Elements of a Design Brief

What problems/challenges are you addressing
   What activities do you want to support
   What do you hope people will learn

Existing approaches
   What’s already out there
   How existing approaches informed your work
   How are they lacking

Design principles/rationale
   What guides your design
   Examples:
      low floor, high ceiling
      encourage collaboration
      support multiple learning styles
      engage users in thinking about particular ideas/concepts
      foster creative expression

Design
   Design constraints
   Design process: how it evolved
   Description of key features
   How it highlights key concepts, supports creativity

Scenarios
   Provide concrete example (or two) of how people will use your design
      and discuss what they’ll learn as they use it

Evaluation
   How did you introduce technology/activities to users
   How/what did they learn as they used it?

Future directions
   Suggest next steps for your project