

What are these pro-formas?

The successful implementation of inclusive design depends critically upon developing an overall vision for the project that correctly aligns with the user and business needs, and maintaining that vision throughout all the updates, changes and compromises made as the design process progresses and iterates.

These pro-formas assist communication of the vision throughout the design process, together with the key information that underpins the vision and guides its development. Additionally, the pro-formas provide a series of questions that are critical to keep in mind during the process of inclusive design.

These pro-formas could perhaps be printed and displayed on the wall of the office, with supplementary information linked to the relevant points with pieces of string; or stored on a shared project drive with supplementary hyperlinks.

These pro-formas are accompanied by [guidance](#) and a [case study](#) which are available separately.

Contents

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Where are you starting from?

Customer

- How much do you know about your target customers?
- Can any previous instances of user contact provide relevant information?
- Was the trigger driven by the customer?

Commercial

- Is their commercial evidence to support the trigger?
- What are the existing brand values?
- Has the trigger resulted from a threat or an opportunity?

Implementation

- Does the design team have experience of delivering solutions in related areas?
- Have incremental or breakthrough advances in technology led to the trigger?

Project summary

Project title

Project team

Trigger

Project progress review

Process

Is your proposition actionable?

Customer

- Who are your customers & what do they want?
- What perceived need are you aiming to address?
- Who are your customer types and how do they vary?

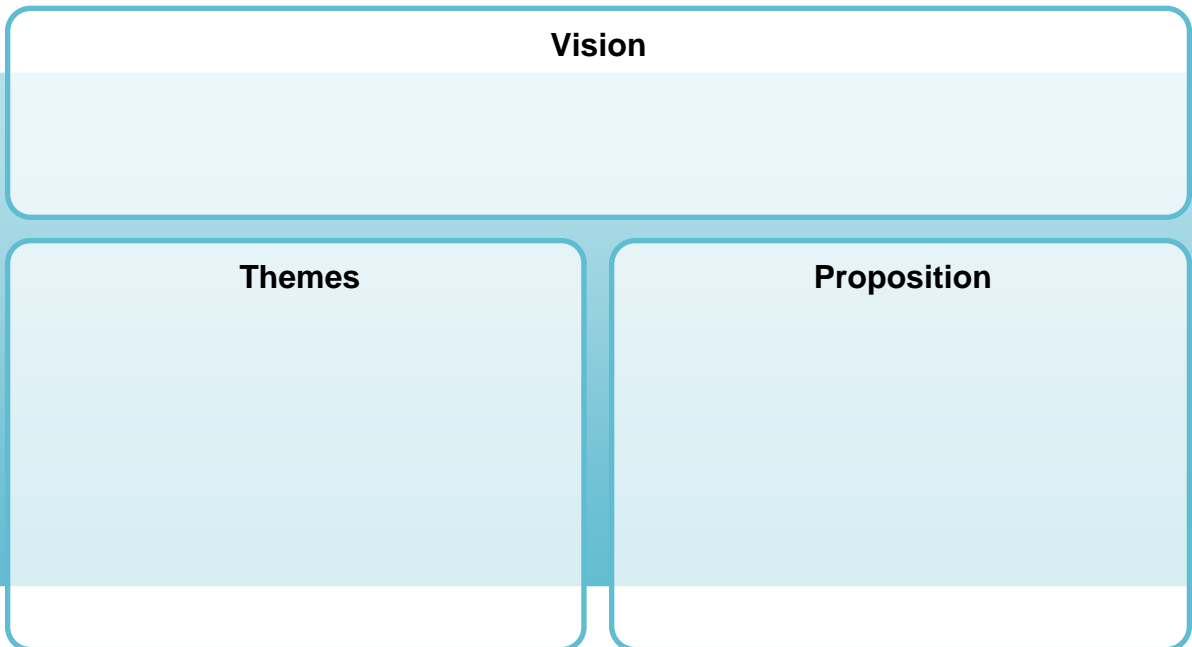
Commercial

- Is this a viable route for the business?
- What is the time frame for the design process?
- Does the business have the necessary skills and resources to make this happen?

