# //DESIGN BRIEF

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Fill in this template and then include the text in your designed slides / document

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| SUMMARY: (A brief overview of your analysis / project) |
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| CURRENT SITUATION: (Of the service, drawing on your visual analysis) |

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| |  | | --- | | WHAT ARE YOU TRYING TO EXPLORE? WHAT ARE THE DESIGN PROBLEMS / CHALLENGES? (What question are you asking? what are the critical issues?) | |

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| WHO IS THIS FOR? WHO WILL IT IMPACT ON? (who is your user group) |

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| WHAT ARE YOUR CONSTRAINTS? (These might include cost, ethics, specific factors relating to your organisations approach.) |