

INTRODUCTION

Hello!

Deadline:

Client:

PRACTICAL CONSIDERATIONS

What are we making?

Performative Requirements

What's it for?

Content Requirements

What's it need to have?

Temporal Requirements

How long is it?

Other Constraints

What else can or can't it do?

Reference Materials

Who has done something similar?

CREATIVE

Inspiration

What's it going to sound like?

What's going into this project?

MARKETING

Background Insights

What can we do with this?

What's special about this piece?

Competitive Analysis

Who's the competition?

Planned Exploitation

How are you going to sell it?

Insights

Anything you've missed?