HZ-V1-CH26_Scientific_Claims_Education_Pages_ R1

CH26 — Scientific Claims & Education Pages

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Status: Draft
Depends on: CH06 (Design System), CH08 (Entitlements & Plan States), CH20–CH24 (Practice/Mastery/Maintenance logic), CH25 (Monetization), CH15 (Copy Pack)
Related: CH01, CH03, CH05, CH09–CH11, CH27, CH31, CH33, CH34
Supersedes: N/A
Owned Decisions: (1) What we claim and how we phrase it in-app; (2) Which education pages exist in V1; (3) Required disclaimers and where they appear.
Open Questions / Placeholders: See §10 (Placeholder Registry for CH26).

This chapter defines the **in-app scientific/education layer** that supports Handz' positioning ("map decisions, drill outcomes, build automatic responses"), without over-claiming or creating trust risk. It includes: page inventory, routing, full UI copy blocks, claim rules, disclaimers, and a maintainable references system.

> Cross-reference rule: any gating/paywall placement decisions are owned by CH25; any mastery/maintenance mechanics are owned by CH23/CH24. CH26 owns only how those mechanics are *explained* and *claimed* publicly in the app.

1. Goals and Non-Goals

Goals

- Make Handz understandable to users who have never seen a "flow" before by providing short, skimmable education pages and tooltips.

- Provide science-backed framing (learning/memory principles) in a way that is honest, non-absolute, and "results may vary".

- Create an internal structure so claims can be updated later without rebuilding the app (remote-config copy + versioning).

- Support monetization (CH25) by giving users credible reasons to upgrade, without hard-selling or misleading.

- Protect trust: users must be able to disagree with estimates (mastery), adjust them, and see what the app is actually measuring.

Non-Goals (V1)

- No medical claims, rehabilitation claims, or diagnosis language.

- No promise of fight outcomes, injury prevention, "guaranteed" reaction-time gains, or performance guarantees.

- No custom biometric measurement, sensor-based validation, or ML-based skill scoring in V1.

- No requirement that the user reads long articles: education content must be modular, skimmable, and optional.

2. Claim Policy and Safety Rules

2.1 Claim categories (what we are allowed to say)

- **Educational statements**: general learning/memory principles (e.g., spaced repetition reduces forgetting). Allowed if referenced and framed generally.

- **Product-behavior statements**: what Handz does (e.g., "builds a maintenance plan"), tied to observable behavior in the app. Must be literally true.

- **Quantified performance claims**: any numbers ("2x faster", "30% better", "in 14 days"). Not allowed in V1 unless we lock sources and wording; treat as placeholders.

2.2 Prohibited language (hard rules)

- Avoid: "guarantee", "proven to", "will make you", "will prevent", "cure", "treat", "diagnose", "clinically", "medical", "rehab".

- Avoid: implying certification or endorsement by leagues/gyms/coaches unless true and documented.

- Avoid: presenting estimates as facts. Every estimate must be labeled as an **estimate** and user-adjustable.

2.3 Required disclaimers (always-on)

The following disclaimers are required in V1 anywhere we present science framing or mastery timelines:

- **Results may vary**: learning speed and retention vary by person, schedule, experience, and training quality.

- **Not a substitute for coaching**: Handz supports planning and drilling; it does not replace qualified instruction.

- **Estimates, not measurements**: mastery/maintenance are derived from user-selected plans and logged practice, not direct skill measurement.

- **Safety reminder**: practice within your ability; stop if pain/injury; seek coaching/medical care as appropriate.

3. Education Page Inventory and Routing

All education content in V1 is implemented as lightweight screens that render from a shared "EducationArticle" component (title, sections, callouts, optional CTA). Pages are accessible from: onboarding, contextual "Learn" links, and paywall supporting sections.

Page ID	Title	Purpose	Primary Entry Points / Surfaces
EDU-01	Why Handz	Explains the core promise: map decisions, drill outcomes, build automatic responses.	Onboarding (post-welcome), Help tab, Upsell context
EDU-02	What Is a Flow	Defines flows/paths/branches with 1-2 examples; sets mental model for first-time users.	Onboarding, Flow Builder empty state, Help

EDU-03	How Practice Builds Automaticity	Explains rehearsal, decision making, and why pre-mapped responses help reduce reaction delay.	Practice tab intro, Paywall preface
EDU-04	Spaced Repetition and Maintenance	Explains why skills decay and why brief refreshers help; introduces Maintenance feature.	Maintenance screen header, Upsell
EDU-05	Mastery Scores Explained	Explains what 'mastery' means in-app, what it does not mean, and how users can downgrade/adjust.	Gameplan/Mastery screens, Settings
EDU-06	Scientific Claims & Disclaimers	Clear results-may-vary language, non-medical disclaimer, and how we source references.	Paywall, Settings, App Store compliance
EDU-07	References	A readable citations list (per claim and per principle).	Linked from EDU-06 and paywall
EDU-08	Ethical Use	Avoids unsafe guidance; sets expectation: training tool not substitute for coaching; safety reminders.	Onboarding, Settings

3.1 Route names (implementation-friendly)

Routes are suggestions for V1; exact route structure is owned by CH04 (Navigation Map). CH26 provides stable **route keys** so links remain consistent even if the underlying navigator changes.

