

ITI0209: User Interfaces

03. Design Brief

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Why projects fail?



Let's do this great project...



now let's promise a deadline that we can never meet



let's add more to the scope and make drastic changes



wonder why can't I measure the progress



it's time to break the rules and do our own thing



let's not care about budget or time restrictions...



This project has been dragging on for quite a while



let's do a review to see what's going wrong



the project is going to be late and over budget, it is better to cut our losses now!

SMART

**Specific. Measurable. Achievable.
Relevant. Time-Bound.**

INSPIRATION

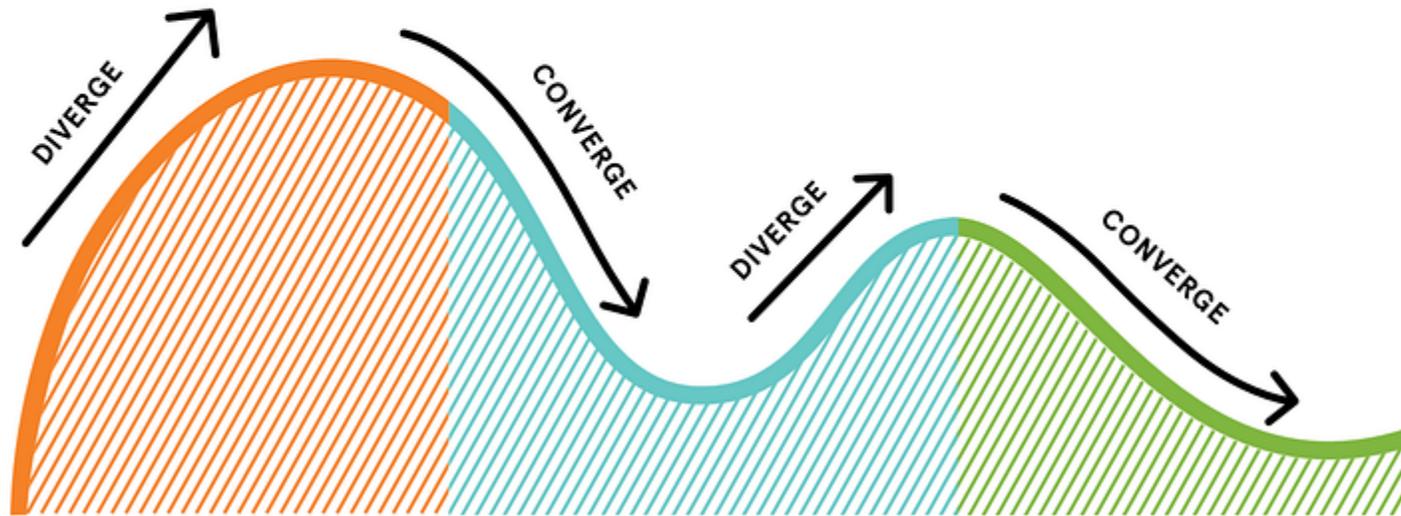
I have a design challenge.
How do I get started?
How do I conduct an interview?
How do I stay human-centered?

IDEATION

I have an opportunity for design.
How do I interpret what I've learned?
How do I turn my insights into
tangible ideas?
How do I make a prototype?

IMPLEMENTATION

I have an innovative solution.
How do I make my concept real?
How do I assess if it's working?
How do I plan for sustainability?



The documentation describes how a product, system, or service works, what it's for, why it's been built the way it has, and how you can work on it without losing your already threadbare connection with your own sanity.

Frederick O'Brien
Software Engineer. Guardian.

Benefits of Documentation

1. Every decision is documented.

All the knowledge generated around will stay in project forever, so other people can look at it and iterate from where you left.

2. Improves communication.

Helps everyone stay on the same page and being aware of the decisions made.

3. Limits endless changes from stakeholders.

Every stage focuses on a different angle of the problem, going from wider solutions to narrow ones. This allows people to focus on a single problem at a time.

