



how to brief us

“A successful outcome to any design project means different things to different people. In order to match your expectations with our designs, it is essential that we work with you to prepare a detailed design brief. The design brief is not intended to tell us how to design, simply to give us the best possible chance of delivering the work you want.”

The design brief should set out clearly your business objectives, what your business needs to get from the design process, when it needs it and what the budgets are. The design brief provides us with essential information, both before and during the process. It may also help you create a sharp definition of why you are engaging us and what you would like to achieve by doing so.

We can write the brief for you if you provide us with the relevant information. Here is what we need.”



1. please explain who you are

Please explain to us about your cafe, bar or restaurant and the key individuals that own and run it so that we may understand where you have come from and where you are trying to get to.

2. state your business objectives

Please explain why your cafe, bar or restaurant needs the design project. So that we may produce the most appropriate designs efficiently, we need to know your business objectives, and the priorities placed on them. Extending this background information to a synopsis of your key competitors and how your business and its products or services differ from theirs is important.

3. explain your vision of your project

Please add details that will help to express clearly how you want your business to be perceived by others. A list of adjectives that describe the desired perceptions is a concise way to do this. Also define who you want to appeal to - we call these people your audiences.

4. the design itself

We believe you should design everything. Please outline the materials, mediums and media in which the design will be realised. Please also detail any constraints on the design or its delivery.

5. design criteria

Please tell us something about what you would like your design to say about your cafe, bar or restaurant, adding, if possible, some examples of other designs you like or will be competing with. Please tell us for how long the design should continue to meet the business objectives before the next design is needed.

6. stakeholders in the design

Are there other people who will need to be consulted during the process such as your bank, landlords or legal advisors?

7. outline your success criteria

Please tell us clearly how the success of the project will be judged and measured. We will be responsible in partnership with you for living up to this.

