Brief One Eleven

|  |  |
| --- | --- |
| 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)* |