

# QuitPo with Alex Friend

Space Journey Progression & Achievement System — Illustration Brief for Illustrator

## About QuitPo

**QuitPo** is a comprehensive porn addiction recovery app designed to help users break free from compulsive pornography use through psychological tools, community support, and behavioral interventions. Built on the scientific understanding that porn addiction typically requires **90 days** for neural pathway rewiring.

The gamification system transforms the recovery journey into a visual, emotionally resonant experience through two interconnected mechanics:

- **Alex's Space Journey** — An astronaut's voyage home that parallels the user's recovery
- **Achievement System** — Badges and milestones that recognize specific accomplishments

The space theme connects directly to **Alex**, the AI companion, creating a cohesive brand experience where the user helps Alex return to Earth while Alex helps the user return to normal life.

## Important: Workflow — Illustrator to Animator

**1. ILLUSTRATOR (You)** — Creates all artwork: backgrounds, Alex character, ship, planets, particles, objects

**2. ANIMATOR (Separate person)** — Takes your illustrations and builds Rive animations with state machines

**Your deliverables:** Layered illustration files (Adobe Illustrator .ai, Photoshop .psd, or Figma) with cleanly separated elements that the animator can rig and animate.

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## 1. Brand Colors & Visual Identity

### Primary Brand Colors

These are the core colors used throughout the QuitPo app. Use them consistently in all illustrations.

			
Primary (Indigo) #6366F1	Secondary (Teal) #0D9488	Accent (Pink) #F472B6	Success (Green) #10B981
			
Warning (Amber) #F59E0B	Danger (Red) #EF4444	Primary Glow #818CF8	Secondary Glow #14B8A6

### Galaxy Theme (Dark Mode) — For All Space Scenes

The space journey uses a dark theme with glowing accents. This is the primary visual style for all journey illustrations.

## Deep Space Backgrounds

Element	Hex Code	Usage
Deep Space Background	#0a0a1a	Primary backdrop for all space scenes
Space Secondary	#0f0f24	Slightly lighter areas, depth variation
Card/Surface	#12122a	Ship hull, UI elements in space

## Glow & Accent Colors

Element	Hex Code	Usage
Primary Glow (Indigo)	#818CF8	Ship engines, active elements, highlights
Secondary Glow (Teal)	#14B8A6	Earth glow, destination indicators, healing
Accent Glow (Pink)	#F472B6	Celebrations, milestones, special events
Success Glow	#22C55E	Stage complete, achievements, home
Warning Glow	#EAB308	Course corrections, alerts, asteroids

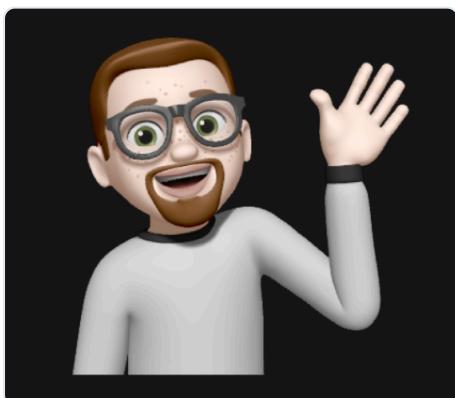
## Typography

Font	Usage	Notes
Space Grotesk	Headings, stage names, UI labels	Geometric, modern, space-appropriate
Inter	Body text, narratives, descriptions	Clean, readable, friendly

## 2. Alex Character Design

**Alex is the heart of QuitPo** — both the astronaut making the space journey AND the AI companion in the app. When users chat with Alex, they're talking to this astronaut. Alex is warm, friendly, and supportive.

### Reference Images



**PRIMARY REFERENCE**  
Face, beard, glasses, expression



With helmet on  
Suit style reference



3D face render  
Facial features

### Important: Beard Reference Warning

The 3D face reference has the beard **WRONG** — it only shows a goatee (hair around mouth only).

