Digital Design Project Proposal

1. Project Overview

Brief Description

Summarize the project's purpose and goals.

2. Objectives & Goals

List Key Objectives

State the specific objectives this project will achieve.

3. Target Audience

Describe Target Users

Who is the intended user? What are their needs?

4. Project Scope

Scope Details

Outline features, deliverables, and any exclusions.

5. Design Requirements

Design Guidelines & Technical Specs

List guidelines, branding, platforms, technologies, etc.

6. Timeline & Milestones

Estimated Timeline

Describe phases and key deadlines.

7. Budget Estimate

Budget Overview

Provide an outline or estimate for project costs.

8. Team & Roles

Team Members & Responsibilities

List project members and their roles.

9. Success Metrics

How will success be measured?

Define KPIs or qualitative success criteria.

10. Additional Notes

Other Information

Any other relevant info or requirements.