



APP BUILT FOR WORLD
ID ECOSYSTEM



UX Design

UI Design

Branding

About

Project: EQUA mobile app for
World ID ecosystem

Date: 2025

Equa helps couples navigate conflict, strengthen connection, and grow together through real-time AI mediation and emotional insight.

Our platform transforms difficult conversations into opportunities for healing—guided by six evidence-based pillars, personalized prompts, and a calming, turn-based interface built for understanding.

EQUA

Core Functionalities

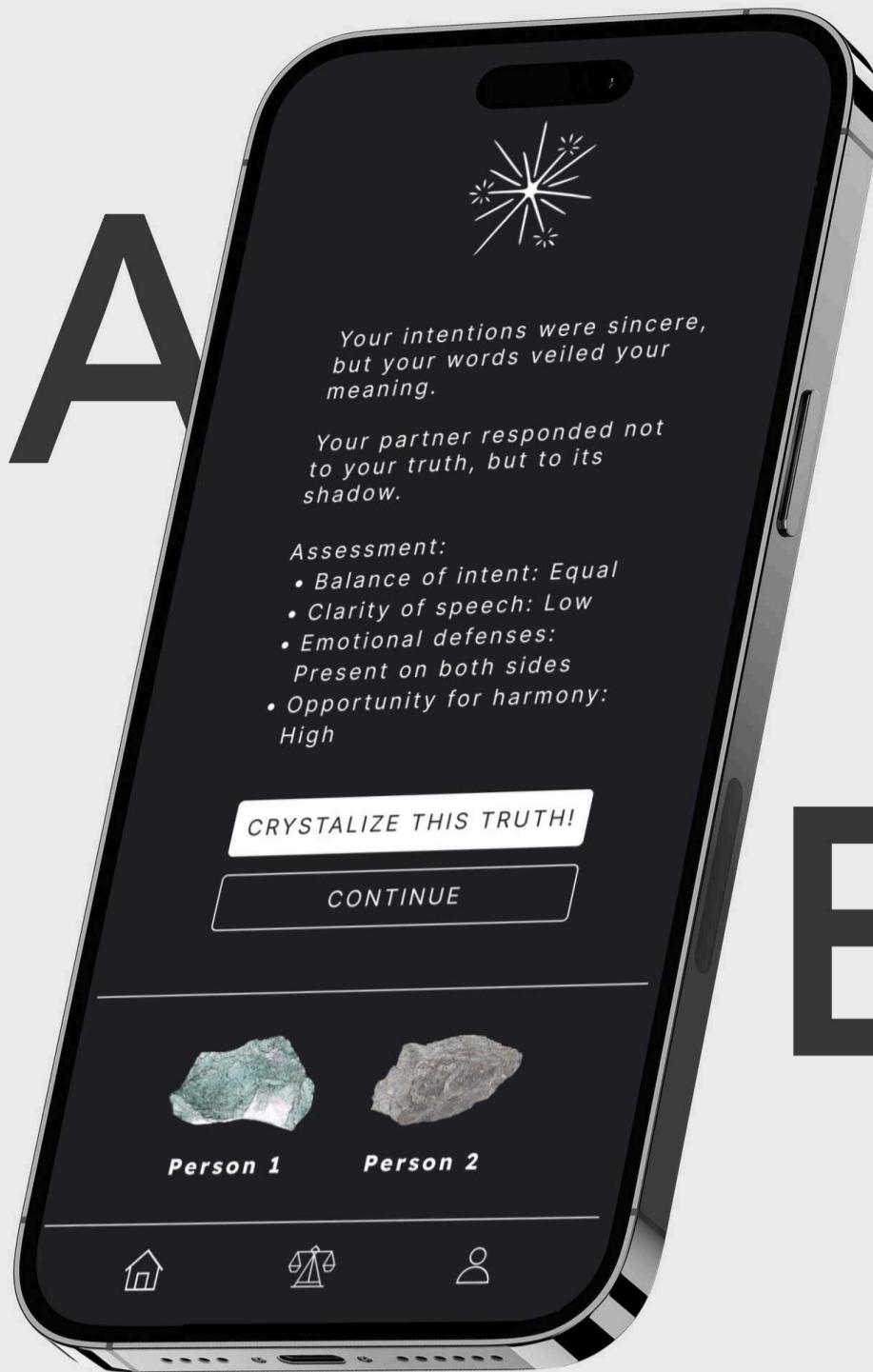
AI mediated conflict resolution sessions

Journaling & storing past sessions

Marketplace for prizes users can get for using the app.

