

DEFINE

Problem Statement & Design Brief

The one page everyone signs off on before work starts

One sentence takes days to write. If we cannot agree on the problem, there is no point designing anything yet – so this document exists to be argued with, and then signed.

PROJECT	PHASE	VERSION	PREPARED BY
Organic Life	Phase 0 → 1 transition	1.0	Tauseef Abbas

The problem

Pakistani adults experiencing common health concerns — joint pain, fatigue, skin issues, digestive problems, poor sleep — have no trusted, accessible, culturally coherent place to turn before committing to a doctor visit.

Google gives generic or unreliable results. Health apps are Western, English-first and clinically framed. Pakistani telemedicine platforms require immediate booking commitment. Family WhatsApp groups provide comfort but not knowledge. The traditional knowledge of Unani Tib and naturopathy exists — but is not accessible in a modern, trustworthy digital form.

THE COST OF THE GAP

People either self-medicate poorly, delay getting guidance until the problem worsens, or pay for clinic visits that could have been avoided.

The user need

When I have a health concern I don't understand, I want to talk to someone who actually knows about natural and traditional medicine — in my own language — so I can decide what to do next without guessing or wasting time.

SYNTHESISED FROM PHASE 0 RESEARCH

This holds whether the user is a 34-year-old teacher in Abbottabad typing in Roman Urdu, or a 41-year-old IT professional in Lahore asking in English about metabolic health.

The business goal

Establish Organic Life as the first and most trusted AI-first integrative wellness platform for Pakistan's digital health consumer — generating revenue through contextual product sales and specialist consultations, while building a brand that can expand its product line and practitioner network over time.

The design challenge

THE QUESTION THIS PROJECT ANSWERS

How do we design an interface where a conversation with an AI is the primary, first and most compelling action — and where that conversation reliably leads to a trusted outcome: a remedy, a product, or a specialist?

This is not a UI problem layered on top of a standard content website. It is a fundamentally different interface model in which the AI routes the experience and navigation does not.

What makes it hard

DIFFICULTY	WHY IT RESISTS A CONVENTIONAL SOLUTION
The blank input problem	An empty text field with no menu is intimidating. Users trained on navigation look for a menu and leave when they cannot find one.
Trust before evidence	Credibility is judged in under three seconds, before any content has been read. Tone must do work that content normally does.
Two languages, no toggle	Register must be detected and matched automatically. A language selector is itself a failure state.
Clinical boundary	The system must be knowledgeable enough to be credible and restrained enough to be safe — in the same sentence.
The proxy operator	The person holding the phone is frequently not the person with the symptom.

Design principles

Four principles govern every decision in this project. Where a trade-off is unclear, these resolve it.

PRINCIPLE 01

The conversation is the interface

Saad is not a feature. Saad is the homepage. Navigation exists as a fallback, not the primary path. If a decision strengthens the menu at the expense of the conversation, it is the wrong decision.

PRINCIPLE 02

Language is trust

A response in the wrong language, or the wrong register, is a broken experience regardless of accuracy. Roman Urdu must feel native — not translated.

PRINCIPLE 03

Action over information

Every response ends with one clear action. We do not offer five options. We give one well-reasoned recommendation and stand behind it.

PRINCIPLE 04

Escalate with respect

Referring to Dr. Abdullah is a positive escalation — "this deserves expert attention" — never a failure state and never a disclaimer.

Design constraints

CONSTRAINT	DETAIL
Language	Must work in Roman Urdu and English from the first interaction – no toggle required
AI platform	Anthropic Claude API (Saad's backbone)
Build target	Next.js + Vercel for production; Framer or Stitch for prototype
MVP commerce	WhatsApp only – no checkout system
Products	Ostrizen and Curaleaf only at launch
Practitioners	Dr. Abdullah only at launch
Accessibility	WCAG 2.1 AA target – particularly important for older users
Medical scope	Wellness guidance only – no diagnosis, no prescription, no clinical claims
Response latency	First visible response under 3 seconds – promoted to P0 from research

CLINICAL BOUNDARY — NON-NEGOTIABLE

Set by the consulting practitioner and carried verbatim: no diagnosis, no prescription, no dosage instruction for anything ingested, no claims of treatment or cure. Wellness guidance only.

What success looks like

For the user

- Types a symptom in their natural language and receives a response that feels genuinely knowledgeable and warm, within seconds
- Understands exactly what to do next – apply this remedy, order this product, or book with Dr. Abdullah
- Trusts the platform enough to return, or to share it with family

For the business

- Saad handles the majority of common symptom queries without escalation
- Product recommendation cards generate WhatsApp order conversations
- Specialist booking is used for genuinely complex cases, validated by appropriate triage
- The platform stands as a portfolio case study demonstrating AI-first UX design

For the design process

- Wireframes are grounded in real user language and real symptom vocabulary

- Every screen decision traces back to one of the three personas
- The prototype is testable and demonstrable before full build

Scope of the design work

IN SCOPE

MVP design surface

- Homepage / hero — Saad's conversation view
- Product detail cards surfaced within the conversation
- Dr. Abdullah card and booking prompt
- "How it works" scroll section
- About / trust section
- Mobile-first responsive layout
- Saad's conversation script and branching logic

OUT OF SCOPE

Deferred past MVP

- User accounts and login
- Order history or tracking
- Multi-language toggle UI
- Practitioner directory beyond Dr. Abdullah
- Blog or content library
- Analytics dashboard
- Native checkout

The one-sentence version

Design a homepage where asking a question in your own language is the entire interface — and where the answer earns enough trust in one exchange to be acted on.

PROBLEM STATEMENT — SIGNED OFF TO OPEN PHASE 1

DOCUMENT OWNER Tauseef Abbas · **PROJECT** Organic Life — Al-First Naturopathy Platform

PHASE Phase 0 → 1 transition · **STATUS** Approved — opens Phase 1

NOTE Sample deliverable published as a portfolio artefact at tauseefabbas.com