Nine Project Factors Designers Should Consider

What is the **problem statement**?

Clearly define the problem before taking on any project. Decide what the real challenge is ahead of time versus painting a perpetually moving target.

Is the solution "**system-solvable**"?

Is there a potential for the solution of your problem statement that can be answered with a system or process change rather than a resource consuming tangible solution

Establish a **calendar**.

By creating a time-line that you are working against, with set phases, you can manage client expectations and get a good look ahead of any challenges you might encounter.

VS.

Who's in **charge**?

While democracy is certainly important, having a clear head of the project is critical.

You need to have someone who acts as not only the spokesperson of the project but can direct the overall creative vision. Choose the person that is most experienced and passionate and they will amplify the project that much more!

How will the solution be **used**?

By understanding how the solution will be intended to be used, you can set up a design process that is tailored for digital or tangible output at the beginning of the process.

Define the **budget**.

You must decide on a budget when taking on a new project. This number will help you understand how to break apart the phases of your project so you can both deliver a great end product and still turn a profit.

What's **due** per phase?

When you are setting up your design process, make sure you have a solid understanding of what you are delivering and when. By installing this accountability, both you and the client can understand what is on the table and when.

How does the problem **relate** to the brand?

Sometimes, a problem will arise in a brand such as needing to raise capital, lack of focus or perhaps failure to innovate. These drivers will compel companies to invest in a "hot new thing" that will be an attempt to fix the problem. When you can, you should consider that the project is being used not to solve an external problem in the world, but a problem that lives within the company walls.

Is the solution **meant to solve**?

A question we ask every single time when going into a new project is: "Is this solution meant to solve the problem?" Far too often, clients are looking for a solution that will be intentionally obsolete in a year (planned obsolescence) and is a wasteful tactic to trade off for profits. Future-proof wherever possible.