

# Product observation guide

Product

Name



## Design specs

How is the product like in terms of design, materials, dimensions?



## Users

Who are the intended users of the product? Any recognizable psychographic groups / characteristics?



## Functionality

What is the intended function of the product? What's the main objective of the product?



## User experience

What is the overall perceived user experience? Are there moments of frustration or excitement for the users?



## Lay out, flow & environment

How does it relate with its environment/context? How does it interact/relate to other products?



## Accesibility

Is the product adequate for people with physical, cognitive, or other disabilities?



## Signage & labels

How is signage of the product? Are there any labels or signage solving a design issue?



## Quality & satisfaction

What is the perceived quality and overall satisfaction of the product?