Alex should have a **FULL beard** covering cheeks, jawline, and chin, as shown in the sticker reference. **Always use the sticker as the definitive guide for the beard.**

### Physical Appearance (Male)

- **Hair:** Brown, short, slightly messy
- **Beard:** Full beard (cheeks, jawline, chin) — NOT just a goatee
- **Eyes:** Green, friendly, warm
- **Freckles:** Light freckles on cheeks
- **Glasses:** Rectangular dark frames (important identity feature!)
- **Expression:** Friendly smile, approachable, warm
- **Age:** Late 20s to early 30s appearance
- **Style:** Stylized/cartoon (NOT realistic)

### Astronaut Suit

- **Base color:** White suit
- **Accents:** Teal (#0D9488) details and trim
- **Helmet:** White with dark/teal visor
- **Details:** Mission patches, utility pockets
- **Gloves:** White with teal accents
- **Boots:** White with teal soles

### Required Poses & States

Pose	Description	When Used
Floating/Drifting	Relaxed zero-gravity pose, arms slightly out	Idle state, general journey
Working on Repairs	Tools in hand, focused expression, fixing ship	Early stages, ship repair narrative
Celebrating	Arms up, big smile, triumphant pose	Stage completion, achievements
Looking at Earth	Hand on viewport, hopeful expression, gazing at Earth	Later stages, approaching home
Sitting in Cockpit	Piloting position, hands on controls	Ship interior scenes
Sitting on Moon	Casual seated pose on lunar surface (like sticker)	Lunar station scene
Course Correction	Bracing, holding on, determined expression	Relapse/setback animations

### Ship Design — "The Vessel"

Alex's ship is a personal spacecraft — not military, not industrial. It's friendly, lived-in, and hopeful.

- **Hull color:** Dark (#12122a) with indigo (#818CF8) accent lighting
- **Engine glow:** Indigo (#818CF8) when healthy, dimmer when damaged
- **Cockpit:** Visible glass dome where Alex can be seen inside
- **Size feel:** Personal craft, not huge — more "home" than "battleship"
- **Personality:** Worn but reliable, been through a lot, still flying

### Ship States (for animator)

- **Damaged/Drifting:** Lights flickering, engine dark, floating
- **Repairing:** Sparks, Alex working on hull
- **Engines Firing:** Full indigo glow, moving forward
- **Cruising:** Steady glow, smooth flight
- **Landing:** Landing gear deployed, descending

## 3. The Story of Alex

## Opening Narrative

*Alex was an astronaut on a routine mission when something went wrong. A malfunction sent the ship spiraling into the void, far from Earth, far from everyone Alex loved.*

*Now, stranded in the darkness of deep space, Alex must find the way back home. The journey is long — **90 days** of travel through dangerous territory. But Alex isn't alone. Mission Control is still there, guiding the way.*

*And neither are you.*

## Why This Story Works

### Emotionally Resonant

Being lost and finding your way home mirrors exactly what recovery feels like. Users aren't just tracking numbers — they're on a journey WITH Alex.

### Recovery-Appropriate

The journey metaphor emphasizes **progress over perfection**. Setbacks are "course corrections," not failures. The ship keeps flying.

## The Connection to AI Alex

The AI companion "Alex" IS this astronaut. When users chat with Alex in the app, they're talking to the astronaut making this journey. Alex's messages reference the voyage:

*"Day 15. We're in the asteroid field now. Lots of close calls today, but we made it through together."*

*"I can see Earth now. Just a tiny blue dot. But it's there. We're going to make it."*

*"That was a rough one. We got knocked off course a bit. But the ship is still flying. Are you okay?"*

## ⊕ 4. The Space-Recovery Metaphor

Every element of Alex's space journey maps to a recovery concept:

