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Noto

# How to give a great briefing

TOP TIPS FROM  
NOTO DESIGN

# Giving a briefing

## THE RELEVANCE OF A GOOD BRIEFING

After 18 years and countless projects, we have experienced the good, the bad ,and the ugly when it comes to briefings - whether they come from start-ups or international corporations.

But why is a thorough, thoughtful brief so important? The quality of a brief is fundamental to understanding clients' needs and expectations.

It is the blueprint before the first blueprint, and it can clear up misunderstandings, keep a project focused, and become the starting point for a smooth and successful collaboration.

To help you in formulating a great briefing, we have put together our top tips about briefing within the three main elements of a briefing: company, about the outcome and about the project.

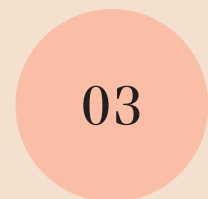
## THE 03 MAIN ELEMENTS OF A BRIEFING



ABOUT YOUR  
COMPANY



ABOUT THE  
OUTCOME



ABOUT THE  
PROJECT

# 01. About your company

## A GOOD INTRODUCTION

To start, we need to get to know you and your company. Tell us everything important to you. The better we know about your current situation and future expectations, the better we can work together.



### INTRODUCTION

Who are you? Why do you do what you do? What are the core values of your company? Explain to us the important things about yourself and what it is needed to know to start a good collaboration.



### MARKET POSITION

Which are your main competitors? What do they offer and what they stand for? Where in the market are you or where do you want to be in the future? Identify precisely where in the market you are or want to be. That means knowing your competitors and also product positioning. We can help, but the more you can tell us about your location in the market, the better.



### GUIDELINES

What do we need to know about your brand's look and feel? What are your corporate identity guidelines or brand guidelines? Share the guidelines you have or describe what we need to know in order to be aligned with your values and assure consistency with your brand's look and feel.

## 02. About the outcome

### SETTING EXPECTATIONS

Starting the project with clear goals to be achieved along the process and a clear expectation of what the project shall achieve, including all already known details, will help in establishing together a project that aims to achieve these goals and a successful outcome.



#### **GOALS**

What must be delivered? What are you expecting? What do you want to achieve with this project? Setting the goals even before the project start can avoid misunderstanding and let both sides aware of expectations.



#### **FUNCTIONS & BENEFITS**

What makes your product special? Which are the key functions and benefits of the product? What still needs to be defined? Be clear about the main functions and benefits of the product, either if they are already defined or if you still need to define them.



#### **RESTRICTIONS**

Are there any restrictions on your product? Either technical, political or social, give us the big picture of possible restrictions the outcome may face along with the implementation phase or after its launching.

## 03. About the project

### A SMOOTH COLLABORATION

To allow the project to run smoothly, we also need to know some information about the way you like to handle your collaboration projects and who is involved in it.



#### TIME LINE

When should the project be ready? Which are the relevant dates we need to be aware of? The first phase of a project needs enough time to make sure we lay a strong foundation. Together, we will set out a realistic time line with key milestones and markers.



#### PROJECT TEAM

Who is part of your team? Which role will they have during the project? Describe the people that are part of your team and their roles in terms of approvals, processes, communications, etc. Let us know how you envisage the work-flow together.



#### YOUR MAKER

If you're working with a manufacturer, who are they? What are their capabilities and their limitations? Including the manufacturer at an early stage can help speed up the process. In case you need advice, we have trusted relationships with international manufacturers and can help advise if need be.

# Finish the briefing

## BEFORE YOU FINISH

Use the checklist below to be sure you did not miss any relevant information while formulating your briefing document:

### ABOUT YOUR COMPANY

- Introduction
- Market position
- Guidelines

### ABOUT THE OUTCOME

- Goals
- Functions & Benefits
- Restrictions

### ABOUT THE PROJECT

- Time line
- Project team
- Your maker

# Next steps



## SIGN IT OFF

It's very easy to derail a project by having an extra opinion crop up at the last minute. Get your briefing approved by stakeholders, signed and rubber-stamped by management. A changing brief can cause big delays.



## GET IN TOUCH WITH US

A personal introduction is always a brilliant starting point for a collaboration. We are just a phone-call away.

VISIT	Kalscheurener Str. 19 50354 Hürth (Cologne), Germany
CALL	+49 2233 4600-100
EMAIL	hello@noto.design



## THE DEBRIEF

We always provide a debrief to make sure we've understood the project objectives, have a solid grasp on the goal of the project and can accommodate time lines and requirements. During a debriefing session, both parties ask questions, fill in any gaps or missing information and reach a mutual understanding. Wherever possible, a face-to-face meeting and briefing session will always be valuable, as important points can be missed in a written briefing.

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