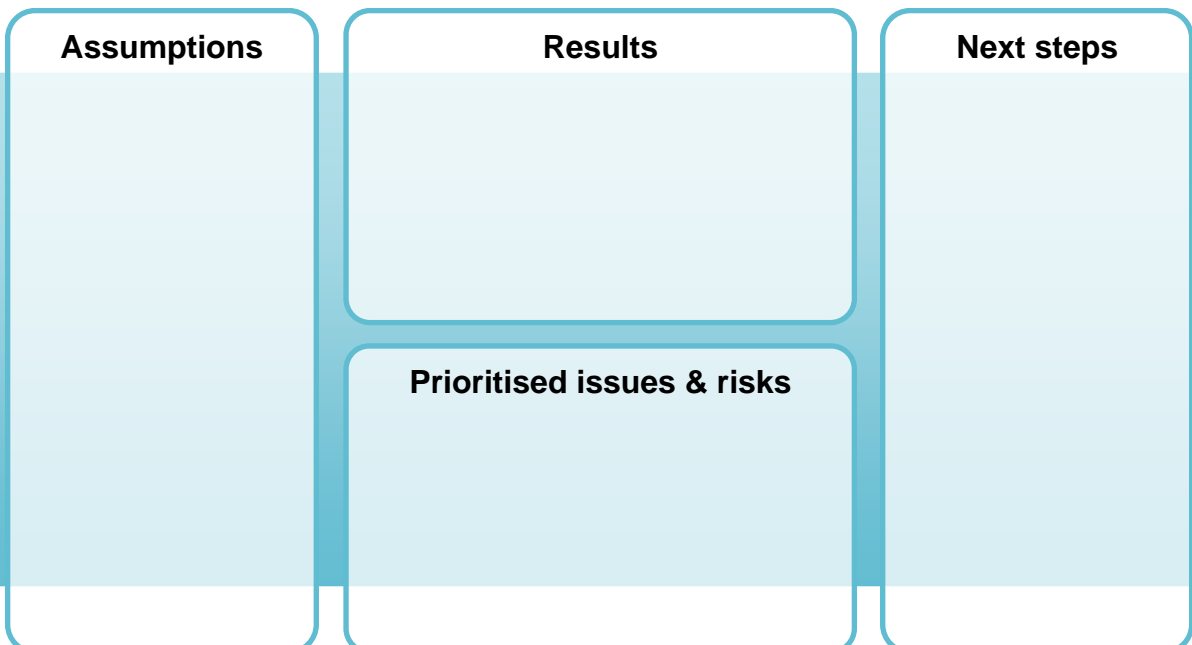
Implementation

- What are your technical challenges?
- What has the potential to obstruct the vision?

Project summary



Project progress review



Are you solving the right problem?

