

DESIGN BRIEF

Your project and time is important to us. This questions are designed to help better understand the scope of your project and focus on your wants and needs. Please think about these questions and any others that you may have as they will help lead our discussion when we meet about your project. We look forward to hearing from you.

What problem(s) does this product solve?

What do you need the product to do?

When do you need the product?

What are some reasons why people would use this product?

What goals would this product help you accomplish?

What words would you use to describe the product?

Who are the individuals or groups that could influence this project or be influenced by it?

Are specific portions of the product more critical than others?

Are there any constraints or rules to which the product must conform?

How is the product you envision similar to the way you perform a task/conduct business now? How should it be different?

What aspects of the current product or process do you want to retain? To replace?

What is most important to you about the product?

What must this product do for you to call it a success?