



PRODUCT DESIGN BRIEF

For existing products

Company Name

Company Website

Product Overview

In short, my product is

a mobile app

a website

an online store

a web app

a software

other:

For

individual clients

B2B market

That

Explain what needs or problems you intend to solve by providing what features

People Involved

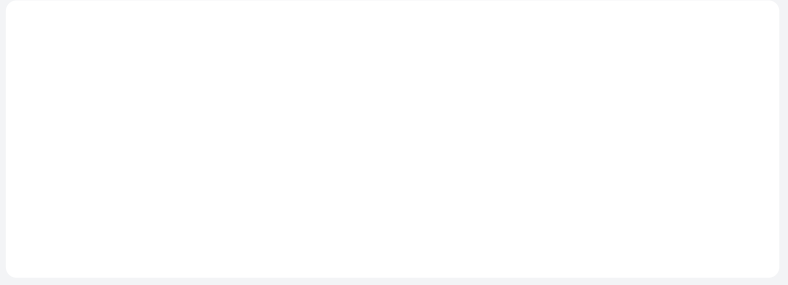
How big is your team?

Who is the project's primary contact?

Who are other key stakeholders?

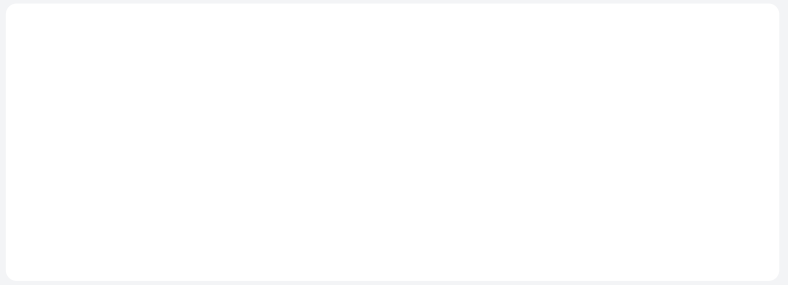
Problem Definition

What bothers you the most? What challenges is your product currently facing?



Goals

Try to be as specific as possible. Remember the SMART rule. Goals should be: Specific, Measurable, Achievable, Relevant, and Time-based



Scope

Divide all the things you want us to do into three groups: what needs to be done, what might be in the scope, and what shouldn't be included in the scope, but you plan to implement in the future if possible.



Target Audience

Your customer segments who are currently using the product. You might divide them into groups like: *Hard Users*, *Regular Users*, and *Rare Users*. If you want to expand and reach a new customer segment, include it here as *Desired Target Audience*.



User Research

Have you ever interviewed your clients or conducted any type of user research or testing?

Yes

If so, what was the goal of the research?

No

Do you gather user feedback or have any type of customer support center?

Yes

If so, can you provide us with some reports in the later stages?

No

Do you have a group of users who are available for testing if needed?

Yes

No

Competitive Analysis

List your 3 main competitors.

What are their strengths and weaknesses in comparison with your product?

What do you like and dislike the most about these products?

Data Analysis

Do you monitor users' behavior?

Yes

If so, name the tool you are using. At an early stage of our cooperation, we might ask you to share the reports or give us access.

No

Style Guidelines

Brand guidelines

I have and I can share

I have but I plan to change it

I have but I want you to make some improvements

I don't have

Design system or style guide

I have and I can share

I have but I plan to change it

I have but I want you to make some improvements

I don't have

Technology

What's your product's tech stack?

Budget

What's your budget for this project?

Schedule

What are the most important milestones? Is there a hard deadline for this project?

Other Relevant Information

Include any additional critical information you think might be helpful when creating an offer for you.