

BRIEF CANVAS

ANOTE O QUE REALMENTE IMPORTA

The Brief Canvas is a structured template for defining a project or initiative. It consists of a large rectangle divided into eight numbered sections by diagonal lines and a central horizontal line. The sections are:

- 1 O QUE** (What): Top-left section.
- 2 PARA QUEM** (For whom): Top-right section.
- 3 JUSTIFICATIVA** (Justification): Bottom-left section.
- 4 DELIMITADORES** (Delimiters): Bottom-right section.
- 5 A FAVOR** (In favor): Top-center section.
- 6 CONTRA** (Against): Bottom-center section.
- 7 HISTÓRICO** (History): Left vertical section.
- 8 EVIDÊNCIAS** (Evidence): Right vertical section.

In the center of the canvas, there are three horizontal dashed lines with labels:

- ONDE** (Where): Top horizontal dashed line.
- QUANDO** (When): Middle horizontal dashed line.
- ORÇAMENTO** (Budget): Bottom horizontal dashed line.