Space Journey	Recovery Journey	Visual Representation
Lost in deep space	Lost in addiction	Darkness, isolation, damaged ship
Earth = home, loved ones	Normal life, real connections	Blue planet growing larger
Ship damage	Brain affected by addiction	Flickering lights, broken systems
Ship repairs during journey	Neural pathways healing	Systems coming online, lights brightening
Navigation hazards	Triggers and urges	Asteroids, nebula fog, storms
Course corrections	Learning from setbacks	Ship adjusting trajectory (not exploding)
90-day journey	90-day brain rewiring period	Full voyage from void to Earth
Mission Control support	App, community, support system	Radio signals, communication

## ⌚ 5. The 9 Journey Stages

Each stage requires a background illustration with Alex's ship. The animator will add movement, particles, and state transitions later. Your job is to create beautiful, evocative scenes that capture each stage's emotional meaning.

## Stage 1: The Void

Days 0-4

"Lost in Darkness"

Alex drifts in complete darkness. The ship is damaged, systems failing. Earth is just a distant memory. But then — a signal. Mission Control has found Alex. The journey home begins.

**Visual Elements:** Deep dark space (#0a0a1a), damaged ship with flickering lights, single distant star (Earth's direction), debris floating nearby

**Color Palette:** Deep blacks, dark blues (#0f0f24), faint amber from ship's emergency lights, single cold white star

**Mood:** Isolation, but with a spark of hope (the signal)

**Recovery Meaning:** The user has just started. They feel lost, broken. But they've taken the first step by downloading the app.

## Stage 2: First Light

Days 5-6

"Systems Coming Online"

Alex works to repair the ship's basic systems. Life support stabilizes. For the first time in a long time, there's hope. Earth's signal grows slightly stronger.

**Visual Elements:** Ship interior with lights coming on, Alex working on repairs, small viewport showing stars, tools floating

**Color Palette:** Warm interior lighting (amber, soft white), cool starfield outside through viewport

**Mood:** Activity, progress, first signs of hope

**Recovery Meaning:** First week survived. The initial chaos is settling. Basic routines are forming.

## Stage 3: Leaving the Drift

Days 7-13

"Engines Ignite"

The engines finally respond. Alex sets course for Earth. The ship begins to move with purpose. The void behind, the journey ahead.

**Visual Elements:** Ship with engines glowing (#818CF8), thrust trail behind, leaving dark zone, stars becoming denser ahead

**Color Palette:** Indigo engine thrust (#818CF8), brightening starfield, dark void fading behind

**Mood:** Momentum, determination, forward motion

**Recovery Meaning:** One week complete. Momentum is building. The user is actively moving forward.

## Stage 4: The Asteroid Field

Days 14-29

"Navigating Danger"

The path home isn't empty. Alex must navigate through a field of debris — remnants of old collisions. One wrong move could set the journey back. Focus is everything.

**Visual Elements:** Ship weaving through asteroids, close calls, tense navigation, rocks of varying sizes, warning lights

**Color Palette:** Grays and browns of asteroids, warning yellow (#F59E0B) accents, alert lighting, focused blue cockpit glow

**Mood:** Tension, focus, careful navigation

**Recovery Meaning:** Weeks 2-4 are full of triggers. The user must stay alert, make conscious choices to avoid danger.

## Stage 5: The Nebula

Days 30-44

"Through the Fog"

A beautiful but disorienting nebula. Alex can't see far ahead. Navigation relies on instruments and trust. It's peaceful here, but easy to get lost.

**Visual Elements:** Colorful nebula gas clouds, limited visibility, ship moving slowly but steadily, soft diffused lighting

**Color Palette:** Purple (#818CF8), pink (#F472B6), teal (#14B8A6) nebula clouds, soft ethereal glow, dreamy atmosphere

**Mood:** Peaceful but uncertain, beautiful but disorienting, trust

**Recovery Meaning:** One month in. Things feel different — better, but unfamiliar. Brain fog is lifting. Trust the process.

## Stage 6: Clear Space

Days 45-59

"Open Skies"

Alex emerges from the nebula into clear space. For the first time, Earth is visible — a tiny blue dot in the distance. It's real. Home is real.

