

Brief

Project name :

Date

Client referrer :

Studio referrer :

Why this need, who/what is it originating from? What is the product vision?

Do you have key partners, sponsors, ambassadors? Is there a governing authority?

What are the opportunities (key events, decisions, strategic decisions) that can help the project?

The criteria for success and what the solution shouldn't be:

What is currently available (projects, deliverables, tools, documentation)?

Who are the users of the envisaged solution (entities, BU, external customers...)? Where are they (geographical scope)? How can they be reached?

Any challenges to report (hierarchical, organizational, technological...)?

What are the timelines, constraints, deadlines, projects and issues that depend on them?

Who are the contributors, internal or external? Who could join the core team or be invited to the kick-off meeting? (name, project role, job title)

What resources are available to us? What are the logistical constraints? Is the core team available (in particular the PO, the technical manager, the business owner)? List and quantify them in detail.

What are the resources and budget allocated to the project?