

The Importance of a Design Brief



What do I need to Extract?

A thorough and articulate design brief is a critical part of the design process. It helps develop trust and understanding between the client and designer - and serves as an essential point of reference for both parties.

Benefits of a good brief?

Get an understanding of client's needs and expectations for a project

Gives the client peace of mind and a sense of involvement in their project request

Lays out the timeline and milestones which will keep the project on track

Improves communications and working relationships

Allows any misconceptions or missing information to be brought up for discussion

What to Include?

Company Overview and Project Description

AIDA

USP

Target Audience

Pricing

Goals and Objectives

Competition

Logo/Design Elements (Brand Image)

Current Advertising

Call to Action

Timescales

Company/Client Overview

Every thorough design brief starts with information about the client, specifically their brand and business.

What do they do?

What are the client's key products or services?

How big is the company and its market? What makes the company unique?

Project Description

A good project overview will address two key questions: what and why?

“What” refers to the scope and scale of the project. What is the project about? Is it a redesign or a new feature? What will the deliverables be?

“Why” refers to the design problem the client is facing and how you’re going to help them with it.

Project Description

**Describe the project in one or two sentences.
Boil it down to the basics.**

This gives everyone who might come into the project (at any point in time) a high-level understanding of what the project is.

AIDA

Attention

Interest

Desire

Action

USP

A unique selling proposition, more commonly referred to as a USP, is the one thing that makes a business better than the competition.

It's a specific benefit that makes the business stand out when compared to other businesses in the market.

Target Audience?

Outline who you're trying to reach with the campaign.

This can be simply a certain user persona or it can be a demographic outline.

This is important as it gives the project member an idea of who they're talking to/ designing for.

Pricing?

How much can you spend on this project?

This can either be a client's budget or internal resources that are dedicated.

You can also think of this in terms of hours devoted to this project.

Goals and Objectives?

Goals describe the overall purpose of the project, while objectives are concrete measures of success in reaching a goal.

What is this project meant to achieve?

What will success look like for this project?

Competition?

Who are the major competitors – locally, nationally, internationally?

Finding out information and insight into your client's competition will help you make better design decisions.

Logo/Design Elements (Brand Image)

Make sure you are consistent with the client's branding. Not just logo's but also fonts, colour palettes etc.



Current Advertising

How will this brief fit in with the client's current advertising and promotional activities?



Call to Action

**What do you want the target audience to do/
What is the objective of the brief?**



Time Scales

Break down the key dates – summative assessment deadline, interim deadlines?



SMART Objectives

SPECIFIC

MEASURABLE

ATTAINABLE

RELEVANT

TIME BASED

S

Specific

- State what you'll do
- Use action words

M

Measurable

- Provide a way to evaluate
- Use metrics or data targets

A

Achievable

- Within your scope
- Possible to accomplish, attainable

R

Relevant

- Makes sense within your job function
- Improves the business in some way

T

Time-bound

- State when you'll get it done
- Be specific on date or timeframe

SPECIFIC

What is the product/service?

What is the USP?

What incentive are you offering?

What do you want to accomplish?

Why is this goal important?

Who is involved?

Where is it located?

What resources or limits are involved?

MEASURABLE

How Much?

How Many?

How will I know when it is accomplished?

Call to Action/Tracking

Client Satisfaction?



ACHIEVABLE

How can I accomplish this goal?

How realistic is the goal, based on other constraints?



RELEVANT

Is it relevant to the target audience?

Is it right for the client's brand image?

Does this match the clients other efforts/needs?

Does it satisfy the assessment criteria?



TIME BASED

Time constraints?

Client deadline?

Project assessment deadline?