

# Design Review Process Overview

## STEPS

### 1. CONCEPTUAL DESIGN REVIEW

The intent of the concept review is to verify that the concept direction fits into the long term design planning of the product roadmap.  
Approval: Director of UI

### 2. DESIGN STANDARDS CHECKPOINT

This informal checkpoint is to confirm that the design meets required design standards. Should be done by the team.

### 3. UI DESIGN REVIEW

This stage requires two signatures for approval.  
Approval: Director of UI, client

### 4. VISUAL DESIGN REVIEW

This stage requires two signatures for approval.  
Approval: Director of design, client

## SCHEDULING

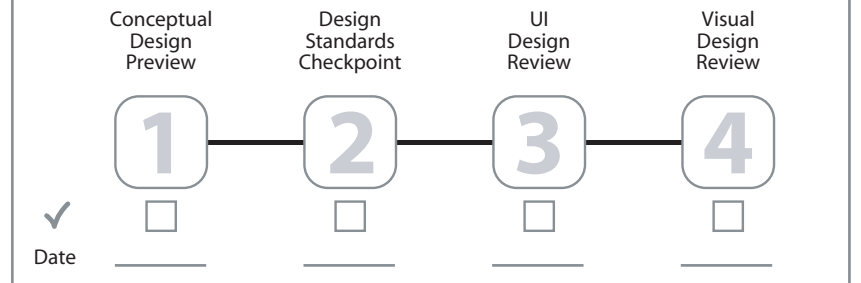
Design reviews occur:  
Standing design reviews should be slotted in here.

## PROJECT NAME

## CONTACTS

|                 |                  |
|-----------------|------------------|
| DESIGN LEAD     | EXT & SCREENNAME |
| DESIGN MANAGER  | EXT & SCREENNAME |
| PRODUCT MANAGER | EXT & SCREENNAME |
| OTHER CONTACT   | EXT & SCREENNAME |

## STATUS SUMMARY



## PURPOSE

The Design Review Process is a mechanism for ensuring standards, alignment, and diligence throughout the course of the product design process.

### STANDARDS

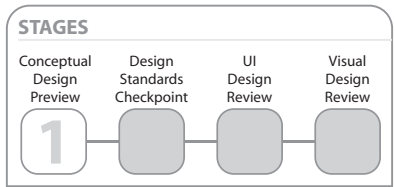
- Ensure that designs meet appropriate standards for consistency, accessibility, usability, internationalizability, rebrandability, download time, etc.

### ALIGNMENT

- Ensure that designs can be well-integrated into the brand(s) on which they will be deployed.
- Ensure that designs meet business goals.
- Minimize late-stage changes to product requirements and concepts.

### DILIGENCE

- Realize maximum value from early-stage design methodologies .
- Increase accountability by keeping records of review sign-ins and design approvals.
- Involve people outside the design team at appropriate junctures.



## CONCEPTUAL DESIGN REVIEW

### GOALS

1. Review product for alignment with broader initiatives and possible integration with other products.
2. Ensure that the initial design direction maps to the business goals and user needs.
3. Ensure that the designer has employed an appropriate range of design tools and methodologies.
4. Review resources & scheduling assessments.

### WHAT GETS REVIEWED

1. DESIGN CONCEPTS
  - Scenarios/storyboards
  - Preliminary navigation models and maps
  - design concepts
2. DESIGN SCHEDULE
3. MARKET & PROBLEM DEFINITION
  - Define the target audience
  - Identify competitors
  - Determine the core user needs and goals that must be fulfilled for product success.
4. TASK ANALYSIS\*
  - Determine how the users currently accomplish the tasks
  - Determine tools currently used, problems experienced
  - Identify tasks and tool changes.
5. COMPETITIVE EVALUATION\*
  - Determine the design strengths and weaknesses of the competition.

\* Background information to strongly consider providing at the review

## ROLES & RESPONSIBILITIES

### REQUIRED ATTENDEES

1. **Producer/Product Manager**..... Reviewer
2. **Design Lead**..... Presenter
3. **Designer**..... Recorder
4. **Design Manager**..... Reviewer
5. **Director of UI Design**..... Reviewer

### INVITEES (consultation - when needed)

1. Director of Design..... Optional Reviewer \_\_\_\_\_
2. Art Director..... Optional Reviewer \_\_\_\_\_
3. Visual Designer..... Optional Reviewer \_\_\_\_\_
4. Creative Director..... Optional Reviewer \_\_\_\_\_
5. Brand Champion..... Optional Reviewer \_\_\_\_\_
6. Usability Lead..... Optional \_\_\_\_\_
7. Production Lead..... Optional \_\_\_\_\_
8. Engineering Lead..... Optional \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_

### SIGNATURE

### DATE

### SIGNATURE

### DATE

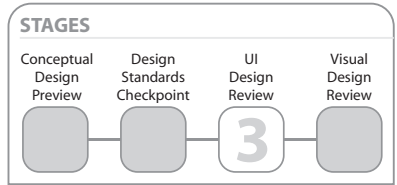
## QUESTIONS TO CONSIDER

1. How did you reach this concept?
2. What is the target audience for which this product is being designed?
3. If you're using personas, what are the goals of the primary persona?
4. What are the business goals for this product?
5. How does this concept achieve the business goals?
6. How did research help shape this concept?
7. Which stakeholders have given input into your concept?
8. What are the guiding principles that will drive the rest of the UI design?
9. How does this product integrate with other products?
10. How does this concept fit into your product road map?

