

PROTOTYPE

Lo-fi Wireframes

Structure only, on purpose. No colour, no arguments about colour.

Grey boxes, deliberately. The second something looks finished, people stop critiquing the structure and start critiquing the button colour — so at this stage there is no button colour to critique.

PROJECT	PHASE	VERSION	PREPARED BY
Organic Life	Phase 2 — Wireframes (Low-Fidelity)	1.0	Tauseef Abbas

Deliberately ugly

These wireframes are grey boxes. No colour, no brand, no typography opinions, no imagery. That is the point.

The second something looks finished, people stop critiquing the structure and start critiquing the button colour.

Low fidelity keeps the conversation on the only question that matters at this stage: **is the structure right?**

WHAT TO REVIEW THESE AGAINST

Does each screen support the task model it belongs to? Is the hierarchy correct? Is anything present that the job did not require? Colour, type and spacing are explicitly not up for discussion yet.

Screen inventory

#	SCREEN	BREAKPOINT	TASK MODEL SERVED
01	Home — hero, pre-input	Mobile + desktop	1.1, 1.2 · 2.1
02	Home — loading state	Mobile	1.2
03	Home — response with product card	Mobile	1.3–1.5 · 3.1–3.2
04	Home — response with escalation	Mobile	4.1–4.3
05	Home — scroll sections	Mobile	2.1, 2.2
06	Product detail	Mobile	3.2
07	Home — desktop evaluative view	Desktop	2.1–2.4
08	Error / timeout state	Mobile	Failure recovery

01 • Home — hero, pre-input



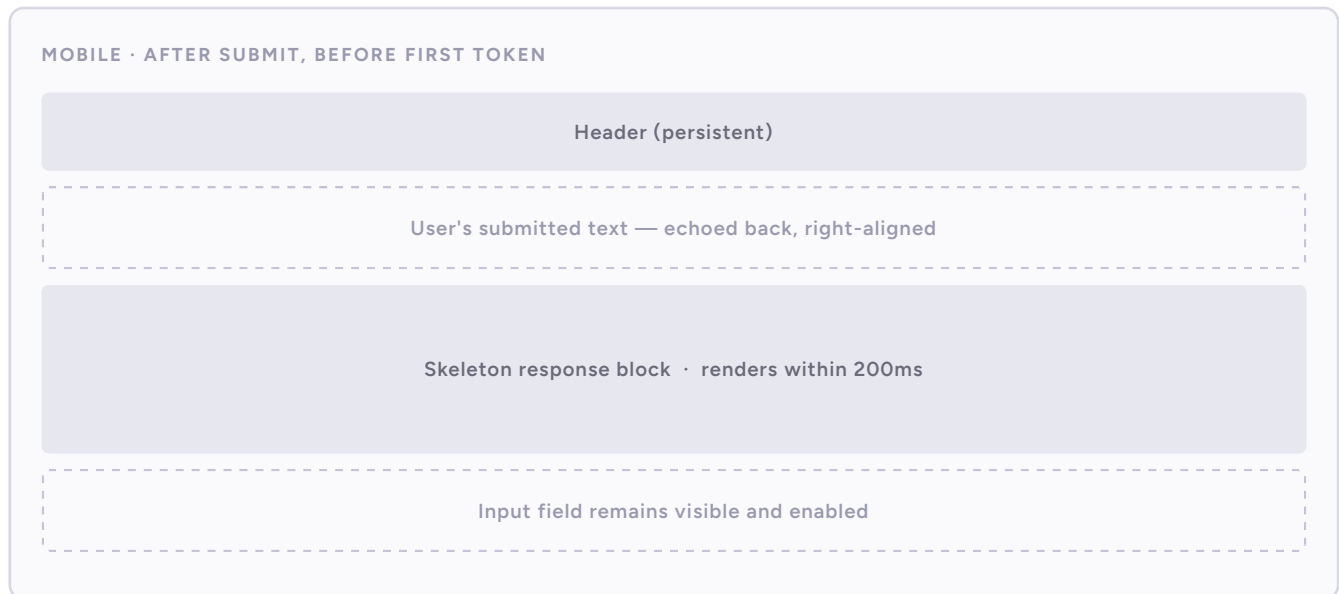
STRUCTURAL DECISIONS

- The input occupies the visual centre of the first viewport — nothing competes with it
- Chips sit below the input, not above: free text is the primary affordance, chips assist
- Navigation is present but visually quiet — it serves the evaluative user without competing
- No hero image. Research showed imagery reads as marketing and lowers credibility for Asad-types
- Scroll indicator is the only invitation to leave the hero

