



Project discovery brief

An editable worksheet for an idea taking shape

Start with the change you want for your business. Short notes, links or a pasted explanation are enough. The filled responses below are fictional examples; replace them with your own material.

01 What needs to change

Describe the problem in ordinary language.

Sample response: People ask what we do before they can decide whether we are the right fit. We want the website to answer that first question clearly.

02 Who is this for

Name the audience and the decision they need to make.

Sample response: Business owners comparing service providers. They need to understand the work, see relevant examples and know how to start.

03 What should someone do next

Choose the most useful first action.

Sample response: Send an email enquiry describing the problem. A detailed conversation can follow after we have reviewed it.

04 What would a useful result look like

Use an observable outcome rather than an unsupported sales target.

Sample response: A reader can find the relevant service, understand the likely inputs and reach the enquiry route without assistance.

Anything else we should understand

[Paste a longer explanation, a rough idea or a link here. Leave out passwords and private records.]

You do not need a finished design brief to start. Missing details can become questions for the next conversation.



BRIEF SAMPLE / MATERIAL AND DIRECTION

Give the idea a direction

Share what exists and what still needs work. A reference is useful when you explain the part you like, such as its typography, navigation or use of photographs.

05 Brand and visual preferences

Paste colours, a logo location or references.

Sample palette: deep green #143F37, pale aqua #DBEEE7, warm cream #F7F4E9 and restrained gold #9C793C.
Logo or reference link: [Add an approved asset link]

Material checklist

Material	Status to discuss
Logo and brand guidance	[Available / needs refinement / not yet prepared]
Text and service information	[Add the source and who checks accuracy]
Images and examples	[Add permitted material and any usage limits]
Existing website or documents	[Add public links or suitable review copies]

06 Constraints and priorities

Mention anything that affects the approach.

Sample response: Keep the first version simple. An existing domain is available. Any important date, budget range and ongoing support needs will be discussed before a quotation.

Contact and next conversation

Name [Your name]

Email [Your email]

Business or project [Your project]

The first question to resolve [Your question]

Complete only what is useful. This sample does not submit information, create an account or subscribe anyone to marketing.