Peek Question Trees

shopping

Overview

The shopping check-in is a **transaction debrief**—it starts from a specific purchase and works backward to understand the psychological driver behind it. Unlike food and coffee (which start with "how much did you spend?"), shopping starts with "what was happening when you bought this?"
The goal is to help users understand *why* they buy things, surface autopilot patterns, and create space for reflection without judgment.

Layer 1: Orientation (Purchase Context)

The entry question is: **"When you bought this, were you..."**

User selects from four options:

- **Treating myself** → leads to self-reward exploration

- **Just caught my eye** → leads to impulse/visual trigger exploration

- **Been thinking about this for a while** → leads to deliberate purchase exploration

- **A good deal/discount or limited drop made me go for it** → leads to deal/scarcity exploration

Each option has a follow-up "what" question to ground the conversation in specifics:

- Treating myself → "What did you get?"

- Just caught my eye → "What did you grab?"

- Been thinking about it → "What had you been planning to buy?"

- Deal/drop → "Tell me more about the deal, discount, or limited event

- **Bought it for someone else** → "Who was it for?" (tagged as deliberate-purchase, social)

- **Restocking or replacing** → "Did you get the same thing or switch it up?" (tagged as deliberate-purchase)

The main options that are in yellow are the ones that use more exploring - as they indicate less intentional/deliberate spending on the user's part.

For shopping, Layer 1 (orientation) emphasizes purchase context more heavily than food or coffee. Shopping has richer variation in single-purchase motivations —gift-buying, social outings, impulse scrolling—while food and coffee tend to be more habitual, where patterns matter more than any individual transaction's 'why.

Layer 2: Diagnosis (Mode Assignment)

Based on the user's initial answer and follow-up responses, the system assigns a **mode**. Shopping has the most modes of any category—roughly 15+, which cluster into groups:

Impulse/Autopilot Cluster:

- `intuitive-threshold-spender` : Buys on impulse but has invisible price ceilings. Key signals: "saw it, wanted it, bought it", "the price felt right", clear mental threshold around price

- `scroll-triggered` : Gets caught while browsing online. Key signals: "I was scrolling and saw it", "it came up in my feed", "looking for something else and it popped up"

- `in-store-wanderer` : Gets caught while physically shopping. Key signals: "I was just walking by", "it was right there", "might as well get it because I'm already here"

- `aesthetic-driven` : Drawn to how things look. Key signals: "it was so pretty", "I loved the packaging", "the color got me"

Emotional Cluster:

- `reward-driven-spender` : Buys to celebrate wins. Key signals: "I hit my goal", "finished a hard week", "got a promotion"

- `comfort-driven-spender` : Buys to soothe stress or sadness. Key signals: "rough week", "felt down", "needed a pick-me-up"

- `routine-treat-spender` : Regular self-treating as habit, not tied to specific trigger. Key signals: "I always do this on Fridays", "it's just my thing", no specific reason

External Trigger Cluster:

- `deal-driven` : The deal created the want. Key signals: "I wasn't looking but the deal was too good", "wouldn't have bought it otherwise"

- `fomo-driven` : Triggered by running-out pressure. Key signals: "I panicked", "didn't want to miss it", "wouldn't have bought it otherwise"

- `threshold-padding` : Added stuff to hit free shipping. Key signals: "I needed $10 more for free shipping", "threw something in"

- `bonus-motivated` : Gift-with-purchase drove the buy. Key signals: "they were giving away a free bag", "wanted the sample", "buy one get one free"

Social/Influence Cluster:

- `social-media-influenced` : Saw it on TikTok/Instagram/YouTube. Key signals: "I saw it on TikTok", "everyone's posting about it", "a creator I follow had it"

- `friend-peer-influenced` : Someone they know has it or recommended it. Key signals: "my friend got one", "everyone at work has it"

Pattern Cluster:

- `duplicate-collector` : Keeps buying similar things they already own. Key signals: "I have like 5 of these already", "it's similar to what I have but..."

