**🔧 Momentum Moments – Developer Specification (Pilot App)**

**Prepared for:** Product Developer / No-Code Builder  
**Prepared by:** Kate Christiansen  
**App version:** MVP v1.0  
**Core purpose:** Deliver guided, 10-minute structured thinking sessions that help users get mentally unstuck and regain cognitive momentum.

**🔹 1. User goals**

Users will:

* Open the app when they feel mentally stuck
* Choose what kind of “stuckness” they’re experiencing
* Be guided through a 10-minute thinking sequence (3 structured prompts)
* Optionally capture a thought or insight
* Leave feeling clearer, calmer, or more energised

**🔹 2. Key features for MVP**

**✅ A. Home screen**

* Welcome message: *“Welcome. What’s keeping you stuck today?”*
* Display a list of **“Stuck Point” categories** as buttons or tiles
* Categories (sample 5 for MVP):
  1. Decision Paralysis
  2. Mental Fog
  3. Too Many Options
  4. Stuck at the Start
  5. I’ve Lost Momentum
  6. I’m in Unfamiliar Territory
  7. Need to Think Strategically

Each button links to a unique Momentum Moment session.

**✅ B. Session screen (Momentum Moment flow)**

Each Momentum Moment includes:

**1. Intro framing**

* ~30-second text (optional audio later)
* E.g. “You don’t need to solve it. You just need to shift your thinking.”

**2. Prompt 1 – Entry**

* Text-based prompt to open reflection (e.g. *“What feels foggy right now—but matters?”*)
* Displayed for ~2–3 minutes (optionally with timer)

**3. Prompt 2 – Unblocker**

* A deeper or challenging prompt (e.g. *“What’s the real question I’m avoiding?”*)
* Displayed for ~2–3 minutes

**4. Prompt 3 – Momentum**

* A forward-shifting prompt (e.g. *“If I don’t need to fix this, what can I do instead?”*)
* Displayed for ~2–3 minutes

**5. Session close**

* Message: *“You’ve just made space to think. That matters.”*

Optional: Users can tap “Next” to move between prompts or stay timed.

**✅ C. Optional reflection capture**

After the third prompt:

* Option to **jot a quick note** (text field)
* Option to **record a short voice memo** (optional for V1)
* Data can be saved locally or to user profile if signed in

**✅ D. Streak counter (encouragement only)**

* Lightweight, non-pushy
* E.g. *“You’ve completed 2 Momentum Moments this week”*
* Based on session completion count per user

**✅ E. About screen**

* Explanation of what a Momentum Moment is
* Brief intro to Kate + The Moment Method (1 paragraph)
* Optional CTA to learn more (links to website/book)

**🔹 3. App structure (navigation map)**

HOME

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├── STUCK POINT SELECTOR (Category list)

│ ├── Decision Paralysis

│ ├── Mental Fog

│ └── ... etc

│

├── MOMENT SESSION FLOW (for each category)

│ ├── Intro framing

│ ├── Prompt 1

│ ├── Prompt 2

│ ├── Prompt 3

│ └── Close + optional reflection

│

├── REFLECTION PAGE

│ ├── Text note (input)

│ └── [Optional] Voice memo

│

├── STREAK TRACKER (visible on Home)

│

└── ABOUT / INFO PAGE

**🔹 4. Technical requirements**

**Platform**

* MVP via **Glide** or **Adalo** (no-code)
  + Supports mobile web and PWA app
  + Supports text/audio flows
  + Optional: login for reflection history

**Data storage**

* Google Sheets / Glide Tables / Adalo internal DB
* Track sessions completed per user (simple count)
* Store reflections per user (text or voice, optional)

**Optional features (future)**

* Audio playback for each prompt
* AI-powered prompt recommendation
* Deeper streak analytics / visual charts
* Integration with The Answer Trap Risk Profile

**🔹 5. Content requirements (provided by Kate)**

* **7 “Stuck Point” categories** with 3 prompts each
* **Intro and closing messages** for each session
* **About section text**
* **Tone of voice:** calm, thoughtful, encouraging, non-prescriptive
* **Design aesthetic:** light, spacious, soothing tones (e.g. navy, teal, soft neutral backgrounds)

**🔹 6. User testing plan (Phase 1)**

* 10–25 test users from Kate’s audience (e.g. Risk Profile completers)
* Pilot over 2 weeks
* Track:
  + Completion rate of sessions
  + Repeat usage
  + Feedback on usefulness, clarity, flow
* Feedback captured via Typeform or in-app form

