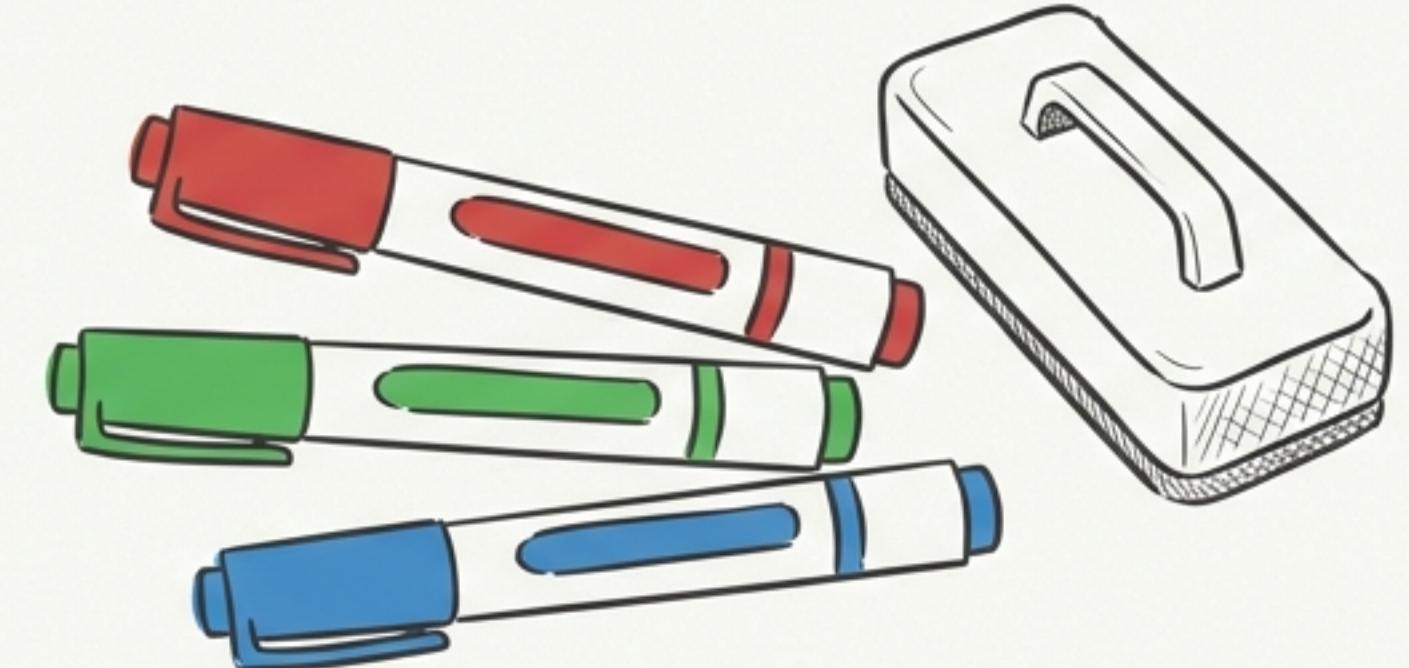


From Conversation to Creation

A plan for crafting our user experience.



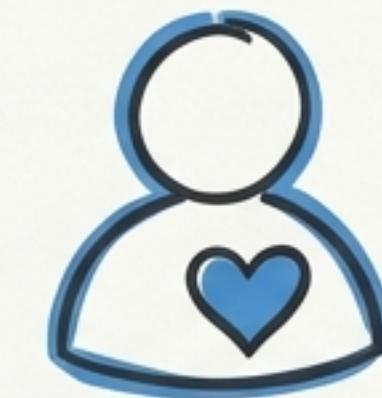
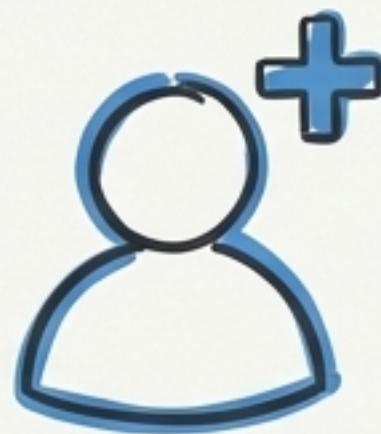
Our Guiding Philosophy

***It's not about telling you what to do, it's just... validating the moment."**

This principle guides every design choice we've made, ensuring the focus remains on genuine human connection and emotion.

Telling the Story Through Their Eyes

We're organizing our plan around the three key people at the heart of this experience. Understanding their journey is the key to getting it right.



The Curator - The one
who starts it all.