Route Key	Maps To (Page ID)
edu.why_handz	EDU-01
edu.what_is_a_flow	EDU-02
edu.automaticity	EDU-03
edu.spaced_repetition	EDU-04
edu.mastery_explained	EDU-05
edu.claims_and_disclaimer	EDU-06
edu.references	EDU-07
edu.ethical_use	EDU-08

4. Full Page Specs and Copy (Word-for-Word)

Each page below is specified so there is minimal guesswork: title, layout regions, required components, exact copy, CTA behavior, and edge states.

4.1 EDU-01 — Why Handz

Intent: Give the user the "why" in < 30 seconds. If they never build a flow, they should still understand the promise.

Layout: Scroll screen. Regions: (A) Hero statement, (B) 3 benefit cards, (C) "How it works" mini diagram, (D) CTA row, (E) disclaimer footnote.

Hero + Benefits (copy block)

Exact copy:

```
Title: Why Handz

Subtitle: Map decisions. Drill outcomes. React without thinking.

Benefit card 1 title: Become a smarter striker
Benefit card 1 body: Turn "what if they do X?" into clear responses you can rehearse.

Benefit card 2 title: Remember every session
Benefit card 2 body: Save gameplans and combos so you never lose what your coach taught
you.

Benefit card 3 title: Train reactions at home
Benefit card 3 body: Guided practice helps you rehearse paths until they feel automatic.

How it works heading: How it works
Step 1: Build a flow (a decision map).
Step 2: Pick the paths you want to drill.
Step 3: Practice on a timer and log your work.

Primary CTA button: Start a Flow
Secondary CTA link: Learn what a Flow is

Footnote: Handz supports planning and practice. Results vary and depend on your training
quality and consistency.
```

CTA behavior: Primary CTA routes to Flow Builder (new flow). Secondary opens EDU-02.

Where shown: Onboarding after account creation (first-run) + Help tab.

4.2 EDU-02 — What Is a Flow

Intent: Teach the mental model: move nodes, sequences, branches, paths, merges.

Layout: Scroll screen with 2 diagrams (static SVG or simple view). Each diagram has caption and 2–3 bullets.

Page copy

Exact copy:

```
Title: What is a Flow?

Definition (one line): A flow is a map of decisions: "If they do X, I do Y."
```

```
Section heading: The building blocks
• Move: a strike, defense, or footwork action.
• Sequence: what happens between two moves (timing, footwork, distance, opponent reaction).
• Branch: multiple possible next moves from one move.
• Path: one complete "route" through your flow.
• Merge: different paths can reconnect later.

Section heading: Example 1 (simple combo)
Caption: Jab → Cross → Hook

Section heading: Example 2 (decision flow)
Caption: Jab → if they lean back → Head kick
Caption: Jab → if they shell up → Body hook
Caption: Jab → if they counter → Slip → Cross

Tip callout title: You can be simple or complex
Tip callout body: Some users build 3-move combos. Others map 30+ outcomes. Handz works for
both.

Primary CTA button: Build my first flow
Secondary CTA link: How practice works

Footnote: You can edit and reorder anything later. Nothing is "locked in."
```

CTA behavior: Primary → Flow Builder new. Secondary → EDU-03.

4.3 EDU-03 — How Practice Builds Automaticity

Intent: Explain why drilling paths matters. Set expectation for "assumed reps" and timer behavior.

Layout: Scroll screen. Includes 1 short 'Myth vs Reality' section.

