

Prompt: Create a design brief for a senior-friendly pack of gum

## Design Brief for a Senior-Friendly Pack of Gum

### Objective

To design a pack of gum that is easy for seniors to open, understand, and use.

### Target Audience

Seniors aged 65 and over.

### User Needs

- Easy-to-open packaging
- Clear and concise labeling
- Large, easy-to-read font
- Comfortable grip
- Individual wrappers that are easy to remove

### Design Considerations

- **Ergonomics:** The pack should be designed to be comfortable to hold and easy to open, even for those with limited dexterity.
- **Visibility:** The labeling should be clear, concise, and easy to read, using a large font and high-contrast colors.
- **Simplicity:** The design should be simple and uncluttered, avoiding unnecessary features or complexity.
- **Accessibility:** The pack should be designed to be accessible to people with varying levels of ability, including those with visual impairments.

### Design Solutions

- Easy-to-open flip-top lid
- Large, easy-to-read font on the label
- High-contrast colors for the label
- Individual wrappers with easy-to-peel tabs
- Ergonomic shape for comfortable grip

#### Additional Considerations

- The flavor of the gum should be appealing to seniors, with a focus on refreshing and minty flavors.
- The gum should be sugar-free or have a low sugar content.
- The packaging should be recyclable or compostable.

#### Success Criteria

- The pack is easy for seniors to open, understand, and use.
- The gum is appealing to seniors in terms of flavor and packaging.
- The pack is environmentally friendly.