

Everything starts with the brief – help us help you!

The brief is our key to understanding you and the basis for a successful partnership. It is your description of how you would like assistance. To guide you in the process of collecting your thoughts we have created this brief for you to fill out. The idea is to have the brief as a point of departure for a first meeting. The document helps in being aware of your expectations and allows us to be able to ask the right questions, to be proactive and avoid misunderstandings down the road.

You might feel that you don't have all the answers right now. No pressure – that's also an important finding and something for us to discuss.

We have put together some main areas that are important for us and our team to cover to do a good job. You may surely think of things that does not fit under any of our headlines but are worth discussing all the same. Put those down under "Other" on the last page.

Project background

Example questions for inspiration:

- Why do you want to proceed with this project right now?
- Are there any special challenges you are facing right now?
- Which issues are you hoping to address and how do you prioritize between them?
- What's the driver behind the project, e.g. is it the competitor moves or are you looking to outpace them?
- Have you been inspired by other industries or examples?
- Have you received input from customers or other stakeholders?
- What's the internal view and support for the project?
- Is it a one-time project or a long-term commitment in your view?

Consider keeping it high level at this point. That is focus on purpose and background rather than a final solution. That allows us to keep an open mind and not box ourselves in when considering possible ways forward on solving the issues at hand.

Write your answer here...

Objective(s)

Example questions for inspiration:

- What are we trying to achieve?
- How would you define the results of a successful project? (The answer to how success is defined can help in prioritizing during the project.)
- What is the value added/created?
- What problems have been solved and what effects can you see in your business after a successfully concluded project?
- What does the customers think?

A worthwhile exercise is to think of what a failed outcome would look like and then consider the opposite.

Write your answer here...

Target audience, stakeholders and their needs

Example questions for inspiration:

- Who(m) are we doing this for? (What we are creating in this project)
- Who are the customers and what need are we serving?
- Are there different groups and how are they prioritized?
- Is it a new target audience we are looking for?
- Are there internal stakeholders and what are their interests?

Misunderstandings easily arise when there is uncertainty what the audience is. More often than not myopia leads to a difficulties in communicating this as it is seen as self-evident. That can imply problems further down the line when considering who should use what and how, regarding what is being produced in the project.

Write your answer here...

Prerequisites & constraints

It could be valuable for us to know the context of the project:

- It is important to understand what other projects are active in the organization and that can affect the project.
- There could be existing systems that affects our solution.
- What's our ambition; an MVP or a fully implementable solution?
- We should discuss the prerequisites of the project in terms of the organization's ability to contribute with:
 - Content and testing
 - Formulating detailed requirements
 - A product owner that, in cooperation with the team, defines features, user stories and provides continuous input

Openness with regards to prerequisites and constraints are crucial for avoiding a solid mutual understanding and avoiding poor prioritization.

Write your answer here...

