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HOW TO WRITE A DESIGN BRIEF

KEY QUESTIONS FOR PROJECT SUCCESS

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WHY BRIEF?

A good, clear design brief is essential to the success of any project. It should take time to pull one together because it will contain the requirements and factors that will contribute to a positive end result.

It is also absolutely critical that there is alignment from all key stakeholders around these factors. In our experience projects fall at the first hurdle where these are not considered.

Whilst it is absolutely part of our process for us to develop, push and clarify the brief with our clients, we are often asked what to consider in order to build a really good brief; which is why we've developed this handy checklist.

WHAT WILL A GOOD BRIEF ACHIEVE?

A well constructed brief will add numerous benefits to your project including:

- Making the process smoother
- Enabling design work to happen efficiently / not having to go back and repeat steps again
- Saving money in time / not having to redo plans or drawings because something critical was left out
- Saving money by not redoing parts of the project!

BACKGROUND

Simple foundation questions for your project.

		YES	NO
1	Do you know the size of your space and how this breaks down into different areas or cellular spaces?	<input type="checkbox"/>	<input type="checkbox"/>
2	Do you know the amount of people that will use this space? Head count by team is most helpful.	<input type="checkbox"/>	<input type="checkbox"/>
3	Do you know that type of space you are starting from - e.g. complete works from CAT A or refurbishment from CAT B ?	<input type="checkbox"/>	<input type="checkbox"/>
4	That you have enough space to accommodate the needs of the business for the next 5 years?	<input type="checkbox"/>	<input type="checkbox"/>
5	Do you know how long your lease in and how long you intend to occupy the space for?	<input type="checkbox"/>	<input type="checkbox"/>
6	Do you know your budget and what this should and shouldn't cover (e.g. excluding AV/IT or plants).	<input type="checkbox"/>	<input type="checkbox"/>
7	Will you be looking to reuse existing furniture or purchase everything new?	<input type="checkbox"/>	<input type="checkbox"/>
8	Can you supply floor plans in DWG format (e.g. AutoCAD)?	<input type="checkbox"/>	<input type="checkbox"/>

OBJECTIVES

In order to ensure your project is a success, you need to outline the core objectives that will provide a measure of success.

QUESTION 1

Can you summarise in a sentence the key driver & vision for the workspace transformation?

Type Your Answer Here

QUESTION 2

Do you believe you have a good sense of what is required and what is missing from the office right now?

Type Your Answer Here

QUESTION 3

Are you aiming to improve productivity, wellbeing, staff retention, image, function?

Type Your Answer Here

QUESTION 4

Do you have any sustainability goals we need to consider?

Type Your Answer Here

AESTHETICS

Whilst we will help guide your stakeholders with workshops and creative inspiration, it's great to hear if you have ideas about how you want your new office space to look and most importantly, feel.

- 1** What is your business' mission? What is the kind of brand story you want to tell?
- 2** How do you want to be perceived internally and externally?
- 3** Are there any key principles that are core to the business to show within the space - e.g. Wellbeing, sustainability.
- 4** Do you have any competitors or other organisations with workspaces you really admire?
- 5** Do you have any competitors or other organisations with workspaces you really admire?

GREAT VISUAL TOOLS TO HELP YOU

A great way of getting inspiration is by looking at what already exists and thinking about how close it is to your brand.

Great places to start:

- Pinterest - start from our page
- Project pages on our website
- OnOffice Magazine
- Mix Interiors Magazine



WHAT IS IN SCOPE

WHAT'S CRITICAL IN THE SPACE

It's key to work out what is absolutely fundamental to the success of the space and what might be flexible depending on space available

Often the reality of the space and the budget means that compromises may have to be made.

We can help through this process but it's really good to have a starting point of what you have identified that's business critical.

GENERAL	MUST	MAYBE	N/A	VOL.
Reception	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kitchen / All Hands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water / Tea Points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communal / Corridor / Stairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Collab Areas/ - e.g. Pods / Scrums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work desks with fixed screens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Co-working /occasional desks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private Offices (shared or single)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quiet/focus areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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MEETING ROOMS

	MUST	MAYBE	N/A	VOL.
1-2 Pers Phone / Zoom Booths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-3 Person Meeting Room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4-6 Person Meeting Room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6-8 Person Meeting Room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8-10 Person Meeting Room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boardroom / Training Room 12-24	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zen / Quiet or Prayer Room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

STORAGE

Lockers shared or individual	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Team cupboards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HR/Finance (lockable)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilities / Back Of House / Post	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleaning Cupboard (w plumbing?)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cafe/Kitchen store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IT storage/Build Room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comms Room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WAYS OF WORKING

Understanding how you want to work impacts space planning to ensure your people can be supported in the right way.

QUESTION 1

What is the WFH vs. WFO balance you're looking to achieve?

Type Your Answer Here

QUESTION 2

What are the essentials for ensuring people can work efficiently and productively?

Type Your Answer Here

QUESTION 3

What balance of work styles do you need to accommodate - collaborative to quiet, individual working?

Type Your Answer Here

QUESTION 4

Are there key teams or departments that need to be sat close to each other or have shared working areas?

Type Your Answer Here

OTHER KEY ITEMS

Ask yourself these questions...

Who's in charge of running the project from your side - who's your project manager.

Make sure you identify project stakeholders.

There may be specific requirements for your business not listed here, make sure you're clear on these before briefing.

Will there be any points where your spaces needs to be used for other things -e.g. company wide events?

Have you thought about who's running the space day-to-day. Will you have a manned or unmanned reception, an office or a facilities manager?

Are there any additional facilities or particular accessibility concerns? (e.g. additional showers or increased accessibility for key staff or visitors?)

NOTES:

For any other requirements or ideas you may have...

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WE'RE HERE TO HELP

If this checklist prompts more questions than answers it may be that you need some support from our workspace consultancy service. Get in touch to discuss your project with us.

C O N T A C T U S

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