

Design Brief

Client:

Project:

Brief Prepared by:

Date:

Research methodology

Key insights

Insight: Share your most relevant observation from your research.

Therefore: Explain the conclusion you've come to based on the insight.

Concept: Articulate the design concept by revealing your actual idea in a few sentences.

Execution: Communicate how the concept will be conveyed in the project/design you're creating.

Benefit: Reveal the reason why you're executing the project in this way and how it will relay the perks to the consumer.

Our Recommendations

Message: State the takeaway based on the project you've described.

Objective: Reiterate the goal that was outlined in the initial client brief or project assignment.