

IDEATE

Task Models

Core jobs mapped to the shortest honest path through the product

A flow describes the path through the interface. A task model describes the job itself. Comparing the two exposes every step the product adds that the job never required.

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

What a task model is for

A user flow describes the path through the interface. A task model describes the job – what the person is actually trying to get done, decomposed into steps, independent of any screen.

The value is the comparison. Modelling the job first, then measuring the interface against it, exposes steps the product adds that the job never required. Every one of those is friction we introduced ourselves.

THE TEST APPLIED TO EACH MODEL

What is the shortest honest path through this product for this job? Honest meaning: not shortened by skipping something the user genuinely needs – such as the moment of social validation, or the practitioner's clinical boundary.

Core jobs identified

#	JOB	PERSONA
1	Understand what is wrong with me and what to do about it	Sadia, Nargis
2	Decide whether this platform is worth trusting	Asad
3	Get a remedy or product I believe will work	All three
4	Get expert help for something beyond self-treatment	Asad, some Sadia
5	Help someone else get answers	Proxy operator – Nargis's route

Task Model 1 — Understand my symptom

The job, decomposed

STEP	USER'S ACTUAL TASK	COGNITIVE REQUIREMENT
1.1	Articulate the symptom in my own words	Recall and describe — hardest step for low-literacy users
1.2	Convey it to something that can answer	Trust that the recipient will understand
1.3	Receive an explanation I can follow	Comprehension in own language and register
1.4	Judge whether the explanation is credible	Evaluation against prior knowledge and instinct
1.5	Know what to do next	A single unambiguous action

Mapped to the interface

STEP	INTERFACE SUPPORT	STEPS ADDED BY THE PRODUCT
1.1	Free-text input + eight symptom chips	None. Chips reduce 1.1 rather than adding to it
1.2	Single submit action	None
1.3	Response card, auto-matched language	None
1.4	Unani framing, practitioner credentials visible	None
1.5	One recommendation, one CTA	None

RESULT — FIVE STEPS, FIVE INTERFACE STEPS

The shortest honest path for this job is exactly the length of the job itself. This is the strongest structural argument for the conversation-first architecture: a navigational version of the same job requires a category selection and at least one page load before step 1.2 is even possible.

Task Model 2 — Decide whether to trust this

STEP	USER'S ACTUAL TASK	INTERFACE SUPPORT
2.1	Work out what this thing actually is	Hero question + "How it works" section
2.2	Check whether a real expert stands behind it	Practitioner credentials on /about and in-conversation
2.3	Test whether it knows the subject properly	Free-text input accepts technical questions
2.4	Check whether it knows its limits	Escalation behaviour, framed positively
2.5	Decide to engage or leave	No interface affordance – content quality only

STEP 2.5 CANNOT BE DESIGNED

Every other step in every model has an interface response. This one does not. No layout, animation or CTA changes the outcome of step 2.5 – only the quality of the answer at 2.3 does. It is recorded here specifically so the team stops attempting to solve it with interface work.

Task Model 3 — Get a remedy I believe in

STEP	USER'S ACTUAL TASK	INTERFACE SUPPORT
3.1	Receive a specific recommendation	One product card surfaced in conversation
3.2	Understand what it is and why it suits me	Card copy plus optional detail page
3.3	Check the cost is acceptable	Unsupported at MVP – no price shown
3.4	Get someone I trust to confirm it	Share action; screenshot behaviour observed in research
3.5	Place the order	WhatsApp handoff with pre-filled message
3.6	Confirm it is actually coming	Vendor reply – outside the product

TWO UNSUPPORTED STEPS IN ONE JOB

Step 3.3 has no interface support because of an operational pricing constraint, and step 3.6 sits entirely outside the product with a known slow-response risk. Both are the highest-friction moments in the journey and both were independently confirmed by user research and fulfilment. They are documented as accepted gaps, not as oversights.

Step 3.4 is not friction

The obvious "optimisation" is to compress 3.4 out of the path and drive straight from recommendation to order. Research says the opposite: social validation is the step that produces the order for Sadia-type users. Removing it does not shorten the path – it ends it. Shortest honest path, not shortest path.

Task Model 4 — Get expert help

STEP	USER'S ACTUAL TASK	INTERFACE SUPPORT
4.1	Recognise this is beyond self-treatment	System-initiated — Saad escalates, user does not have to know
4.2	Understand who the expert is	Practitioner card with credentials and specialisation
4.3	Judge whether they are qualified for my case	Specialisation stated explicitly, not generically
4.4	Make contact without friction	WhatsApp handoff, pre-filled with context

STEP 4.1 IS INVERTED DELIBERATELY

In a conventional product the user must self-identify as needing an expert. Here the system carries that burden. This is the correct assignment: the user often cannot tell, and asking them to decide is both a safety risk and a trust failure.

Task Model 5 — Help someone else

STEP	OPERATOR'S TASK	CONSTRAINT IMPOSED
5.1	Read the question aloud	Hero copy speakable in one breath
5.2	Translate their complaint into typed input	Third-person phrasing must be handled
5.3	Read the response aloud	Under 120 words, no jargon
5.4	Explain the recommendation	One action, physically concrete
5.5	Act on their behalf	Order placed from operator's own account

WHY THIS MODEL CHANGES THE COPY

Every constraint in this model is about speech rather than layout. Copy written to be scanned reads badly aloud. This model is the reason response length is a hard cap and not a guideline, and the reason the hero question is one short sentence.

Summary — steps the product adds

JOB	JOB STEPS	INTERFACE STEPS	ADDED
1 · Understand my symptom	5	5	0
2 · Decide whether to trust	5	4 + content	0
3 · Get a remedy	6	4 supported	0 added, 2 unsupported
4 · Get expert help	4	4	0
5 · Help someone else	5	5	0

FINDING

The product adds no steps to any job. Its weakness is not friction — it is two missing steps in Job 3, both caused by business constraints rather than design decisions. That is a materially different problem from the one a redesign would solve, and it is why both are tracked as operational risks with named owners.

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

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