

Creative Project Brief Builder

Clarify your idea. Align your action. Jumpstart your momentum.

1. Project Name & Vision

What is the project called? Why are you excited about it?

2. Problem You're Solving

What is the need, challenge, or curiosity behind this idea?

3. Audience or Use Case

Who is this for - or is this just for you?

4. Inspiration & References

List 2-3 styles, people, tools, or examples you're inspired by.

1.

2.

3.

5. Tool Stack

What apps, mediums, or tools will you use to complete it?

6. What Does 'Done' Look Like?

What is the outcome, deliverable, or creative checkpoint you're aiming for in 7 days?

Tip: Keep this visible — on your wall, desktop, or Notion space.