

## 02.

# Set a clear direction with the Project Brief Canvas

The Project Brief Canvas firms and documents the foundation for a project. It helps to communicate succinctly the key aspects of a project for the team and stakeholders. It serves as a compass throughout the project lifecycle and aligns the team to ensure that student or teachers outcomes are front and centre.

### Step 01

Fill in the necessary information on the canvas in the order that you see fit. Start with the information that is readily available

If the project doesn't have a name, you can brainstorm one with the team and/or stakeholders. Having a project name helps to generate team and stakeholder support and motivates project ownership.

For the Job the project addresses and the customer impact, refer to Map a project / solution to the Job-to-be-done.



**Time**  
15–30 mins



**People**  
Project team



**Material**  
Project brief canvas

# Project brief canvas

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## Name of project

## Delivery timeframe

When is it being delivered?

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## Project description

How does the project work?

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## Cost

Headcount? Fixed budget?

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## Jobs that the project addresses

What are the key jobs (identified in research) that the project addresses?

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## Project owner

Who owns this initiative?

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## Customer impact

What impact will this project have on the core target audience? What are the blockers addressed and the drivers supported?