

Discovery – Design Brief

This example is on the design brief document in the Discovery phase. This is an example from running a UCD Sprint for making the ucdsprint.com website.

Client/stakeholder	Marta Kristín Lárusdóttir
UCD sprint team	Ioana, Hildur, Þórdís and Marta
Target user group	Students
Problem statement	There is a lack of support material for learning how to conduct a UCD sprint. Students describe that they need more support when doing projects in UCD classes
Design statement	Explore, design and evaluate a web for supporting students while conducting methods in the UCD sprint
Users' goal	Understand the UCD sprint and its application in a lively and transparent manner
UX goals	We want them to experience: Joy, discovery and competence while using the web
Deliverables	A web focusing on fitting the students in Requirements Analysis and Design course. We will then potentially add students in UCD related courses.
Constraints	It needs to be ready early August 2022 We have a restricted budget It takes time to make things fun and transparent It needs to fit well with other learning material in the course eg. In Canvas
Competitor	Knapp's design sprint
Design inspiration suggested by the user group	w3schools Stack overflow Khan Academy Chegg Skill crush