**Visual Elements:** Clear starfield, tiny Earth visible in the distance (blue dot), ship cruising smoothly, sense of openness

**Color Palette:** Deep space black, bright crisp stars, small blue-green Earth dot with soft glow (#14B8A6)

**Mood:** Clarity, hope renewed, destination visible

**Recovery Meaning:** The fog lifts. Users often report clarity, energy, feeling "normal" for the first time.

## Stage 7: The Moon's Shadow

Days 60-74

"Almost There"

The Moon comes into view. Earth grows larger every day. Alex can almost feel the pull of home. But this close, any mistake would be painful. Careful now.

**Visual Elements:** Moon in view (gray, detailed), Earth much larger, ship approaching carefully, sense of gravity

**Color Palette:** Gray moon surface with craters, blue-white Earth, careful lighting, home feels tangible

**Mood:** Anticipation, caution, almost there

**Recovery Meaning:** Two months in. Major progress, but complacency is dangerous. Stay focused.

## Stage 8: Earth Orbit

Days 75-89

"Circling Home"

Alex enters Earth's orbit. The blue planet fills the viewport. Oceans, continents, clouds — it's more beautiful than memory. The ship circles, preparing for final descent.

**Visual Elements:** Earth fills most of screen, ship in orbit, oceans and continents visible, atmospheric glow, preparing for landing

**Color Palette:** Blue oceans, green/brown continents, white clouds, orbital glow, warm atmosphere edge

**Mood:** Awe, accomplishment, beauty, anticipation of landing

**Recovery Meaning:** The final stretch. The user can feel the change. They're different now. 90 days felt impossible once.

## Stage 9: Homecoming

Day 90+

"Welcome Home"

The ship descends through the atmosphere. Alex feels gravity for the first time in 90 days. The hatch opens. Sunlight. Fresh air. Familiar faces. Alex is home.

The journey isn't truly over — life on Earth has its own challenges. But Alex is no longer lost. Alex knows the way now.

**Visual Elements:** Ship landed on Earth (green field or landing pad), hatch open, sunlight streaming in, silhouettes of people waiting, blue sky

**Color Palette:** Warm sunlight (golden), green grass, blue sky, success green (#10B981), hopeful and alive

**Mood:** Triumph, relief, joy, new beginning

**Recovery Meaning:** 90 days complete. Neural rewiring achieved. Life continues from a place of strength.

## ⊕ 6. Planet Stops & Ship Parts (V1.5)

Between the main stages, Alex makes stops at planets and space stations to collect essential ship components. Each item has a real astronaut purpose AND a recovery metaphor. **This is a V1.5 feature** — not needed for initial launch.

### The Ship's Needs

When Alex's ship was damaged, several critical systems were lost. Throughout the journey, Alex must find these parts:

Ship Part	Astronaut Need	Recovery Metaphor
Navigation Computer	Find the course back to Earth	Clarity — knowing your direction
Fuel Cells	Power to keep moving	Energy & motivation to continue
Communication Array	Contact with Mission Control	Connection — not being isolated
Oxygen Recycler	Breathe and survive	Self-care, breathing exercises
Hull Plating	Protect from impacts	Resilience against triggers
Solar Panels	Renewable energy source	Healthy habits that sustain you

## Planet Stop Locations

Day 10

### Mars Outpost

Collects: Navigation Computer

**Scene:** Red planet surface, abandoned outpost structure, ship landing, Alex retrieving equipment from dusty station

Day 20

### Jupiter Station

Collects: Fuel Cells

**Scene:** Massive gas giant fills background, floating station, ship docking, refueling operation

Day 35

### Saturn Rings Depot

Collects: Communication Array

**Scene:** Ship flying carefully through Saturn's rings, grabbing satellite dish, ice particles floating

Day 50

### Titan Base

Collects: Oxygen Recycler

**Scene:** Saturn's moon Titan, orange haze atmosphere, icy surface, base with domes, Alex doing breathing gesture

Day 65

### Neptune Waypoint

Collects: Hull Plating

**Scene:** Distant blue planet, cold remote feeling, ship repairs, installing new armor plating

Day 80

### Lunar Station

Collects: Solar Panels

**Scene:** Moon base, Earth visible large in sky (almost home!), Alex sitting on moon surface like sticker, installing panels

