Design Brief Questionnaire

Purpose: This questionnaire establishes the visual and experiential direction for your product/service. Complete this before any UI design or development begins. Share with stakeholders to align on direction.

Time to complete: 30-45 minutes with discussion

Section 1: Product Context

1.1 What is this product/service?

Describe in 2-3 sentences what you're building and the core value it provides.

```
[Your answer here]
```

1.2 What problem does it solve?

What pain point or need does this address?

```
[Your answer here]
```

Section 2: Users & Environment

2.1 Who are your primary users?

List each user type with their role and what they need to accomplish.

User Type	Role	Primary Goal

2.2 In what context will they use this?

For each user type, describe the environment and conditions.

User Type	Device	Environment	Time Pressure	Frequency
	Mobile / Desktop / Both	Office / Field / Home	Low / Medium / High	Daily / Weekly / Monthly

2.3 Are there accessibility requirements?

Check all that apply:

- ☐ WCAG 2.1 Level A (minimum)
- ☐ WCAG 2.1 Level AA (recommended)
- ☐ WCAG 2.1 Level AAA (strict)
- ☐ Large text / high contrast for outdoor use
- ☐ Screen reader support required
- ☐ Keyboard-only navigation required
- ☐ Color blindness considerations
- ☐ Other: _____

2.4 Technical constraints?

Check all that apply:

- ☐ Must work offline
- ☐ Low bandwidth environments
- ☐ Older devices / browsers
- ☐ Must integrate with existing systems (specify): _____
- ☐ Performance requirements (specify): _____
- ☐ Other: _____

Section 3: Brand & Personality

3.1 If this product were a person, how would you describe them?

Choose 3-5 adjectives that capture the personality:

Category	Options (circle/highlight your choices)
Tone	Professional / Friendly / Authoritative / Approachable / Neutral
Energy	Calm / Energetic / Focused / Relaxed / Urgent
Style	Modern / Classic / Minimal / Rich / Industrial
Trust	Established / Innovative / Reliable / Cutting-edge / Traditional

Your 3-5 adjectives:

```
[Your answer here]
```

3.2 What should users FEEL when using this product?

Choose up to 3:

- ☐ Confident - "I know exactly what to do"
- ☐ Efficient - "I can get this done quickly"
- ☐ In control - "I understand what's happening"
- ☐ Safe - "My data/work is protected"
- ☐ Empowered - "I can do more than before"
- ☐ Calm - "This is easy and stress-free"
- ☐ Focused - "No distractions from my task"
- ☐ Other: _____

3.3 What should this product NOT feel like?

What impressions do you want to avoid?

- ☐ Cheap or flimsy

- ☐ Overly complex or confusing
- ☐ Cold or impersonal
- ☐ Dated or old-fashioned
- ☐ Childish or unserious
- ☐ Sterile or clinical
- ☐ Cluttered or overwhelming
- ☐ Other: _____

Section 4: Visual Direction

4.1 Color direction

Which palette direction resonates most?

Option A: Trust Blue

- Primary blue tones (trust, stability, professionalism)
- Common in: Banking, enterprise software, infrastructure
- Feels: Established, reliable, corporate

Option B: Action Green

- Primary green tones (growth, safety, success)
- Common in: Health, finance, sustainability
- Feels: Positive, healthy, compliant

Option C: Neutral Foundation

- Slate/gray base with colored accents
- Common in: Productivity tools, developer tools
- Feels: Flexible, modern, content-focused

Option D: Bold Accent

- Dark/neutral base with a distinctive accent color
- Common in: Modern SaaS, creative tools
- Feels: Modern, distinctive, tech-forward

Your preference:

```
[Option letter and any notes]
```

4.2 Information density

How much information should be visible at once?

Density	Description	Best For
Comfortable	Generous whitespace, larger elements, fewer items visible	Mobile-first, infrequent users, complex tasks
Default	Balanced spacing, standard component sizes	General purpose, mixed use cases
Compact	Tighter spacing, smaller elements, more visible at once	Power users, data-heavy views, desktop-focused

Your preference per context:

- Mobile: Comfortable / Default / Compact
- Desktop: Comfortable / Default / Compact

4.3 Visual complexity

Where on this spectrum should the UI sit?

```
Minimal                                                          Rich
|----|----|----|----|----|----|----|----|----|----|
1    2    3    4    5    6    7    8    9    10

Minimal (1–3): Few colors, simple shapes, lots of white space
Balanced (4–6): Some visual interest, icons, subtle effects
Rich (7–10): More color, illustrations, animations, visual feedback
```

Your preference:

```
[Number and reasoning]
```

Section 5: Reference Products

5.1 What existing products should this FEEL like?

List 2-4 products you admire and why:

Product	What you like about it

5.2 What existing products should this NOT feel like?

List any anti-examples:

Product	What to avoid

Section 6: Specific Requirements

6.1 Are there existing brand guidelines to follow?

- ☐ No - starting fresh
- ☐ Yes - must follow exactly
- ☐ Yes - can adapt/evolve
- ☐ Yes - provide link/files: _____

6.2 Must the design match any existing systems?

List any systems this must visually integrate with:

```
[Your answer here]
```

6.3 Are there regulatory or industry standards?

Any industry-specific UI requirements?

```
[Your answer here]
```

Section 7: Success Criteria

7.1 How will you know the design is successful?

Check all that apply:

- ☐ Users can complete tasks without training
- ☐ Reduced support requests
- ☐ Faster task completion
- ☐ Higher user satisfaction scores
- ☐ Increased adoption/usage
- ☐ Positive feedback from stakeholders
- ☐ Accessibility audit passed
- ☐ Other: _____

7.2 What's the #1 priority for the UI?

If you had to choose ONE thing:

- ☐ Speed - Users complete tasks as fast as possible
- ☐ Clarity - Users always understand what's happening
- ☐ Delight - Users enjoy using the product

- ☐ Trust - Users feel confident in the product
- ☐ Flexibility - Users can customize their experience
- ☐ Accessibility - Everyone can use it effectively

Section 8: Timeline & Constraints

8.1 When do you need the first usable UI?

```
[Date or milestone]
```

8.2 Are there budget constraints affecting design choices?

- ☐ No constraints - can build custom components as needed
- ☐ Moderate - prefer existing components, minimal custom work
- ☐ Tight - must use existing component library with minimal changes

8.3 Who needs to approve design decisions?

List stakeholders and their role:

Name/Role	What they approve

Summary (To be completed after discussion)

After reviewing answers, summarize the key decisions:

Design Direction Statement:

```
    [2–3 sentence summary of the visual direction]
```

Key Principles (3-5): 1. 2. 3.

Primary Color Direction:

Density/Complexity:

Reference Products:

Critical Constraints:

Next Steps

Once this questionnaire is complete and approved:

1. Configure design system (shadcn/ui theme)
2. Create component patterns documentation
3. Begin product-specific UI specifications

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