

Project: _____

Date: _____

Designer: _____

Do you understand the problem and context of what is being solved?

Yes

Sorta

No

If Sorta or No, what could be explained better?

Is the design solving the problem?

Yes

Sorta

No

If Sorta or No, why not?

What is working about the design?

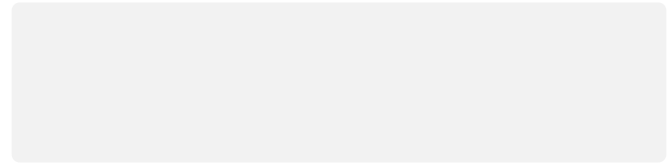
Is there anything that isn't working about the design?

What opportunities do you see?

Questions for the designer:

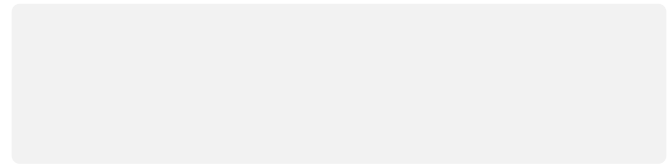
Understand

We ensure that we deeply understand the underlying problem before attempting to solve it.



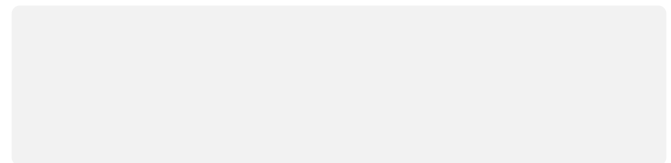
Simplify

We remove the clutter to craft an effortless, intuitive experience by ensuring every element serves a purpose.



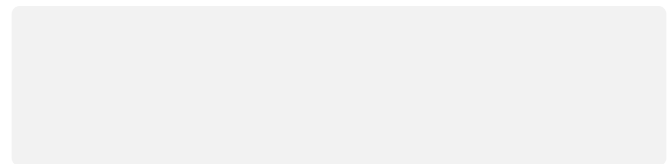
Tailor

We craft custom experiences by gathering the right information and letting data do the heavy lifting.



Guide

We provide clear direction throughout every step of the journey to earn trust, facilitate communication, and help stylists and customers form strong relationships.



Empower

We design experiences that are equally empowering, inspiring and accessible to everyone, regardless of skill or familiarity.

