

Project Brief Guidelines

A good brief will clarify the reasons for the project and outline expected outcomes. Sometimes a brief will expose conflicting requirements, and it always helps to know about these early! Every project needs a brief of some sort. A useful brief will generally contain information on these subjects:

Description of the project

What is the project to do? The must-haves and must-nots.

Business goals, objectives, and expected outcomes

What the organization expects to gain from the project. For an online shop this might be to increase conversion rates, but other organizations may have less concrete goals such as improving understanding or feedback ratings.

Target audience

Who does the organization want to be using their new product? The depth of this audience information can differ wildly, from everybody to detailed demographic and behavioral breakdowns.

Brand guidelines

Any requirements to convey existing brand personality, such as tone of voice, logos, use of imagery, and so on.

Key stakeholders

Who is my point of contact? Who must I show my findings to? Who must approve my designs?

Expected timings

When must the project be completed by? Are there any deadlines I should know about?

Technological constraints

Are there any technologies the project must use? For example, *content management systems* or *merchandising software*. What are the strengths and weaknesses of the technology?

Related activities

Are there any other projects that intersect with this one? For example, *we often find that clients run re-branding exercises alongside our UX work*. Another example is *implementing new technical solutions, such as changing a back-end system or search supplier*. It is useful to know at the outset when the results of other projects will be available to incorporate into your project, and to flag if this causes difficulties.