

Core Sections of a Design Brief

Project overview

- Description of what the kiosk should do.

Goals and objectives

- Core features and experience to be offered.
- Includes feelings!

Audience

- Based on persona.
- Why are you focusing on that segment of the population and what are the benefit of it.

Design requirements

- Technical Directions
- Design Principles

Schedule

- Include the past steps and the time it took including the redo.
- What are the next step and how long it should take to complete the project (try to be realistic).