- `exploration-hobbyist` : Intentionally seeking new things to try. Key signals: "I like trying new things", "it's my hobby", "I wanted to see if I'd like it"

Counter-profiles are escape routes for users whose behavior is actually intentional or healthy. When detected, the LLM should allow users to end the conversation having clarified their thinking rather than pushing further.

Identified counter-profiles in shopping:

- `intentional-collector` : "I collect these" / "I've been waiting for this drop" / "adding to my collection" / "I would've bought this anyway"

- `trend-but-fits-me` : User confirms "it's me" when asked "do you feel like it's you or more of a trend buy?"

- `deal-assisted-intentional` : "I was waiting for it to go on sale" / "I'd been eyeing it"

- `no-clear-threshold` : Can't name a price threshold, no pattern, or price wasn't the real reason (suggests mode misassignment, explore other branches)

note: Each mode has dedicated probing questions to understand the behavior more deeply:

Layer 3: Reflection

After mode-specific probing, user is offered another set of question: **"Want to dig deeper?"**

Options:

- **"Is this a problem?"** → Behavioral excavation path

- **"How do I feel about this?"** → Emotional reflection path

- **"Is this a good use of money?"** → Cost comparison path

- **"I have a different question"** → Open-ended

- **"I'm good for now"** → Exit

User can exit at multiple points:

- After counter-profile recognition ("I'm good for now")

- After reflection questions

- By selecting "I have a different question"

---

food

Overview

The food check-in is a **pattern check-in**—it starts with an awareness calibration ("how much do you think you spent?") and works forward to understand whether the user has visibility into their behavior, then digs into the drivers behind it.

The goal is to surface blind spots (frequency, timing, merchant concentration) and help users connect their ordering patterns to underlying situational or emotional triggers.

Layer 1: Orientation (Awareness Calibration)

Entry question: **"How much do you think you spent on takeout/delivery this month?"**

User guesses a number. System compares to actual.

Two branches based on accuracy:

Close on guess (within 20%):

- Affirm their awareness: share current high-level numbers

- User earns some kind of positive signal (green flag, magnets on top merchants—whatever the UI treatment is)

- Ask: "How do you feel about this number?"

  - "Ok with it" → user has awareness AND acceptance, likely exit or light reflection

  - "Not great" → flows into mode: `aware-but-wants-change`

Way off on guess (>20% off, $75+ difference):

- Ask: "Would you like to see what's behind this amount?"

  - **Yes** → reveal data: "That's {x} total orders in the last month, with most on {day} and {day} and at {merchant}—here are a few examples"

  - **No** → respect the boundary, offer to revisit later

After data reveal, ask: **"Does that land how you expected?"**

- **Yes** → they've recalibrated, move to reflection

- **No** → dig into what surprised them

Layer 2: Diagnosis (Mode Assignment)

Anchor question: "When you think about why you order food, what feels most true?"

Options:

- "I'm usually too drained to deal with cooking"

- "It's just easier to order"

- "I keep meaning to cook but never get around to planning"

- "I actually wanted that specific meal"

Modes:

- `autopilot-from-stress` : Under cognitive load or stress, food purchases become automatic self-care. Key signals: "when I'm stressed I just order", "busy week so I didn't cook", "I just needed something easy"

- `convenience-driven` : User orders because it's the path of least resistance. No strong negative emotions about cooking—ordering just wins on ease. Key signals: "it's just easier", "why cook when I can order", "it shows up at my door", "I don't have to do anything"

- `lack-of-pre-planning` : Each purchase feels like a reasonable one-off necessity because user didn't plan ahead. Key signals: "I got home late and didn't want to cook", "I forgot to bring lunch", "I didn't have time to prep"

- `intentional-treat` (counter-profile): User made a conscious choice to order a specific meal. This is intentional, not autopilot. Key signals: "I was craving it", "planned treat", "wanted that specific thing"

Layer 3: Reflection

Question: "Is the {benefit from ordering} worth the {$X} spent?"

The benefit adapts based on mode:

Mode	Question
`autopilot-from-stress`	"Is the relief worth $X?"
`convenience-driven`	"Is the ease worth $X?"
`lack-of-pre-planning`	"Is not having to plan worth $X?"

If user answers "Yes"

They've evaluated the tradeoff and decided it's worth it.

