

Customer-centric design questionnaire

Demographics

How old is my customer? _____

What's their gender? _____

Where do they live? _____

What do they do for living? _____

What's their income? _____

Products they like and dislike

What products my target customers currently use and why?

What are the design features (shape, colours) of those products?

What problems these products solve?

Moodboards

Go to Google/Pinterest/SiteInspire and create 2 moodboards for 1) products and 2) look & feel that your customers already like.

Emotions

Does current design of my product/website delight my target customer?

What do I want my customers to feel when they encounter my product or service?

How can I please and delight my customer?

What mindset they are in when they use the product?

Frustrations / pain points

What do customers hate about the products they are using and why?

Routine and habits

At what time of day does my customer use my product?

Where did they come from and where are they going to after they leave my product / service / website?

If I should absolutely cut down 2 steps from my customer journey, what would those be?