Page copy

Exact copy:

```
Title: How practice builds automatic responses

Intro: In sparring, you don't want to pause and "think." You want a prepared response.

Section heading: What Handz is helping you train
• Decision speed: seeing a cue and choosing a response.
• Execution: doing the response cleanly.
• Consistency: repeating the same path until it feels natural.

Section heading: Why timed practice works
Handz uses timed sets so you can focus on movement, not your phone.

Section heading: About reps in Handz
Handz logs "assumed reps" based on your plan (for example: 15 reps per set).
You can end a set early, extend it, or mark it interrupted — the log reflects what
happened.

Myth vs Reality
Myth: A timer magically makes you better.
Reality: The timer helps you stay consistent. Your quality reps are what matter.

Primary CTA button: Try Practice (demo)
```

```
Secondary CTA link: Spaced repetition and maintenance

Footnote: Handz does not measure technique quality. Ask a coach for feedback and train
safely.
```

4.4 EDU-04 — Spaced Repetition & Maintenance

Intent: Introduce maintenance so users understand why they need refreshers and why this is paid value.

Layout: Scroll screen. Contains 1 "Maintenance overload" reassurance block and 1 CTA to create a gameplan.

Page copy

Exact copy:

```
Title: Spaced repetition (and why maintenance matters)

Intro: Skills fade when you don't revisit them. Maintenance keeps your gameplan available
under pressure.

Section heading: The idea in plain English
Instead of grinding the same thing once, you revisit it in short sessions over time.

Section heading: What Handz does with this
• Lets you pick the paths you care about.
• Builds a practice schedule based on your goals and available time.
• Reminds you when it's time to refresh a path.

Section heading: Avoiding maintenance overload
You control what you maintain. Start with 1-3 paths. Add more only when you're ready.

Callout title: Results vary
Callout body: These principles are widely used in learning, but your progress depends on
your training, schedule, and coaching.

Primary CTA button: Build a Gameplan
Secondary CTA link: How Mastery works

Footnote: References are available in the "Sources" page.
```

4.5 EDU-05 — Mastery Scores Explained

Intent: Prevent trust loss by explaining that mastery is a planning + logging estimate, and users can adjust or downgrade.

Layout: Scroll screen. Contains 3 labeled meters examples: "New", "In Progress", "Maintained".

Page copy

Exact copy:

```
Title: Mastery in Handz (what it means)

One-liner: Mastery is an estimate based on your planned drills and what you log — not a
sensor reading.

Section heading: What Mastery tracks
• Which paths you selected to master.
• How much practice you logged toward your plan.
```

- Whether you are keeping up with maintenance refreshers.

```
Section heading: What Mastery does NOT track
```
- It does not measure technique quality.
- It does not guarantee fight performance.
- It cannot know what you did when the phone was off.

```
Section heading: Adjusting Mastery
If the app feels optimistic (or too strict), you can:
```
- Lower or raise your target goal.
- Mark a path as "needs more work."
- Reset a path's mastery without resetting your entire library.

```
Callout title: Stay in control
Callout body: You decide what "mastered" means for you. Handz is a guide, not a judge.

Primary CTA button: View my Gameplans
Secondary CTA link: Science & disclaimers

Footnote: Handz is a training aid. Train safely and use coaching feedback.
```

4.6 EDU-06 — Scientific Claims & Disclaimers

Intent: A single place where we are maximally transparent: what we claim, how we use sources, and where users can verify.

Layout: Scroll screen with collapsible sections (accordion). Default expanded: "Results may vary" and "What Handz measures".

Page copy

Exact copy:

```
Title: Science, sources, and disclaimers

Section heading: Results may vary
People learn at different speeds. Your results depend on training quality, consistency,
experience level, sleep, coaching, and more.

Section heading: What Handz measures
Handz tracks what you plan and what you log (timers, sets, and "assumed reps"). It does not
measure technique quality or guarantee performance.

Section heading: Evidence-informed principles
Handz uses learning principles such as spaced repetition to help you plan and maintain
recall over time.

Section heading: What we will never claim
Handz will never claim to diagnose, treat, or medically evaluate you. It will not promise
fight outcomes or guaranteed reaction-time gains.

Section heading: Sources
You can review sources that support our educational statements. We link them in the
References page.

Primary CTA button: View References
Secondary CTA link: Ethical use

Footer note: If you notice a source issue, email support from Settings.
```

4.7 EDU-07 — References

Intent: A human-readable list of citations and what each supports. Must remain short, scannable.

Layout: List view grouped by claim. Each claim shows: short claim text, then citations list.

Page copy (structure — citations inserted later)

Exact copy:

```
Title: References

Intro: These references support Handz' educational statements. They do not guarantee your
personal results.

Group heading: Spaced repetition & forgetting
Claim supported: Spaced repetition supports longer-term recall compared to cramming.
• [Citation placeholder 1]
• [Citation placeholder 2]

Group heading: Practice and automaticity
Claim supported: Repetition and consistent practice support faster decision making in
skilled tasks.
• [Citation placeholder 3]
• [Citation placeholder 4]

Group heading: Skill maintenance
Claim supported: Brief refreshers help maintain performance over time.
• [Citation placeholder 5]

Footer: Updated references may change over time. See version info below.
Version label: Sources version: v1.0
```

4.8 EDU-08 — Ethical Use

Intent: Safety, realism, and respectful use. Also reduces App Review risk by clarifying scope.