OPEN QUESTION AT THIS FIDELITY

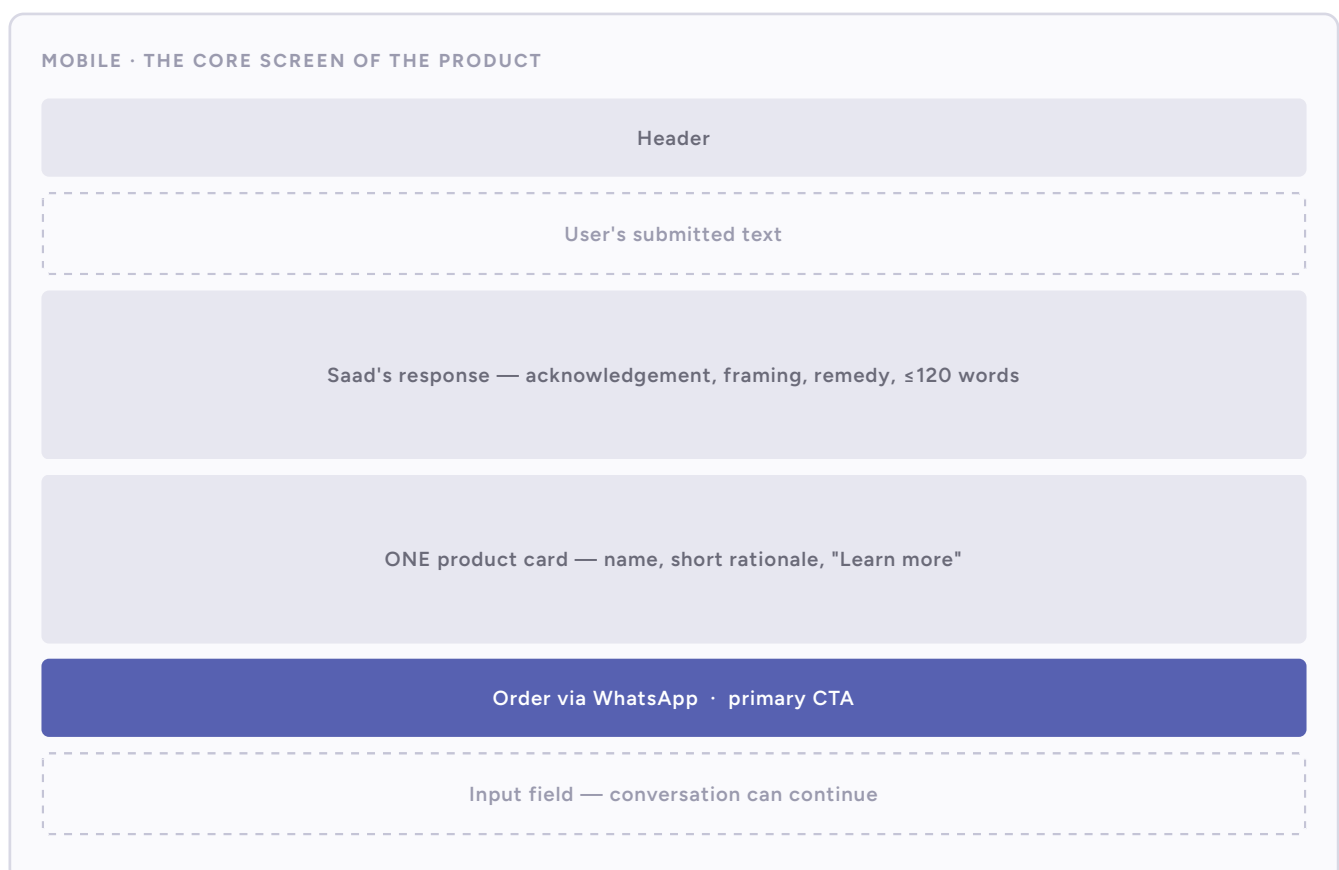
Whether the chips should be visible immediately or appear after a short delay. Deferred to usability testing rather than settled by opinion — recorded as a testable question, not a decision.

