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 cost, 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?