**Project Brief – Template**

What is the problem context

**Your Goals**

What do you think the user wants/what will you provide?

**Design Inspirations**

1. What technologies currently are being used across the domain?

2. How might technology be used ?

3. How can technology integrate people and the domain?

4. How can technology help people improve their activity in this domain?

# Team Name: Your name:

# Site to be developed:

# **Assumptions Worksheet**

## Business Assumptions – summarise your answers

1. I believe the users have a need to:
2. These needs can be solved with
3. My initial users are
4. The #1 value a user wants to get out of my website is
5. They can also get these additional benefits
6. I will acquire most of my users through
7. [ I will make money by: ]
8. My primary competition in the market is
9. We will be better because
10. My biggest product risk is
11. We will solve this through
12. We will know we are successful when we see the following changes in user behaviour
13. What other assumptions do we have that if proven false will cause our business/project to fail

# Team Name: Your name:

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# **Hypothesis statement**

A statement of what you believe to be true

We believe ……. [this statement is true].

We will know we’re [right/wrong] when we see the following feedback from the [market]

A statement of the feedback you are looking to confirm you are correct

[qualitative feedback]

[quantitative feedback]

[key performance indicator change]

# **User Assumptions**

1. Who is the user?
2. Where does our product/website fit in their work or life?
3. What problems does our product/ website solve?
4. When and how is our product website / used?
5. What features are important?
6. How should our product/ website look and behave

|  |  |
| --- | --- |
| User Goals | User Stories |

**Personal Information**

**Profession**

**Location**

**Age**

**Hobbies**

**Favourite TV Show**

**Personality**

**Internet usage**

**Internet experience**

**Primary Uses**

**Favourite Sites**

**Hours online per week**

**Computer**

**Study information**

**Current qualifications**

**Literacy**

**IT Skills/knowledge**

Image here

*Key message*

* Data 1
* Data2
* Data3

**Personal Profile**

Persona  
Name  
Description

**Personal Information**

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