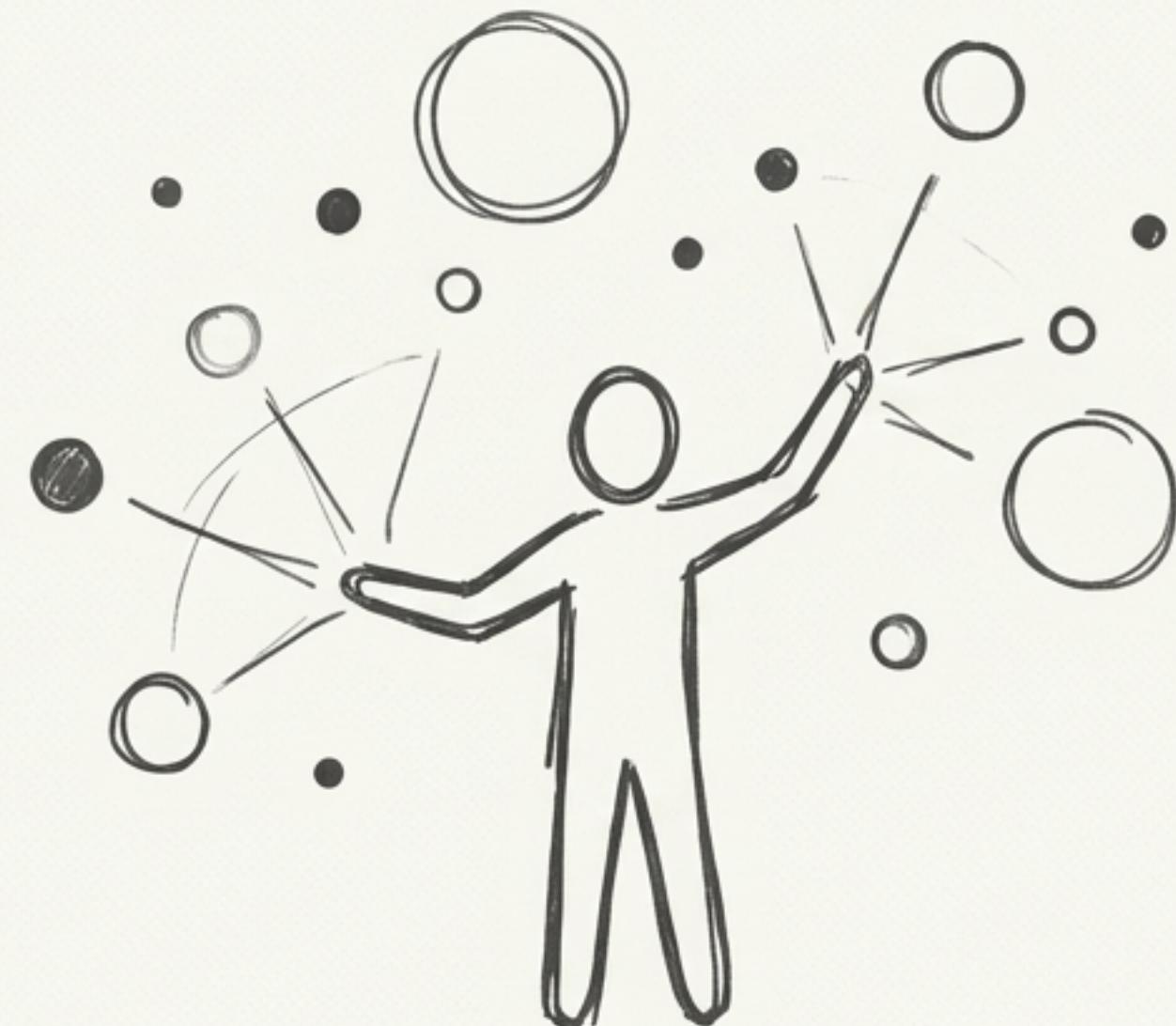
The Recipient - The
one who feels the love.

The Contributor - The
one who gives, and
might give again.

