A design brief establishes clear expectations between a business and the designer/ developers allowing them to accurately plan and execute. A design brief template cannot be a ‘one size fits all’ because design projects vary so much, ranging from product innovation and improvement, to service delivery, software development and graphic design.

Kindly Fill out the following parts with accurate information to the best of your knowledge.

delete instructional text(text in blue) when done filling in the parts

zLE8 3iEJ 4jJ1 mFAn IwtL cerx rzsC z0pB 59bs pEnw tqY=

**Due date for completion:** <if you have any dependencies which make a particular start and end date critical make sure you communicate these very clearly. The due date for completion is when you expect to have the final, approved design in your hand, **ready for use. please note the entire design team will have to consult on the due date before agreeing to it or re-negotiating it** >

**Review date/s:** <there should be at least one client review to ensure the design meets client expectations you will agree on this with the designer.>

**Budget:** <provide an idea of how much money you plan to spend. This enables the designer/developer to be realistic when they provide options.>

**Product/service/brand name:** <aim to reflect the purpose of the design project in its title. If it’s in the public domain title may need to include branding.>

**Key objectives:** <main business benefits of getting this design successfully delivered please list them out.>

**Regulatory issues:** <note any regulations which will impact the design e.g. product labelling laws.>

**Scope:** <detailed list of everything this project is expected to deliver.>

**Purpose and function:** <. To be able to provide a workable design, the designer needs to know what the product is supposed to be able to do, who will be using it and in what circumstances. This information needs to be spelled out clearly for the designer.>

**Design Project plan:** <list the project milestones, what is needed to complete them and who is responsible Contact person we are trying to eliminate design by committee where every member of your team wants what they want this is frustrating to the designer >

**Attachments:** <provide anything you want to use e.g. existing logos, sketches of prototypes, examples of designs or products (as benchmarks or comparison), or competitors you need to stand out from. Ask the designer to specify requirements such as minimum resolutions for samples to be used in the final design.>

**Measures of success:** <how will you ensure the design is appropriate for your objectives and audience e.g. will you show samples to your potential customers, run surveys etc.>