Negotiated Design Final Project Brief

(this is a made up brief)

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| **CLIENT** | |
| **CLIENT TITLE** | **Negotiated Design Final Project** |
| **CONTACT NAME** | **Matthew Colyer** |
| **PROJECT LENGTH** | **A 12 week Project to be submitted in May** |
| **PROJECT BRIEF** | |
| You have been asked to create a sports based app of your choice to inspire and teach new users about your sport. This will need to be interactive and include features to the app that helps the user learn and develop their knowledge and skills. A brand guidelines document must also be included so that the idea can be take forward to a potential investor. | |
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| **OBJECTIVE** | |
| To promote a sports learning app of your choice to inspire and teach new users. | |
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| **TARGET AUDIENCE** | |
| students, adults, beginners and key learners | |
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| **FUNCTIONALITY** | |
| To be designed to suit your audience, with a professional look and feel for the application and functionality of the app, and to tie in with your branding guidelines document. | |
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| **PURPOSE** | |
| As explained above the sports app needs to have a good look and feel and attract new users that want to learn more about the sport that you have chosen. It needs to be all types as well students, adults, beginners and key learners. This is to form part of your negotiated design final project. | |
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| **KEY TASKS** | |
| The project should include:   1. **An brand identity (echoing the sport you have chosen) for the launch of the app** 2. **An app that helps the user learn more about the sport** 3. **A brand guidelines document** 4. **A professional logo and user interface** | |
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