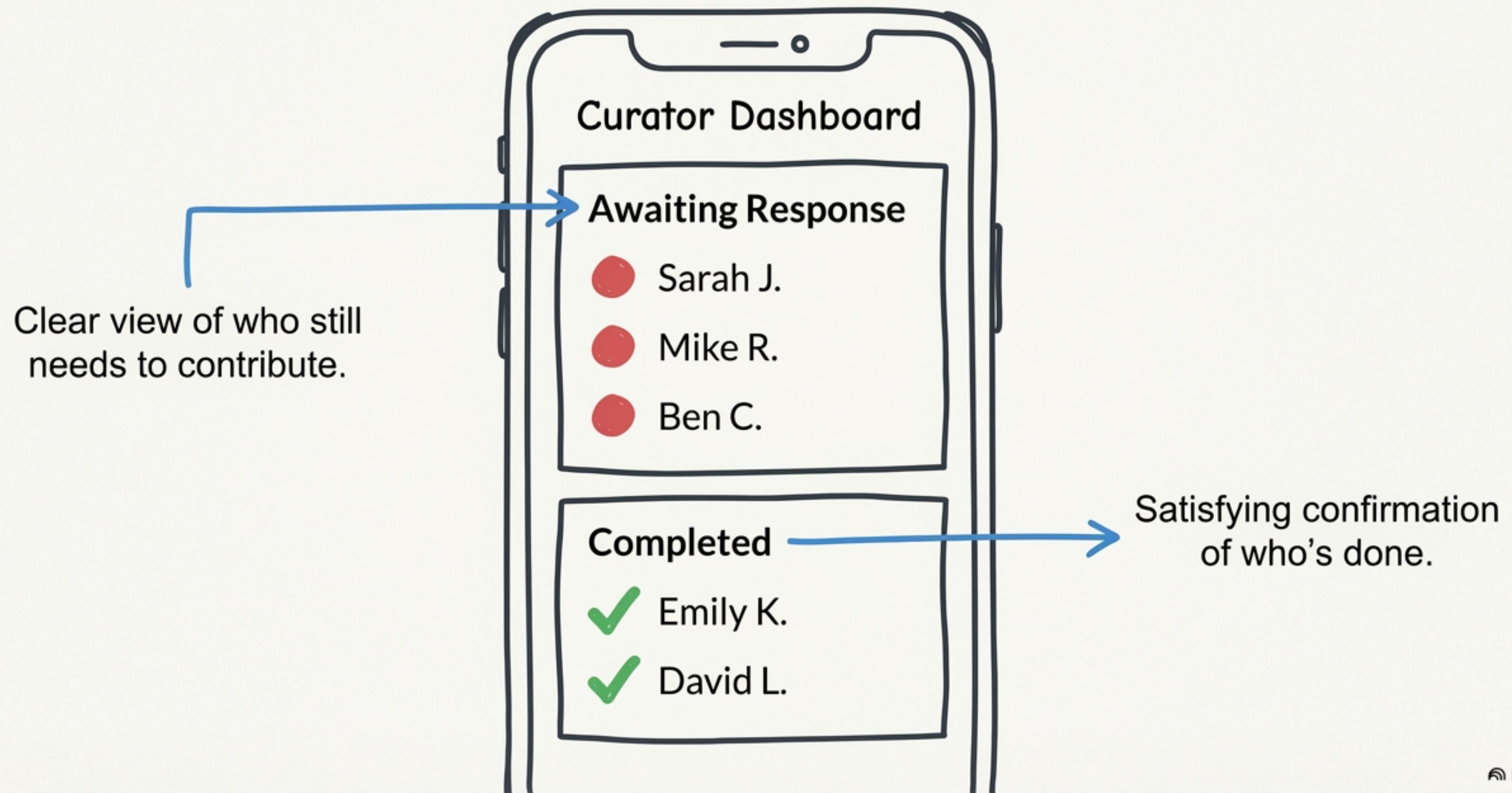
Our Next Steps: Making it Real

The Curator's Experience: Personal, Effortless, & Guilt-Free

The Curator's role is pivotal, but it shouldn't feel like work. Our goal is to empower them to gather contributions seamlessly, leveraging their personal connections without creating pressure or annoyance for anyone involved.

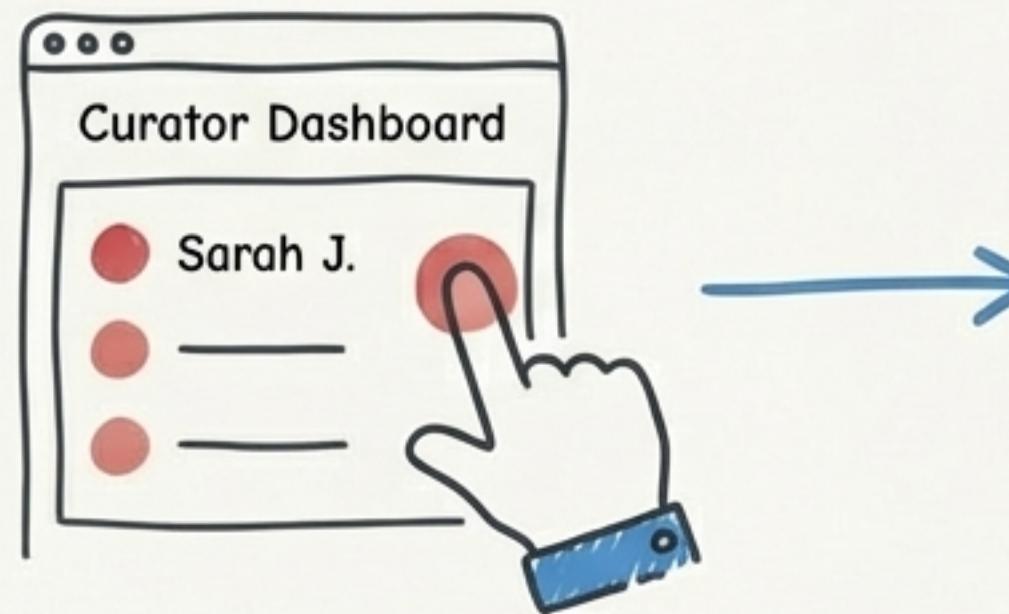


The Curator's Command Center

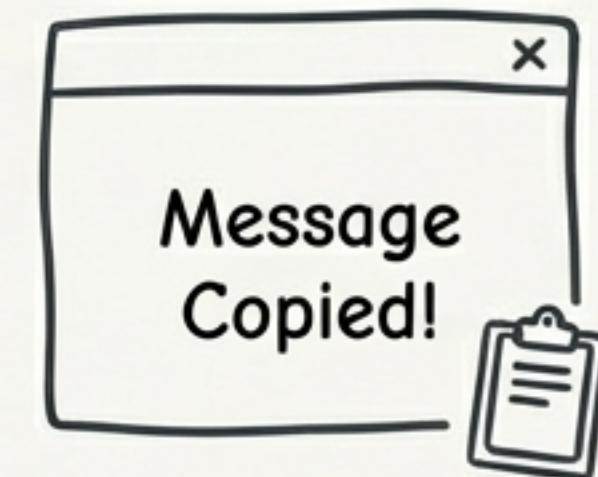


The Nudge: Keeping it Human

“People ignore app SMS but they won’t ignore their friend texting them.”



