



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