Worlds Studio — Desktop UI v0

Status: Canonical UI intent (v0) Audience: Product, Design (AG), Engineering, Issuer Partners
Principle: **Worlds create gravity. Tools stay invisible.**

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1. Purpose

Worlds Studio is a **desktop-first cultural control room** for artists, labels, and brands.

It exists to: - Create Worlds - Inscribe culture (media, drops, signals) - Define access and meaning - Observe cultural momentum
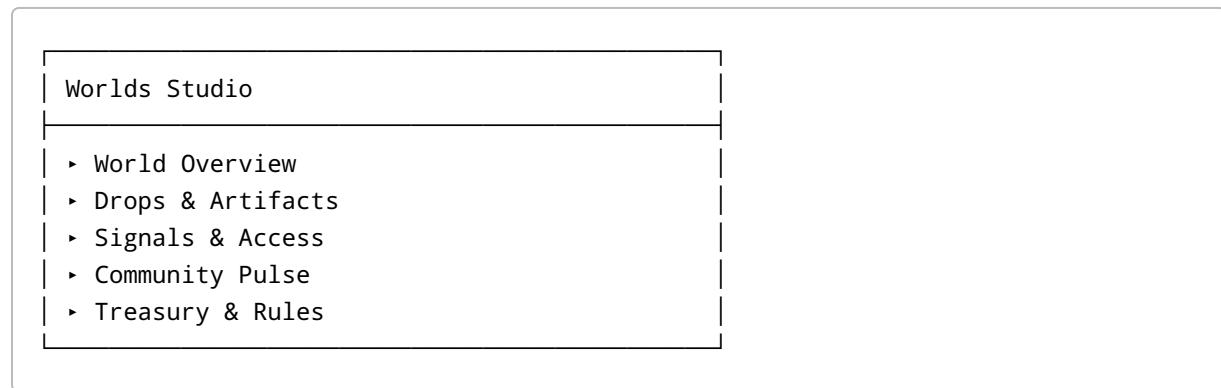
It is **not** a wallet, CMS, or social dashboard.

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2. Mental Model

Think: - *Studio*, not admin panel - *World-building*, not posting - *Ceremony*, not clicks

Issuers are sovereign inside their Worlds.

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3. Global Layout

```
┌──────────────────────────────────────┐
│ Worlds Studio                        │
├──────────────────────────────────────┤
│ ‣ World Overview                     │
│ ‣ Drops & Artifacts                  │
│ ‣ Signals & Access                   │
│ ‣ Community Pulse                    │
│ ‣ Treasury & Rules                   │
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```

- Desktop-only
- Left navigation
- One active World per session (v0)

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4. Screen Definitions

4.1 World Overview (Home)

Intent: Ground the issuer in the World's current state.

```
WORLD: [World Name]
Status: ● Live     WorldID: <worldId>

[ World Banner / Visual Identity ]

Description / Manifesto

METRICS
- Members
- Active Drops
- Signals Issued

ACTIONS
[ Create Drop ]  [ Issue Signal ]  [ Publish Update ]
```

No configuration-first UI. Gravity first.

4.2 Drops & Artifacts

Intent: Control cultural releases.

```
[ + New Drop ]

Drop Cards:
- Title
- Type (Media / Pass / Event)
- Status (Draft / Live / Archived)

Selected Drop:
- Media assets
- Supply
- Gating rules
- Inscription method (HCS + KiloScribe)

[ Publish ]  [ Schedule ]  [ Archive ]
```

"Mint" language is hidden.

4.3 Signals & Access

Intent: Define meaning and participation.

```
Signal Types:
- Recognition Badge
- Attendance
- Contribution

Access Rules:
- Hold Drop → Unlock Feature
- Attend Event → Claim Artifact

[ Issue Signal ]
```

TrustMesh lives here quietly.

4.4 Community Pulse

Intent: Situational awareness, not social feed.

```
Activity Summary:
- New members
- Artifacts claimed
- Signals issued

Sentiment Indicator

Recent Moments:
- Notable joins
- Events
```

No comments. No posting.

4.5 Treasury & Rules

Intent: Financial clarity and safety.

```
Balances:
- TRST balance
- Pending distributions
```

```
Distribution Rules:
- Issuer share
- Collaborator share
- World treasury


[ Adjust Rules ]  [ Export Report ]
```

Serious, calm, transparent.

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5. Explicit Non-Goals (v0)

- ❌ Fan posting
- ❌ Open social feed
- ❌ Mobile layout
- ❌ Algorithmic discovery
- ❌ Token speculation UI

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6. Design Directives for AG

- Media-first layouts
- Strong visual hierarchy
- Ceremony around "Publish"
- No crypto jargon
- Calm, authoritative tone

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7. What This Unlocks

- Issuer onboarding
- World creation at scale
- Culture-first launch
- Downstream TrustMesh activation

Worlds Studio is the ignition point.