

PROJECT STARTER

Start. Evolve. Scale. Project Starter

Wherever you are starting, define the next move before you buy the deliverable.

Start with the outcome.

A useful brief does not start with “I need a website.” It starts with the business problem, the audience, the desired change and the constraints around the work.

01 **START**

You are creating something new. Clarify the audience, promise, core experience and what must be true for the first version to matter.

02 **EVOLVE**

Something already exists. Identify what has outgrown the current brand, experience or system and what needs to change without losing useful equity.

03 **SCALE**

The business is moving. Look for bottlenecks, inconsistent experiences, manual work and infrastructure that will become more expensive as growth continues.

Questions worth answering.

- 01 What is the real problem behind the requested deliverable?

- 02 What should be measurably different after the work ships?

- 03 Who needs to trust, use or buy the result?

- 04 What already exists that should be preserved?

- 05 What constraints - time, budget, technology, approvals - are real?

NEXT STEP

Bring these answers into the Rubbl Project Builder. They help turn a request into a better starting hypothesis.