

IDEATE

User Flow Diagrams

Every branch, every decision, every failure state accounted for

Three flows, three personas. The section that matters is the failure states — what happens when the payment declines, the file is too big, the dashboard is empty. That is not edge-case work, that is most of your real usage.

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

Scope of this document

Three core flows are mapped, one per persona route. Each records every path, every branch, every decision point – and, the part most projects skip, **every failure state**.

What happens when the language is ambiguous. When the API times out. When the symptom is outside scope. When the user types nonsense. That is not edge-case work; for this product it is a substantial share of real usage.

FLOW	ROUTE	PRIMARY PERSONA
Flow 1	Symptom → remedy → product order	Sadia – direct, mobile, Roman Urdu
Flow 2	Evaluation → complex case → practitioner booking	Asad – evaluative, desktop, English
Flow 3	Proxy-operated symptom → order on behalf	Nargis – third party operating

Flow 1 — Symptom to product order

1

Entry

User lands on home from a WhatsApp share link. Hero renders with greeting question, input field and eight symptom chips. **Decision:** type free text, or tap a chip?

2

Input submitted

Language auto-detected from the submitted string. Loading state renders immediately — never a blank pause. **Branch:** detected Roman Urdu → Roman Urdu response · detected English → English response · ambiguous → default Roman Urdu

3

Triage

Symptom classified against the six escalation categories. **Branch:** matches an escalation category → Flow 2, step 4 · does not match → continue to remedy guidance

4

Saad responds

Acknowledgement, Unani framing, one remedy, one recommendation. Maximum 120 words. Response card renders progressively so the first token appears under 3 seconds.

5

Product card surfaces

One product card appears below the response. **Decision:** order now, read more first, or continue the conversation?

6

WhatsApp handoff

"Order via WhatsApp" opens WhatsApp with a pre-filled message in the user's own register. Expected reply window stated before handoff. **Exit:** conversation continues off-platform.

BRANCH NOT TAKEN

There is no "add to cart" path and no comparison view. Principle 03 forbids offering multiple options — the flow gives one reasoned recommendation. If the user wants the other product, they ask, and the conversation handles it.

Flow 2 — Evaluation to practitioner booking

1

Entry — evaluative

User lands on desktop from a peer recommendation. Does not engage the hero. **Branch:** scrolls to "How it works" → continue · uses nav to /about → returns to hero after reading

2

Credibility assessment

Reads how it works, about section and practitioner credentials. **Decision point:** sufficient credibility to engage, or exit? No interface affordance can force this — only content quality.

3

The test question

Submits a deliberately technical question using a named Unani concept. **Branch:** Saad's reply demonstrates correct understanding → trust established · generic reply → **terminal exit, no return**

4

Escalation triggered

User describes a case matching an escalation category. Saad declines to advise, frames it as deserving expert attention, surfaces the practitioner card with credentials visible.

5

Booking handoff

Reads credentials, taps book. WhatsApp opens with a pre-filled booking message; user adds their own context. **Exit:** booking confirmed off-platform.

THE ONE-WAY DOOR

Step 3 is the only genuinely terminal branch in the entire product. Research found no participant gave a health tool a second chance after a poor first answer. There is no recovery path to design here — the only mitigation is response quality itself.

Flow 3 — Proxy-operated

1

Third-party entry

Family member opens the link on their own device, with the affected person present. **System cannot detect this.** The flow must work identically without knowing.

2

Read-aloud moment

Operator reads the hero question aloud. **Constraint:** the question must be speakable in one breath, in Roman Urdu, without rephrasing.

3

Third-person input

Operator types on behalf — "Ammi ko ghutno mein dard hai subah". **Branch:** third-person phrasing detected → Saad responds without assuming the typist is the patient

4

Response read aloud

Operator reads Saad's reply to the affected person. **Constraint:** under 120 words, no jargon, one action — because it is being spoken, not scanned.

5

Joint decision, single order

Decision made verbally between two people; order placed by the operator. **Exit:** WhatsApp, operator's account.

Failure states — all flows

Every failure state below has a defined response. None of them show a raw error.

FAILURE	SEVERITY	SYSTEM BEHAVIOUR
API timeout / no response	CRITICAL	Warm apology in detected language, retry affordance, WhatsApp fallback offered
Language ambiguous	HIGH	Default to Roman Urdu. Never ask the user to pick — a selector is a trust failure.
Symptom outside scope	HIGH	Acknowledge, decline clearly, route to practitioner with positive framing
Emergency indicators present	CRITICAL	Stop conversational flow. Direct to immediate in-person care. No product surfaced.
Empty or nonsense input	MEDIUM	Re-prompt conversationally with an example — never an inline validation error
Input too long	LOW	Accept and summarise back; do not truncate or reject
WhatsApp not installed	MEDIUM	Fall back to web WhatsApp; display the number as selectable text
Product unavailable	MEDIUM	No availability claim is ever made, so no state is required in the interface
Slow network	HIGH	Progressive render; skeleton state within 200ms of submit

RULE FOR EVERY FAILURE STATE

A failure must never break the conversational register. An error message written in system voice — "Request failed, please try again" — costs more trust than the failure itself. Every state above is written in Saad's voice, in the detected language.

Decision points summary

DECISION POINT	OWNER	GOVERNING RULE
Chip vs. free text	User	Both equal-weight; chips are not a fallback
Language selection	System	Auto-detect; default Roman Urdu on ambiguity
Escalate vs. advise	System	Six practitioner-set categories; escalation guardrail under 20%
Which product	System	One only, per Principle 03
Order now vs. read more	User	Both paths lead to the same WhatsApp handoff
Continue vs. exit	User	No re-engagement prompts; exit is respected

Features killed at this stage

On the record, with reasons – the roadmap gets shorter and the product gets better.

KILLED	REASON
Symptom questionnaire before input	Adds friction before value; the conversation already does this work
Product comparison view	Violates Principle 03 – one reasoned recommendation, not a list
Chat history sidebar	Requires accounts; single-session use is the observed pattern
Confidence score on responses	Reads as hedging; erodes exactly the trust it attempts to signal
"Was this helpful?" prompt	Interrupts at the decision moment; measured server-side instead

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