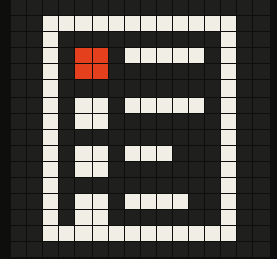


PROJECT BRIEF TEMPLATE

Fill in what applies and skip what doesn't. Two to four pages is plenty. Describe the problem, not the solution, and send the same brief to everyone you're considering.

variance ■

[Read the full guide online ↗](#)



01 ABOUT US

What we do, who our customers are, what makes us different

02 THE PROBLEM

What isn't working today, or what we're missing. Why now?

03 GOALS

What should be different when this is done. Any figures we already measure.

04 WHO IT'S FOR

Customers, staff or both. Devices, connections, comfort with technology, accessibility, languages.

05 WHAT IT NEEDS TO DO

MUST HAVE

SHOULD HAVE

NICE TO HAVE

06 WHAT EXISTS ALREADY

Current site or app; domain, hosting and accounts, and whose name they're in

Brand materials; other software this needs to work with

07 CONTENT

Who writes the text and provides photos. Do we want help?

08 EXAMPLES

Links, and what we like or dislike about each

09 BUDGET AND TIMING

A range for the build, and what we'll spend each month or year to run it

When we need it, and why. Times we're unavailable.

10 DECISIONS AND CHOOSING

Who gives feedback, and who makes the final decision

What matters most to us; when we'd like quotes; when we'll decide

11 IF WE'RE REPLACING SOMETHING

What works now, and what doesn't; addresses that must keep working; data that must come across

12 CONTACT

Name, role, email, phone
