**[PROJECT NAME] – Project Brief**

[date]

**Stakeholders:**

[key names with roles]

**Business context:**

[where this project came from, why it’s important, what’s the business context and reasoning – write out what everyone already knows. The foundational stuff.]

**Product metrics:**

1. …
2. ..
3. .

**Research goal:**

How might we… [Do X], so that/because [Y business reason/outcome].

**Objectives:**

1. [key objectives of our involvement] – what we expect to impact/deliver (start with verb)

**Target participants:**  
[...]

**Key Questions to Answer:**

* High level and/or examples of specific examples

**Activities to generate insight:**

* …
* ..

**Timeline:**   
…