

How to use

Project name: Start date:	One line summary:
Aims and objectives: <i>Overall institutional aims for this project</i> <i>Opportunities or gaps ie, what problems could it help solve for the institution or the audience/wider issues</i> <i>Specific objectives for the project, perhaps based on opportunities and gaps.</i>	Target audience: 1. 2. 3.
People: <i>Everyone who may need to be involved internally or externally and what their responsibilities or likely interest in the project will be.</i>	Constraints: Final budget: Tech specs: Timescale:
Content (if relevant): <i>What are the top three messages or pieces of information you want users to come thinking about?</i> <i>What secondary information would you like to provide as depth and for the most engaged?</i>	User experience: <i>What should the user journey be, through the whole experience of using the product or service. What should the overall experience be like? What are the most important user needs that should be taken into account?</i>

References: <i>Are there examples of similar products or services that you like? What is it about them that works well?</i>	Functionality: <i>What features do you need the product or service to have?</i>
Risks: <i>What might prevent the project from being successful (e.g. resource issues, lack of marketing support, insufficient budget) and what could be done to mitigate against this? What do you need to be up front with agencies about? Should they address how they would tackle this in their response to the brief?</i>	Process: <i>Project management style (agile or waterfall?). Sign off procedures and milestones.</i> <i>Organisational needs relevant to process (ask agency to say what process they feel fits best with these):</i>
Measurement: <i>What do you want to know about how people might use this? How will you use that to develop or change the product? Are there particular user journeys you want to see and can they be tracked?</i>	Maintenance: <i>How will you ensure this stays live? What is the projected lifespan? Will this be your responsibility or the developer?</i>