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[NAME OF PROJECT] – Project Brief

Project Title	<i>Include the name of your project, as it's referred to internally</i>
Client Name	<i>List your client's name and contact details, as needed</i>
Project Manager & Email	<i>Include the name and email address for the lead project manager</i>
Kickoff Date	<i>List the anticipated kickoff date</i>

Project Summary
<i>Write a short and succinct project summary that outlines the purpose of the project, who it's serving, what issue or roadblock(s) it will address, and any necessary background information. Remember to be direct and to the point; do not include extra details or fluffy language.</i>

Goal/Objective	Success Metric
<i>List your main goal in clear, direct language.</i>	<i>Include specific, measurable metrics for success. Include any details on what would be considered a missed goal (failure to succeed).</i>
<i>List any additional goals as needed.</i>	<i>Include additional success metrics for each unique goal listed.</i>

Target Audience
<i>Outline who the project's target audience is. Include demographic information to help narrow targeting, and any additional information to provide useful context.</i>

Project Timeline		
<i>Kickoff</i>	<i>Date</i>	<i>List items to be completed by this date.</i>
<i>Phase 1 Checkpoint</i>	<i>Date</i>	<i>List items to be completed by this date.</i>
<i>Phase 2 Checkpoint</i>	<i>Date</i>	<i>List items to be completed by this date.</i>
<i>Final Review</i>	<i>Date</i>	<i>List items to be completed by this date.</i>
<i>Soft Launch</i>	<i>Date</i>	<i>List items to be completed by this date.</i>
<i>Official Release</i>	<i>Date</i>	<i>List items to be completed by this date.</i>

Key Contacts	
<i>Customer Support Team Lead</i>	<i>Name and email address</i>
<i>Software Expert</i>	<i>Name and email address</i>
<i>Legal Advisor</i>	<i>Name and email address</i>