

# Engagement Brief

Thank you for your interest in working with the Innovation Lab! Below, you'll find some thought-starters to get you and your team thinking about how and where we might best collaborate.

**INNOVATION LAB**

Experience + Design + Strategy

## What are you hoping to achieve?

*Think about...*

- Your problem statement
- Your project overview, goals, or objectives
- Alignment to marketing or strategic aims

## Why does it matter?

*Think about...*

- Your value proposition
- What's new, unique or differentiated
- Impact to your users or customers
- Whitespace in the market

## Where are you in the process?

Exploratory – Foundational – Ideation – Evaluation

*Think about...*

- Existing market research or voice of customer work
- Previous product generations
- Bench testing

## Are there any barriers or concerns?

*Think about...*

- Standards, compliance, or regulatory hurdles
- Timeline, funding, or approvals

## What does success look like?

*Think about...*

- Ways to measure impact or outcomes
- Required or preferred deliverables
- Final intended audience