

Design Brief Template

Fill this in before your project starts. One clear brief saves weeks of revisions.

PROJECT DETAILS

Project name

Company / client name

Date

KEY CONTACTS

Main point of contact

Who has final approval?

Designer / agency

1. PROJECT OVERVIEW

What are we building, and why?

Describe the project in 2-3 sentences. What problem does it solve?

2. BUSINESS AND BRAND BACKGROUND

What does the business do? Who does it serve? What makes it different?

Brand guidelines attached?

Yes / No. If no, describe your brand in 3 words:

3. TARGET AUDIENCE

Who is this designed for?

Be specific: demographics, job role, what they care about, what they worry about.

4. GOALS AND SUCCESS CRITERIA

What does success look like? How will we measure it?

E.g. 20% more enquiry form submissions within 90 days of launch.

5. SCOPE AND DELIVERABLES

What is included?

List pages, formats, versions (desktop/mobile), etc.

What is out of scope?

E.g. copywriting, photography, hosting.

6. DESIGN REFERENCES

Designs you like (and what you like about them)

Designs you don't like (and why)

7. TECHNICAL REQUIREMENTS

Platform, integrations, device/browser requirements, file formats

E.g. WordPress + Elementor, must work on mobile, deliver Figma source files.

8. TIMELINE AND BUDGET

Project start date

Total budget or range

Key milestones

Payment terms

Hard deadline (and reason if there is one)

9. ADDITIONAL NOTES

Anything else the designer needs to know?

Constraints, brand rules, things that must not change, previous work to reference.
