

What is Client Brief ?



Every interior design project follows a certain set of requirements, what is **client brief** refers to the requirements and needs of the clients for his or her project. The **client brief** is an important consideration in a **client meeting**.

Interior designer's primary goal is to make a functional and aesthetically attractive space for their client's projects.

To accomplish the interior design projects successfully according to the liking of the clients designers follow the demands and needs as described in the client's brief in the client meeting.

Client brief describes the requirements of the clients towards the project. From color to an ambiance or the mood, to the decorative ideas or themes they have in mind, everything is discussed in the client's brief.

After having an understanding of **what is client brief?** the next comes a series of questions related to a client brief in **client meetings**, Let's dig into some of the important ones...

Why is a client brief important?

Many projects fail to satisfy the clients because of misunderstanding between clients and designers over requirements needed to be fulfilled.

The client brief is an important document as it states what the clients want for the project.

Therefore it is very essential for interior designers to understand the requirements of clients. The client's brief removes all the ambiguities concerning the project requirements.

What is included in a client brief?

The client brief is the first document that gets prepared when designers and clients meet for the first time.

It is also very important to understand the requirements of the clients may get altered by the designers during a series of discussions. It is always two way understanding of the project.

The mutually agreed upon client brief contains many areas of requirements.

Here are a few requirements which the client brief may include in the client meeting:

- Project completion timeline
- Favorite colors
- Decorating style / theme
- Furniture styles
- Do's and don'ts
- Material to be used

These can be the example of just a few requirements/liking/disliking of clients. The final client's brief document is prepared after discussing the project in two to three client meetings.

The client brief is an important document clearly stating the requirement of the interior design project. It is very crucial to make sure that the client and the designer both understand how the final project will look and work.

Making a thorough checklist of all the concerned requirements related to the interior design project should be made, signed by the client and the designer so that no ambiguity remains between the two parties.

Understanding **what is client brief** is also very important in defining the scope of the work. Scope of the work in the project will help in calculating the final cost of the project, stages of work, and of course project completion timeline.

Clients' brief is definitely the most important in starting any project, it requires good communication skills on part of the designer first and then the client.

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