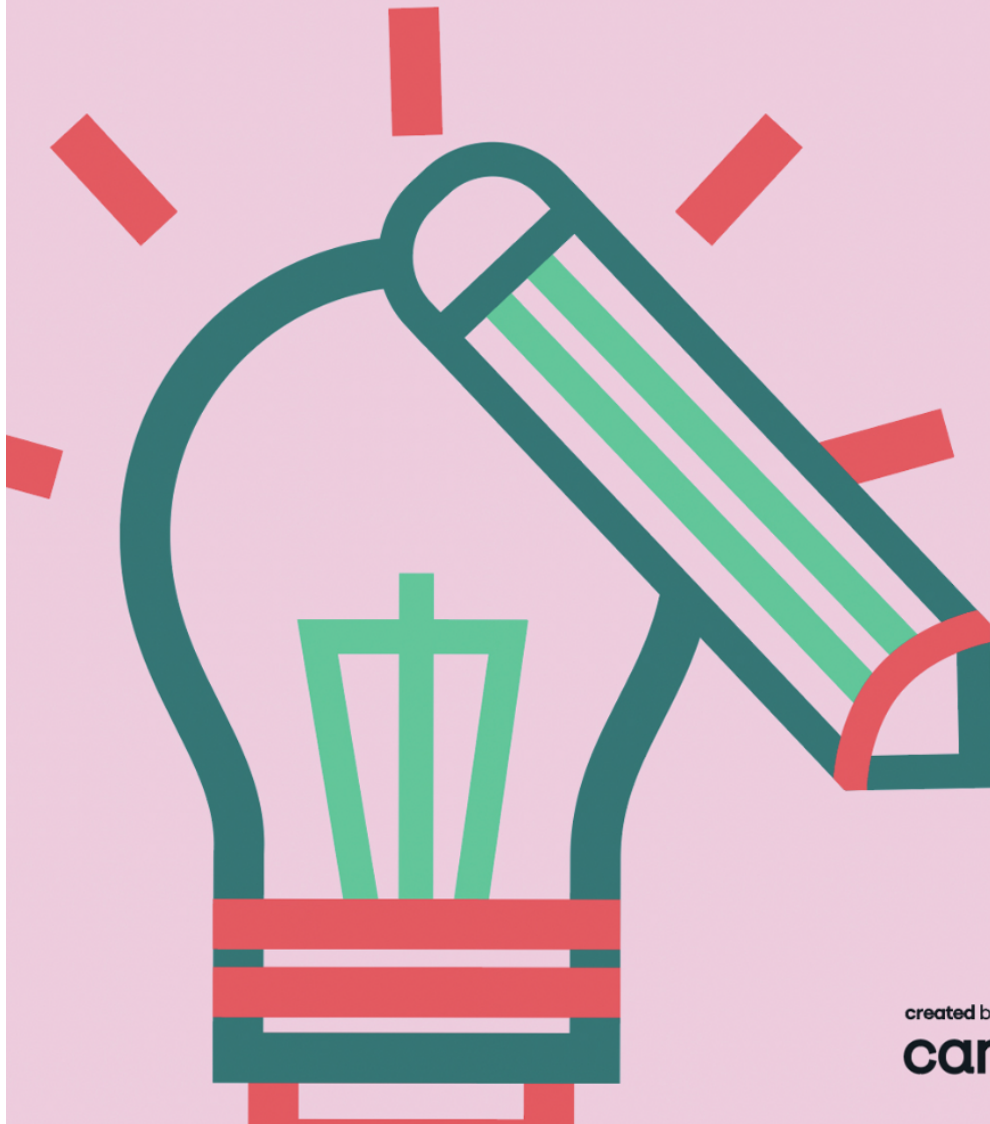


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The Design Brief Template



created by
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Design Brief for [Insert Company Name]

Business Overview

[Insert Company Name] is looking to:

- Do this
- Do that
- Do the other

[Insert Business Overview Here]

The first thing you should explain when writing your design brief, is about your business and the sector you work in.

Try to answer the following questions:

- What do you do and how do you make your money?
- How do customers currently buy from your business?
- What makes your business unique within the marketplace?

The more you can offer in the first instance here, the better.

Project Objectives

Your goal for a branding project, could simply be something like:

"We need a new brand identity to help us stand out from the noise. The market place we operate in, is crowded. Therefore, differentiation matters. Our space is saturated with boring brands, we want to make a difference with the way we look."

A website project goal could be even more basic:

"Our website doesn't sell enough products. We want to know why, and then make the necessary adjustments to make it convert more of our visitors into buyers."

Also include your measures of success:

1. Success factor
2. Success factor
3. Success factor

Target Audience/Markets

[Check out this post](#) for a more detailed guide into creating customer personas.

Outside of demographic and psychographic traits, ask yourself the following about your customers:

- What does their family structure look like?
- What type of car they drive?
- Are they a pet owner?
- What newspaper/magazines do they read?
- Which websites do they visit? And for what purpose?

Try to include 3 customer persona examples here.

The Problem You're Facing

Goals and objectives focus on where you want to be.

The problem you're facing, focuses on the here and now.

Try to share as much information about the problems you're facing as you can.

For example:

- What works with your current brand/website vs what doesn't
- What you like vs what you don't
- Things you would like to keep and things that can go

Project Specific Information

Project specific information can be tricky to outline in a design brief.

If you look at a website redesign project as an example:

- What is your current website built with? Are you happy with it?
- Do you use tools to measure statistics and conversions? Can you share these?
- Are there any key pages that drive traffic and conversions?
- Is there a brand guideline that would help with redesigning the site?
- Where is the website hosted? Will it stay there?

If you have specific requirements, it's best to get them listed out now.

Other things to consider are:

- Are you integrating your new website with a CRM system?
- Do you have a newsletter?
- What does your digital marketing plan look like?

Scope or Size of the Project

Is it a complete overhaul? Are you creating something new?

Features and Functionality

What is it you actually need your design project to do?

Other Considerations

- Integrations
- Accessibility
- Anything else your agency need to consider

More About Your Business

Things to include here could include:

- Your brand strategy
- A link to your brand guidelines
- What have you done to arrive at this point?
- Who makes up the business?
- What are you most proud of?
- Why did you get started?

Examples of work you like

Showing your agency examples of work you like gives them an insight into what you're trying to achieve with your own branding.

As a result, include some examples of work that you like which could be in the form of links to other websites or screenshots.

Competitor Information

It's good to include some competitor information. Try listing out:

- Name
- Website Link
- What You Like About Them
- What You Don't Like About Them
- How You See Yourself in Relation to Them

Project Timescales

Use a table like the one below to outline your projects.

Deadline for brief submissions	[date]
Invited agencies to present proposal	[date]
Agency appointed	[date]
Project ready	[date]
Go live (if applicable)	[date]

Project Budget

Include a suggested budget if possible, if not, a budget range.

We have a range of posts about design project budgets if you're not sure:

- [How Much Does Logo Design Cost?](#)
- [How Much Does Branding Cost?](#)
- [How Much Does a Website Cost?](#)

Project deliverables

You need to consider the different elements that you require to complete your design project.

- What do you expect to receive at the end of the project?
- What file formats should work be supplied in?
- What sizes and resolutions are needed?

Contact Information

List out the people involved in the project here. This is what you should include:

- Name
- Phone
- Email
- Hours available
- Is it appropriate to contact them?

How the Project will Be Awarded

Typically people assign a percentage of awarding criteria to the following elements.

- Cost/Value for Money
- Quality of Work
- Previous Experience
- Alignment to the Design Brief
- Suitability of the Agency

Required Response

You need to let your agency know what you're expecting back, by when, and how to submit it.

This could be as simple as:

- A written response to the brief
- Examples of relevant work
- Testimonials from happy clients

Make sure you also include:

The email address to submit the proposal to, and the date by which you're hoping to receive your submissions.