



Momentum Generator Feature SPEC: MASTERY (THE ACTION OS)

1. Core Philosophy & Behavioral Science

- **The Concept:** We are not building a "Habit Tracker" (passive list). We are building an **"Action Operating System"** (active tool).
- **Gateway Habit:** The app is not the gym. The app gets you hooked on the pre initiation of the habit. Momentum generating habit.
 - **Mechanism:** reward (streak), vision, dopamine, reflection, habit selection, commitment, action initiation
 - **This loop IS the Anchor Habit.** Everything after the countdown is just execution.
- The Core Feature - **"Momentum Generator" or "Rocket Launch"** The Daily Ignition Flow is a carefully architected psychological journey that transforms a user from a state of stasis and resistance into a state of action and momentum.
 - It systematically:
 - Validates their Identity.
 - Connects to their Purpose.
 - Provides external Energy.
 - Forces personal Integration.
 - Grants tactical Empowerment.
 - Secures a physical Commitment.
 - Executes the final Launch.
- **The Psychological Foundation:** This system is not a random feature soup. It is a ritualized system built on ten pillars of behavioral science:
 - **Identity Theory:** "I am the kind of person who does this."
 - **Dopamine Priming:** Using content to spike neurochemicals before effort.
 - **BJ Fogg's Tiny Habits:** Lowering the barrier to entry (Micro-Wins).
 - **Implementation Intention:** Defining *how* I will apply the lesson.
 - **Loss Aversion:** Protecting the streak at all costs.
 - **Ritual Psychology:** The sequence itself creates the state change.
 - **Habit Laddering:** Providing levels of difficulty (The Ladder System).
 - **Streak Economics:** Valuing consistency over intensity.
 - **Cognitive Simplicity:** One linear flow; no decisions.
 - **Flexible Autonomy:** Rules that bend but don't break.

2. The Core Feature: "Momentum Generator" or “Rocket Launch” / “Launch Pad, Rocket Launch, Snowball Effect/Kickstarter - Daily Ignition Flow ”

Here is the outline of the **Daily Ignition Flow**:

1. **Streak Card** (Identity Validation)
2. **Grand Vision** (The North Star / Rotating Big Picture)
3. **Motivational Content** (The Fuel / Daily Intel)
4. **Question** (The Bridge / Active Input)
5. **Habit Selection** (The Ladder System / Implicit Win)
6. **The Pledge** (Somatic Commitment / Fingerprint Lock)
7. **The Launch** (Initiate Sequence / 60-Second Transition)

The app opens directly into this linear, 7-step flow.

The Macro Flow: Identity & Motivation \rightarrow Priming & Planning \rightarrow Commitment & Action.

Step 1: Streak Card

- **Logic: Identity Theory & Loss Aversion.** Before we ask the user to do work, we must validate their identity as a "winner." This prevents the "What's the point?" feeling.
- **Visual:** Massive typography displaying the current streak (e.g., "**12 DAYS**").
- **Content:** "The chain is unbroken."

Step 2: Grand Vision (The North Star)

- **Logic: Start With Why.** We reverse the typical flow by showing the Big Picture *before* the daily content. This frames the entire session. It acts as the map before the journey, making the motivation feel relevant to a specific destination.
- **Content Strategy:**
 - **Primary View (90% of days):** The "Visual Milestone Map" or the "Future Self Snapshot." The user sees their specific Big Goal (e.g., "Financial Freedom" or "Spartan Physique").
 - **Secondary View (Rare):** Only occasionally swap to a "Value Statement" or "Mission Sentence" to keep the brain alert (Novelty), but the default is the Grand Goal.

Step 3: Motivational Content

- **Logic: Dopamine Priming.** The "Pre-Workout" for the brain. We provide external energy to jumpstart internal motivation.
- **Content:** Auto-play Video/Audio (3 minutes max).
- **Type:** High-value "Daily Intel" regarding discipline, psychology, or strategy.
- **Sunday Override:** On Sundays, this becomes a "Weekly Review" lesson.

Step 4: Question

- **Logic: Implementation Intention.** This breaks the "Zombie Mode" of passive watching. It forces the user to synthesize the information and make a mental plan.
- **Prompt:** *"How will you apply this lesson today?"*
- **Input:** A simple text box requiring a 1-sentence answer.

Step 5: Habit Selection (The Ladder System)

- **Logic: BJ Fogg's Tiny Habits & Flexible Autonomy.** Choice creates ownership. By explicitly showing the "Micro-Win" (Floor), we give the user an escape valve that keeps the streak alive without feeling like failure.
 - *Insight:* It is better to do the minimum than break the chain entirely. This feature creates the "Game-Changing" permission to adapt.
- **Visual:** Display 3 Cards representing the user's "Life Goals."
- **The Ladder Display:** When a card is selected, show the 4 levels.
 - **Level 1 (Main Habit):** The ideal performance.
 - **Level 2 (Micro Win):** A significantly reduced effort.
 - **Level 3 (Fallback):** The "Show Up" action.
 - **Level 4 (Bare Minimum):** The "Keep the Streak" action.
- **Specific Examples:**
 - **Card: BODY (Gym)**
 - *Main:* Run 5km
 - *Micro Win:* 10 min walk
 - *Fallback:* Put on shoes
 - *Bare Minimum:* Do 1 Squat
- **Action:** User taps the card. The app accepts *any* of these levels as a "Win."

Step 6: The Pledge

- **Logic: Somatic Commitment.** A physical action (holding the thumb) signals to the body that a "contract" has been signed. It locks the intention.
- **Visual:** A Fingerprint Icon at the bottom.
- **Interaction:** Long-press (Hold for 3 seconds).
- **Sensory:** Haptic vibration increases in intensity \rightarrow Screen flashes "LOCKED."

Step 7: The Launch (Initiate Sequence)

- **Logic: Transition Psychology.** The "Perfect Conditions" Fallacy kills habits ("I need to brush my teeth first"). We solve this by making the timer about the *Transition*, not the *Performance*.
 - *Insight:* We acknowledge the reality that they might not be ready to meditate THIS SECOND, but they can start moving toward it.
 - **Visual:** Screen goes High Contrast (Red/Black). Text: "**INITIATE SEQUENCE.**"
 - **Audio Script:**
"You have 60 seconds to change your state. Break the stasis. Bathroom. Water. Shoes. Move... 3... 2... 1... GO."
 - **Timer:** Giant 60-second countdown.
 - **Result:** User puts the phone down and physically moves.
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3. The Enforcer Logic (Notifications & Rules)

Rule 1: The Golden Hour

- **Setup:** User sets an ideal ritual time (e.g., **07:00 AM**).
- **The Trigger:** At 07:00 AM, a notification fires: "*Ignition Sequence Ready.*" 

Rule 2: The Flexible Negotiation

- **The Problem:** User sleeps in or is busy.
- **The Fix:** The notification allows **ONE** reschedule per day.
 - **Option A:** "Execute Now."
 - **Option B:** "Reschedule" (e.g., move to 06:00 PM).
- **Logic:** A "Snooze Ritual" button respects the user's changing schedule while still enforcing the eventual completion.

Rule 3: The Persistent Bug (No Snooze)

- **Scenario:** User rescheduled to 06:00 PM.
- **The Consequence:** The notification at 06:00 PM has **NO** reschedule option.
- **Logic:**
 - If they miss 06:00 PM, the streak does **NOT** break yet.
 - **The Nag:** The app enters "Annoyance Mode." It sends persistent reminders (every 30-60 mins) until the user completes the ritual or the day ends (Midnight).
 - **The Break:** Streak only breaks if the clock hits 00:00 without completion.

