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UX Strategic Exploration:

Reducing Cognitive Load in Affirmation Mechanics

Project: Affirmation App Core Flow

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Prepared by: Ali Awais M.

EXECUTIVE SUMMARY

The Diagnosis: The "Wizard" Trap

The original "**Linear Wizard**" prototype (Input > Select > Select > Result) mimics a logical database query, but it creates **High Interaction Friction**. For a user who is **overwhelmed, stressed, or impatient**, being forced to categorize their emotions before receiving support is a barrier to entry.

The Solution: "Step Back" Strategy

We have shifted the burden of effort from the **User** to the **AI Backend**.

I have developed two distinct architectural concepts:

- **Concept A (The Contextual Mirror)**: Minimizes input. The user vents; the AI structures the data.
 - **Concept B (The Reactive Stream)**: Removes input entirely. The user reacts to pre-loaded content (**Discovery Model**).
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CONCEPT A - OVERVIEW

CONCEPT A: "The Contextual Mirror"

User Mental Model: Therapy / Confidant

Core Mechanic: One unstructured input → AI Structure. This concept focuses on the user who has a specific feeling (e.g., Exam stress, Anxiety) but finds multi-step forms tedious. We replace specific questions with an "Open Mic" approach.

Why this works:

- **Zero Form Fatigue:** Removes 5+ clicks.
 - **Visual Trust:** Visually demonstrating the AI "parsing" the text builds confidence that the result is personalized, not random.
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CONCEPT A - FLOW BREAKDOWN

1. The Open Invitation



Just Start Talking

Don't filter it. Vent, worry, or just list your to-dos. The AI will find what you need.

Type or tap on the mic to begin...



Next

Concept A - Input Screen (White/Clean)

UX Logic:

The prompt "Don't Filter It" grants permission for the user to be messy.

The large target area (Mic/Text) requires no navigation.

Constraint Solved: User doesn't need to know what they are feeling yet.

2. Visualization of Intelligence

Finding Your Focus...

Analyzing raw thoughts. (0:03)
Processing 75%



- Stress
- Anxiety
- Need Support
- Career Focus
- Overwhelmed

Concept A - Processing Screen with Chips

3. UX Logic:

Instead of asking the user to select "Anxiety" or "Career," the AI visually extracts these tags.

This "Magic Moment" proves the backend is listening, justifying the value of the app immediately.

CONCEPT A - RESULT

3. Personalization & Agency Concept A - Results Screen

Affirmations Just For You

I don't need to solve everything today. I will focus on one thing at a time.



My worth is not tied to my productivity. I am enough as I am.



It's okay to ask for help. Support is a sign of strength, not weakness.



Shuffle for New Cards

Close

UX Logic:

Results are presented in a card format.

The "Heart" Interaction: We moved the save function inside the card. This creates a micro-commitment to specific content rather than a general "Save All," providing better data for the algorithm.

CONCEPT B - OVERVIEW

CONCEPT B: "The Reactive Stream"

