

IDEATE

Information Architecture

The full content hierarchy, depth-checked against real tasks

What lives where, what is nested under what, and what should be reachable in one tap versus four. Get this wrong and no amount of visual design saves it — people simply cannot find things.

PROJECT	PHASE	VERSION	PREPARED BY
Organic Life	Phase 1 — IA & UX Strategy	1.0	Tauseef Abbas

IA philosophy for this project

Organic Life's information architecture is intentionally minimal. The AI-first principle means that Saad — not navigation — routes the majority of users to their destination.

The IA exists to do four things, and deliberately nothing more:

1. Support users who want to browse or explore rather than consult
2. Provide fallback navigation for users who do not engage with Saad immediately
3. Structure content in a way that supports SEO and future growth
4. Define page relationships precisely enough that the sitemap can be produced accurately

THE EVALUATIVE-USER EXCEPTION

Research found that Asad-type users deliberately use navigation first, before engaging with the conversation, as part of assessing credibility. Navigation is a fallback in priority — but for one persona it is the first thing touched, so it cannot be treated as vestigial.

Page inventory

LEVEL 1 — CORE PAGES, ALWAYS VISIBLE IN NAVIGATION

PAGE	SLUG	PURPOSE
Home	/	Saad's hero input, conversation view, scroll sections
Products	/products	Overview of Ostrizen and Curaleaf
About	/about	Platform story, Dr. Abdullah profile, trust signals
Book a Consultation	/book	Practitioner booking via WhatsApp or form

LEVEL 2 — PRODUCT DETAIL

PAGE	SLUG	PARENT
Ostrizen	/products/ostrizen	/products
Curaleaf	/products/curaleaf	/products

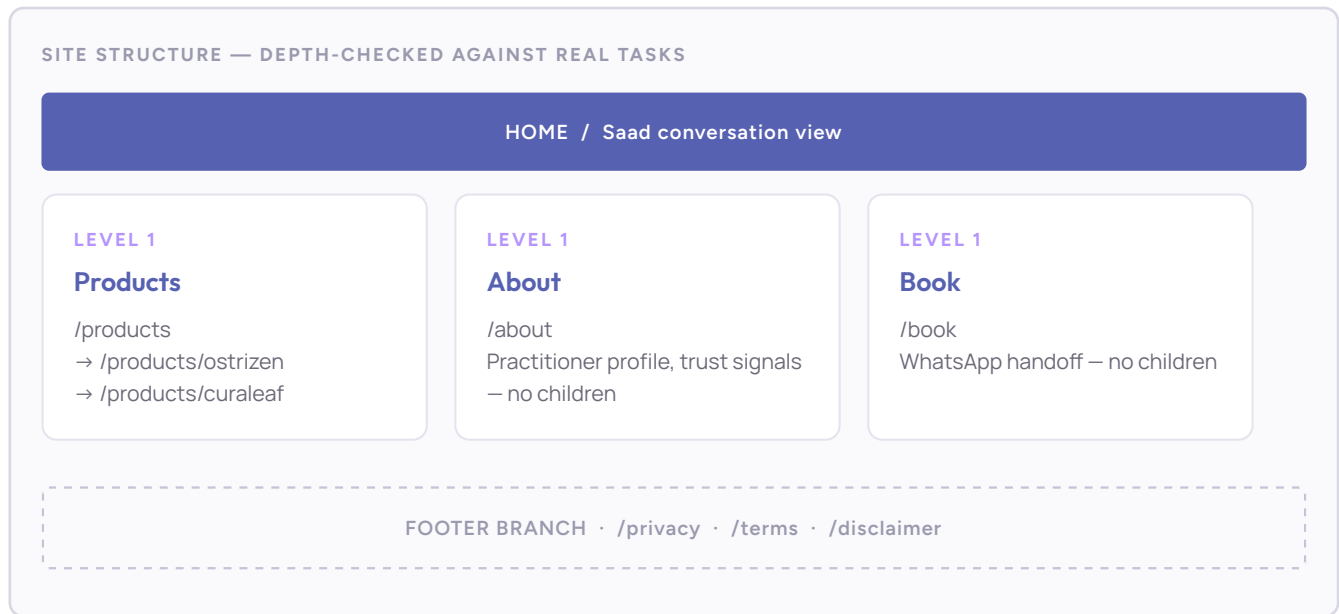
LEVEL 3 — SUPPORTING PAGES, NOT IN MAIN NAVIGATION

PAGE	SLUG	ACCESS
Privacy Policy	/privacy	Footer
Terms of Use	/terms	Footer
Medical Disclaimer	/disclaimer	Footer — important for medical content

OUT OF SCOPE FOR MVP

Blog / knowledge base (/learn), user account and history (/account), additional practitioners (/practitioners), additional products. Each is deferred with a revisit trigger recorded in the Scope document.

