



PRODUCT DESIGN BRIEF

For new products

Company Name

Stage

- It's an initial idea
- My vision is clear, I need help to implement it
- The work has already started, I need support

Product Overview

In short, my product will be

- a mobile app
- a website
- an online store
- a web app
- a software
- other:

For

- individual clients
- B2B market

That

List out the main features above

People Involved

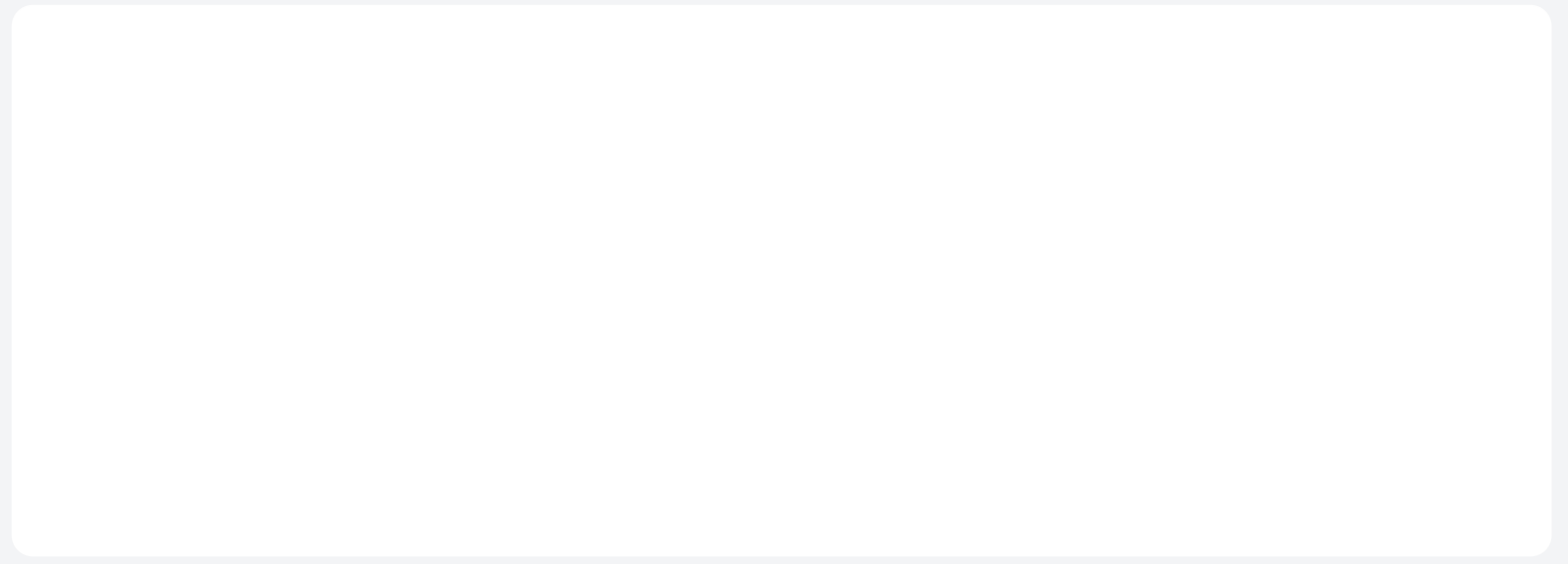
How big is your team?

Who is the project's primary contact?

Who are other key stakeholders?

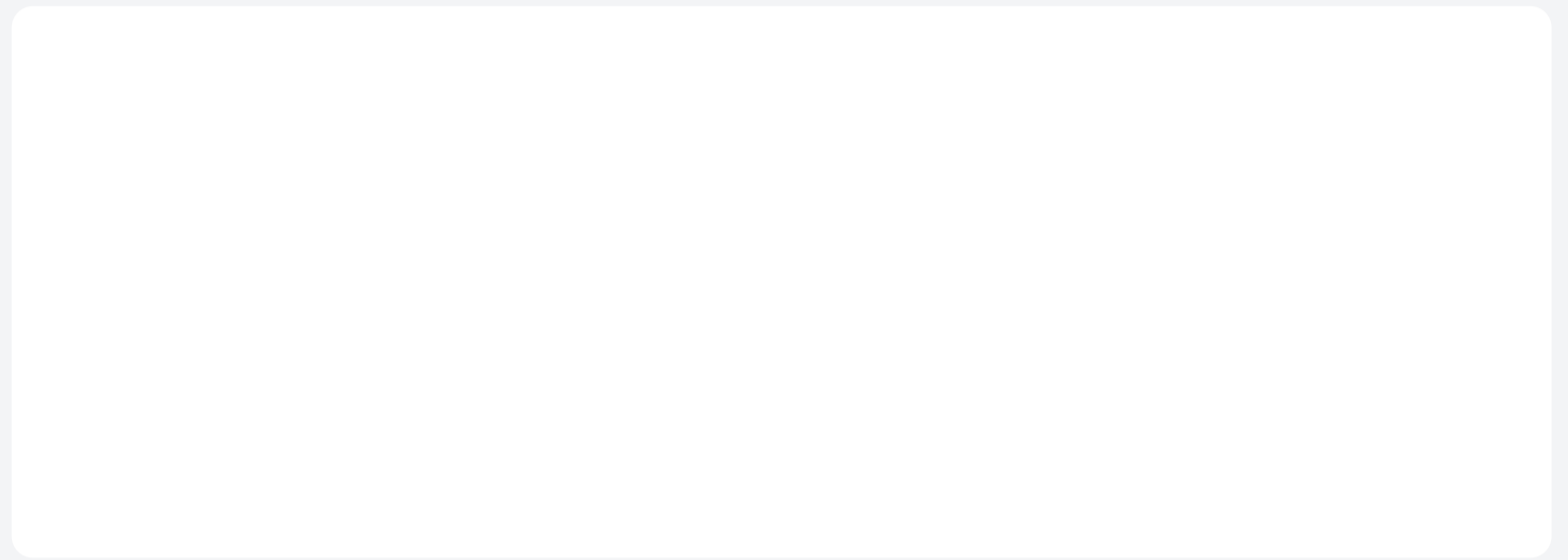
Problem Definition

What bothers you the most? What challenges are typical for products like yours?



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

The customer segments you plan to reach. You can divide them according to the importance level.



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

Share about 3 competitors from your market, write their names below.

What are their strengths and weaknesses in comparison with the product you plan to launch?

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

Desk Research

Have you researched the data like reports from the market or data about your future customers' behavior?

Yes

If so, please share your main findings.

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

In which technology do you plan to build your product?

Budget

What's your budget for this project?

Schedule

What's the deadline for this project? What are the most important milestones?

Other Relevant Information

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