

CO-DESIGN PLANNING QUESTIONNAIRE

This co-design intake questionnaire is a modified version of the Design Action Collective Web Design questionnaire. Thanks [Design Action Collective!](#)

General Intake

How much time is your staff going to be able to devote to this co-design project?

Are there any hard deadlines when the project must be complete?

What internal resources do you have to work on this project (staff, volunteers, organizer)?

If you currently have any content or structure around the project, how developed is it?

Who in your organization is responsible for the project?

Overall Purpose

What are the key organizational goals for this co-design project? (For example, increase sales, improve image, educate the public, raise money, mobilize our supporters.) Please state these in as much detail as you can, and in order of priority.

Intended User

Who is going to use, see, or interact with this project? Describe this person in 1-3 sentences. *Please note that there is no such thing as the 'General Public'*

Key User Story

What is the most important action you imagine the intended user taking, when they use, see, or interact with your project?
Please describe this in one sentence, in the form: "I'm (x kind of person), and when I (see/hear/use) this project, I will (very short description of the action they will take)." For example: "I'm a Queer 15 year old Latin@, and when I see this project's poster, it will inspire me to come to the candlelight vigil."

Strategic goals

What is the **single** message you want a new user to take away from interacting with your project/program? What one thing do you want them to remember?
This is often a succinct refinement of your mission statement; the answer to this question drives

the focus of your project, because you want your message very clearly stated.

If you have worked on this project already, what do you like the most about it and what do you feel is missing?

About Your Constituencies

Who are the audiences/users for this co-design project? (Be specific if possible [customers, members, staff, funders, researchers, allied organizations, opposition, etc.]

Who uses your current related programs and projects (if you have them)?

Please list 1-3 top priorities for each participant group. What do you want them to do with the project? What are some of the questions that might drive them to your project?

Take a minute to describe one or two 'typical' participants in your programs and projects (they can be real or imaginary). Describe them demographically (race, class, gender, etc.), politically, in terms of interests, etc. What are they looking for?

Does your project need to be in languages other than English? If so please list languages and extent of required content translation.

Future Project Expansion

When planning and building a project, it is important to allow room for project growth and change, as the organization grows and changes. For this reason we ask, how do you envision this project changing/and or expanding in the future, and over what kind of rough timeline? Would these changes constitute changes in functionality, for example added features, animation, downloadable information options, online donating/products? Please list these in as much detail as you can foresee.

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Spring 2016

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