**01 - 04 - Guiding Principles**

**Purpose of This Document**

These principles are the invisible scaffolding behind BrainFrame. They are not rules or beliefs — they are **design commitments**.

They guide every choice made in how the system is structured, adapted, or extended.

**1. Human-First, Always**

The system is built around real human rhythms — not productivity culture or software defaults.

* It starts from how we *actually* think, feel, and grow.

**2. Clarity > Complexity**

The purpose of BrainFrame is clarity — not sophistication.

* Every tool exists to help you think more clearly.
* Complexity is only added when it genuinely increases insight or ease.

**3. Structure Without Rigidity**

BrainFrame offers stable structures — but never boxes you in.

* You can enter from anywhere.
* You can use only what serves you.
* The system flexes with your seasons and shifts.

**4. System as Mirror, Not Manager**

BrainFrame doesn’t manage you. It reflects you.

* It helps you see yourself more clearly.
* It shows patterns, friction, momentum, and meaning.

**5. Insight Must Lead to Motion**

Reflection is only valuable when it leads somewhere.

* The system is built to move from insight → action without friction.
* Prompts, planners, and tools exist to *translate clarity into motion*.

**6. Modular by Default**

Every element stands alone.

* Use one tool or all of them.
* The system is complete at any level of engagement.

**7. Alive and Evolving**

You change — your system should too.

* Prompts can adapt.
* Templates can grow.
* You are always allowed to rebuild.

**Next:** Explore the actual tools and capabilities in [01 - 05 - Key Capabilities Summary.docx].