Customer

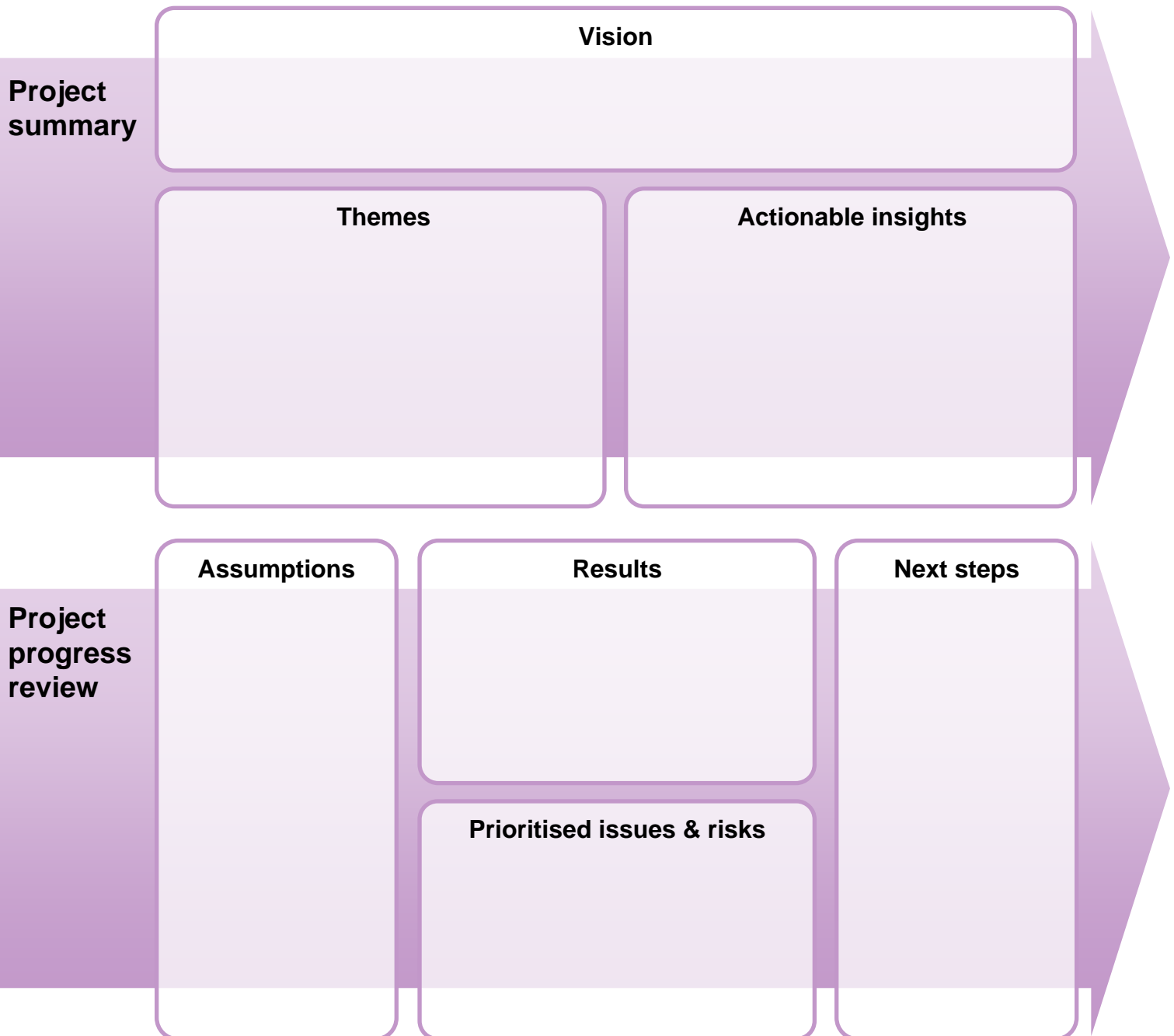
- What have you done to better understand your customers and their needs?
- Have you identified what challenges customers face with existing products?
- Have you explored the different contexts of use and their effects?

Commercial

- Do you have meaningful descriptions of your target customers & market segments?
- Does this fit with the brand?
- What are the unique selling points behind the proposition?

Implementation

- What are your technical challenges?
- What are your reasons to believe?



Are your requirements valid?

Customer

- Are the real customer needs represented?
- Do you understand the customer experience?
- Do the requirements define the required contexts of use?

Commercial

- Do the requirements address trade-offs between user and business needs?
- Have the requirements maintained the values behind the proposition?
- What time and resources are available for subsequent design activity?

Implementation

- What constraints are required for viable delivery of the solution?
- What are the technological risks and how are these being managed?

Project summary

Vision

Themes

Requirements

Project progress review

Assumptions

Results

Next steps

Prioritised issues & risks

Are your concepts fit for purpose?

Customer

- Do the concepts satisfy the wants and needs of your customers?
- What did you learn from testing the concepts with your target customers?
- Are the concepts appropriate for the required contexts of use?

Commercial

- Will the concepts deliver success for the business?
- How do the concepts address the trade off between user and business needs?
- What are the concepts unique selling points?

Implementation

- What barriers could prevent the successful delivery of the concepts?
- Have you demonstrated the technical feasibility and assessed the risks?

Project summary

Vision

Themes

Concepts

Project progress review

Assumptions

Results

Next steps

Prioritised issues & risks

Are your solutions fit for purpose?

Customer

- Do the solutions satisfy the wants and needs of your customers?
- What did you learn from testing the solutions with your target customers?
- Are the solutions appropriate for the required contexts of use?

Commercial

- Will the solutions deliver success for the business?
- How do the concepts address the trade off between user and business needs?
- What are the solutions unique selling points?

Implementation

- What barriers could prevent the successful delivery of the solutions?
- Have you demonstrated the technical feasibility and assessed the risks?

Project summary

Vision

Themes

Solutions

Project progress review

Assumptions

Results

Next steps

Prioritised issues & risks