

Writing a Design Brief

WHAT?

What are you going to design and make? What is it's function? What will it be inspired by? What size and shape will it be?

WHO?

Who are you designing for? Be specific - give an age range and make suggestions as to the type of person (e.g. business people, doctors).

WHEN/WHERE?

Where and/or when do you intend you product to be used?
Where will it be sold?

WHY? Why have you made these choices? Why is it important that you design and make this product?