SAMPLE PROJECT BRIEF

If you don't have a formal scope to back you up and you're not working with budgets, consider writing a project brief to communicate the important aspects of any project. Simply stating basic information about the project, its goals, people involved, general scope of work, and related timeline will help you set expectations for what will—and won't—be done on a project.

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Check out the sample below, and keep in mind that this is just a sample! You can use this format or adapt it to your own projects. No matter what you do, remember that being very clear about the details with a project brief BEFORE work starts will help you manage expectations—and even decline the inevitable scope creep when it arises.

THE GANTT MUSEUM REDESIGN

ABOUT THE PROJECT

The Gantt Museum, based in Baltimore, MD, aims to redesign its website. The Museum contains the world's largest collection of beautiful gantt charts created by project managers from around the world. The Museum has begun digitizing and cataloging each piece and would like to display them on their website, along with other pertinent Museum information and content.

PROJECT GOALS

The Gantt Museum's move to a more robust web presence will make it more accessible to project managers from around the globe, and they will be seen as the most accessible museum of its kind. In addition, the Museum would like the site to achieve these goals:

- Display large-format images and videos in a beautiful, uncluttered way

- Place an emphasis on project managers, the people who create these works of art

- Create opportunities for more editorial and blog content

- Make the site responsive so users can view all content on mobile devices

- Display important Museum information, including hours, location, ticketing, frequently asked questions, etc.

ABOUT THE STAKEHOLDER TEAM

The Gantt Museum staff is made up of ex-project managers who now devote their time to the Museum. We're not particularly "digitally savvy," but we know what types of websites we like and what we want to achieve: recognition of project managers and their work.

We will be solely responsible for creating and delivering all site content, including images and video. We'd like your team to focus on usability and making us look good.
We've assigned one person, Sam Smyze, as the official PM for this project. He will be

your point person and will be responsible for making sure our team stays on time and makes decisions together. If there's one thing you won't have to worry about, it's that we'll keep our promise when it comes to PM.

SCOPE

We trust your team to dictate process and deliverables, but we expect a sitemap, wireframes, graphic design, development, and project management services from your team.

We understand the site might change, but at a minimum, these pages must be considered:

1. Museum homepage
2. Exhibit pages
3. Project manager pages
4. Gantt galleries
5. About the museum pages

TIMELINE

Six months. The site must launch before we open our new exhibit that will display a new collection of plans made using TeamGantt.