

WORKSHEET 12 · CHAPTER 12 · DESIGN, LAYOUT, AND BUILD-OUT

# Design and Technology Brief Template

Print, complete by hand, or use as a working review sheet.

## Instructions

Hand this to designers, architects, contractors, and technology vendors before work begins.

## Design Brief

### Overview

Venue name, concept summary, square footage, budget envelope.

### Target Customer and Experience

Customer profile, occasion, energy, formality, sensory descriptors.

### Space Allocation

Kitchen, dining, bar, storage, WCs, staff facilities, target covers.

<b>Table Mix</b> Two-tops, four-tops, banquettes, bar seating. Match projected party-size data.

<b>Compliance</b> Accessibility, fire, extraction, noise, signage consent.

<b>Timeline and Budget</b> Design date, construction start, opening target, fees, contingency.

Technology Selection Scorecard				
Criterion	Weight	Vendor A	Vendor B	Vendor C
API integration capability	5			
Customer data ownership	5			
Total cost of ownership / 3 years	4			
Hardware flexibility	3			
CRM and guest profile depth	3			
Training and onboarding ease	2			