1. Tap to Nudge.



2. Copy Message.

A pre-written, friendly reminder is instantly copied to their clipboard.



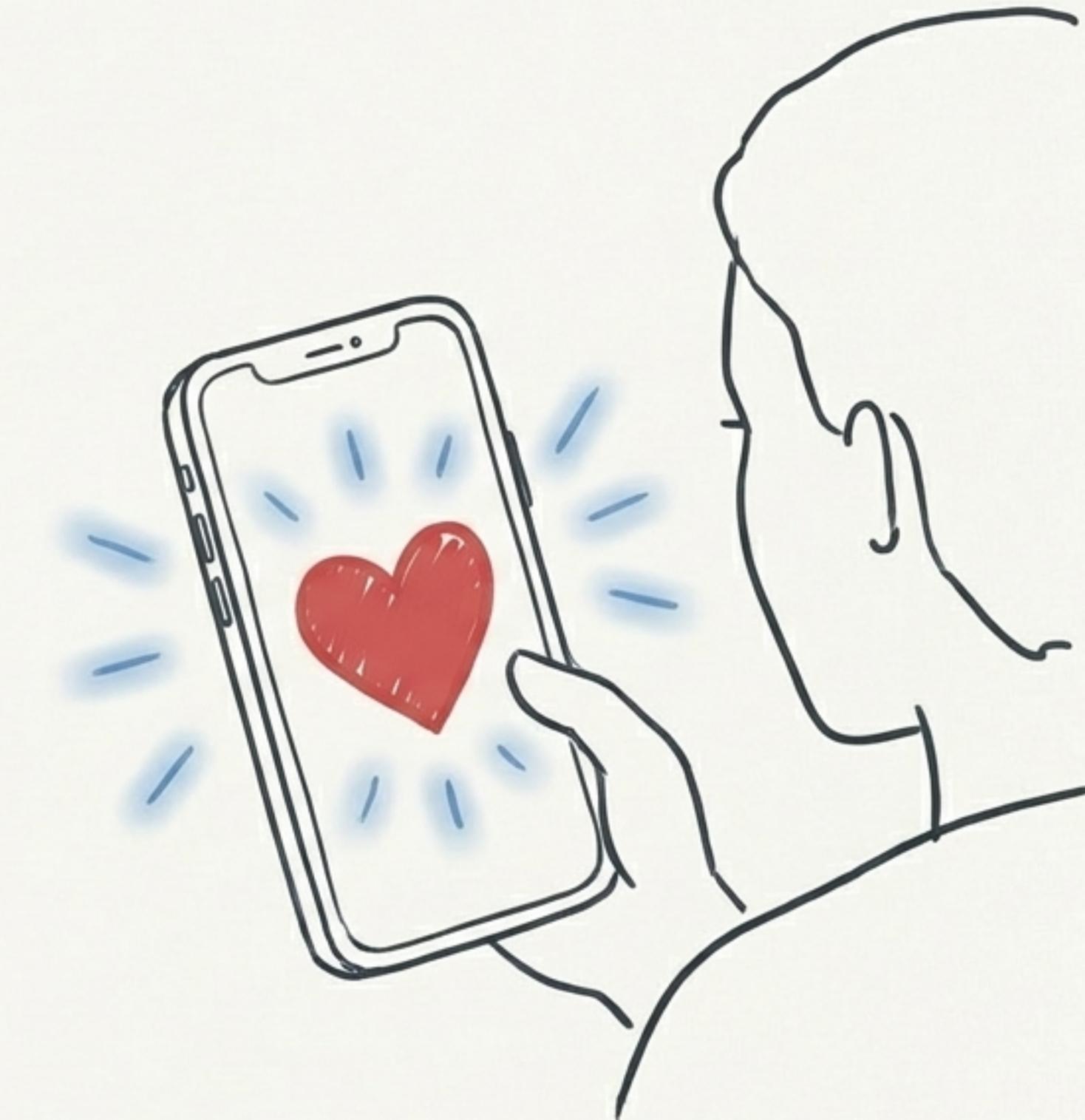
3. Paste & Send.

Curator pastes the message into their own texting app and sends it personally.

This flow keeps us out of the carrier game and ensures every reminder comes from a trusted friend, not an automated system.

