

I Design Brief

Project & Contact Details project name, project owner, team contact(s), required approver(s)

Project Background/Overview relevant context and/or historical info that explain what is driving this project

Goals/Objectives statement of objectives with priorities, will achievement of goals be measured? if so, how?

Target Audience characterize and prioritize your primary and secondary audience

Audience Challenge key business challenge, problem or issue facing your primary audience

Unique Selling Proposition (USP) a single sentence about what makes the brand unique

Key Features & Benefits top features, benefits and/or facts about the brand and its value to target audience

Call to Action desired response from your audience, form or component the will response take

Design Specification assets you are providing, mandatory design requirements, deliverables

Budget and Due Date budget and time frame for project completion
