

Customer Content Brief

Customer Name			
Interview Date			
Customer Overview			
Participants Names	Title	Email	Bio/ Area of Expertise
Scenario/Usage			
Description			
Product(s) and/or Services Used			
Content Type			
Deliverable(s)			
Format			
Style Guide			
Guidelines & graphic style (e.g. illustration, image, a combination of both)			
Notes			
Topics			
Priority theme(s)			
Questions			