

# Content-First Design Readiness Checklist

Are we set up to succeed before design starts?

## Project & Team Readiness

- UX and content invited to kickoff
- Success defined beyond task completion
- Constraints (legal, brand, platform) known
- Shared, written problem statement
- Assumptions surfaced early

## User & Meaning Readiness

- We know what users are trying to decide
- We know what confidence looks like for users
- We have access to real user language
- We understand user uncertainty and risk

## Content & Language Readiness

- Existing content reviewed, not assumed
- Terminology is consistent
- Internal language translated for users
- Compliance language reviewed for comprehension

## Process Readiness

- Meaning decisions expected before design
- Content and design developed together
- Understanding validated, not assumed

Unchecked areas signal predictable rework.

# Meaning & Content Risk Diagnostic

Where is meaning breaking down – and what is it costing us?

## User Signals

- High traffic, high drop-off
- Hesitation at key decisions
- Users unsure after completing tasks

## Support & Ops Signals

- Repeated “what does this mean?” questions
- Support re-explaining digital flows
- Escalations from misunderstanding

## UX & Content Signals

- Inconsistent terminology
- Labels that are technically accurate but risky
- UX asked to fix clarity late

## Organizational Signals

- UX/content brought in after direction is set
- Repeated debates about wording
- Rework driven by confusion

### How to Use This

- ✗ This is not a scorecard
- ✗ This is not a maturity model
- ✓ This is a way to prioritize where clarity is most at risk

### Start where

- ✓ Stakes are high
- ✓ Traffic is high
- ✓ Rework is already happening