## 7. Course Corrections (Relapse Handling)

When a user relapses, it's called a "course correction" — NOT a failure. The ship gets knocked off course but **keeps flying**. Alex doesn't die. The journey continues. This is crucial for maintaining hope.

### The Philosophy

**Key insight:** Alex remembers the journey. The user's experience, lessons learned, days of healing — those aren't erased. They're building resilience.

When a relapse happens:

- Alex got knocked off course (not destroyed)
- Navigation needs recalibration
- Some distance must be re-traveled
- **But the ship is still flying**
- And Alex knows more than before

### Course Correction Visuals by Stage

Stage	What Happens	Visual Description
The Void	Signal lost briefly	Static effect, screen flickers, signal returns with "reconnecting" animation
First Light	Power fluctuation	Lights flicker off then back on, systems resetting
Leaving Drift	Engine stalls	Engine glow cuts out, then restarts with determination
Asteroid Field	Minor collision	Impact shake, warning lights flash yellow, ship stabilizes
Nebula	Got turned around	Compass spinning, disorientation, then reorienting to course
Clear Space	Unexpected storm	Storm clouds appear, turbulence, ship pushed back but recovers
Moon's Shadow	Missed approach	Trajectory line adjusting, going around for another pass
Earth Orbit	Wrong entry angle	Abort landing sequence, pull up, reorbit animation

### Alex's Course Correction Messages

*"I lost you for a moment. But I'm still here. Let's try again."*

*"A setback. The ship needs to recalibrate. But we know what to do now."*

*"We took a hit. Some damage, but the ship holds. Recalculating route."*

*"I lost my bearings in here. But I've found the path again."*

**Key tone:** Compassionate, forward-looking, never shaming. The journey continues.

## 8. Illustrator Deliverables

What you need to create. The animator will take these and build Rive animations.

Asset Type	Description	Quantity	Format
Stage Backgrounds	9 main journey stage backgrounds with appropriate space scenes	9	Layered AI/PSD/Figma
Alex Character	Astronaut with separable body parts for animation rigging	1 (multiple poses)	Layered AI/PSD
Alex's Ship	Spacecraft with separate parts (hull, engines, windows, lights)	1 (multiple states)	Layered AI/PSD
Particles & Effects	Stars, nebula clouds, engine flames, sparks, confetti	~10-15	PNG transparent
Planet Backgrounds	6 planet stop locations (V1.5)	6	Layered AI/PSD
Ship Parts	6 collectible items (nav computer, fuel cells, etc.)	6	Layered AI/PSD

### Layer Separation Requirements

For the animator to rig animations, elements must be on separate layers:

#### Ship Layers

- Hull (main body)
- Cockpit glass/dome
- Engine left
- Engine right
- Engine flames (separate for glow effects)
- Navigation lights
- Damage marks (for damaged state)

#### Alex Character Layers

- Head (with hair, beard, glasses)
- Helmet visor (separate for on/off)
- Body/torso
- Left arm
- Right arm
- Left leg
- Right leg
- Tool/prop in hand (optional)

## Background Layers

- Far stars (static backdrop)
- Mid-distance stars (for parallax effect)
- Near elements (asteroids, nebula clouds, planets)
- Foreground particles (for depth)

## 🔗 9. Phases & Priorities

### Phase 1: MVP (Must Have for Launch)

Ship the app with these ~15 assets. Static images acceptable — animations enhance but don't block launch.