02 • Loading state



- User input is echoed immediately so the submit is visibly acknowledged
- Skeleton within 200ms — a blank pause reads as a failure at this latency budget
- Input stays enabled; the user is never locked out of their own interface

03 • Response with product recommendation



STRUCTURAL DECISIONS

- **One** product card. Never two, never a comparison — Principle 03 is structural, not stylistic
- The order CTA is the heaviest element on screen; "Learn more" is deliberately secondary
- No price on the card — operational constraint, documented in Scope
- Input remains below so the conversation is not a dead end after one answer

04 • Response with escalation

MOBILE • PRACTITIONER ROUTING

Header

User's submitted text

Saad's response — acknowledges, explains why this deserves expert attention

Practitioner card — name, credentials, specialisation

Book with Dr. Abdullah • primary CTA

STRUCTURAL POINT

This screen is laid out with the same visual weight as screen 03 — same card treatment, same CTA prominence. Escalation must not look like a downgraded version of the product path. If it renders as a lesser state, Principle 04 fails at the layout level regardless of the copy.

No product card appears on this screen. Where a case escalates, nothing is sold.

05 • Scroll sections



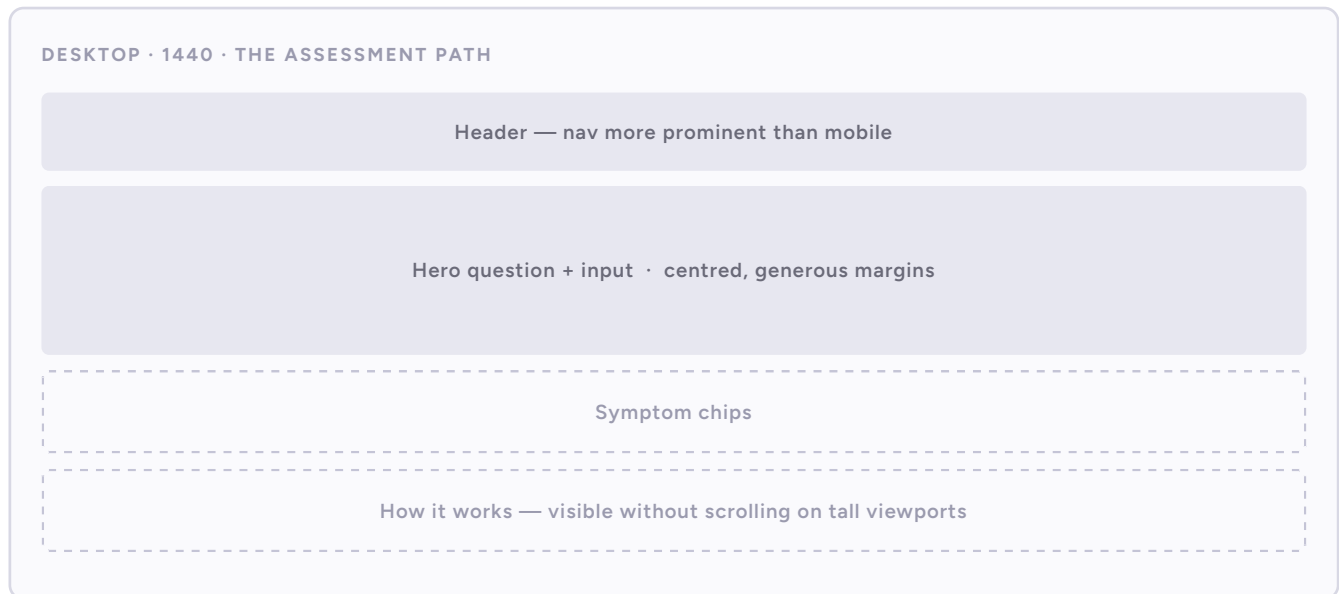
Sections are intentionally lighter in structure than the hero. They serve the evaluative minority; over-designing them would pull weight away from the conversation.

