# Template

# for service design-

# briefing

## part 1: background-INFORMATIon

*(Provide sufficient background information for those who will execute the work, whether internal staff or an external contractor)*

**What is your organisation’s mission?**

**What is the longer-term strategy of the organisation?**

**What are the key facts relevant for this mission?**

**Which research was conducted that is relevant to the mission?**

Which background information can be relevant for the mission at hand?

Are there any experiences from the past, whether positive or negative, that can be relevant?

*The vision and scope document is typically an interesting background document for those who will have to execute (part of) the ambition described in the document. It has the advantage to set the scene and explain why you are investing in a new service, improvement of touchpoints, training of staff, … .*

*Results from prototyping and testing should also be shared. Even if the briefing is only for the design of a new counter, having this information can be valuable and inspiring.*

## part 2: the mission

*(Describe thoroughly the job you want to see performed. It is important to think what the people who will have to perform the job will need to know. It might also make sense to write down for whom you write this briefing.)*

**What is the objective of the mission?**

Try to describe briefly the objective pursued. Pay also attention to what you expect as an end result.

**Who is the target group?**

Describe the most important target groups. Clearly differentiate between services that have a broad target, and those that have a narrow target group.

**What is the end result you expect?**

* Use? What is the exact function expected of the service, the project, the room, the web site…
* What is the degree of freedom, what are the constraints?
* What are the design principles you want to be followed (aesthetics, image, positioning …).
* Try to describe the atmosphere.
* Do not hesitate to use images, mood boards, collages, pictures you took, to express the design related aspects.
* Also mention aspects related to the economics: both the investment budget you have available as costing aspects that can influence the price of the service.

**Success criteria?**

Define beforehand criteria you will use to evaluate the different design proposals received. Examples can be: originality, efficient use of the space, risk factors, technical feasibility, total investment, timeframe to be realised, decision making process related aspects (like who needs to be involved in the decision), …

## part 3: practical information

Team   
Clearly identify the counterpart or contact person for the project. This is the person to be contacted to obtain more information.

Timing  
What is the deadline?

It is important that you plan sufficient time for the project. Make a realistic estimate leaving enough time for those who will have to perform the tasks.

### Means

Describe the means that you put at the disposal of those executing the work, e.g. time of your own staff, expertise, and of course the budget.