Project Briefing

—

[Your organisation]

[Your project name]

—

[Date]

[Point of contact]

[Email address]

[Phone number]

This is the start of something very special.

With this brief you’re about to kick off a creative, technical and impactful process. By the end of this document, you’re going to have outlined your plans for your next digital project and everyone involved will be really clear on the ‘what’, ‘when’, ‘how’, and most importantly the ‘why’ of this project.  
  
This is a really important stage of any project as it is here that you get your vision down on paper and set the parameters for how the team at DEV can help you make it a reality.  
  
If you are already clear on what you want to achieve with this project, then this document should take only around 30 minutes to complete but will save a huge amount of work in the long run by providing everyone with a really full and focused picture of your project.  
  
If you don’t know yet where you want this project to take you, then this brief is a really good place to start as it will help you focus your thinking on the key questions for any digital project.  
  
So with that, let’s get started...

*Note: Wherever you see [square brackets] in this document, that’s where we need your input.*

# The Win

#### **Why are you doing this project?**

Assume we know absolutely nothing about your cause or previous work. What is this project going to change? What’s the driving motivation to dedicate resources to this work?

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| *[(Enter your answer here) (100 words max.)]* |

#### **The one tweet celebration…**

It’s one year after launching this project and you have one tweet to celebrate the success you’ve seen in the last 12 months, what do you say?

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| *[(Enter your answer here) (140 characters max.)]* |

#### **How will you measure the success of this project?**

What metrics, stats, KPIs or other numbers will you be looking at to assess this project? If you have specific goals, please tell us.

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| *[(Enter your answer here) (100 words max.)]* |

#### **The pre-mortem**

Imagine it’s one year on from launch and this project has been a failure. You haven’t reached the goals listed above. Why did that happen? Try to imagine what your answers would be.

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| *[(Enter your answer here) (100 words max.)]* |

# The Audience

#### **Who is this project aimed at engaging?**

Do you have details on who you’re trying to reach with this project? The more specific you can be, the better.

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| *[(Enter your answer here) (100 words max.)]* |

#### **How will that audience be reached?**

How are you going to get that audience to see this work and engage with it?

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| *[(Enter your answer here) (100 words max.)]* |

# The Project

#### **Short description of what you would like The Developer Society to produce**

Can you give a high level overview of what needs to be built

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| *[(Enter your answer here) (250 words max.)]* |

#### **Does this project have any key deliverables?**

Are there are any particular elements that MUST be delivered? For example, ‘website must have a form where supporters can sign our petition’

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| *[(Enter your answer here) (100 words max.)]* |

#### **Accessibility requirements?**

At DEV we work very hard to make sure our sites, tools and platforms are usable by as many people as possible. Do you have any additional accessibility requests?

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| *[(Enter your answer here) (100 words max.)]* |

#### **What are the sign off and review steps for this project?**

If you can, please outline briefly the steps involved in signing off this project in your team. This will help us understand your process and the rounds of review we need to plan for.

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| *[(Enter your answer here) (100 words max.)]* |

# Getting Creative

#### **What external work inspires this project?**

Do you have some examples of the look/feel/style of projects from other orgs that should inform this work? It could be as related as ‘we want our site to look like this other site’ or as out there as ‘this song inspires the movement this platform will power’ - get creative!

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| *[(Enter your answer here) (100 words max.)]* |

#### **Is there any internal work that inspires this project?**

Is there a project that your organisation has worked on before that you think could inspire this work? What elements of this/these projects do you particularly like?

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| *[(Enter your answer here) (100 words max.)]* |

#### **What are the keywords for this project?**

Try to list some key words/phrases that describe the look/feel/user experience that you want this project to evoke.

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| *[(Enter your answer here) (5-10 words max.)]* |

# Timelines

#### **Is there a hard delivery date and if so, why?**

Is there a date this project must be delivered by and what is the deadline tied to? This helps us understand the constraints you’re working to.

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| *[(Enter your answer here) (50 words max.)]* |

#### **If there is no hard delivery date, is there a date you’re aiming for delivery?**

Is there a date you would like to see this project delivered by and what is this tied to?

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| *[(Enter your answer here) (50 words max.)]* |

#### **Are there set milestones or review points in this project?**

Do you have set points at which you need certain parts of the project delivered or elements produced for sign off?

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| *[(Enter your answer here) (100 words max.)]* |

# Budget

#### **Is there a set budget for this project?**

*The more information we know about your budget, the better chance we have of coming back with an awesome plan you’ll love straight away that offers you the most value possible. (P.S. Don’t worry, as a not for profit cooperative we legally can’t make a profit on our work!)*

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| *[(Enter your answer here) (50 words max.)]* |

#### **If budget were no object, what changes would you make to this brief? What else would you ask for?**

This helps us step outside the boring financial constraints and think in expansive ways to see what else we can incorporate in.

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| *[(Enter your answer here) (100 words max.)]* |

# Response & Next Steps

#### **Is there a specific format you need to see a response from us in?**

Shortly after receiving this brief we’ll come back to you with a detailed proposal, an outline of deliverables and costs, and a timeline for next steps but if there’s something specific you need from us to move this process forward, please let us know.

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| *[(Enter your answer here) (100 words max.)]* |

...and that’s it!  
  
Thanks you very much for filling out the sections above. You’ll be hearing back from the team at DEV soon and if you have any questions in the meantime, don’t hesitate to get in touch.

Talk to you soon,  
The team at **DEV**