**🔹 7.**

* Add full prompt library (20+ Momentum Moments)
* Audio narration for prompts
* Paid subscription model ($4.99/month)
* Optional org/team version
* Dashboard for user stats & trends
* Deeper integration with *The Answer Trap* ecosystem

**🔹 8. Next steps for developer or builder**

1. Create screen layouts per navigation map
2. Load initial content (7 categories, 3 prompts each)
3. Build session logic + optional note field
4. Add streak counter (based on session completions)
5. Set up lightweight user feedback capture
6. Deploy private pilot for closed testing

**🔹 First: What’s the purpose of this app?**

* **Not** to give advice
* **Not** to solve problems
* **Not** to simulate a conversation

It’s to:  
✅ Create space  
✅ Provide structure  
✅ Prompt clarity  
✅ Help people re-engage *their own* thinking

**🔹 Option 1: Library-based model**

(*Static prompts curated and organised into categories*)

**✅ Pros:**

* **You stay in control** of quality, tone and depth
* **Strong alignment with your IP** (e.g. The Moment Method)
* **Scalable without introducing risk** of off-brand responses
* **Predictable emotional tone** (no surprise outputs or awkward wording)
* Easier to build, test and refine
* Feels intentional and *crafted*, not random

**🔹 What would Kate’s audience value?**

Given your audience:

* High-performing, often overloaded
* Already sceptical of quick fixes or vague content
* Trust you for *clarity, calm and cognitive credibility*

They’re likely to respond better to:

✨ **Beautifully crafted questions delivered with intention—not AI improvisation.**

**🔹 Strategic recommendation**

**✅ Start with a library model.**

Let *you* and your method be the guide.

The experience should feel:

* Trusted
* Crafted
* Quiet
* Valuable by design

You can always **introduce AI later** as a “smart guide” feature—for example:

* A “personal clarity concierge” that recommends the next best Moment
* A prompt builder for advanced users (“Customise your own session”)
* A summariser that reflects back key patterns in their entries

But that should come **after** you've established the core experience, tone, and user habits.

**🔹 Your brand power is not *that it’s tech-enabled*.**

It’s that it enables the human brain to function better in a complex world.

AI could become *part of the infrastructure*.  
But **you** are the author of the Moment. And that’s the power of this app

New additions as of 1st Sep 2025.

Developer brief: “Thinking Tracker” feature (like a cognitive Fitbit)  
  
 Feature purpose  
  
To help users build a visible, motivating habit of deliberate thinking — not by tracking streaks or gamifying behaviour, but by acknowledging and accumulating time spent in intentional reflection. This aligns with The Answer Trap ethos: reclaiming your mind, one small moment at a time.  
  
  
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 Key Components  
  
1. Goal Setting (Optional)  
  
Users can set a personal target (e.g. “30 minutes of thinking this week”)  
  
Selectable options: daily, weekly, or monthly  
  
Default could be: “No goal set yet – start tracking time when ready”  
  
  
2. Session Time Logging  
  
Each session logs the total reflection time:  
  
Default = 10 min (3 prompts × ~3 min each)  
  
OR actual time if timer/tracker is used

Take out the current timer in the Prompts  
  
  
Add a setting toggle: “Log full session time” vs “Track actual time spent on each prompt”  
  
  
3. Visual Dashboard  
  
Display total time spent:  
  
Today  
  
This week  
  
This month  
  
All time  
  
  
Could be a clean horizontal bar (like progress toward daily goal)  
  
Optional: Add icons like a thinking bubble or brain spark  
  
  
4. “Thinking Milestones”  
  
Optional, light acknowledgment (not gamified badges):  
  
“You’ve crossed 60 minutes of deliberate thinking!”  
  
“5 days of clarity”  
  
“You’ve paused to think 10 times this month”  
  
  
Phrased in your tone: affirming, not performative  
  
  
5. Settings & Privacy  
  
All tracking is local (or tied to a private profile if logged in)  
  
Option to delete, reset, or export data  
  
Settings toggle: “Track time” on/off  
  
  
  
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Tone of voice for messaging  
  
Keep it warm, quiet, and agency-affirming. Examples:  
  
“You’ve created 12 minutes of space to think today.”  
  
“Clarity doesn’t need hours — 3 minutes counts.”  
  
“You’ve paused 5 times this week. That’s leadership.”  
  
  
  
Heatmap or calendar view: “Which days did I create space to think?”  
  
Personal insights: “You reflect most on Fridays” or “You’ve explored Mental Fog most this month”  
  
Integration with other features: “This Stuck Point contributed 42 mins of thinking this month”