

Design Brief Template

Project Info

Project Name:	
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Project Overview and Objectives

Briefly describe the project's purpose, key goals, and what you aim to achieve.

Target market: Identify if the product targets businesses or consumers and specify regions.	
Key differentiators: What sets your product apart from the competition?	
Aesthetic goals: Describe the desired look and feel (e.g., sleek, robust, elegant.)	

Design Goals

List the key design goals for the project.

Functionality: What specific features or functions should the design incorporate?	
User experience: What should the user experience feel like?	
Materials: Should any specific materials or technologies be used?	

Key Deliverables and Timeline

Specify the main deliverables and set a clear timeline.

Deliverables: This can include prototypes, final design files, and manufacturing-ready models.	
Timeline: Define key milestones, like prototype delivery, user testing, and final design.	
Additional considerations: Do you need CAD files for specific design features?	

Budget and Resources

Outline the budget and necessary resources.

Total budget: Define the budget for design, prototyping, and production.	
Additional resources: Specify tools or expertise required for the project.	

Brand Guidelines and Visual Preferences

Ensure the design aligns with your brand's visual identity.

Brand colors: List any specific brand colors to be used.	
Logo usage: Provide guidelines on logo placement and use.	
Visual style: Define the overall style (e.g., minimalistic, bold, playful.)	