

Design Brief	
Project Description	
Intent/ Scope	
Exploration Questions	<ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>
Target Users	<ul style="list-style-type: none"> <li>•</li> <li>•</li> </ul>
Research Plan	
Success Metrics	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
Project Planning	

Source- Darden School of Business, University of Virginia

Design Criteria	
Design Goal	
User Perceptions	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
Physical Attributes	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li></ul>
Functional Attributes	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
Constraints	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>

Source- Darden School of Business, University of Virginia

# NAPKIN PITCH

Concept Name

**NEED**

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**APPROACH**

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**BENEFIT**

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**COMPETITION**

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# Learning Guide

Learning Guide		
Strategic Intent		
Remaining Key Assumptions To be Tested	1.	
	2.	
	3.	
	4.	
	5.	
In-Market Test Plan		
	Untested Assumptions	Success Metrics
	1.	
	2.	
	3.	
	4.	
Financial Capital To be Expended	•	
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Source- Darden School of Business, University of Virginia

