UX Design Roadmap Checklist for Startups

A printable guide from Idea to Interface

🧠 1. Problem Definition & User Research

☐ Define your product vision and user goals
☐ Conduct stakeholder interviews
☐ Interview at least 5 target users
☐ Create user personas
☐ Map the customer journey
☐ Identify key user pain points

💡 2. Ideation & UX Strategy

☐ Run ideation workshop with team
☐ Brainstorm feature ideas and group them by value
☐ Prioritize features (MoSCoW / Value vs Effort)
☐ Create a sitemap or navigation structure
☐ Draft a one-pager UX strategy brief

🗂️ 3. Wireframing & Content Mapping

☐ Sketch out key screens (homepage, onboarding, core features)
☐ Decide on messaging and page goals
☐ Build low-fidelity wireframes
☐ Map the required content per screen
☐ Review user flows for clarity and friction

🔁 4. Prototyping & Usability Testing

☐ Turn wireframes into a clickable prototype
☐ Prepare 3–5 real-world tasks to test
☐ Conduct usability testing (moderated or unmoderated)

☐ Log usability issues and categorize them (Critical / Moderate / Nice-to-have)
☐ Refine the prototype based on feedback

🎨 5. UI Design & Developer Handoff

☐ Create moodboards or visual style references
☐ Design high-fidelity UI for all key screens
☐ Build a mini design system (typography, buttons, colors, spacing)
☐ Annotate interactions, spacing, and states for developers
☐ Use a handoff tool (like Figma Inspect or Zeplin) to deliver assets

📊 6. Post-Launch UX & Iteration

☐ Set up analytics tracking (GA4, Mixpanel, Hotjar)
☐ Collect qualitative feedback (support tickets, user interviews)
☐ Conduct a mini UX audit 2–4 weeks post-launch
☐ Track KPIs like time on task, conversions, retention
☐ Plan your first round of UX/UI improvements

💬 Notes:

- **Assign owners** for each phase if you're working with a small team

- **Track progress weekly** using this checklist

- **Don't skip validation** — it's cheaper to iterate early than post-launch

📌 **Use this checklist in tandem with your product roadmap to keep your team UX-focused from the start.**