

## project brief - key information checklist

To help you find a starting point for your project we have put together a key information checklist below to help you realise your project objectives. Even though it is not definitive it will help you identify your key object and able us to give you an idea of the scope the project and a suitable budget.

### Project Description

What do you want to create and why.

### Project Objectives

Begin with what the project should achieve and aim to do. Order your objectives by importance and keep each point simple.

### Key Message

Do you have a message to promote? What do you think is the best way to represent that message?

### Target Audience

Who will be the main audience? What are the age group, gender etc? What are their key areas of interest and what limitations do they cause if any?

### Competition

How are your competitors trying to achieve the same goals? What do you like and not like about their offering? What are their strengths & weaknesses?

### Design and Branding

Is there any existing design and brand guidelines? Are you inspired by an idea or do you have a particular look in mind?

### Technical Considerations

What platform will the project be mainly used on? Is there any special requirement that need to be considered now or for the future?

### Marketing & Promotion

What marketing activities will be dependent on the project? Are user statistics important? Is email marketing, banner advertising, search engine optimization required?

### Support & Maintenance

Will the project evolve? Is ongoing support and maintenance required? Will you wish to update the project yourself and monitor results?

### Budget

Does the project have budget to be considered? Is the budget ongoing?

### Proposed Timeline

Milestones the project must meet

Remember to keep your answers short and to the point and do not hesitate to contact us should you have any queries or would like to discuss any point in more detail.