[Project]

Project brief

Providing a full and firm foundation for the initiation of the project.

[Ref filename & version]

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# Project definition

# Outline business case

# Project product description

# Project approach

# Project management team structure

# Role descriptions

# References

Guidance on how to complete

***(Note: following completion of the Project brief the pages beyond this point can be deleted)***

## Purpose

A project brief is used to provide a full and firm foundation for the initiation of the project and is created in the starting up a project process.

In the initiating a project process, the contents of the project brief are extended and refined in the PID, after which the project brief is no longer maintained.

## Composition

A project brief includes the following:

* **Project definition** Explains what the project needs to achieve. It should include:
	+ background
	+ project objectives (covering time, cost, quality, scope, benefits and risk performance)
	+ desired outcomes
	+ project scope and exclusions
	+ constraints and assumptions
	+ project tolerances
	+ the user(s) and any other known interested parties
	+ interfaces
* **Outline business case** (see section A.2) Reasons why the project is needed and the business option selected. This will later be developed into a detailed business case during the initiating a project process
* **Project product description** (see section A.21) Includes the customer’s quality expectations, user acceptance criteria, and operations and maintenance acceptance criteria
* **Project approach** Defines the choice of solution that will be used within the project to deliver the business option selected from the business case. This will take into consideration the operational environment into which the solution must fit and any tailoring requirements (if known)
* **Project management team structure** A chart showing who will be involved with the project
* **Role descriptions** These describe the roles of those in the project management team and any other key resources identified at this time
* **References**  These include references to any associated documents or products.

## Derivation

A project brief is derived from the following:

* a project mandate supplied at the start of the project
* programme management: if the project is part of a programme, the project brief is likely to be supplied by the programme, and therefore it will not have to be derived from a project mandate
* discussions with corporate, programme management or the customer regarding corporate, programme management or customer strategies and any policies and standards that apply
* discussions with the project board and users if the project mandate is incomplete or if no project mandate is provided
* discussions with the operations and maintenance organization (if applicable)
* discussion with the (potential) suppliers regarding specialist delivery approaches that could be used
* lessons log.

## Format and presentation

A project brief can take a number of formats, including:

* a document or presentation slides
* an entry in a project management tool.

## Quality criteria

The following quality criteria apply to a project brief:

* It is brief because its purpose at this point is to provide a firm basis on which to initiate a project. It will later be refined and expanded as part of the PID.
* It accurately reflects the project mandate and the requirements of the business and the users.
* The project approach considers a range of solutions, such as: bespoke or off-the-shelf; contracted-out or developed in-house; or designed from scratch or modified from an existing product.
* The project approach selected maximizes the chance of achieving overall success for the project.
* The project objectives and project approaches are consistent with the organization’s social responsibility directive.
* The project objectives are specific, measurable, achievable, relevant and time-bound (SMART).