06 • Product detail



- Sourcing detail is present specifically because research found Asad-types read it before ordering
- "Back to conversation" preserves context — the detail page is a detour, not a destination

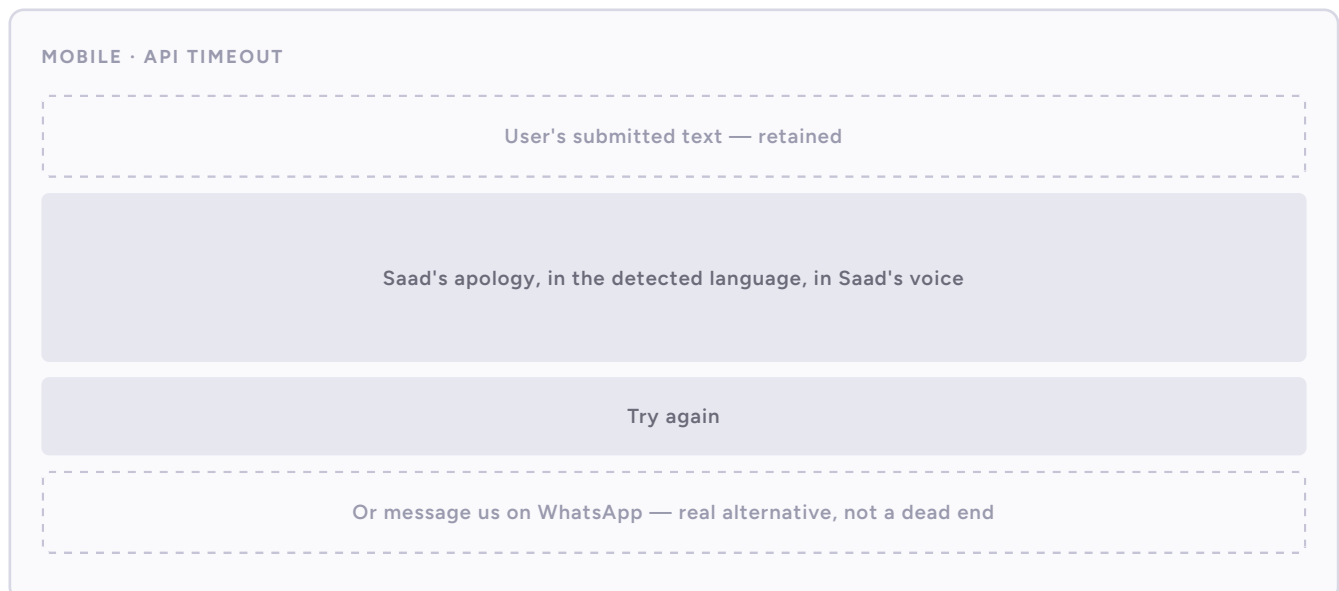
07 • Desktop — evaluative entry



WHY DESKTOP DIFFERS STRUCTURALLY

Desktop users arrive to evaluate, not to consult. Bringing "How it works" into or near the first viewport serves the actual first task on this breakpoint — assessing what this is — rather than forcing the mobile task order onto a different context.

08 • Error / timeout



The user's input is never lost. No system-voice error copy appears anywhere on this screen.

Review questions for this set

1. Does the hero read as an invitation, or as an empty box that needs instructions?
2. Is one product card enough, or does the absence of a comparison feel withholding?
3. Does the escalation screen carry equal weight to the product screen?
4. Should the chips appear immediately, or after a delay?
5. On desktop, does bringing "How it works" up weaken the conversation's primacy?

NEXT STEP

Questions 1–4 go to prototype usability testing rather than being resolved by review. Question 5 is a judgment call and is recorded as a decision, not a finding.

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

PHASE Phase 2 — Wireframes (Low-Fidelity) · **STATUS** For structural review

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