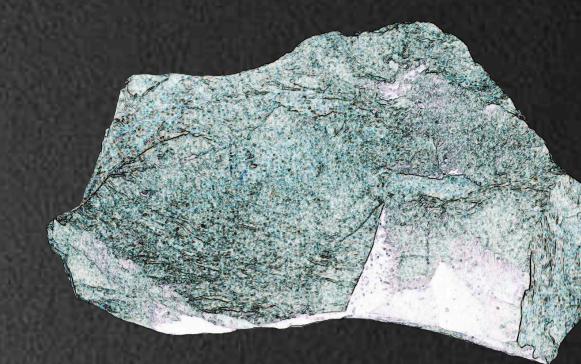
The Session UI sketch

EQUA



EQUA

During the relationship mediation session each user is represented by their truth rock.



Your truth rock

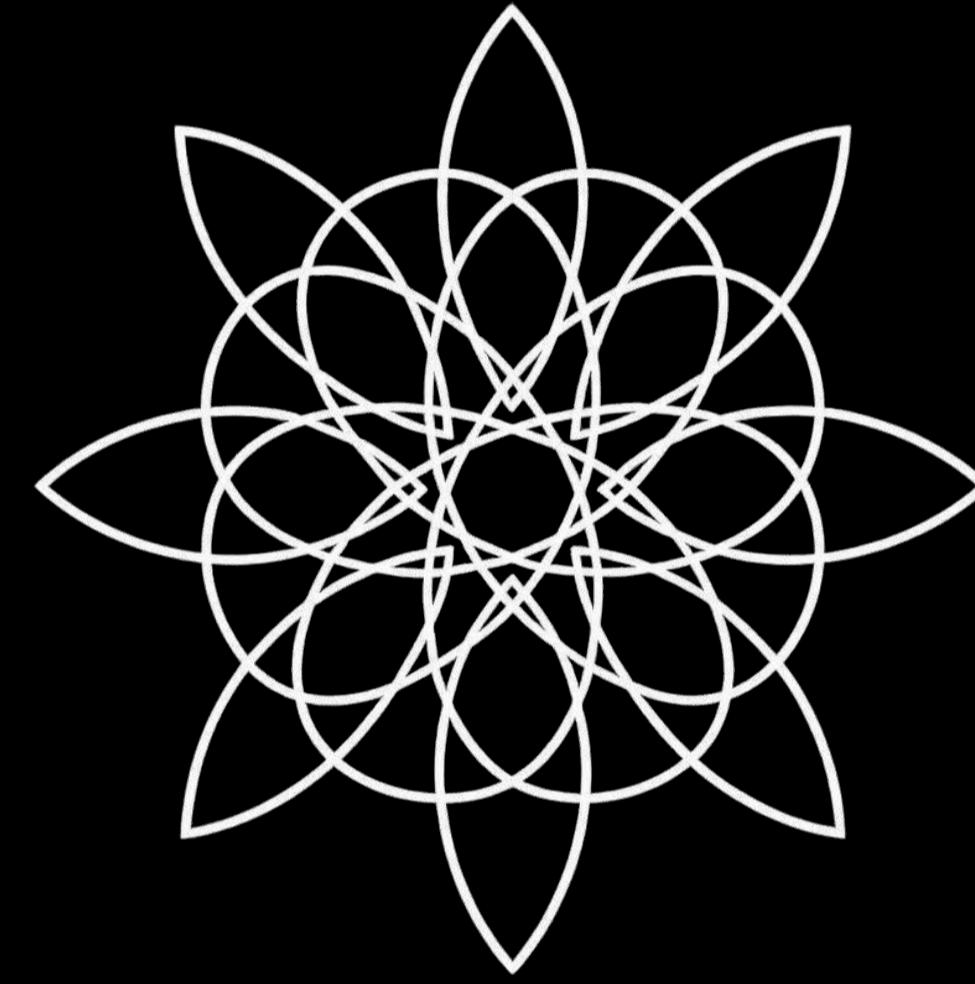


Your partner's truth rock

Design Concept: Calm in Conflict

Stillness Over Stimulation

EQUA's interface uses clarity, symmetry, and symbolic geometry to support emotional regulation. No distractions—just presence. Each element is designed to hold space, not compete for it.



