

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

 File  File



Roles

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






Milestones

Date	Milestone	Description	Expected outcome
 Date	Milestone 1	Add description	Add outcome
 Date	Milestone 2	Add description	Add outcome
 Date	Milestone 3	Add description	Add outcome

Open questions

Name	Open question
 Person	Add question
 Person	Add question
 Person	Add question

Resources

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