4. The product is built collaboratively.

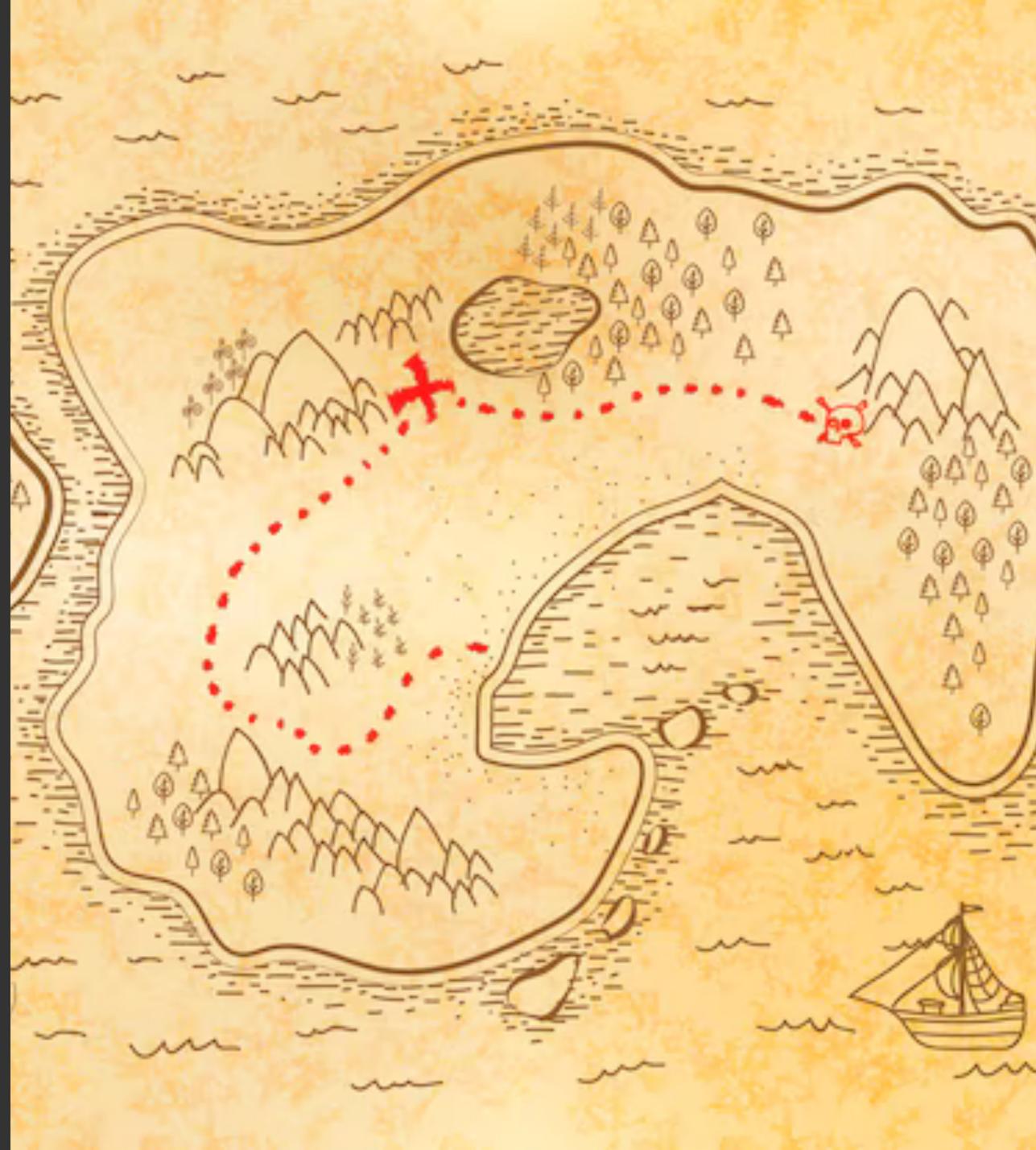
Instead of the stakeholders defining specific solutions, we let engineering, design, and other teams engage with the solution making them part of it.

Project Brief

It is a quick summary for project stakeholders that should create a common understanding and communicate the project requirements without bogging the parties down with too many details.

A brief is like a charted path: It asks you questions, and the answers will guide you to where you want to be.

It will not make the walk much shorter, but the chances of getting lost will be much lower.



UX Design Brief

Covers all aspects of project being initialized:

