DRAFT, rev 1.7

Creative brief, voice and messaging

**Our Audience**

IWs that have a current O365 account for their school or work.

Typically, our target audience will know a lot of people, handles a high volume of email, likes to stay on top of things, has a sense of urgency about certain communications, and can be impatient.

Consequently, our audience likes to manage when they are “in the loop” and when they are “out of the loop”.

**Our Product**

Flow is a messaging app that supports quick, direct, expressive conversations between people “in the moment”.

**Our Objective**

Flow is a light-weight cross-platform mobile app that helps you focus on fluid and light-weight conversations with people who are important to you now.

* The right conversations are grouped around people instead of subjects
* Only notifies you about messages from people you care about
* A light-weight experience – without the weight of email – keeps me engaged in human-to-human conversations
* I can reach anyone by email and all of my conversations for me and everyone else are in their inbox

**Our Proposition**

Flow is **a subset of your Inbox**, focusing on a **fluid** and **light-weight** conversation experience with **people** who are **important to you now**.

**Proof of our Proposition**

The success of the traditional email experience has resulted in it becoming a ubiquitous form of communication. This has resulted in many user’s Inboxes filling up with emails of varying importance and purpose. Users have started turning to other channels in order to communicate with people who are important to them right then.

Senders believe they can get more immediate attention from the recipient by shying away from email and tailored mobile experiences have trained users to crave speed over other functionality.

**Tone**

Semi-professional, fun, expressive (ie, emoji, images, search, canned responses).

Lively

**Style**

Simple, fluid, personal, delightful