

Checklist for an effective UX/UI brief

A practical tool for aligning goals, users, constraints and success criteria before design begins.

HOW TO USE IT

Complete it with the people involved. Mark what is defined, record missing decisions and do not present assumptions as facts. The brief is ready when the team shares the problem and knows how the outcome will be evaluated.

PROJECT DETAILS

Project

Owner

Date

Stage

Information to collect

01 Context and goal

- ☐ The current problem is described with observable evidence.
- ☐ The expected change is stated in testable terms.
- ☐ It is clear why the project is a priority now.
- ☐ The goal does not already prescribe a solution.

02 Users and needs

- ☐ The priority audience is identified.
- ☐ The usage context is described.
- ☐ Needs and pain points are supported by data or research.
- ☐ Assumptions and open questions are separated from facts.

03 Scope

- ☐ Included and excluded activities are explicit.
- ☐ Channels, platforms and devices are defined.
- ☐ Essential content and functionality are listed.
- ☐ Dependencies on other teams or suppliers are known.

04 Constraints

- ☐ Timing and deadlines are realistic.
- ☐ Technical and regulatory constraints are documented.
- ☐ Accessibility requirements are included.
- ☐ Fixed and negotiable constraints are distinguished.

05 People and decisions

- ☐ Stakeholders and responsibilities are clear.
- ☐ Approval ownership and criteria are defined.
- ☐ Design, development and content are involved at the right time.
- ☐ The feedback process has shared timing and methods.

06 Success and validation

- ☐ Success metrics or signals are defined.
- ☐ The outputs that are genuinely needed are clear.
- ☐ Testing and validation are included in the plan.
- ☐ Release and subsequent learning are planned.

Shared decisions

WHAT IS INCLUDED

WHAT IS NOT INCLUDED

NON-NEGOTIABLE CONSTRAINTS

ASSUMPTIONS TO VERIFY

SUCCESS SIGNALS

OPEN QUESTIONS

FINAL CHECK

- ☐ The problem is clear to someone outside the project.
- ☐ Goal, scope and constraints do not contradict one another.
- ☐ Every open decision has an owner.
- ☐ Success criteria genuinely guide choices.
- ☐ The brief can evolve without losing decision history.