



## Design Brief Template

School: \_\_\_\_\_ State: \_\_\_\_\_ Division: Middle School High School

Team Members: \_\_\_\_\_

**Problem Statement:** Briefly describe the people who will benefit from the project and the challenges they face. Include any inequity that the project hopes to address.

**User Research:** Discuss key information about the users gathered through your research, interviews, and ongoing discussion with the users throughout the project.

**User Insight:** Discuss your team's understanding of the experiences, emotions, and motivations of the users.

**User Needs:** A specific list of user needs produced from the user Insight is provided.

**Project Goals:** Goals selected are linked to and will adequately meet the users needs.

**Key Features of Design:** The list of the key features illustrates that design will adequately meet project goals.

**Status of Project:** Adequately examines the progress of the project and discusses potential next steps.

**Impact:** Discussion adequately describes how design may improve inequity for the user and/or remove barriers.

**Reflection:** Demonstrates an increased understanding of Human Centered Design. Discusses personal growth and insights about designing for others and helping them overcome challenges.



2020-2021 MESA USA  
National Engineering Design Competition

**Prototype Graphic:** Graphic is easy to understand and adequately labels key features