



## UI Design Brief for [Project Name]

Hi there!

Thanks for jumping on this project. I've put together all the key information below. If anything's missing or unclear, just ask. My goal is to make this a fun and inspiring process for everyone involved.

### 1. Intro — About the Brand

#### What we do:

I'm [Your Name], the founder/manager of [Company Name] — a small team of passionate developers helping musicians enjoy the magic of music. Just like me, our users love experimenting, creating, and getting into that “almost at your fingertips” flow state.

We want our brand to feel magical, clever, and accessible — not corporate, but clearly made by experts. Like a boutique shop where every pixel was made with love.

#### Attachments:

[ Yes / No ] Brand Guidelines (logo, positioning, visual language, tone, colors)

[ Yes / No ] Licensed Typefaces for embedding

### 2. Marketing Positioning

I'll be honest — marketing is still a mystery I'm figuring out as we go.

But here's what I know:

#### The Competition:

Our product does something that [Brand\_Product\_1] and [Brand\_Product\_2] don't.



They make it complicated — we make it feel intuitive and playful.  
This feature might even be our hero.

### **Product Direction:**

We have a working title \_\_\_\_, and some early artwork we like. It feels right for our product video. We want to go bold in competition, spending a lot of time on influencers.

## **3. Team & Workflow**

You'll be working directly with:

- Me ([Name]) — product owner/founder. Send an extra copy of everything to me via \_\_\_\_ email/Trello/another channel.
- Kori — our frontend developer (great with implementation). Cc him whenever anything technical needs to be discussed.
- Invoices to danny@mycompany.com
- [Optional: add PM, marketing, copywriter, etc.]

We prefer email/Trello/your option for teamwork.

We're async-friendly but love quick feedback loops and shared creative thinking. Figma is preferred for handoff, but we're flexible. Large 3D or animated assets sent via Google/Dropbox... etc.

## **4. About the Product**

### **What it is:**

This is a [plugin/tool/app/instrument/etc.]

It's meant for a wide range of musicians, but I believe a specific niche (e.g., ambient producers, sound designers, live performers) might become our biggest fans, especially for this feature.

### **Platform & Tech Notes:**

- UI framework: [Any limitations? SVG/PNG? WebGL?]



- Desired resolution: [e.g., at your consideration, 1300×800, step-based/fluid scalable]
- Frame rate limits (if animation): [e.g., 128 frames, smaller controls or sliders 64 frames ]
- Light & Dark themes: [Yes/No/Optional toggle]
- Delivery format [Figma / Sketch / PSD / PNGs / Lottie / etc.]

### **Feature Focus:**

We'd like to visually emphasize these functions or moments:

- [Add bullet list here or wireframe links]
- [e.g., the “Randomize” button is a big creative moment — let’s make it shine]

### **Attachments:**

[ Yes / No ] Visual references/mood board (2-3 core style inspirations, beware of too many)

[ Yes / No ] Wireframe (raw or detailed idea of product layout)

[ Yes / No ] Screen recording or anything that helps understand you and your project

## **Style & Creative Direction**

We love expressive, functional design. Our references and personal likes/dislikes:

### **Style Preferences:**

- I like [attached design/file] because of [e.g., lighting, clarity, personality]
- I don't like [design/file] because [e.g., it feels cluttered / too generic]

### **Desired Feel helper :**

The product should feel (max 3 items)

(I.e. Material & Texture) wood, brushed metal, chrome, concrete, fabric, velvet, paper, leather, rubber, gum, stone, plastic, magical, airy, spacey, heavy, transparent, fragile, synthetic, natural, weightless, smooth, rough, bouncy, cold, warm, glowing, water,



liquid, underwater, icy, molten, foggy, glass, matte, glossy, satin, holographic, metallic, neon, dusty, polished

(I.e. Time & Place) ancient, historical, medieval, renaissance, industrial, modern, minimalist, brutalist, futuristic, sci-fi, analog, vintage, retro-futuristic, this planet, otherworldly, laboratory, home studio, live stage, musical studio, spaceship, temple, cave, factory, boutique hotel

(Function & Mood) clever, bold, joyful, playful, serious, functional, minimal, expressive, intuitive, experimental, ergonomic, geeky, surprising, mysterious, aggressive, precise, casual

(Personality & Brand Positioning) a little boutique, not mass-market, premium, expensive, luxury, honest, poetic, cinematic, artisanal, underground, indie, polished, raw, pop-culture, confident, mysterious

(Cultural & Emotional Associations) movie character (specify), superhero, antihero, professor, mad scientist, rebel, wizard, monk, alien, rockstar, craftsman, designer, minimalist, villain, detective, explorer, artisan, AI

**Please select one:**

- I want to bring my own vision to life
- I trust you to shape the creative direction
- I trust, but make it within my core feel and goal.

## 5. Terms & Project Scope

- **Desired Release Date:** [insert date or range]
- **Jurisdiction:** [insert country or business entity]
- **Preferred working model:** [e.g., hourly, fixed rate, and 2 rounds included, hybrid ]
- **Ownership:** full commercial license or rights.



**Success Criteria (my top 1-3):**

- Quick progress with open communication
- Smart and surprising ideas
- Visual clarity that matches the product's personality
- Files delivered in a clean, dev-ready format

**Attachments (ask for ours):**

[ Yes / No ] NDA

[ Yes / No ] MSA or license agreement

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**Expectations**

I'd expect the most creative idea/something solid and safe/  
in moderate/shortest timeframe

So I could feel that I can rely on you and focus on ...

have reasoning and feedback

tightly co-work with my team

Listen to my ideas

Show a high level of attention to detail

Show me what I'm missing in my big picture

Show me your best practices

Let me be part of the creative process, but spare my time