User Mental Model: TikTok / Tinder / Spotify

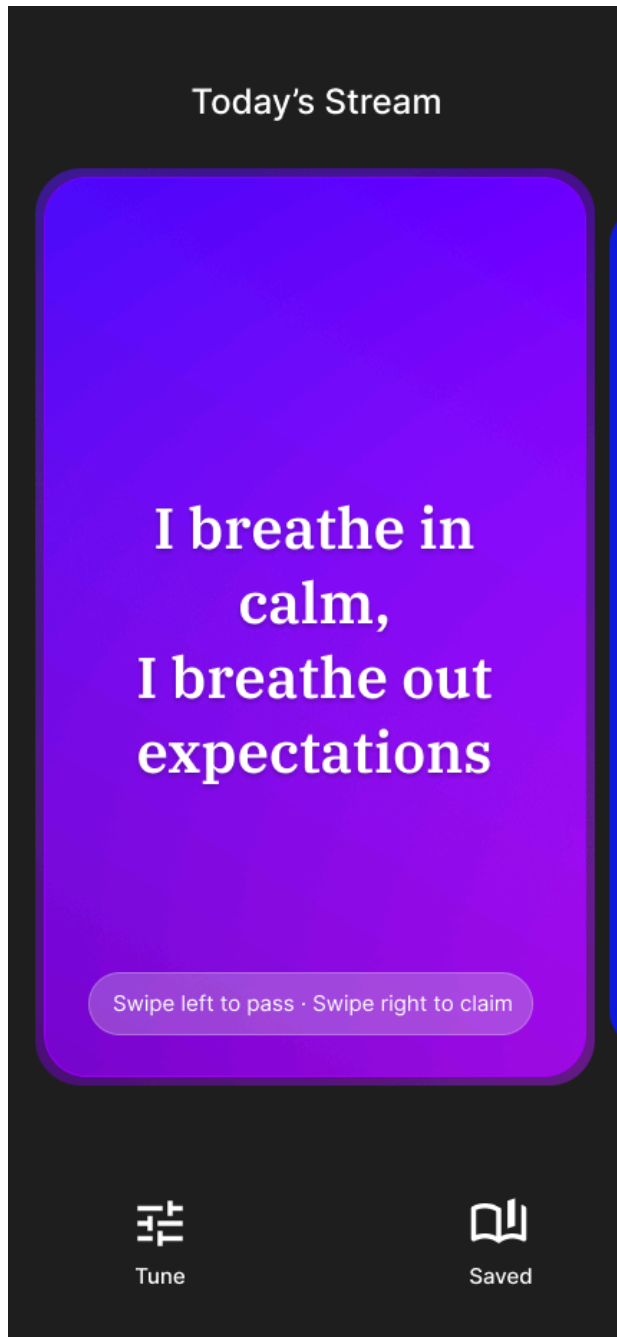
Core Mechanic: Zero Input → Behavioral Tuning. This concept is for the "Low Patience" user. It assumes that an overwhelmed user often experiences Decision Fatigue and cannot articulate their needs. They just want relief.

Why this works:

- **Instant Dopamine:** Value is delivered in the first 0.1 seconds of app launch.
 - **Immersive Mode:** Dark UI signals "**Relaxation**" and reduces eye strain.
 - **Intuitive Control:** "**Swiping**" is a lower-effort cognitive task than "Reading & Selecting."
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CONCEPT B - FLOW BREAKDOWN

1. The Zero-State Launch



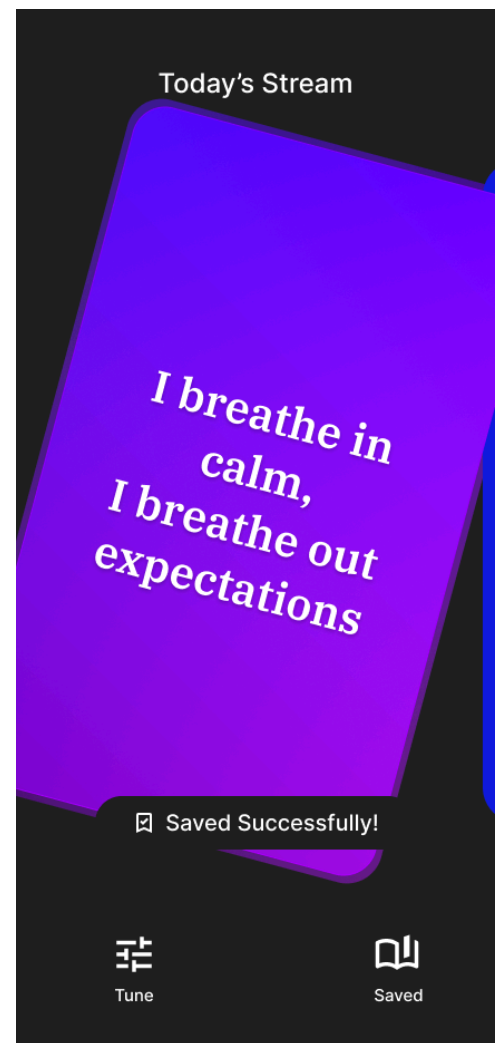
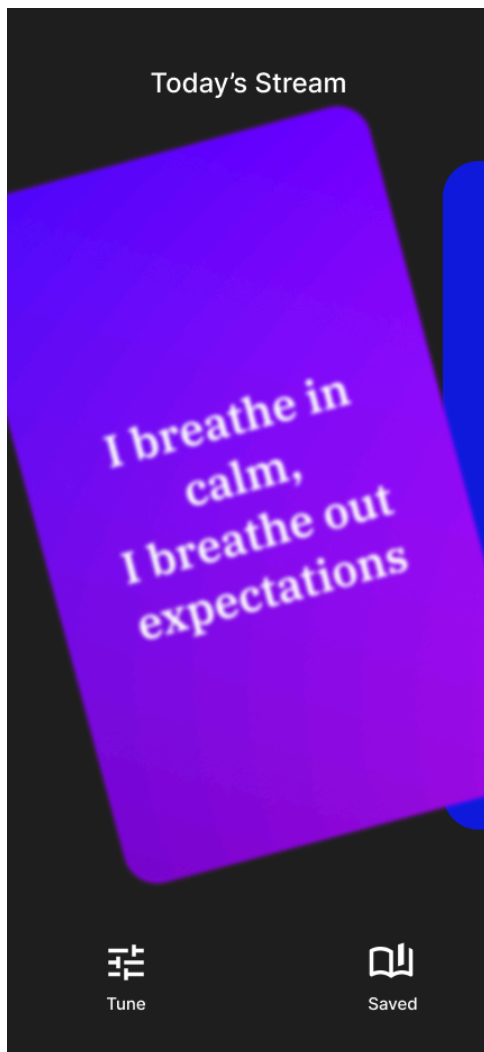
Concept B - Screen 1 (Dark Mode)