Sitemap



SITEMAP ANNOTATION RULE

Saad's output cards — product recommendations, the practitioner card — are **interaction paths, not pages**. They are annotated on the diagram as conditional UI states. Treating them as nodes would misrepresent the architecture: nothing new is routed to, content is revealed in place.

Depth check

Maximum depth from home to any page is two clicks. Every primary task is reachable in one.

TASK	DEPTH	PATH
Describe a symptom	0	Home hero — no navigation required
Order a recommended product	1	Conversation → WhatsApp handoff
Read about a product	1–2	Card → detail page, or /products → detail
Book the practitioner	1	Card → WhatsApp, or nav → /book
Assess credibility	1	Nav → /about, or scroll on home

Home page content structure

The home page is the most complex surface in the product and functions as a single long scroll. Most users will never pass Section 1 – and that is the intended behaviour, not a failure.

§	SECTION	CONTENTS
1	Hero – primary	Saad's greeting question, free-text input, symptom chips, response area, output cards
2	How it works	Three steps – type your concern, Saad responds, take action
3	Products	Brief introduction to both products with CTAs to detail pages
4	Dr. Abdullah	Profile card – credentials, specialisation, booking CTA
5	Trust signals	Credentials, Unani Tib framing, "why Organic Life"
6	Footer	Logo, navigation, WhatsApp contact, legal links

Navigation structure

HEADER

Primary navigation

Logo → /
 Products
 About
 Book Consultation (CTA style)

FOOTER

Secondary navigation

Products → Ostrizen, Curaleaf
 Platform → About, How it works
 Legal → Privacy, Terms, Disclaimer
 Contact → WhatsApp

IN-CONVERSATION

Saad's output

Product card → detail page
 Order via WhatsApp → pre-filled message
 Book with Dr. Abdullah → /book

Taxonomy — symptom categories

The primary symptom clusters Saad and the chips must address, derived from the product range and the symptom language log from research.

CLUSTER	SYMPTOMS	PRIMARY ROUTE
Joint & muscle pain	Knee, back, shoulder pain, arthritis, stiffness	Curaleaf + Ostrizen
Skin & scalp	Dry skin, scalp dryness, itching, ageing, cracked heels	Ostrizen
Fatigue & energy	Low energy, tiredness, weakness	Guidance + practitioner
Digestion	Bloating, acidity, constipation, appetite	Guidance
Sleep	Insomnia, poor sleep, restlessness	Guidance
Complex / chronic	Diabetes, hypertension, pregnancy, infection	Practitioner — always escalate

Symptom chip content

Eight chips below the hero input, taken verbatim from the research language log. These are the highest-volume, most immediately recognisable entry points.

HERO — CHIP SET

Ghutne ka dard / Knee pain
 Kamar dard / Back pain
 Nahi so pata / Can't sleep

Joint stiffness
 Dry skin / Scalp
 Thakaan / Fatigue

Joint inflammation
 Muscle soreness

Chips display in the user's dominant language context. Where the page loads in a Roman Urdu context, Roman Urdu chips are shown. Default is bilingual labels as above.

Naming and URL rules

- All slugs lowercase, hyphen-separated
- Product names use brand spelling — /products/ostrizen, /products/curaleaf
- No trailing slashes
- Page titles in sentence case — "Ostrizen — pure ostrich oil", not "Ostrizen - Pure Ostrich Oil"

Content ownership

CONTENT AREA	OWNER	UPDATE FREQUENCY
Saad's system prompt	Tauseef	As needed
Product descriptions	Tauseef	Quarterly
Dr. Abdullah profile	Dr. Abdullah + Tauseef	As needed
Legal pages	Tauseef + legal review	Annually
Symptom chip text	Tauseef	After research validation

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