

Design Brief

This document contains a set of questions that will allow us to develop the first version of the brief defining the purpose and scope of your project, basic organizational issues and information about the company, the specifics of the product / service offered.

The questions are open.

A. Organizational information

A.1 Contact details of the person responsible for this brief, to whom we can direct additional questions and clarification requests.

A.2 Will the contact person delegated to answer these questions will also participate in the design process? If so, what will her/his role be?

B. General project purpose and scope

B.1 What is the expected scope of the project?

B.2 What are the business goals that you want to achieve through the implementation of this project (long and short term)?

B.3 Who and how will use the outcome of the project?

B.4 What are the mandatory project elements that cannot be missing?

C. Organization of the project

C.1 Will there be any other external companies involved, besides the client and the project team?
If so, what is their role?

C.2 Who and how many people will be on the client's side in the decision-making process?

C.3 What are the preferred communication channels during the work?

C.4 Are there any preferred tools to be used in this project (e.g. to collect requirements, present effects, feedback analysis)? If so, does the company guarantee access to them?

C.5 What is the organizational structure of the company in the context of the decision-making process (e.g. existence of a delegated marketing department, effects verification by the supervisory or consultative board)?

C.6 Is the company able to offer substantive support from its employees during the duration of the design work? Is it possible to involve them in quantitative / qualitative research analysis?

D. Dates and schedule

D.1 What is the expected project start date?

D.2 What is the expected project deadline?

D.3 Is the project schedule based on any internal campaign or planned events around the brand?

E. Company information

E.1 What is the name of the company and what does it do?

E.2 Where is the headquarters located?

E.3 How many years company has been operating and with how many employees?

E.4 What is the current industry situation in which company operates (its saturation, market situation?)

E.5 What products and services does it offer, and in what price and quality segment?

E.6 What makes the company stand out on the market?

E.7 What are the company long-term goals?

F. Information about the target group

F.1 What is the target group (their approximate number, age, gender, financial status and motivations)?

F.2 What problems of the target group the product / service offered solve?

F.3 What adjectives (max 5) can be used to define the customer's target group?

F.4 How should the project affect the target group? What are their associations and emotions supposed to evoke?

F.5 Is the information on the target group are based on quantitative / qualitative research?

F.6 Does the company have developed the personas for its target group?

G. Competition and benchmarks

G.1 What is the direct competition (companies offering a very similar product / service in the same market segment and sales channel)?

G.2 What is indirect competition (companies offering a product / service in a different category but potentially similar market segment)?

G.3 Which companies, products, and services might or have been identified as a benchmark reference to the expected project outcome? (In categories of customer service, product sales method, quality and/or visual aesthetic aspects).

G.4 Does the company have a mood board / visual or stylistic references for this project?

H. What has been done so far

H.1 What related to this project activities have been undertaken so far? What were the effects of these activities?