Project Clarity Brief

Project Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 1. Project Purpose

What do you want to accomplish, and why does it matter?  
  
Explain the intention behind the project. What problem are you solving, or what opportunity are you acting on? This helps your freelancer understand the “why” behind the task, not just the “what.”

[Type your response here...]

# 2. Why Now?

Why is this important at this moment? What happens if it’s delayed?  
  
Describe any urgency, timing considerations, or strategic opportunities. This helps your freelancer prioritize your project.

[Type your response here...]

# 3. Ideal Outcome

What does success look like to you?  
  
Be as clear and vivid as possible. Describe both the functionality and the experience you want the end user to have.

[Type your response here...]

# 4. Best-Case Scenario

What’s the best thing that could happen if this project goes really well?  
  
Describe how this project supports your broader goals or business strategy. Share how exceeding expectations could open doors to new markets, partnerships, or innovations. This context helps your freelancer understand the bigger picture and motivates them to go beyond the basic deliverable.

[Type your response here...]

# 5. Worst-Case Scenario

What are the key failure modes you want to avoid?  
  
Calling out risks helps your freelancer steer clear of major pitfalls. It also signals what really matters to you.

[Type your response here...]

# 6. Success Criteria (Checklist)

What must be true for this project to be considered a success?  
  
This is your acceptance checklist. Use clear, objective criteria that leave no room for interpretation. Describe what deliverables need to be completed, how they should perform, and any qualitative standards that must be met to ensure success.

[Type your response here...]