No infinite scrolls or flashy toggles. EQUA follows a clear ceremonial arc:

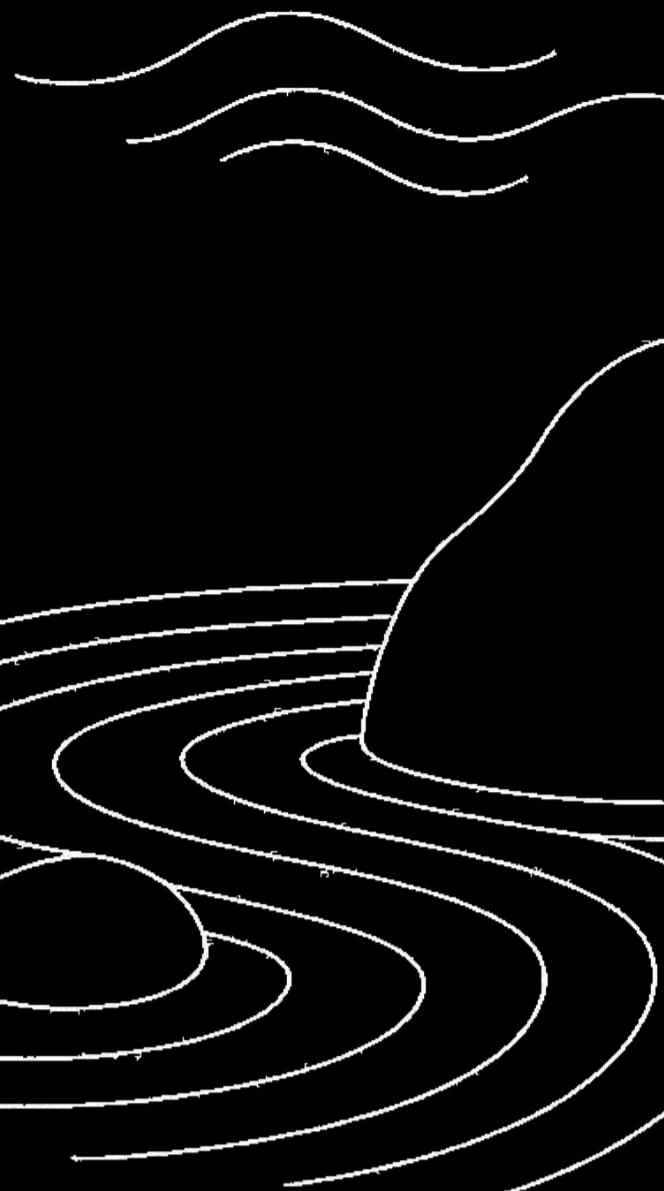
Enter → share → reflect → heal → celebrate.

The UI is a ritual space, not a reactive dashboard. Animations breathe instead of bounce. Icons anchor instead of entertain. Every element supports emotional deceleration — helping couples meet conflict with clarity, not chaos.

