

Product design brief

Help Lateral Nord help you

Project overview

What is the scope of the project?

Tasks you need help with

Budget

Schedule

Goal and deliverables

Product overview

What is the product's purpose?

What you're creating

Target user

Who is going to use this?

Primary user group

Other user groups

What will they do with the app?

Distribution

Where will it be sold?

Locations

Platforms

Environments

End use

How will this product primarily be used?

Primary user will mostly do [X]

They will also do [Y]

Other people will do [Z]

Key features / benefits

What features are must haves?

List key features

Design language

What is the mood/feeling of the design?

Top 3 adjectives

Describe feeling when using the app

Competition and inspiration

What other products are competing against it?

List competitors

List inspirational references

Lateral Nord.