

**Customer Name** \_\_\_\_\_

**Customer Phone** \_\_\_\_\_

**Desired Completion Date** \_\_\_\_\_

**Key Contacts:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

observe

question

record

detect

**design brief**

**Instructions:**

- 1) Complete form and save to computer
- 2) Attach saved form and email [studio@vanerumstelter.com](mailto:studio@vanerumstelter.com)

**Highlights**

- What type of solution are you seeking? \_\_\_\_\_
- For whom are the products intended? \_\_\_\_\_
- How will the products be used? \_\_\_\_\_
- What are the three main objectives you are trying to accomplish with this solution? \_\_\_\_\_
- How many units will you need? \_\_\_\_\_

**Adding Value through i3**

**Interaction requirements:**

- What is the required level of interaction between individuals:
  - None
  - One to one
  - Small group
  - Large group
- What is the frequency of interaction?
  - Daily
  - Weekly
  - Monthly

**Integration requirements:**

- Identify the various forms (and quantity/size) of visual presentation tools in the room
  - TV Monitors \_\_\_\_\_
  - Interactive Screens/boards \_\_\_\_\_
  - Chalkboards \_\_\_\_\_
  - White boards \_\_\_\_\_
  - Oral presentations \_\_\_\_\_
  - Overhead projectors \_\_\_\_\_
  - Other \_\_\_\_\_

- Identify the technology required for use by individuals or groups
  - TV monitors
  - Interactive screens/boards
  - Projectors
  - Laptops
  - Tablets
  - Desktop computers
  - PDA's
  - Individual feedback devices

**What are the inspirational aesthetic and design requirements:**

- Is there a design aesthetic and scheme already established? \_\_\_\_\_
- Are there goals for brand image consistency? \_\_\_\_\_
- Design Style:
  - contemporary
  - transitional
  - traditional
  - other \_\_\_\_\_

**Personal Wish List**

<p><b>The Solution MUST have:</b></p> <ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>	<p><b>The Solution SHOULD have:</b></p> <ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>	<p><b>The Solution COULD have:</b></p> <ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>
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