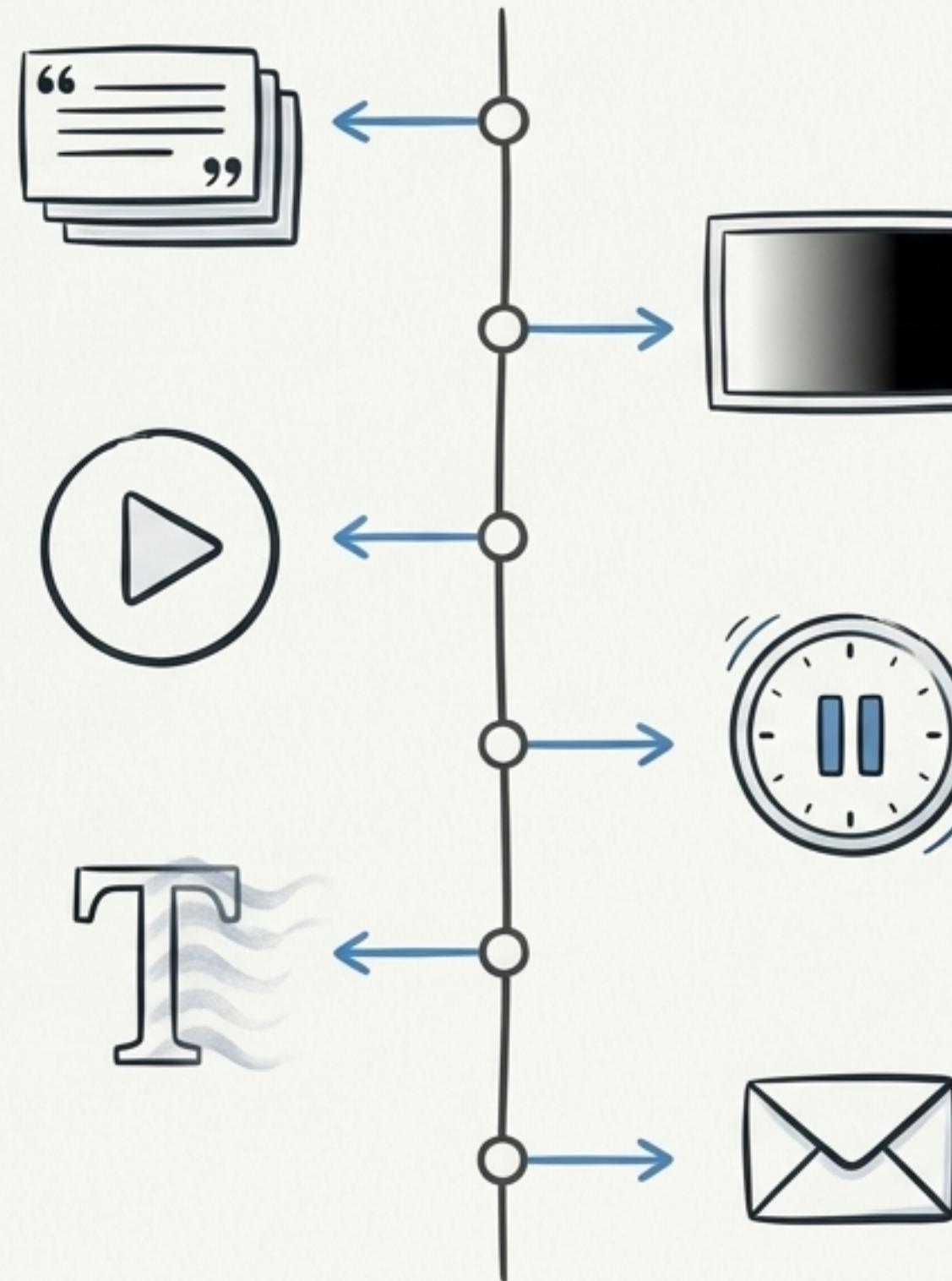
The Recipient's Experience: Crafting the Climax

This is the moment everything has been building towards. The entire flow is designed to be **cinematic, emotional, emotional**, and paced to allow the feeling to land. It's not just a video; it's a carefully orchestrated reveal.



The Unveiling: A Beat-by-Beat Flow

Quote Slideshow.
A series of quotes
builds anticipation.



The Video Plays.
The main event begins
automatically.

The Validation.
The words “They really, really
love you” fade in softly.

