SECOND STORY STUDIO

Task Brief

Market Corner - Business Brief

Answer what you can. Use extra sheets or discuss anything you are unsure about.

Name / business

Email / project reference

1. What would you like us to help you achieve?

Tell us what a successful result would look like.

2. Who will use it, and where?

Audience, setting, business or personal use.

3. What do you already have?

Photos, drawings, measurements, text, branding, source files or the item itself.

4. What must stay, change or be avoided?

Important details, colours, style, brand rules and permissions.

5. What budget and timing should we work around?

A budget range is helpful. Tell us if the date is fixed or preferred.

This Task Brief supports scoping and quotation. It does not place an order or agree a price.

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Answer what you can. Use extra sheets or discuss anything you are unsure about.

6. What does your business offer and who is it for?

7. Which Market Corner level or features interest you?

Introduction, Start, Grow, Shop or help choosing.

8. What approved content can you supply?

Business identity, photos, product/service descriptions and contact routes.

9. Where should customers enquire or purchase?

Your external shop, booking service, phone/email or website.

10. What help and update frequency do you need?

Design work, content preparation, changes and who checks business claims.

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