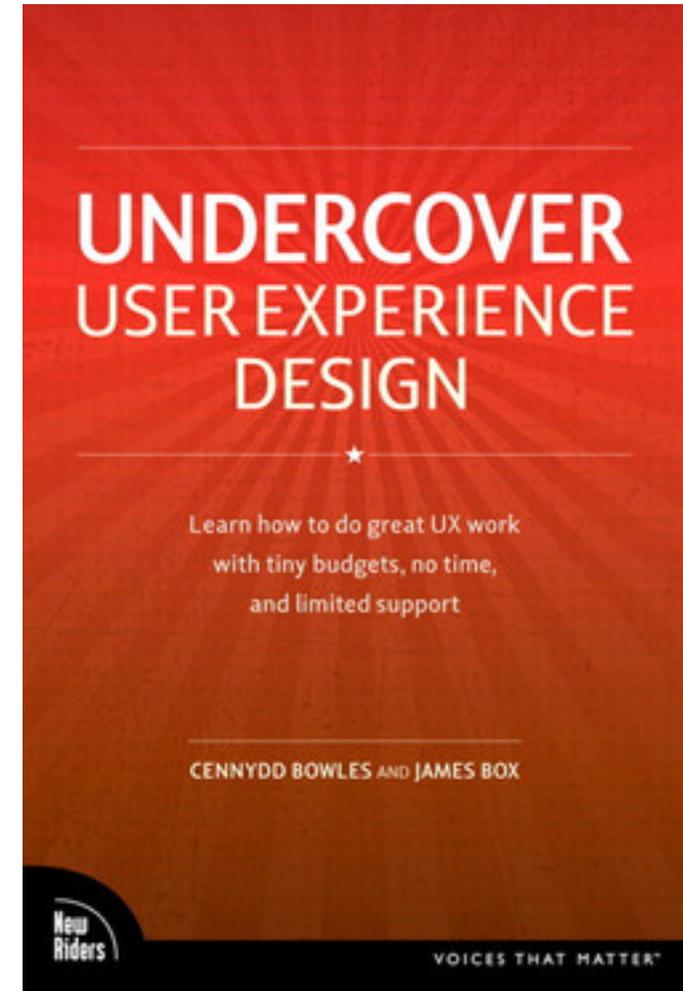
- Organization
- Application
- Users
- People involved
- Project itself

It is one of the most important documents of the project.

Undercover User Experience Design: Learn How to Do Great UX Work with Tiny Budgets, No Time, and Limited Support.

Cennydd Bowles. 2010

<https://www.goodreads.com/book/show/9039673-undercover-user-experience-design>



1. Organization



Organization

1. What is the organization's history?
2. What is the current standing of the organization?
3. What are the organization's goals?
4. Who are the competitors?
5. What are the organization's strengths and weaknesses compared to the competitors?
6. How is the organization structured?
7. How do we want the organization to be seen?

2. Application



Application

1. What is the application for?
2. What is its history (if any)?
3. What does the app do well? What does the app do poorly?
4. What technical platform does the app run on?
5. Does it use a CMS?
6. What content management processes does it support?
7. How much flexibility for technical change is there?
8. How would you rate the its usability? Structure? Content? Visual design?

3. Users



Users

1. Who are the current users?
2. Are they the same people the company is targeting?
3. What characteristics do they have?
4. Why do they use our application and not a competitors?
5. What do users say about our application?
6. How do they use our application now?
7. What do users need to do for us to be successful?

4. People



People

1. What is your role in the project?
2. Who else is working on the project?
3. What are their roles?
4. What is the decision-making/sign-off process? How long will it take?
5. Who else do we need to talk to?

5. Project



Project

1. What problem will the project solve?
2. What are the projects objectives?
3. How do they relate to the overall business objectives?
4. Why are we doing the project now?
5. What specific project requirements do exist?
6. What are the constraints (time, resources, technical, legal, and so on)?
7. What is causing them?
8. When do you think the project will be released?
9. Have we tried anything like this before? What happened?

Project ..

10. Does anyone else do this well?
11. What factors could make the project a success? Could we handle success?
12. What issues could throw the project off course? Could we handle failure?
13. How could we really screw this up?
14. How will we measure success or failure?
15. What is your gut feeling about the project??

A minimal brief:

Answers the following questions

1. What is the purpose of the service/product, what is it about and why is it necessary, what can be done there?
2. Who is it for, who needs this service/product? Why?
3. Who could this person be? What is his interest in using it?
4. Does this idea also have a commercial purpose? What is the model?
5. What functionality does the environment contain (purchase process, payment with bank links, ordering, product filtering, blog, etc.)?



In Conclusion:

- A brief is supposed to be brief.
- The brief is the what to be done. The creative/tech is the how.
- A brief defines the creative need and scope for a particular project engagement.
- A brief is one the most important parts of the creative process.
- The brief process also uncovers the hidden soft-values that your client finds important, helping to build an understanding of what drives your client.

Links

- Better Documentation And Team Communication With Product Design Docs. <https://www.smashingmagazine.com/2021/04/better-documentation-team-communication-product-design-docs/>
- The power of the design doc. <https://medium.com/deliveroo-design/the-power-of-the-design-doc-fbf5070163f8>
- How To Write a Perfect UX Design Brief? 10 useful tips. <https://www.elpassion.com/blog/how-to-write-ux-design-brief>
- The Creative Brief - An Excercise in Soft Values. <https://makrprocess.com/articles/2013/11/23/the-creative-brief-an-exercise-in-soft-values-between-client-and-agency>

Thank you! :)