Response: "Got it—sounds like it's working for you. Anything else you want to look at?"

→ Exit or explore other topics

If user answers "No"

They've admitted the tradeoff isn't worth it. Help them figure out what to do about it.

Exploration goal: Surface what's blocking change and whether they're ready to act.

Follow-up options (user selects one):

- "What do you think gets in the way of changing it?"

- "Is there something you'd rather that money go toward?"

- "What would make it easier to change?"

Probing based on selection:

Selection	Follow-up
"What gets in the way?"	"Is it more about not knowing how, or not getting around to it?"
"Something I'd rather spend on?"	"What would that be? And how much of your food spending would you want to redirect?"
"What would make it easier?"	"If you could change one thing about your setup, what would it be?"

coffee

Overview

The coffee/treats check-in is a **pattern check-in**—it starts with an awareness calibration ("how many times did you buy coffee/treats this month?") and works forward to understand whether the user has visibility into their behavior, then digs into the drivers behind it.

The goal is to surface blind spots around frequency and help users connect their small purchase patterns to underlying triggers—routine, environment, emotional, or productivity-related.

Layer 1: Orientation (Awareness Calibration)

Entry question: "How many times did you buy coffee or small treats this month?"

User guesses. System compares to actual.

Branch A: Close on guess (within 20%)

Affirm awareness: "Pretty close—you made X purchases this month, totaling $Y."

Ask: "How do you feel about that number?"

- "Ok with it" → light reflection or exit
- "Feel like it could be better" → log `{blind_spot: null, sentiment: "wants-change"}` → proceed to Layer 2

Branch B: Way off on guess (>20% off)

Ask: "Would you like to see what's behind this amount?"

- **No** → respect boundary, offer to revisit later
- **Yes** → reveal data: "That's X total orders in the last month, with most on [days] and at [merchant]—here are a few examples."

Ask: "Does that land how you expected?"

- **Yes** → they've recalibrated → proceed to Layer 2
- **No** → log blind spot observation (frequency, timing, or merchant) → proceed to Layer 2

Layer 2: Diagnosis (Mode Assignment)

Anchor question: "What's the main reason you buy these?"

Options:

- "It's become a routine"
- "When I happen to be nearby"
- "When I need a pick-me-up or break"

- "Helps me focus or get things done"

Modes:

- `autopilot-routine` : Habit formed without conscious decision. User didn't choose it—it just accumulated over time. Key signals: "just sort of happened", "didn't realize", "I guess it became a thing", "not sure when it started"

- `environment-triggered` : Purchases driven by physical proximity. The environment makes the decision, not the user. Key signals: "near work / on commute", "near home", "it's right there", "I walk past it"

- `emotional-coping` : Coffee/treat is a response to emotional states—stress, anxiety, boredom, overwhelm. Key signals: "stressed or anxious", "work felt like a lot", "needed a break", "rough day", "bored or stuck, needed change of scenery"

- `productivity-justification` : User claims productivity benefits for coffee, though the outcome may or may not be real. Key signals: "half the time", "think so? hard to say", "honestly, probably not", "maybe it's placebo"

Layer 3: Reflection

Entry question: "Do you think spending $X on {mode-specific benefit} is worth it?"

The benefit adapts based on mode:

Mode	Question
`autopilot-routine`	"Do you think spending $X on this routine is worth it?"
`environment-triggered`	"Would you still go here if it wasn't close by?"
`emotional-coping`	"Do you think spending $X on {emotion—stress relief, break, etc.} is worth it?"
`productivity-justification`	"Do you think spending $X on {productivity outcome} is worth it?"

If user answers "Yes"

They've evaluated the tradeoff and decided it's worth it.

Response: "Got it—sounds like it's working for you. Anything else you want to look at?"

→ Exit or explore other topics

If user answers "No"

They've admitted the tradeoff isn't worth it. Help them figure out what to do about it.

Exploration goal: Surface what's blocking change and whether they're ready to act.

Follow-up options:

- "What do you think gets in the way of changing it?"

- "Is there something you'd rather that money go toward?"

- "What would make it easier to change?"