Design Brief Template

Opportunity Statement

Expresses both a gap in the market and space where we can create value for the customer/user. This doesn't suggest what we should design. Just why.

- What high level of opportunity are we trying to solve for?
- What opportunity are we trying to capture?
- What does each user type find compelling?
- What turns them off?
- What do they value?
- What doesn't matter to them?
- What tone/voice do they trust?
- What do they worry about?

Behavioral Goals

What user/customer-behavior will define our success?

- List actions a customer/user will need to take to fulfill the opportunity statement.

How are Customers/Users Doing This Now?

Most people are looking for a better simpler way to get value and that's our opportunity.

- How are they getting value now?

What are Their Pain Points?

What frustrates people about the way they are doing things today?

- These are the problems that we need to solve for if we want to be perceived as valuable.

What Would Make Them Happy?

What have people told us they want? This is a wish list of things that our potential user would like us to promise them.

- Dear Santa....

Technical, Branding, Budget, and Regulatory Requirements

Add details.

- Add details