
Creative Brief

This document provides a brief description of the project. It outlines the objectives, audience, and assumptions for the project and details the creative concept the team intends to use moving forward. This document should accompany the materials for the Conceptual Design Review.

Project Details

Date:

Prepared by:

Phone:

Email:

Project name:

Design Lead:

Product Manager:

Business Lead:

Hand-off to Engineering: (mm/dd/yy)

Product Release: (mm/dd/yy)

Business Overview

Use this section to describe what the company / organization does. What is your company's history?

Project Concept

Provide a two-sentence summary that describes the core user value of this project. If the value of the project is primarily a business one, then mention that, too.

Business Objectives

Use this section to list the business and product objectives or goals for the project (for example, to increase membership, to promote content, or to increase commerce).

Project Budget

Use this section to define project budget to maximise the time spent on it.

Project Time Scale / Deadline

Use this section to define a detailed schedule of the project and set a realistic deadline for the completion of the work. You should take into account the various stages of the design project such as consultation, concept development, production and delivery.

Audience

Use this section to describe the audiences (primary and secondary) for this project/product. Include any information that you have about the audience (demographics, etc.).

Assumptions and Research

Use this section to state the elements or characteristics of the project / product that must exist per the business mandate as well as any data, usability analysis and research that could inform the project's design. Also note any research plans.

Competitive Landscape

Use this section to list some examples of competitive products, what are they doing, and how the team can learn from them. This should be from the UI/Creative perspective and should be a companion to the any feature comparison done by the Business Owner or Project Manager.

Benchmarks

Some examples of what you consider to be effective or relevant design. Things not to do, and styles that should not be applied in the design. This will give the designer an idea of what to avoid and will avoid disappointment on your behalf.

Required Materials (copy and pictures)

*What copy needs to be included in the design? Who is providing the copy?
What pictures / photographs / diagrams etc need to be used? Who is providing these?*

User Value Proposition / Benefits

Use this section to list the user benefits or value of the project.

UI Considerations

Use this section to list UI considerations for the project.