

# Defining client requirements

The **client** is the person or organisation asking you to make something

**Client requirements** are the things the client needs the product to do

These are usually specified in a **client brief**

# Defining client requirements

A **client brief** is a document which tells you what a client wants. It will include information about:

- **what** the product you have to make is
- the **purpose** of the product – see section 2.1
- who the **audience** is
- anything the client says it must **include** – for example, the size, genre, style or theme of the product
- the **timescale** the product has to be produced for – this links to work plans in section 3.3
- the **ethos** of the client – the type of organisation they are and the image they want to promote

The 'Life in Roman Britain' project is a travelling exhibit that will visit primary schools using a lorry and a bus. At each school the lorry and bus will set up with big banners outside the doors welcoming the school children in. The exhibit will include mannequins and staff dressed in a range of Roman costumes.

Inside the back of the lorry there will be two rooms:

- Roman villa – stone coloured room with plates of food, cushions and couches, sounds of talking and music
- Roman barracks – wooden style building with a bed and weapon rack, include sounds and smells of battle.

The bus will contain two floors with interactive presentations and exhibits:

- Top floor – presentation showing how life was in the Roman Empire including sounds of everyday life
- Bottom floor – video and presentation about life in Rome with senators voting and includes sound of debates and people shouting over each other.

The exhibit needs to start visiting schools in October but needs to be tested before it starts visiting the schools, which will take a month. Each floor of the bus and room of the lorry will take 2 months to develop.

We can only allocate a small team of people to developing the exhibit so each of the floors and rooms must be completed before the next one can be started.

- Purpose: educate
- Audience: primary school children (age 5–11) – will influence style etc...
- Content: clearly specified content and styles
- Timescale – 2 months per floor/room with a final deadline

# Client brief vocab

**Product:** the thing you've been asked to make

**Client:** the person you're making the product for

**Target audience:** the people who will read, watch or listen to the product

**Client needs:** the things the client has told you the product needs to do

**Prototype:** a first version of something which can be tested to check that it works