Brief One Eleven

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| Why?(Need) | *What challenges is your organisation facing?**What is the nature of the challenge?* *(e.g. portfolio, communication, innovation, NPD, positioning, BEX)* |
| Who?(for whom?)﻿ | *What target group is the solution intended for?**(e.g. external customer, group within the organisation)* |
| What?(Results)﻿ | *What do you want to achieve?* *(in terms of business, image, for the organisation)* |
| With what?(resources and limitations)﻿ | *What resources can you use in the process of addressing the challenge?**(e.g. reports, analyses, people, projects, solutions that have already been created or prototypes of solutions)?* |
| Who else?(competition)﻿ | *What is the market competition or alternatives to your proposition?* *Has anyone already tried to solve or solved the problem you are facing? How?* |
| How much? / When?(process conditions)﻿ | *What are the project's budget and time constraints?**What are the key business conditions?* |
| How?(Preferred tools / methodology)﻿ | *Please specify your project preferences:**In terms of process (e.g. workshop process, design thinking, conceptual process with documentation)**What element of the project would you like to focus on?* *What solutions do you care about? (e.g. diagnostics, strategy, implementation)?**To what extent do you want to be involved in the project?**Who is the recipient of the project on the part of your organisation?**What kind of implementation materials do you care about? (e.g. ux, communication, e-comm)*  |