

# Design Brief template

## Target Groups

Identify the market relative to your identified problem. Research and referencing will be required. Include data that can:

- show the number of people affected
- the impact of the issues, and
- any other relevant facts to support the problem definition.

Identify the groups within that market who are directly affected by the problem. This could be one or more groups of people defined by:

- demographics (age, income, education, location, family)
- goals and challenges
- behaviours and attitudes, and
- values and fears.

## What does success look like?

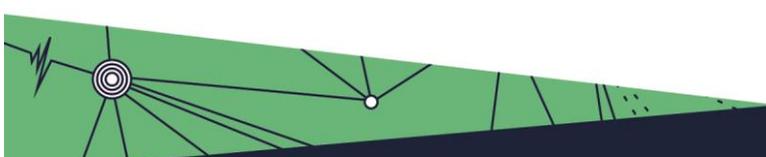
Inspire competitors by describing a vision of what the world would look like if the problem you identified was fully or partially solved by a D3 solution.

## Key stakeholders / potential speakers

Identify and document the experts and those familiar with the problem space. This could include government agencies, universities, not-for-profits, businesses, and the people within these organisations. These people may be able to assist with speaking at your events and providing competitors with insights into the Challenge problem.

## Solution constraints

Criteria in the fund agreement and that form part of the judging criteria



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## 1. Must

Outline any parameters that must be considered by competitors. This may include any relevant regulations, codes of conduct, or policy directives. Try not to be too definitive or you may restrict innovative idea development by competitors.

## 2. Should

Include guiding measures in this section. Principles and values for competitors to align with as they develop their ideas and solutions.

## 3. Could

These are ideas for competitors to consider. They are starting points for consideration for idea development.

## 4. Won't have

Define anything specifically out of scope or things that would conflict with the Challenge objectives.

## Problem statement

Summarise the above into a statement in less than 300 words. This statement will be used on your website, for competitors, and for other marketing purposes.

## Name suggestions

Develop some name options for your Challenge title to inspire competitors to sign up and the community to get involved.

