

Project brief

Overview

Provide a high-level summary of the project, including the background, problem statement, and proposed solution. The overview should be concise and informative, giving the reader a clear understanding of the project's purpose and goals.

Objectives

Company objectives

- Outline the company's objective and desired outcomes
- Provide an overview of the vision, mission, and values
- Indicate key measurable metrics

Project objectives

- Add key project objectives and outcomes
- Define key success metrics

Strategy

Approach

Outline a plan of action to accomplish the mentioned objectives. Collaborate with the team to ensure that the plan is feasible and achievable within the given timeframe.

Target audience

- Describe the audience for the project
- Be specific and make sure the audience is well-defined
- Consider demographics, accessibility, and scalability

Measurement

- Establish clear and measurable metrics to track success or progress
- Select metrics that are relevant to the specific objectives and align with the overall goals
- Determine a baseline or starting point to measure growth and improvement over time

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Roles

Role	Name
Owners	 Person
Approvers	 Person  Person
Contributors	 Person  Person  Person
Informed	 Person  Person

Milestones

Date	Milestone	Description	Expected outcome
<input type="date"/>	Milestone 1	Add description	Add outcome
<input type="date"/>	Milestone 2	Add description	Add outcome
<input type="date"/>	Milestone 3	Add description	Add outcome

Open questions

Name	Open question
<input type="text"/> Person	Add question
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Resources

- Weekly report
- Project brief
- Brainstorming session
- Research
- Marketing assets