

— DESIGN BRIEF



What?

Set up a short profile of your project. Write as many information as possible to create a thorough picture of your task. Agree on a concrete statement that describes the problem in all its facets.

Why?

Only when there is a sound and uniform understanding of the challenge in the team, you can develop a great solution in the course of the project. The goal of this exercise is to create a collective understanding about the project task within the team.

How?

The following elements and leading questions give you orientation. Feel free to add on to them.

Scope and Content

Which activities should be supported for whom?

What do we want to learn about the user/customer?

Previous Solutions

What does our previous approach look like and which elements can we take over? What is missing in our previous approach?

Design Principles

What are important clues for our team (What do we have to pay attention to, what do we have to consider?)

What constraints and key aspects are there?

At what point in the project do we want to involve whom?

Scenarios

What does our current vision of the future look like?

What possible future scenarios can we imagine?

Next Steps and Milestone

Until when should a solution be developed?

Will there be SteerCo Meetings which can provide us valuable feedback?

Possible Challenges for the Implementation

Who has to be involved early on?

How open is the culture for radical suggestions for solutions?