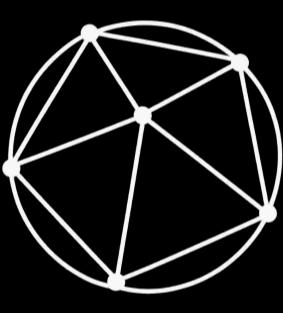
Animations as Emotional Breathwork

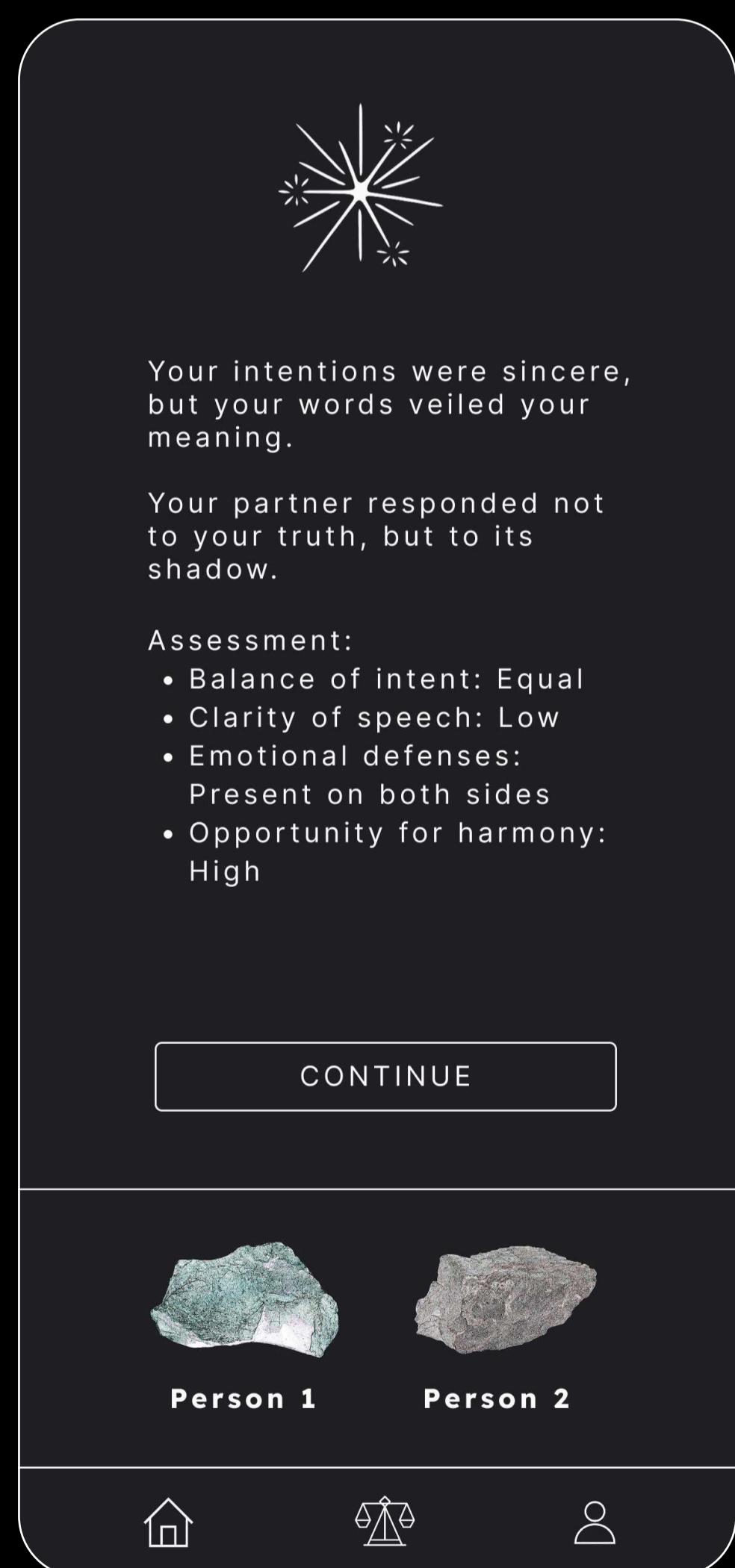
* Animations in EQUA don't pull attention, they guide awareness inward.
Inspired by breath, ritual, and natural cycles:

- Slow Inhale–Exhale Timing: Transitions match a 4-6 second breath cycle, echoing somatic therapy pacing.
- e.g. Truth card fades in over 3 seconds with a gentle scale-up — no pop, no bounce.
- Symmetrical Motions: Mirror each side (Partner A and B) with perfectly timed animations — creating a felt sense of balance and fairness.
- Dissolve vs Slide: UI elements dissolve like mist rather than sliding sharply, which might invoke urgency.
- Ambient Feedback: Subtle visual pulses or glows mirror meditative environments (like candlelight flicker, water ripple).



Core user flow of a session with EQUA

1

Truth



Your intentions were sincere, but your words veiled your meaning.

Your partner responded not to your truth, but to its shadow.

