Design Brief

Project Description	What is the business problem or opportunity? Describe the project in a few sentences, as you would in an "elevator pitch."
Scope (refer to step 2)	What is within the scope of the project and what is outside it? What boundaries or constraints must your solution accommodate?
Users and Stakeholders	Who are you designing for? (Try to be as specific as possible.) Who else is important to consider? Why are they important to the project?
Exploration Questions	What are you curious to learn about your users and how they think, feel, and behave? What key questions will you need to answer through your research? These may include things like changes in the environment, emerging technical possibilities, or new business models.
Expected Outcomes and Success Metrics	How does the world look different after your project succeeds? What specific metrics might help you assess whether this is happening?