Page copy

Exact copy:

```
Title: Train smart. Train safe.

Section heading: Safety first
• Warm up and train within your ability.
• Stop if you feel pain or injury.
• If you're unsure, ask a qualified coach.

Section heading: This is a training tool
Handz helps you plan and rehearse decisions. It is not a replacement for coaching or
medical advice.

Section heading: Respect your partners
Use gameplans to improve skill — not to harm training partners. Communicate, spar
responsibly, and follow gym rules.

Primary CTA button: Got it
Secondary CTA link: Start building
```

5. References System (Maintainable, Update-Friendly)

V1 must allow us to update sources/wording without shipping an app update. Implement references as data (JSON) served by remote config or a lightweight endpoint.

5.1 Data model (suggested)

Store the following objects in a remote-config payload (*SourcesPack*). The app renders EDU-07 from this payload.

SourcesPack JSON (shape, not final values)

Exact copy:

```
{
"sources_version": "v1.0",
"last_updated": "2026-01-02",
"claims": [
{
"claim_id": "CLM-01",
"claim_text": "Spaced repetition supports longer-term retention vs massed practice.",
"risk_level": "low",
"citations": [
{
"citation_id": "CIT-001",
"authors": "TBD",
"year": "TBD",
"title": "TBD",
"venue": "TBD",
"link": "https://...",
"note": "Supports CLM-01"
}
]
}
]
}
```

Rendering rule: citations must be readable (authors, year, title). Links open externally. If offline, show cached citations and an "updated when online" label.

5.2 Versioning and trust

- Display **Sources version** and **Last updated** on EDU-07.
- If sources change, do NOT silently change numeric claims (we avoid numeric claims in V1).
- When we later add numeric claims, include a "What changed" log and date.

6. Claim Registry (What We Say, Where We Say It)

This registry prevents accidental over-claiming. Any new marketing statement must be added here before it appears in-app.

Claim ID	Proposed Claim (summary)	Type	Risk	Used In	Notes / Evidence Needed
CLM-01	Spaced repetition supports longer-term retention vs massed practice.	High-level educational statement (no numeric claim).	Low	EDU-04, Paywall supporting section	Needs citations to learning/memory research; decide exact sources.

CLM-02	Short, repeated review sessions can reduce forgetting over time.	High-level educational statement.	Low	EDU-04, EDU-05	Needs citations; wording must avoid medical/guarantee language.
CLM-03	Handz builds a maintenance plan using evidence-informed principles (not guarantees).	Product claim tied to feature behavior.	Medium	Maintenance onboarding, Paywall	Requires precise description of algorithm and disclaimers.
CLM-04	Average mastery timeline estimate for a path (placeholder metric).	Quantified claim (NOT locked).	High	Mastery screens, Upsell	PLACEHOLDER until we finalize research and legal-safe phrasing.

7. Upsell Support Copy (Science-Layer Snippets)

CH25 defines pricing and which features are Pro. CH26 provides optional snippets that can appear on paywalls, upgrade modals, and locked-feature gates. All snippets must comply with the claim policy (§2).

7.1 Snippet set (approved for V1)

Snippet ID	Type	Exact Copy
UPS-SCI-01	Headline	Train what matters most
UPS-SCI-02	Body	Turn your flows into a maintenance plan. Pick the paths you care about, then rehearse them on a schedule that fits your week.
UPS-SCI-03	Body	Handz uses evidence-informed learning principles like spaced repetition to support long-term recall. Results vary.
UPS-SCI-04	Link	See the science & disclaimers
UPS-SCI-05	Footnote	Handz is a training aid, not a substitute for coaching or medical advice.

Link behavior: "See the science & disclaimers" routes to EDU-06. Any paywall or locked-feature screen that references science must include this link.

8. Analytics, QA, and Review Checklist

8.1 Analytics events (owned by CH32 metrics, listed here for completeness)

- **edu_view** {page_id, entry_point, is_pro, app_version}
- **edu_cta_click** {page_id, cta_id}
- **edu_reference_open** {claim_id, citation_id}
- **upsell_science_link_click** {surface}

8.2 QA checklist (must-pass)

- All education pages load offline (cached) and display a safe fallback if remote copy is missing.
- EDU-06 is reachable from any science mention on a paywall or upgrade gate.
- No prohibited language appears anywhere (search for: guarantee, cure, treat, diagnose, clinically, proven to, will make you).
- Mastery screens always show: "estimate" language + link to EDU-05.
- References page shows authors/year/title (no raw URLs only).
- External links open in in-app browser or system browser per platform norms.

