InEDIC Ecodesign Manual

Tool 3: Design brief

The design brief is essential in understanding the objectives of the product design process, because it provides the designer with all information necessary for the development and presentation of solutions that meet the needs, expectations and objectives of the company.

A good design brief should provide the information presented on the table below. In the "remarks" column many examples are given, but users should not be limited by them. The whole tool is important, but special attention and care should be given to point 4 (the brief itself).

1 Contact details		Remarks
Company		
Address		
Phone/fax		
E-mail		
Website		
Person responsible for the project		
2 Company profile		
History	History	Social and technological evolution; products and business
Current situation of the company	Short description	Products/services: material Technologies and costs
	Main clients and markets	Turnover Geographic distribution Products /markets Markets/prices

Current situation of direct competitors	Include the results from benchmarking, if performed, and/or any related information available			Products/services: materials, technologies and costs
Motivation factors for ecodesign	Include the results from ***tool 1 – Motivation factors for ecodesign***			Internal External
Keywords				Keywords of the companies' profile
3 Context/Problem/Opportunity				
Elaborate the problem/opportunity the project presents as well as the environment in which the end product will or is expected to function	(Brief and explicit description of the problem/ opportunities/framework under different contexts)			Contexts can include: Social, cultural, aesthetic, emotional, behavioural , economic, technological, industrial, political, geographic, etc.
Target	Identify the project's target group in relation to the strategic objective of the company: — Consolidate the position towards main clients — Create new markets — Characterization of the target			Ex: Demographic and psychographic characteristics: • Age • Gender • Income • Occupation • Lifestyle • Personal preferences • Special situations

				• Nationality
Keywords				Keywords for achieving the objectives of the strategic plan that support the development of the project
4 Design brief				
Product description (design or redesign)	Identify the problem/product and how the ecodesign process intends or is expected to solve it.			In this phase description of anticipated actions should not be too specific, allowing the greatest number of possible solutions to the problem.

List of attributes	Establish a list of criteria organized according to their importance, so that they can be subsequently compared to the proposed solution. In the case of redesign include the results from previous analysis of the reference product.	Criteria may include: • Appearance • Function • Ergonomics • Shape • Production • Environment • Safety • Technical feasibility • Maintenance • Reliability • Standardization • Usefulness • Life cycle • Components • Packaging • Transport • After sales • Price • Brand • Social value
Visual inspiration panels	Graphic information is considered a potential source of inspiration for the development of feasible solution.	Graphic information may include: • Sketches • Snip • Photos • Movies • Materials • Textures • Patterns • Colours • Sceneries

		• Architectures • Engineering's • Arts • Details • Perceptions • Emotions • Trends • Functionalities • Shapes • Interactions • Literature
	5 Contracting	
Budget allocated to the project	Determine the budget available to this project. (even when this can not be quantified it is necessary to have an idea of the project's importance and forecast of the investment)	This information helps the designer in coming up with a more realistic solution
Time table and deadline for delivery	Determine the project plan.	Fundamental information for planning the project's development
Project team and support group		Identify the project team, the support group and their respective functions in the project

Consulting/external competences		Identify needs for external assistance