* **Short-Form Creative Brief**
* Project Objective:
  + Our project will help people in their ultimate goal of extending their lives and improving their quality of life, by helping them to maintain the equilibrium of diet, exercise, and insulin boost.
  + *(Please let me know your thoughts)*
* Key Personas:
  + Sally. Recently retired, she has been newly diagnosed with type II diabetes, and must establish an effective daily regimen. She is not confident about learning new computer technologies, and is feeling overwhelmed.
  + Betsy has been coping with diabetes since the age of 12. Recently, she has been forgetting to record her blood sugar level and take her insulin. Betsy used to like exercise but has been neglecting it. Betsy has decided that she needs some help. “I want something that does what I need and does not have the needless clutter of extra things”.
  + *(Would like to have a few more suggestions for options here, so still working on this)*
* Key Scenarios:
  + Sally is feeling a little groggy this morning. This may be due to the poor sleep she had last night or that she hasn’t had breakfast yet and her blood sugar is low.  
    She has lots of plans for the day: a lunch date with friends, and then a walk through the botanical gardens with them.  
    Sally has just read her blood glucose, but can’t figure out what she should eat to perk up and be ready for the day’s activities.
  + Sally is at lunch with her friends and they are discussing what on the menu is most appealing, and the wisest choices for their weight-reducing diets. Looking ahead to the afternoon, Sally knows that should eat healthily but also adequately in order to last through the 1-2 hour walk that is planned for the afternoon. She knows that her diet must different from her friends’, but how?
  + *(May add some potential scenarios relevant to other personas)*
* Key Principles:
  + Our system:
  + is not reliant on user’s technical aptitude
  + anticipates the user’s needs for information and suggests the decisions that should be made
  + at any time, only presents the critical information required at that time
  + is robust: no system error will prevent it from performing its critical functions
  + is unobtrusive unless action is required
  + *(Please let me know your thoughts)*