

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