

Design brief template example.

Date

Client name

Client contact details

Project name

The big picture

The situation *Where are we now? What happened to necessitate the project?*

The journey *How did we get here? What happened that caused the situation to change?*

Key objective *Where are we going? What result is the client hoping to achieve from the project?*

Line in the sand *Where are we now? Key stats and measurements of the situation.*

Success *How will we know if we've arrived? We will know if the project has been successful if ...
Ask the client for a KPI, a clear number for a measurable target or goal.
This may be related to a business plan or business case raised for the project.*

The team *Who are the people that will help us get there? List key personnel contact details and responsibilities.
Projects can get messy when a client is hiring various specialists to get the job done. Even if clients handle everything and send you the relevant information, it's good to know if you have to communicate with third parties like copywriters, developers or marketing and PR agencies.*

The facts *What do we need to know? Key facts that a design team needs to know above all else.*

The deadline *When do we need to get there? What are the deadline(s)? Is there more than one deliverable?
Does a project plan exist? Are there touch points in the plan?*

The detail

Client background *Information about the client and link to their website.
What is their size and how did they get started?
What are their products or services and how do they benefit their customers?
Try to understand why they love their business and what they're really good at.*

Project background and scope *Describe the project in as much detail as you can or need to.
What is the project designed to do, where does it fit with other initiatives within the business and does it have to work with any of them?
What impact will a successful result have to the business?*

Constraints *Are there any constraints such as time, location or access to key individuals / audiences?
Identifying them early means you can plan around them.*

The budget *Knowing the budget adds clarity to the project.
It will affect the time available to spend on the project and what can be delivered.*

The market	Describe the market, the current prevailing conditions, and what you need to do in the market. Is there any market research data to support the project? Is the project based on changes within the market itself or is the client looking to enter new markets?
Target market	Who is the target audience/s (customers/users) within the market just described? Age, race, location, hobbies, gender, and job titles; the more information collected about the target demographic the better. Are there existing scenarios/personas? How often does the target market use your client's services and why do they use them? How does your client benefit them?
Perceptions	How does your client want to be perceived by the target market? Is the objective to improve current materials or create something new? How a clients wants their audience to view them is just as important as knowing who they are. For example, is there a change to a production process and the client wants to be perceived as a green, environmentally-aware company? Or are they wanting to shift demographics to get a wider or more affluent market?
Competitors?	What is the competition in your market? What other company competes in this market? How does the client differ from their competitors? What makes the client unique.
Branding/guidelines	Are there brand guidelines? If not, what other marketing materials exist?
Work to date	What work has been done that may impact on the project. Is there anyone else that they might be working with? Is there anywhere else you might be able to get further information on what you have done so far?
Approval process	Is there an approval process that allows the project to move from stage to stage? Will the approval process for each stage take long? Are there holiday periods that should be included in the project plan?
Expectations	Add clarity to the next stage. What is the next step? Who is going to do what, and by what date.
