Design brief template

Project name:

Client’s name:

Designer’s name:

## Project overview and scope

#### What is this project about and what its purpose?

## Project goals and objectives

#### What will success look like for this project?

## Company and brand overview

#### Who is the client? What does their company sell or provide?

* How big is the company and its market?
* What makes the company unique?
* What's their mission and vision?

## Target audience

#### List key pieces of information about the target audience as it pertains to this project.

* Persona documentation
* Demographics
* Age, gender, location, etc…
* Psychographics
* Social media of choice
* Hobbies
* Habits
* Pain points

## Milestones and schedule

#### Define as many milestones as applicable. Don’t forget to include details on the client’s feedback schedule.

### Milestone 1:

Goal:

Timeline/deadline:

Client feedback due:

Deliverable:

Cost:

### Milestone 2:

Goal:

Timeline/deadline:

Client feedback due:

Deliverable:

Cost:

## Budget

#### Include overall project coast, hourly cost or a menu of cost per task or milestone

## Deliverables

#### What deliverables should the client expect at the completion of the project or each milestone?

## Stakeholders and review process

#### Who are the stakeholders? What is the design review process like? What is expected of the client in this process?