

# Potential areas needed for Brief Development

TITLE PAGE

Sets the tone for what is to follow

POTENTIAL ISSUES

Highlight several issues or opportunities in sentence form w

STAKEHOLDERS

A quick description of who is going to be using your product and or their role in the Issue

QUESTIONNAIRE

Write up relevant questions to ask your client/ stakeholders

INITIAL BRIEF

A basic statement outlining the issue and some simple requirements that are important for the final outcome

RESEARCH

Some information, possibly internet pictures of existing designs that could assist in product development. Notes to be included

LOCATION MAP

A map or diagram which shows which shows where potential solutions could go. Include descriptive notes

ACTUAL LOCATION

A detailed description or photo showing where the solution will go

**FEEDBACK FROM  
STAKEHOLDERS**

A summary of answers from questionnaire that you can use to create an initial brief

**KEY ATTRIBUTES**

Several factors or things that are important for any designs for your need. i.e resistant to weather conditions.

**REVISED BRIEF**

A modified or updated version of initial brief and requirements

**FIRST IDEAS**

Some basic sketches or pictures of existing designs or ideas that could solve your need

**CLIENT FEEDBACK  
ON FIRST IDEAS**

Some feedback from clients/ stakeholders on your first ideas

**REVISED IDEAS OR  
ISSUES**

Changes to initial pictures based on stakeholder feedback, sketches and notes required

**POTENTIAL SOLUTION**

A sketch or picture of a possible solution which addresses the needs of the final brief.

**FINAL BRIEF**

A detailed outline of what is required to be made to address the issue. Include requirements and specifications