#	Asset	Priority
1-9	9 Journey Stage Backgrounds (The Void through Homecoming)	MUST HAVE
10	Alex character (rigged with multiple poses)	MUST HAVE
11	Ship exterior (layered, multiple states)	MUST HAVE
12	Ship interior cockpit view	SHOULD HAVE
13	Celebration elements (confetti, stars overlay)	SHOULD HAVE
14	Course correction elements (warning lights, shake effect)	SHOULD HAVE
15	Engine flame/thrust effects	SHOULD HAVE

### Phase 2: V1.5 (Post-Launch)

~8 additional illustrations for planet stops feature.

- Mars Outpost scene + Navigation Computer item
- Jupiter Station scene + Fuel Cells item
- Saturn Rings Depot scene + Communication Array item
- Titan Base scene + Oxygen Recycler item
- Neptune Waypoint scene + Hull Plating item
- Lunar Station scene + Solar Panels item
- Ship with collected parts attached (upgraded appearance)
- Part pickup/installation animations

### Phase 3: V2 (Polish)

~12+ additional variations for enhanced experience.

- Ship damage states (minor scratches, moderate damage, severe damage)
- Ship "boosted" state (glowing, upgraded look for streaks)
- Additional Alex poses (waving, thumbs up, sleeping, meditating)
- Weather/environmental effects (storms, solar flares)
- Achievement badge icons (20+ unique badges)
- Stage-specific celebration variants

## 🔧 10. Technical Specifications

Your illustrations will be used by the animator to create Rive animations. Here are the technical requirements.

## Your Deliverable Formats

### PREFERRED FORMATS:

Adobe Illustrator (.ai)  
Figma (.fig)  
Photoshop (.psd)

### ALSO EXPORT:

PNG transparent (for particles/effects)  
SVG (for icons/simple shapes)

### IMPORTANT:

Keep all layers named clearly  
Group related elements  
Maintain vector where possible

## Resolution & Sizing

Property	Value
Artboard Size	1280 × 720 px (16:9)
Character Height	~300-400 px
Ship Width	~400-600 px
Color Mode	RGB
Export Resolution	@2x minimum

## Rive Animation Notes (For Your Reference)

The animator will create Rive files with these state machines — knowing this helps you design assets that work well for animation:

State	Description	What It Needs
idle	Default looping animation	Ship floating gently, stars twinkling, subtle movement
transition_in	Entry animation when stage reached	Ship flying into scene, background appearing
transition_out	Exit when advancing to next stage	Ship flying out, warp effect
celebrate	Milestone celebration	Confetti, Alex cheering, ship lights flashing
course_correction	Setback animation (relapse)	Ship shaking, warning lights, then stabilizing

## File Naming Convention

### BACKGROUNDS:

stage-01-void.ai  
stage-02-first-light.ai  
stage-03-leaving-drift.ai  
...etc

### CHARACTER:

alex-character-rigged.ai  
alex-poses-floating.ai  
alex-poses-celebrating.ai

### SHIP:

ship-exterior-layered.ai  
ship-interior-cockpit.ai  
ship-states-damaged.ai

### EFFECTS:

particles-stars.png  
particles-engine-flame.png  
particles-confetti.png

## Color Reference (Copy These Exactly)

### GALAXY BACKGROUNDS:

Deep Space: #0a0a1a  
Space Secondary: #0f0f24  
Card Surface: #12122a

**GLOWS & ACCENTS:**

Primary Glow: #818CF8 (ship engines, highlights)

Secondary Glow: #14B8A6 (Earth, destinations)

Accent Glow: #F472B6 (celebrations)

Success: #10B981 (achievements, home)

Warning: #F59E0B (alerts, asteroids)

**BRAND COLORS:**

Primary: #6366F1

Secondary: #0D9488

Accent: #F472B6

**QuitPo with Alex Friend** — Space Journey Progression & Achievement System

This document contains illustration requirements for the gamification feature.

Your illustrations will be handed to the animator to create Rive animations.

Document generated: January 2026