

Findings Documents

- Findings Documents run a range, from very designed booklets to very structured research documents. They are becoming an essential component of large-scale design projects.
- The key purpose of a Findings Document is to preserve the content of a formal design presentation (it includes the thesis or mission of the design, inspiration, research and discovery phases (including interviews and surveys) and design solutions) while it expresses the feel of the presentation. Was the presentation elegant for a conservative, upscale client? Your Findings Document will be too. Was the presentation fun and lively for a toy manufacturer? Play with the findings document. You could even turn it into a game.
- This is one of the areas you can use to show off your design chops. Do it. Be watchful of layout, materials used, type chosen, images, everything. In some ways, the findings document is like the Style Guide, in that you are presenting a hard copy of a design concept. But this is much less restrictive - and holds the conceptual core of your visual statement. Important: Do NOT over-design. While you are presenting a design feel (fun, elegant, edgy, etc), it's still about the information. Make sure we can read it.

Possible sections:

Include any of the areas that make sense to your project

- A. Mission Statement or Thesis of the design (Define your purpose)
- B. Specify Client Goals and Needs (check the Design Brief)
- C. Define your target audience - Demographics and Psychographics.
- H. Discuss existing design solutions and why they don't work
- D. Research and Discovery
- E. Content of Design and Ideas (show a brief of the concept book)
- F. Process and Iterations
- G. "Beauty Shots" and details of the idea
- H. Conclude - why your design is the best ever