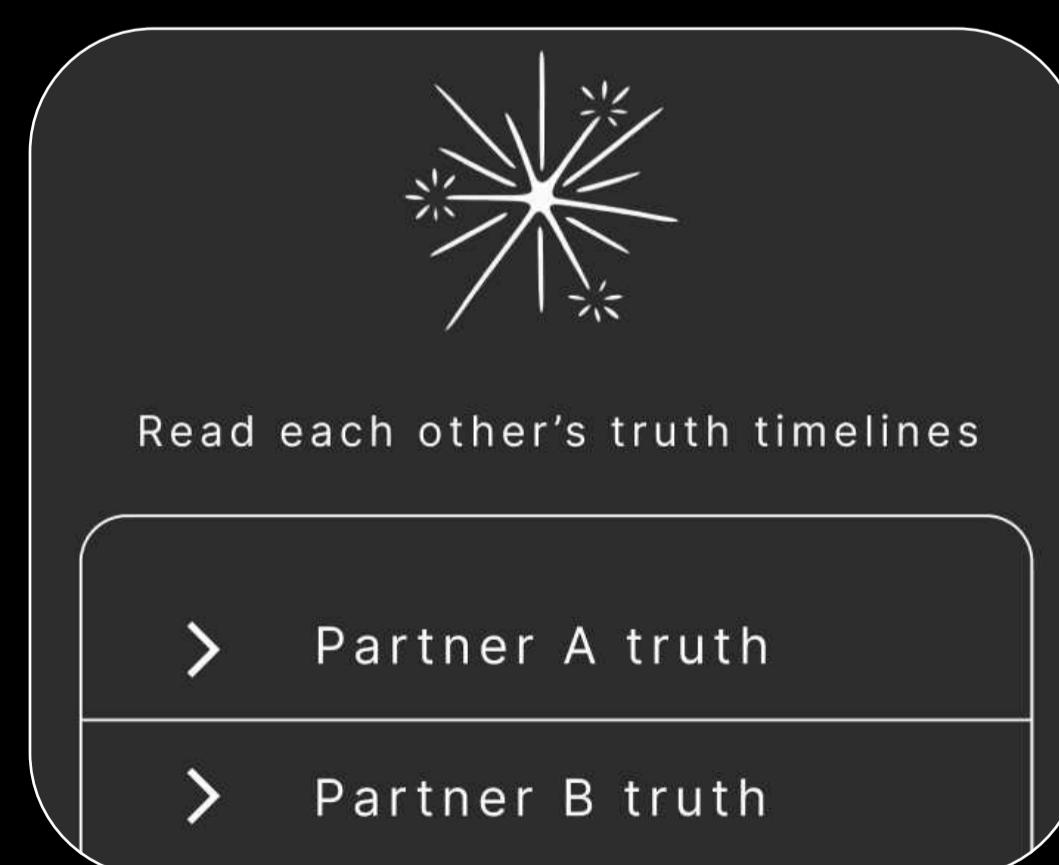
Assessment:

- Balance of intent: Equal
- Clarity of speech: Low
- Emotional defenses: Present on both sides
- Opportunity for harmony: High

CONTINUE

PERSON 1 PERSON 2

Users begin by describing the conflict in their own words. Each partner shares their version separately. Which will later be visualized as their truth rock.



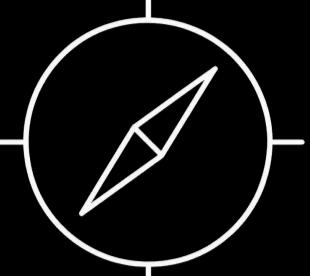
Read each other's truth timelines

> Partner A truth

> Partner B truth

→ The AI then reflects back an objective truth timeline, revealing facts and contradictions neutrally.

2

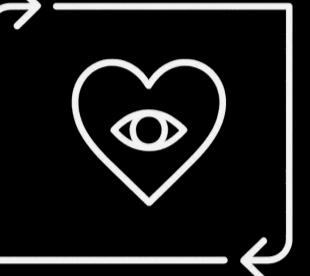


Persuasion

Each person describes what they wish their partner could understand — not to win, but to be seen.

→ The AI helps frame these hopes in a way that respects autonomy and invites empathy.

3



Reframe

The app gently invites users to rewrite reactive statements using "I" language and deeper needs.

