

ABOUT THE PROJECT

SHORT DESCRIPTION

Describe the project in a couple of sentences:

BACKGROUND

How did this project come about?

Who is involved in the project?

SCOPE

Describe the project's main objectives:

Is there any methods or actions that are especially interesting for this project? Why?

What should this project produce? Is there an idea in particular that the team should explore?

What is outside the project scope? What should the project not explore?

Describe your primary target demographics for this project:
For example; gender, age range, profession, nationality etc.

MILESTONES

What are the project's milestones? For example; Project Launch, Concept Sketches, Initial Design, Final Design. Are there dates and deliverables of each phase of the project?

EXPECTATIONS AND FOCUS

How should the team allocate their efforts? What should the team focus on?

Base the project on the knowledge and research the company currently has



Base the project on the knowledge the team gain through their own research

Outcome is expected to be feasible present-day



Outcome is expected to be feasible in the future

Incremental innovation



Radical innovation

Emphasis on one thoroughly thought through idea



Emphasis on multiple ideas