

Idea Summary

A Quick summary of your intended design.
What is it you are creating?

Target Users

List the target users for your design.
Who is it made for? Who will use it?

Product Success Factors

List the factors that are critical for the product
to be considered a success.

Main Tasks

List the most important tasks that the users
have to be able to do in/with the design.

Product Feel

List how the system should feel,
what personality it should project.

Measurable Business Goals

List your business goals for the design.

Technological or Legal Constraints

List possible design limitations due to
technical or legal constraints.

Competition

List possible competition,
similar designs or services