UX Logic:

No onboarding. No questions. Just content.

This represents a "Blue Ocean" approach—most affirmation apps force setup. This app allows immediate usage.

2. Behavioral Training



Concept B - Screen 2 (The Tilted Card)

UX Logic:

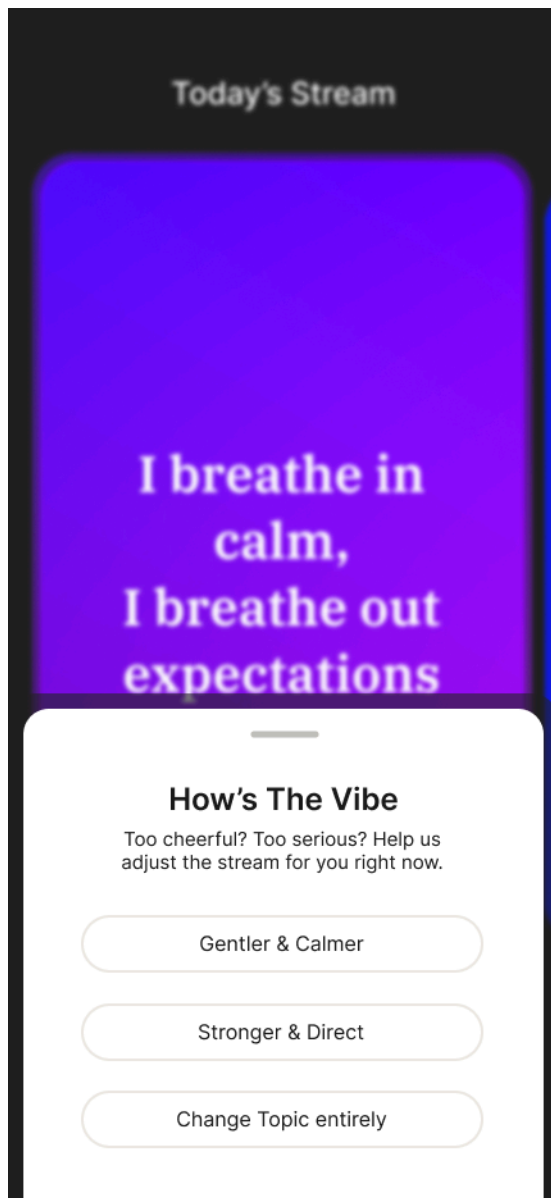
The "Swipe" Mechanic: If the user Dislikes (Skips) a card, the AI learns negatively (e.g., "User dislikes Cheerful tone").

If the user Claims/Saves, the AI learns positively.

The algorithm trains itself in the background without user surveys.

CONCEPT B - TUNING

3. Contextual Steering



Concept B - Screen 3 (Bottom Sheet)

UX Logic:

The Safety Valve: Pure algorithms can sometimes feel random.

The "Tune" button opens a non-intrusive bottom sheet to allow the user to pivot the stream (e.g., "Too Cheerful? Make it Gentler").

This maintains user agency without breaking the immersive flow.

RECOMMENDATION

Final Verdict & Next Steps

Feature	Concept A	Concept B
Effort	Low (Speaking/Typing)	Zero (Reading)
Engagement	High (Creation)	High (Discovery)
Risk	Safe Transition	Innovative / Disruptive

Recommendation

Concept A is the safer, more familiar path that directly improves on the Wizard model.

Concept B is the differentiating path. If the goal is to stand out in the App Store against competitors, Concept B is the superior strategic choice.