

Project Definition Template

BUSINESS NAME

Project title

Project Definition

Client (Main User): *who are you undertaking this project for?*

Background: *describe the main activities of your client?*

Aims: *describe your vision for the project and outline what you hope to achieve?*

Objectives: *are there any goals you would like to set for the project?*

Business Benefits: *are there any key business benefits or other advantages to completing the project?*

Constraints: *what limits are placed on what you can do with your project?*

Main Project Outputs: *what will the project produce and what can the client expect to receive (detail video format, aspect ratio, codec, medium and other technical details)?*

Delivery: *state when the client will receive the final project output and describe your criteria for accepting the project has been completed?*