8.3 App Store review risk mitigations (V1)

- Avoid medical framing. Use "training" and "learning" language.
- Do not claim injury prevention or medical outcomes.
- If we later add numeric claims, ensure we can substantiate them and include disclaimers.

9. Replit / Vibe-Coding Build Instructions (CH26-Specific)

This section is written as if addressed to a coding agent. It explains exactly how to implement CH26 without asking the user questions.

Implementation brief for Replit (drop-in prompt)

Exact copy:

```
You are implementing HZ-V1 CH26 (Scientific Claims & Education Pages) for an iOS-first
React Native app.

Build:
1) Create an Education system:
- A reusable <EducationArticleScreen> that renders: title, sections, bullets, callouts, CTA
buttons, and a footnote.
- Content must be data-driven (JSON). Do NOT hardcode copy directly inside JSX; load from a
local JSON fallback + remote-config override.
- Each education page has a stable key (route key). See CH26 §3.1 route keys.

2) Add 8 pages (EDU-01…EDU-08) with the exact copy from CH26 §4. Routes:
- edu.why_handz, edu.what_is_a_flow, edu.automaticity, edu.spaced_repetition,
edu.mastery_explained,
edu.claims_and_disclaimer, edu.references, edu.ethical_use

3) References:
```

```
  - Implement a SourcesPack loader (remote config -> cached storage -> bundled fallback).
  - Render EDU-07 from SourcesPack.claims.
  - Always display sources_version and last_updated.

  4) Linking rules:
  - Any screen that mentions "science", "spaced repetition", "mastery estimate", or
  "maintenance plan" must include a visible link to EDU-06.
  - Mastery screens must link to EDU-05.
  - Paywall/upgrade gates must link to EDU-06 when using science-based upsell copy.

  5) Offline behavior:
  - If remote config fails, use bundled JSON.
  - If both fail, show a friendly fallback: "Education content is unavailable right now. Try
  again later."
  - Links to external citations should be disabled offline with a tooltip.

  6) QA:
  - Add a unit/CI check that scans all education strings for prohibited words:
  ["guarantee","cure","treat","diagnose","clinically","proven to","will make you"].
  - Add snapshot tests for EDU-01 and EDU-06.

  Definition of done:
  - All EDU pages are reachable, copy matches CH26, and EDU-06 is reachable from every
  science mention.
```

9.1 Troubleshooting guide (CH26)

- **Symptom:** Bullets render as the word "bullet". **Fix:** Ensure the renderer uses a real bullet list component; do not store the literal token 'bullet' in content.

- **Symptom:** Copy differs across platforms. **Fix:** Use a single shared content source (JSON) and render consistently.

- **Symptom:** Missing sources offline. **Fix:** Cache SourcesPack and ship a bundled fallback file.

- **Symptom:** Over-claiming flagged in review. **Fix:** Run prohibited-words scan; ensure EDU-06 includes non-medical disclaimers.

10. Placeholder Registry (Requires Later Research / Decisions)

The items below are intentionally NOT locked in CH26. They require research, validation, and (for quantified claims) careful phrasing. They may be resolved in later chapters (e.g., CH27 Research Pack, CH25 Monetization, CH34 Legal/Compliance).

Placeholder ID	What's missing	Notes
PH-26-01	Any numeric performance claim (e.g., "2x faster", "30% better retention").	Do not ship numeric claims in V1 unless sources are finalized and legal-safe wording is approved.
PH-26-02	Mastery timeline "average reps to subconscious" numbers.	Define as estimates with ranges; require citations; must allow user adjustment.
PH-26-03	Exact "maintenance schedule" algorithm mapping goals -> cadence.	Owned by CH24; CH26 will update copy once algorithm is locked.
PH-26-04	Full citation list for EDU-07.	Populate SourcesPack with vetted citations; ensure each supports a specific claim_id.

11. Change Log

R1 (2026-01-02): Initial draft of CH26 with page inventory, copy, claim policy, references system, upsell snippets, and Replit build prompt.

Appendix A — Content Quality Checklist (Editor's pass)

- Is each page skimmable in under 60 seconds?
- Do we explain "flow" without jargon?
- Do we avoid promising outcomes?
- Do we include at least one path to EDU-06 wherever science language is used?
- Do we let users disagree with mastery estimates (adjust/downgrade/reset)?