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Noto

# How to give a great brief

TOP TIPS FROM  
NOTO DESIGN

# Sharing information

## RELEVANCE OF A GOOD BRIEF

After 19 years and countless projects, we have experienced the good, the bad and the ugly when it comes to briefings.

But why is a thorough, thoughtful brief so important? The quality of this document is fundamental to understanding clients' needs and expectations.

It is the blueprint before the first blueprint, and it can clear up misunderstandings, keep a project focused, and become the starting point for a smooth and successful collaboration.

To help you formulating a great brief, we have put together our top tips within the three main elements: company information, outcome & goals and process details.

## THE 03 MAIN ELEMENTS



01

COMPANY  
INFORMATION



02

OUTCOME &  
GOALS



03

PROCESS  
DETAILS

# 01. Company information

## A GOOD INTRODUCTION

We would love to get to know you and your company. Tell us everything important about you. The better we understand your situation as well as expectations, the better we can collaborate.



### **CORPORATE INFORMATION**

Who are you? Why do you do what you do? What are the core values of your company? Describe the important things about your organisation to start a good collaboration.



### **POSITIONING**

Who are your main competitors? What do they offer and what do they stand for? Where in the market are you / do you want to be? Which channels do you use for communication and sales?



### **USER BASE**

Who are the people using your products? Who do you want to address with the new product/service? Share your customer segmentation framework.



### **GUIDELINES**

What do we need to know about your brand's look and feel? Share your CI, brand and ID guidelines if available to assure consistency within your brand's touchpoints.

# 02. Outcome & goals

## SETTING THE FRAME

An early exchange on objectives and expectations helps establishing a framework, that more likely will result in achieving a successful project outcome.



### SCOPE

What is the strategic target of this project? How does it align with the corporate strategy? Do you address new markets or defend market position? Are you focussing on sales or brand building?



### GOALS

What are your expectations? What do you want to achieve with this project? Setting the goals even before the project starts, avoids misunderstanding and lets both sides be aware of expectations.



### FUNCTIONS & BENEFITS

What makes your proposition special? Which are the key features and benefits? What is it, that still needs to be defined? Be clear about the functionalities of the product/service.



### RESTRICTIONS

Are there any restrictions on your product/service - either technical, political or social? Give us your idea on possible obstacles the project may face along the process.

# 03. Process details

## A SMOOTH COLLABORATION

To allow the project to run smoothly, we also need to know some information about the way you like to handle your collaboration projects and who is involved.



### TIME LINE

When should the project be finalised? What are the milestones? The first phase of a project needs enough time to make sure we lay a strong foundation.



### PROJECT TEAM

Who is part of your project team? Which role will they have during the process in terms of communication? Let us know how you envisage the operational work-flow.



### STAKEHOLDER

Who will influence the process from outside of the project team? Who are the gatekeepers we need to win over? Who is taking the decisions in the long run?



### YOUR MAKER

If you're working with a manufacturer, please share information about this partner. What are their capabilities and their limitations? Involving the manufacturer early helps speeding up the process.

# Next steps



## SIGN IT OFF

Unfortunately chances are high, that a project is derailed by having an extra opinion popping up at the last minute. Get your briefing approved by stakeholders and signed by management. A changing brief can cause big delays.



## GET IN TOUCH WITH US

A personal introduction is always a brilliant starting point for a collaboration. We are just a phone-call away.

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## THE DEBRIEF

We always provide a debrief to make sure we've understood the project objectives, have a solid grasp on the goal of the project and can accommodate time lines and requirements. During a debriefing session, both parties ask questions, fill in any gaps or missing information and reach a mutual understanding. Wherever possible, a face-to-face meeting and briefing session will always be valuable, as important points can be missed in a written brief.

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