



# Strategy and User Experience Brief

aka The North Star

This document keeps the project and team on the right path and remains the constant marker of where the project is going.

## OWNER:



ACCOUNT STRATEGIST

## CONTRIBUTORS:



PROJECT MANAGER



USER EXPERIENCE ARCHITECT



CREATIVE LEAD



PRODUCTION LEAD



TECH LEAD



RELATIONSHIP MANAGER



CONTENT STRATEGIST

## DESCRIPTION:

The brief contains three primary elements: an assessment of the current landscape, where the client wants to be, and what needs to happen in order to get there.

The brief is a summary of a lot of research activities. The current landscape and where the client wants to be are determined through interviews, assessments, evaluations, and reviews. With the information that's captured, the team isolates the client's goals.

The strategy and user experience brief is the plan to achieve the specified goals.

## SPECIAL CONSIDERATIONS:

- This document requires a lot of collaboration. It takes a village!
- Get this document just right or your project will start off on the wrong foot. The compass needs to be spot-on to work.
- Contributors will vary depending on project scope.

## LOCATION IN THE PROCESS:

