

# PROJECT BRIEF – [Project Name]

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**Purpose**

The Project Brief is used to provide a full and firm foundation for the initiation of the project. It needs to be reviewed and approved by the Project Board, together with an Outline Business case and an Initiation Stage Plan, before a project is initiated.

Re v.	Date	Reason for issue	Author	Reviewed by	Approved by
0.1	[Date]	[Description]	[Name]	[Name]	[Name]

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# 1 Project Definition

[Explaining what the project needs to achieve. It should include the following sub sections:]

## 1.1 Background

[What makes us trigger this project now? Any new scientific insights, new technologies, changes in the market place?]

## 1.2 Project Objectives

[Describe the solution space. What are the time, cost, quality, scope, risk and benefit performance goals?]

## 1.3 Desired Outcomes

[What is the desired result of the change to be made by this project? This is not the project outputs, but the result of the change derived from using the project's outputs. ]

## 1.4 Project Scope & Exclusions

[What are we agreeing to cover in this project and what is OK to leave out?]

## 1.5 Constraints & Assumptions

[Are there any known constraints to the solution space. What assumptions can we make about access to resources, start-up time, technology etc.?)

## 1.6 Project Tolerances

[What level of deviation to time, cost, quality, scope, risk can the business case withstand? When do we have to raise an exception to the corporate and programme board?]

## 1.7 Users & stakeholders

[Who they are]

## 1.8 Interfaces

[The project's interfaces]

# 2 Outline Business Case

[The Business Case presents the optimum mix of information used to judge whether the project is desirable, viable and achievable. Here you document the business justification for the project including the reasons for the project based on estimated cost, risks and benefits. You can consider splitting this chapter into a separate document.]

## 2.1 Executive Summary

[Highlight the key points in the Business Case]

## 2.2 Reasons

[Defines the reasons for undertaking the project. Explain why the project is required. You will usually find the reasons in the business case]

## 2.3 Business Options

[What happens if we do nothing, a minimum, do something? ]

## 2.4 Expected Benefits and Dis-Benefits

[The benefits that the project will deliver expressed in measurable terms against the situation that exists prior to the project. Any dis-benefits?

]

## 2.5 Timescale

[Over which the project will run and the period over which the benefits will be realized]

## 2.6 Costs

[A summary of the project costs, the ongoing operations and maintenance costs and their funding arrangements]

## 2.7 Investment Appraisal

[Define the value of the project as an investment. What is the ROI, net present value, cash flow and payback period? How will it be funded?]

## 2.8 Major Risks

[Summary of the key risks associated with the project]

# 3 Project Product Description

[Describe the purpose that the project's product will fulfil and who will use it]

## 3.1 Composition

[A description of the major products to be delivered by the project]

## 3.2 Development Skills Required

[An indication of the skills required to develop the project's products]

## 3.3 Quality Expectations

[A description of the quality expected of the project's product. Any standards and processes that will need to be applied to achieve the needed quality?]

### 3.4 Acceptance Criteria, Acceptance Methods and Acceptance Responsibilities

[This is a very important section, because it defines when the project is completed. What are the criteria, how they be measured/confirmed and who will do it?]

## 4 Project Approach

[To define the choice of solution the project will use to deliver the business option selected from the Business Case and taking into consideration the operation environment into which the solution must fit]

## 5 Project Management Team Structure

[A chart showing who will be involved in the project. As a minimum, you need to document who is on the Project Board and who the Project Manager is]

## 6 Role Descriptions

[For the project management team and any other key resources identified at this time].