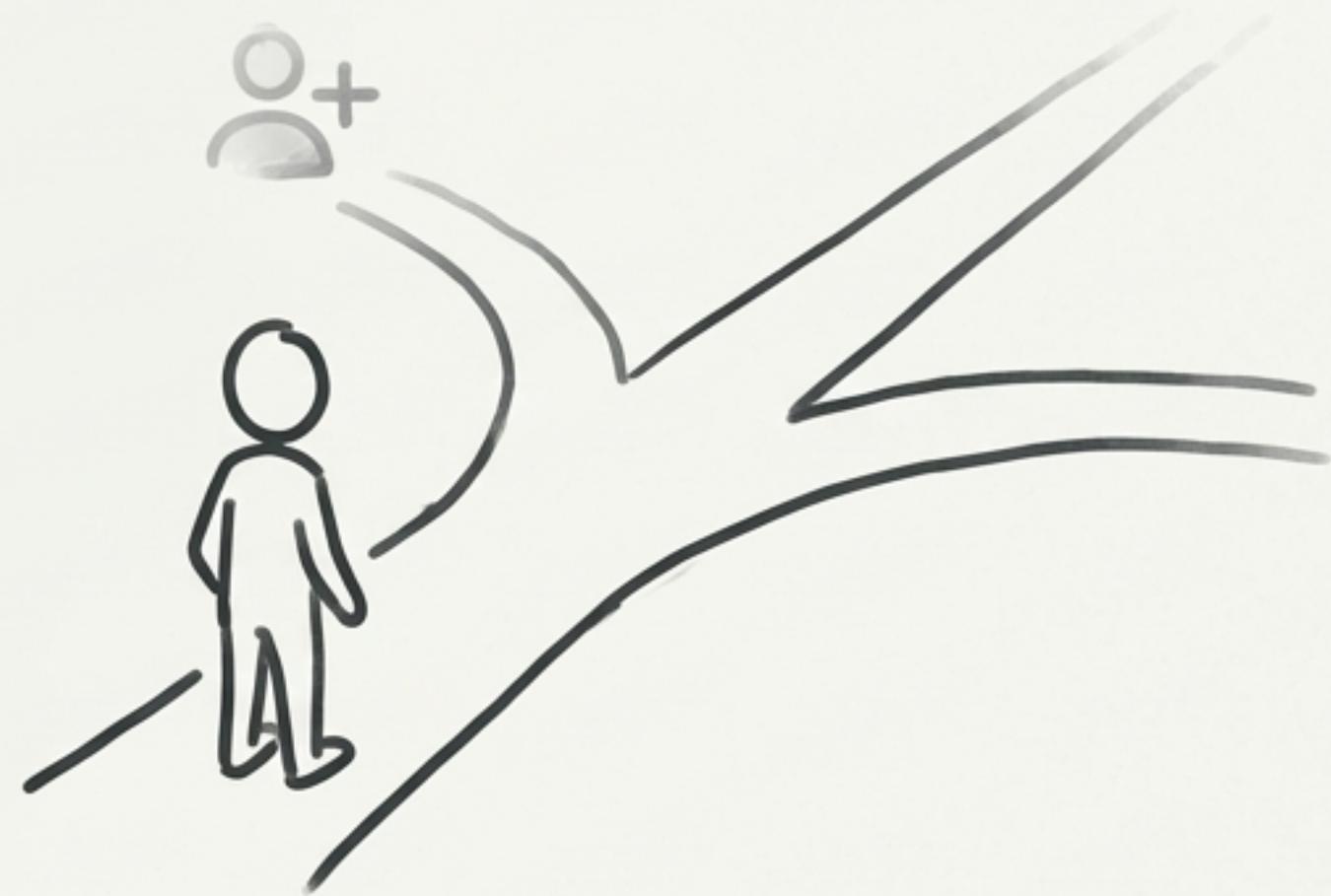
The Fade.
After the last quote, the screen
fades to black. A voiceover says,
“Thanks for letting them in.”

The Pause.
After the video ends, a
deliberate moment of silence.
This beat is critical.

The Response.
Only after the message lands,* a
soft, unobtrusive envelope icon
appears for the “reply all” option.

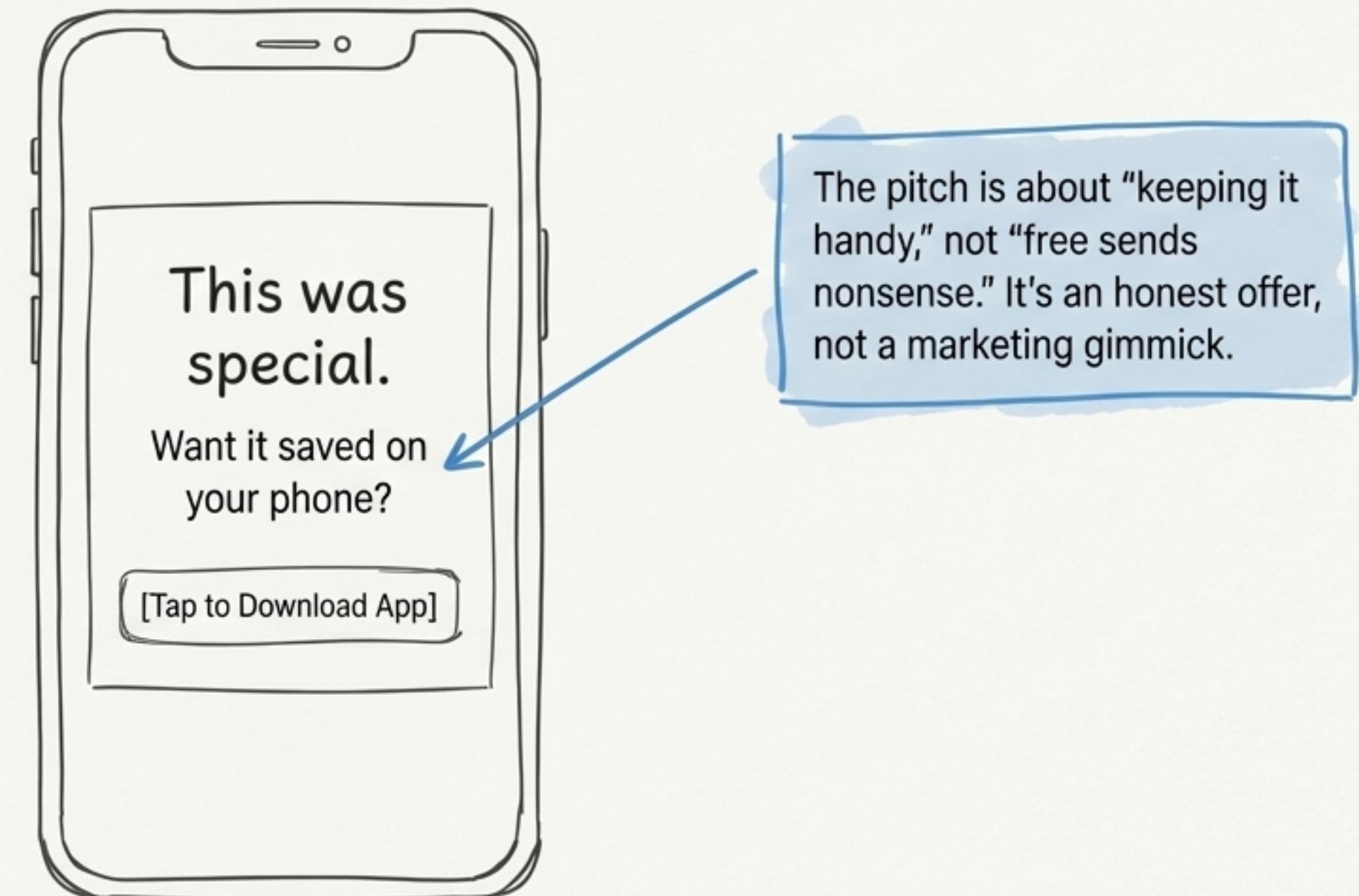
The Contributor's Journey: From Participant to Creator

