

## Project Brief

1. **Outcomes** – what difference or impact we hope the project will make
2. **Objectives** – the purpose of the project; what the project will do – must be measurable
3. **Outline deliverables** – the specific things (products) that we will produce
4. **Scope** – what is and isn't included in the project (users, geographical boundaries, depth and type of work)
5. **Approach** – how we will go about it, our values
6. **Exclusions** – what we won't do
7. **Constraints** – the things that might prevent us doing all that we want
8. **Outline business case** – needs, benefits, users (numbers), income generation, funding sources, and marketing (budget?)
9. **Reasons for selecting this solution**
10. **Outline project plan/schedule** – timetable
11. **Quality expectations** – including monitoring and performance indicators
12. **Risk assessment** – what could go wrong and what the contingency might be