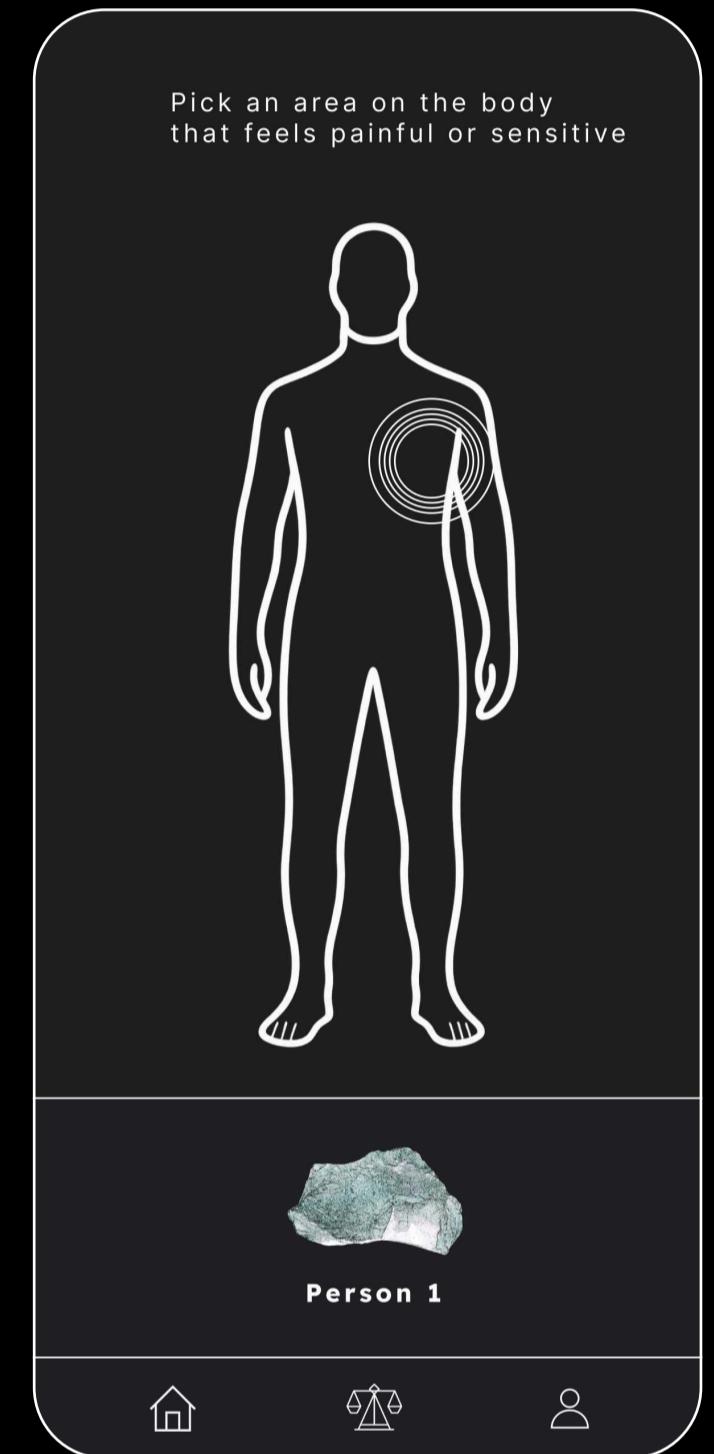
→ This reduces emotional tension and builds understanding without blame.

4



Qualia

Users mark where they feel emotional tension in the body. This visual step encourages interoception (body awareness) and fosters vulnerability in a non-verbal way.



5

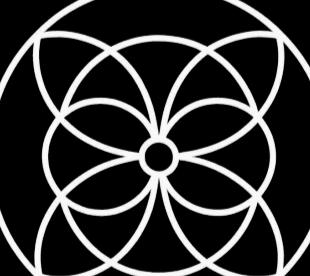


Forgiveness

Users are guided through the REACH model:

- Recall what happened
- Empathize with why your partner acted as they did
- Altruistically forgive
- Commit to a future action
- Hold the forgiveness — how you'll remember it next time pain resurfaces

6



Token collection

After completing the session, the couple receives a gentle celebration screen and EQUA tokens.

They're invited to:

- Reflect on what went well
- Check their promises
- Explore rewards like gifts, coaching, or a trip

The Marketplace

After each counseling session the users earn tokens.



→ A soft call-to-action leads them to the marketplace, turning emotional growth into real-world value.

Token Spending Options

- Premium Features
Advanced AI voices, custom meditations, relationship insights
- Coach Sessions
1-on-1 time with verified relationship experts
- Experiences
Romantic dinners, weekend getaways, adventure activities
- Courses
Workshops on intimacy, communication, emotional literacy
- Gifts
Surprise presents for your partner – curated from local and global partners



EQUA uses ritualized structure to reduce overwhelm, emotional pacing to slow reactivity, and clean visual clarity to support calm. Each step is designed to feel like a breath – focused, grounded, and healing.