A contributor has just participated in something beautiful. Our challenge is to invite them to create their own experience without causing “decision and work fatigue.” The approach must be calm, optional, and value-driven.



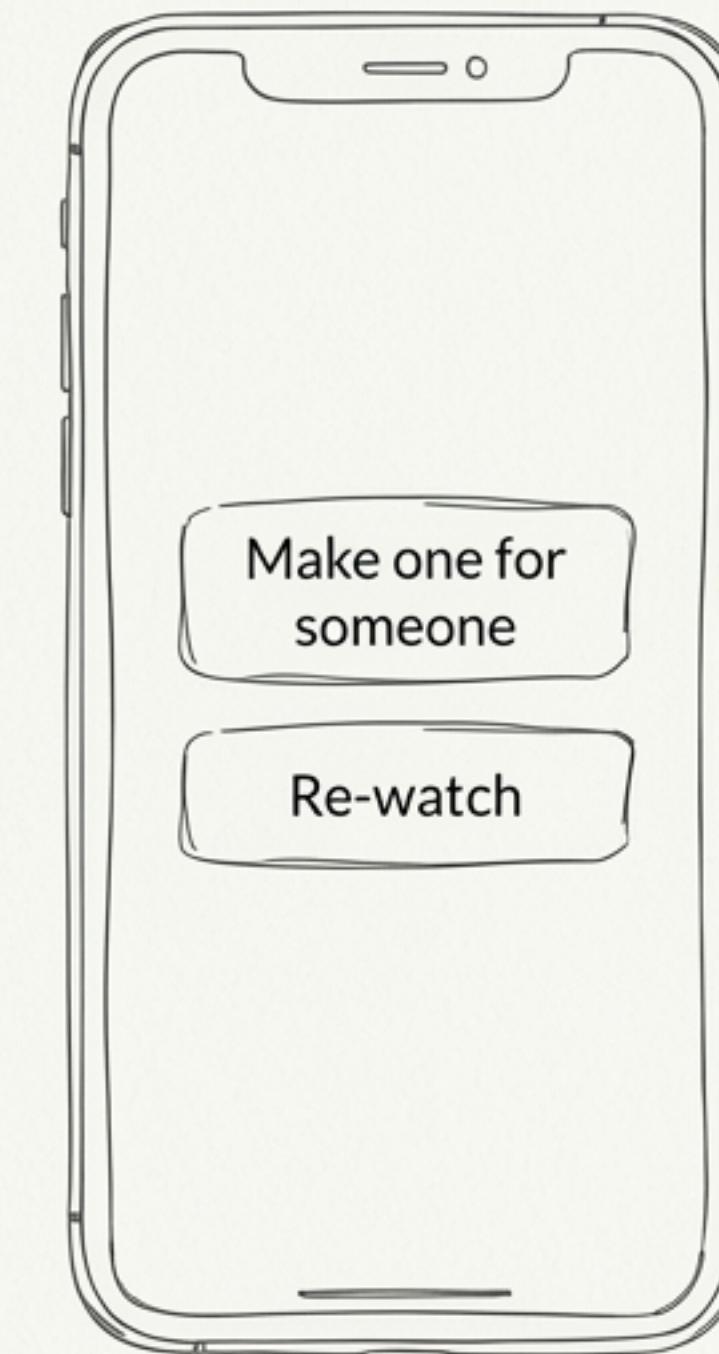
The Gentle Invitation

No aggressive pop-ups. No immediate upsell. Instead, as they are about to leave, a single, full-screen card offers a way to preserve the memory.



