

GUIDE

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Product Design Checklist for Founders

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Is Your Product Design Investor-Ready & User-Centered?

Use this one-pager to evaluate the clarity, usability, and quality of your digital product's design—whether it's just an idea or already in development.

1. Clarity of Vision

- ☐ Have I clearly defined the problem my product solves?
- ☐ Can I explain the product's core value in one sentence?
- ☐ Do I know who my primary users are and what they need?
- ☐ Is my product's purpose obvious at first glance?

2. User Experience (UX) Essentials

- ☐ Have I mapped out the main user journeys (e.g., onboarding, checkout, dashboard)?
- ☐ Are key actions easy to find and complete without guidance?
- ☐ Is my app or site intuitive even for non-tech users?
- ☐ Have I reduced friction (e.g., long forms, unclear CTAs, excessive steps)?

3. Interface & Visual Design

- ☐ Is my UI consistent in colors, typography, buttons, and spacing?
- ☐ Have I applied a visual hierarchy to guide attention (e.g., headlines, CTAs)?
- ☐ Does the design feel modern, clean, and aligned with my brand?
- ☐ Have I tested how the product looks and works on different devices?

4. Accessibility & Responsiveness

- ☐ Does the interface work well on mobile, tablet, and desktop?
- ☐ Are fonts readable and contrast ratios high enough for accessibility?
- ☐ Do I support keyboard navigation and screen readers?
- ☐ Have I accounted for users with slower connections or older devices?

5. Feedback & Iteration

- ☐ Have I tested prototypes with real users or potential customers?
- ☐ Have I gathered and acted on design feedback at each stage?
- ☐ Am I open to reworking parts of the design that aren't effective?
- ☐ Is there a plan for continuous improvement post-launch?

Founder Scorecard:

20-24: You're in excellent shape. Let's build or pitch!

15-19: Good start, but polish up key areas.

< 15: Consider a design sprint or UX consultation.

Want a Pro UX Review of Your Product?

Book a free session with the design team at Quadplan—we'll help you evaluate, refine, and optimize your product experience for real users.

[Book a Free Design Review →](#)