



The Ultimate UX Checklist

Four Final Checkpoints
for a Successful Product Launch

Launch Control

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Imagine sitting in your dream high-performance car, foot on the brake. You can hear the purr of the engine as it idles. The red glow in front of you fades, and you see green. It's time to hit the gas! The engine launches you forward with piston-firing force, and you revel in its gear-shifting glory. You marvel at how the car accelerates so effortlessly—so much smoother than the standard—and wonder, how does it do it?

There's a lot going on under the hood (unless you're vdriving a Tesla), but it's a computerized control that contributes to the invigorating acceleration you love: launch control.

Launch control is built into select high-performance cars and is replacing the days of "laying rubber." It's programmed to match engine specifications and ensures smooth, rapid acceleration. Without it, your car could spin out, or the engine could fail altogether.

Switching gears to your new product.

Your product is to engine as great user experience is to launch control.

An exceptionally-designed user experience is your product's launch control. It allows your product to launch with rapid adoption and a smooth transition into mainstream usage.

Before you give your product launch the green light, we suggest working through our UX checklist. The last thing we want is for your product—your engine—to fail.



1

Business Goals

Review business goals and product requirements with your team and stakeholders.

- Is the product poised to meet business objectives?
- Have stakeholders signed off on success metrics?



2

User Goals

Revisit user goals and requirements with your team and stakeholders.

- Does the final product accommodate user goals?
- If the target user changed over the course of the project, were the user goals and requirements revised to accommodate the change?
- Does your product offer functionality that makes achieving user goals easier or more enjoyable than the current solution?

Product Testing

3

Before you launch your product, be sure it passes usability tests.

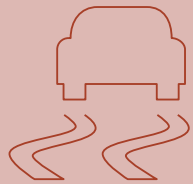
- Can your target customers successfully use your product?
- Have you observed users work through common scenarios and corner cases to identify usability issues and their underlying causes?
- Have you resolved critical usability issues and retested?



Considerations

The user experience associated with your product is a market differentiator.

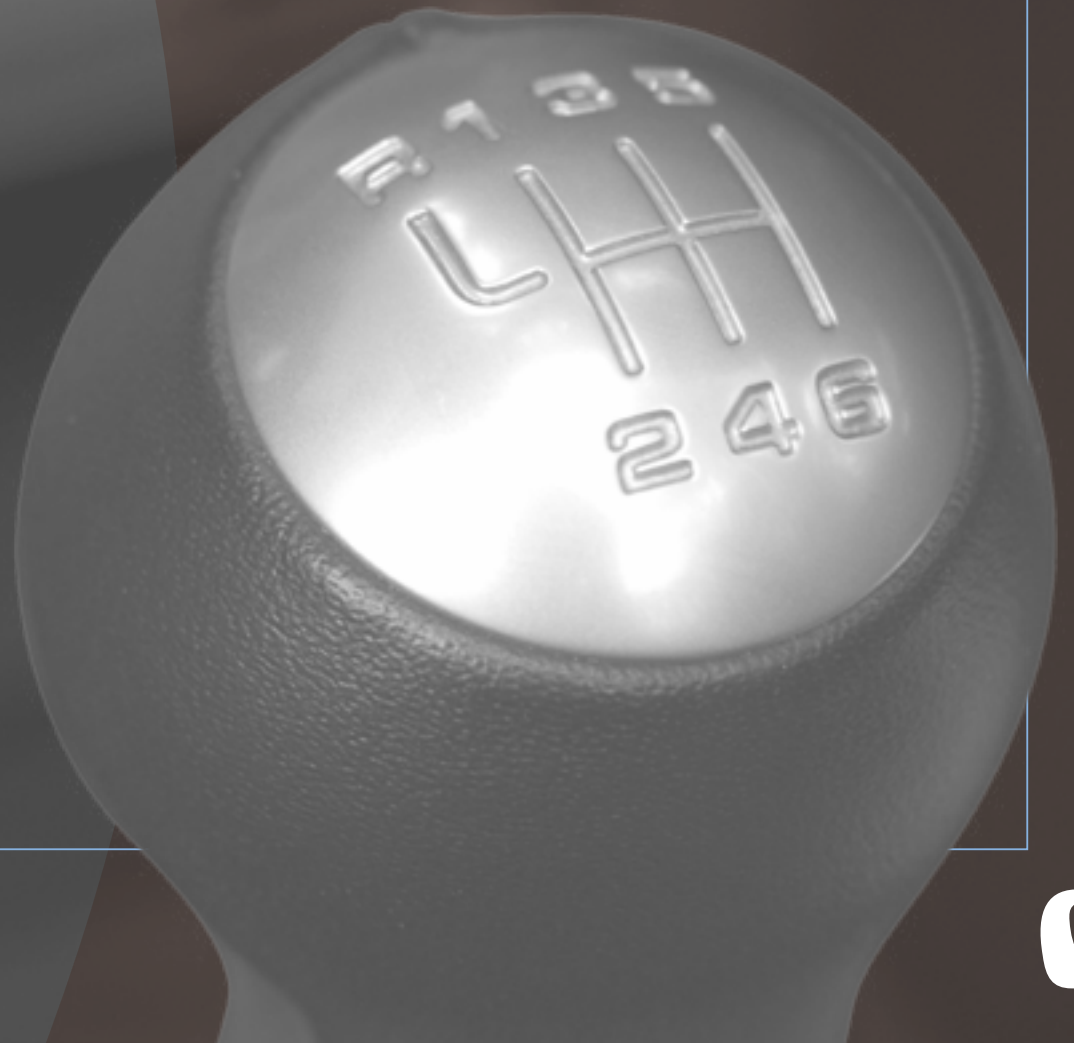
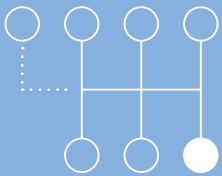
- Has your product undergone an extensive heuristic evaluation by UX experts?
- Are you confident your product provides an experience that is substantially ahead of the competition?



BUCKLE UP

Were you able to answer 'yes' to all the above? If not, the success of your product may be at risk. We're ready to help.

It's time to get your UX in gear.



Create A Meaningful Experience.™



Visual Logic is a UX design firm comprised of leading designers, developers, and strategic thinkers. Since 1988, we've been elevating the importance of user experience to create some of the most useful, usable, and desirable products of our time.