### REVIEW COMPLETE

\_\_\_\_\_  
UI Design Director (sign and print name)

\_\_\_\_\_  
date



## UI DESIGN REVIEW

### GOALS

1. Review interaction behaviors and provide guidance to designers on problematic interaction issues.
2. Confirm utilization of the Interaction standards and best practices (where applicable)
3. Confirm resolution of any outstanding issues in Design Standards checkpoint. (i.e. language translation fit)
4. Review for proper fit to the brand(s) and consistency with related products.

### WHAT GET REVIEWED

1. Grayscale schematics and wireframes.
2. Storyboards
3. Navigation flow with entry points.
4. Task analysis and/or scenarios

## ROLES & RESPONSIBILITIES

### REQUIRED ATTENDEES

1. **Producer/Product Manager**... Reviewer
2. **Design Lead**.....Presenter
3. **Designer**.....Recorder
4. **Design Manager**.....Reviewer
5. **Director of UI Design**..... Reviewer
6. **Creative Director**..... Reviewer

### INVITEES (consultation - when needed)

1. Design Director..... Optional Reviewer
2. Art Director.....Optional Reviewer
3. Visual Designer.....Optional Reviewer
4. Brand Champion.....Optional Reviewer
5. Usability Lead.....Optional
6. Production Lead.....Optional
7. Engineering Lead..... Optional
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

### SIGNATURE

### DATE

### SIGNATURE

### DATE

## QUESTIONS TO CONSIDER

1. How is the UI design tailored to the audience?
2. How does this solution map to the guiding principles as identified at the Concept Review?
3. What are the most significant engineering concerns for this design?
4. What interaction standards or best practices have been employed?
5. Are there any recommended additions or changes to the style guide based on the solutions presented and approved?
6. How is the interaction design consistent with the overall brand experience?
7. Does this design require ongoing maintenance?

## APPROVALS

### Check one:

APPROVED AS IS

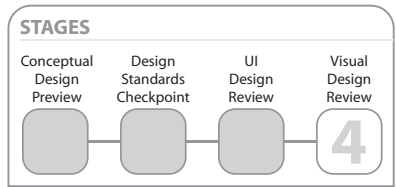
APPROVED WITH CHANGES  
(see change sheet)

\_\_\_\_\_  
DIRECTOR OF PRODUCT DESIGN (sign and print name)

\_\_\_\_\_  
date

\_\_\_\_\_  
PRODUCT MANAGER (sign and print name)

\_\_\_\_\_  
date



## VISUAL DESIGN REVIEW

### GOALS

1. Ensure that the visual design maps to the initial art direction.
2. Ensure that the objects (e.g., buttons, tabs, menus, etc) follow brand style guide (as relevant and appropriate).
3. Ensure that the visual design (colors, grid, typography, graphical style, icons, and logos) follows brand style guide (as relevant and appropriate).
5. Determine if any styleguide amendments are needed (then documented and changed within the styleguide).

### WHAT GETS REVIEWED

1. Color mockups and/or comps of key screens.
2. Color palette.
3. Icons, graphics, and logos.
4. Styles for dynamic templates, modules, and components.

## ROLES & RESPONSIBILITIES

### REQUIRED ATTENDEES

1. **Producer/Product Manager**... Reviewer
2. **Design Lead**.....Presenter
3. **Designer**.....Recorder
4. **Design Manager**.....Reviewer
5. **Director of UI Design**..... Reviewer
6. **Creative Director**..... Reviewer

### INVITEES (consultation - when needed)

1. Publishing Design Director.....Optional Reviewer
2. Art Director.....Optional Reviewer
3. Visual Designer.....Optional Reviewer
4. Brand Champion.....Optional Reviewer
5. Usability Lead.....Optional
6. Production Lead.....Optional
7. Engineering Lead.....Optional
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

### SIGNATURE

### DATE

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### SIGNATURE

### DATE

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## QUESTIONS TO CONSIDER

1. How did you reach this visual design?
2. How did aspects of the visual design (layout, visibility of key elements) fare in usability testing?
3. How does this color palette map to overall branding of the site?
4. What new sets of iconography, graphics, or new logos have been employed?

## APPROVALS

### Check one:

- APPROVED AS IS
- APPROVED WITH CHANGES  
(see change sheet)

\_\_\_\_\_  
CREATIVE DIRECTOR (sign and print name)

\_\_\_\_\_  
date

\_\_\_\_\_  
PRODUCT MANAGER (sign and print name)

\_\_\_\_\_  
date