

Design brief template

General information

Groupname

Think of yourselves as a design agency. An agency has a name. What is yours?

Your names

Write down your own names, so the client will know who is going to work on the project.

Date

Write down the date on which this design brief is written.

Project information

Title for your project

Think of a (short!) title for the project that reflects the assignment well.

The client

Who is the client? Give a short outline.

Background

Why is the client asking you to do this project? Give a short description that outlines the background of the project.

Problem statement

What problem will this project be solving?

Target audience

Give a short description of the target audience.

Goal

What will be achieved with the results of this project?

Conditions

What conditions are there within this project? What things do you have to consider?

Deliverables and deadlines

What are the results of this project (in terms of deliverables) and when can your client expect these results?

Feel free to add more relevant topics that will optimize this design brief!