The App Experience: Calm & Focused

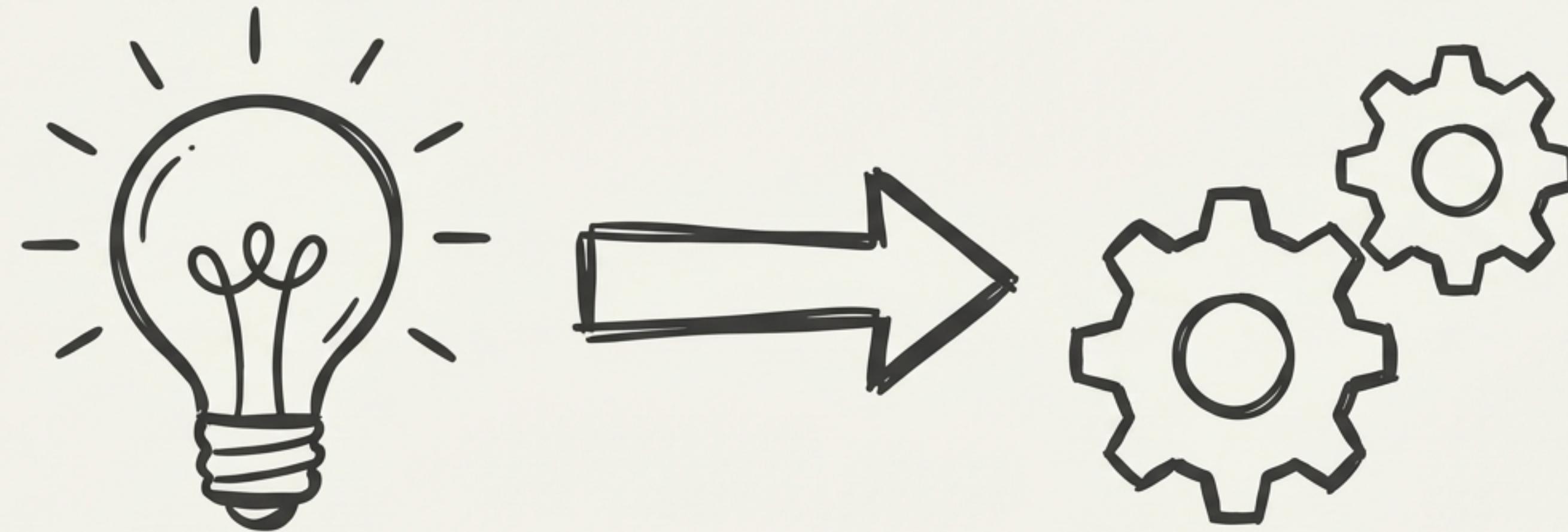
Once downloaded, the app is the essence of simplicity. It respects the user's attention and has only two functions, ensuring it never becomes a source of clutter or notifications.



Nothing else. No distractions.

Bringing This Vision to Life

We have a clear, empathetic vision for the user journey. Now, let's outline the immediate, practical steps to turn these ideas into a tangible prototype we can feel and test.



Our Prototypityping Path: Feel Over Finish

To get a prototype in hand quickly, we considered two primary tools. Our choice prioritizes capturing the *feeling* of the experience for initial validation.

Figma

- ✓ Perfect for fine-tuning ‘breathy’ pauses & timing.
- ✓ High-fidelity visual control.
- ✗ Risk of getting lost in perfecting details (“fine-tuning paralysis”).

Lovable

- ✓ Creates a working app, fast.
- ✓ Excellent for testing core user flows.
- ✗ Rushes the cinematic beats; can’t fake complex AI video logic yet.

Our Path: Start with a human touch (whiteboard), then use Lovable for a “good enough” prototype that lets us feel the flow without getting stuck.

Step 1: The Whiteboard Sketch

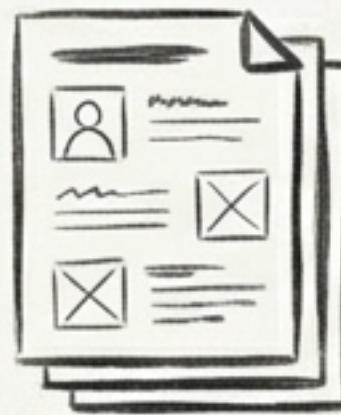
“It’s her baby—let her feel the marks. Hand-drawn on a whiteboard is way more human than any prototype.”



Before we generate a single line of code, we'll sketch out the key screens. This keeps the process low-fidelity and collaborative. It feels like a plan we're building together, not a finished product being presented.

Step 2: The Lovable Prototype

With the whiteboard sketches approved, we will translate them into a working prototype using a simple, conversational process.



Whiteboard
Sketches



Conversational
Prompts



Clickable
Prototype

We'll feed the steps to Lovable one by one (e.g., 'Recipient opens the link. Show them a quote...'). This gives us a real, clickable experience to share and validate the core journey, bringing our shared vision to life.