

## The Design Brief

Question		Response	
Q1: What?  The Design Challenge	<p>What Challenge, problem, or opportunity is being addressed by this project?</p> <p><i>Think of this as an early elevator pitch that describes the “what” and “how” of the project in concrete, easy to understand language. Encourage the Design Team to continue refining this pitch once they begin the work.</i></p>		
Q2: Why and from whom?  Project Significance	<p><b>Why</b> does this matter and to whom? Who is the “user” the team is designed for?</p>		
Q3: How Big?  Project Scope	<p>How big is this project? What is within the scope and what is outside the scope of the project?</p>		
Q4: By When?	<p>What is the deadline? What are other dates or time constraints?</p>		
Q5: Who?	Who will do this? Who will you ask to lead this project?	Name	Title
	Who will be on the Design Team?	Name	Title
Q6: What to avoid?  Improvement History	<p>What has been done in this area before? What were key lessons learned or mistakes to avoid?</p>		
Q7: Where to look for data?  Exploration Question	<p>What are the key questions the team will need to explore in order to drive into the design challenge? Where should the team look for data to answer these questions?</p> <p><i>This guidance to the team about how they should approach the “discovery” phase of the process.</i></p>		
Q8: How good?  Desired Outcomes and success criteria	<p>What is the desired outcome for this project? What would success look like? What are the characteristics of a good solution or response to the design challenge? What metric will be used to assess this?</p>		