

DESIGN BRIEF

**Project
Description**

Intent Scope

Exploration Questions

Target Users

Research Plan

Expected Outcomes

Success Metrics

Project Planning

DESIGN CRITERIA

Design Goal

User Perceptions

Physical Attributes

Functional Attributes

Constraints

NAPKIN PITCH: Concept Name

Need

Approach

Benefit

Competition

LEARNING GUIDE

Strategic Intent

Remaining Key Assumptions to Be Tested

In-Market Test Plan

Financial Capital to Be Expended