Elements of a Design Brief

What problems/challenges are you addressing
  What activities do you want to support
  What do you hope people will learn

Existing approaches
  What’s already out there
  How existing approaches informed your work
  How are they lacking

Design principles/rationale
  What guides your design
  Examples:
    low floor, high ceiling
    encourage collaboration
    support multiple learning styles
    engage users in thinking about particular ideas/concepts
    foster creative expression

Design
  Design constraints
  Design process: how it evolved
  Description of key features
  How it highlights key concepts, supports creativity

Scenarios
  Provide concrete example (or two) of how people will use your design
  and discuss what they’ll learn as they use it

Evaluation
  How did you introduce technology/activities to users
  How/what did they learn as they used it?

Future directions
  Suggest next steps for your project