

# Evaluation of shortlisted projects

This tool is a rough guide to some of the elements which should be included in your briefing of the project for students.

## 01 Introduce the general mission of the client organisation

- ☐ Introduce the organisation explaining the positioning and the business model of the organisation you are working with.
- ☐ Describe their overall mission.
- ☐ Describe why they have this mission - what change is it hoping to make in the world and what their overall theory is for making change.

## 02 The focus and proposed strategy of the brief

- ☐ Explain the core competencies and strategies the organisation wishes to use to make change with relation to your project.
- ☐ Describe the hypotheses you and the organisation have about how the strategy of the work conducted in the project will have the desired effect.

## 03 Strategy and principles of the client organisation

- ☐ Describe the research strands of the company or their areas of expertise and development.
- ☐ Describe the ethical or moral principles of the organisation.

## 04 The objective of the brief

- ☐ Describe the overall objective of the brief.
- ☐ Write a short synopsis of how this approach will achieve the objective.

## 05 The question of the brief

- ☐ Write your 'how might we...' statement, setting the appropriate amount of freedom and constraint for students. (In the 'How might we...' structure, create questions like this: "How might we do 'x-action', for 'y-people' in order to have 'z-effect'?". Once you have created a few, select one challenge statement that is meaningful, is broad enough to give you scope to explore multiple options for solutions but narrow enough that you know how to start ideating immediately.)