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PROTOTYPE

Interactive Prototype Specification

Clickable, testable, handed to real users before a line of code

> Built to be handed over and failed against, not demoed. The interesting output is where people stall — so the facilitation rule is simple: give the task, then say nothing.

PROJECT	PHASE	VERSION	PREPARED BY
Organic Life	Phase 2 — Prototype	1.0	Tauseef Abbas

What this prototype is for

Once the structure holds up, it goes clickable. A real prototype you can hand to a real person and say "book a room" — and then shut up and watch.

No explaining. No guiding. That silence tells you more than a hundred stakeholder meetings, and it is the entire reason this artefact exists.

> **WHAT IT IS NOT**
>
> This is not a demo. A demo is driven by the person who built it and proves nothing. This prototype is built to be handed over and failed against — the interesting output is where people stall, not whether it looks impressive.

Build specification

PROPERTY	SPECIFICATION
Tool	Framer / Stitch for the testable prototype; React for the production build
Fidelity	Visual fidelity high, content fidelity real — no lorem ipsum anywhere
Breakpoints	Mobile 375 (primary), desktop 1440 (secondary)
Saad's responses	Scripted and pre-written, not live API — identical text every session
Languages	Roman Urdu and English paths both built
Latency simulation	2.4s delay, matching the measured production target
WhatsApp handoff	Simulated — opens a mock confirmation, not a real conversation

> **WHY RESPONSES ARE SCRIPTED**
>
> A live API returns different text to every participant, which makes their sessions incomparable. Fixed responses mean that when two people react differently, the difference is in them — not in what they were shown.

Screens built

#	SCREEN / STATE	INTERACTIVE?
01	Home — hero, pre-input	Yes — input and all 8 chips live
02	Loading state	Auto — 2.4s simulated
03	Response — Roman Urdu, knee pain	Yes — leads to product card
04	Response — English, technical question	Yes — Asad's test path
05	Response — escalation to practitioner	Yes — leads to booking
06	Product detail — Curaleaf	Yes — with return to conversation
07	WhatsApp handoff — order	Simulated confirmation
08	WhatsApp handoff — booking	Simulated confirmation
09	Scroll sections — how it works, about	Yes — scroll only
10	Error / timeout with recovery	Yes — triggered by a designated input

Interaction specification

INTERACTION	TIMING	BEHAVIOUR
Input focus	Immediate	Focus ring appears; chips remain visible and tappable
Chip tap	Immediate	Chip text populates input and auto-submits — one tap, not two
Submit	< 200ms	Input echoed above; skeleton block renders
Response render	2.4s then progressive	Text appears progressively, not as a single block
Card appearance	+400ms after response	Product or practitioner card fades in below
CTA tap	Immediate	Mock WhatsApp confirmation with the pre-filled message shown
Return from detail	Immediate	Conversation state preserved exactly

DELIBERATE DETAIL — CHIP AUTO-SUBMIT

Tapping a chip submits immediately rather than populating the field for review. Two taps where one would do is friction for exactly the users chips exist to help. This is a testable assumption and is listed in the test protocol.

Test protocol

Participants

Five to eight, mixed against the persona set: three Roman Urdu-primary with moderate tech comfort, two English-primary evaluative, one to two proxy-operator pairs where a family member operates on behalf of an older participant.

Tasks — given verbatim, then silence

#	TASK GIVEN TO PARTICIPANT	WHAT IS BEING OBSERVED
1	"Your knees have been hurting in the mornings. Use this to find out what to do."	Is the hero understood without instruction? Chip or free text?
2	"You've decided to get the product. Do that."	Is the order path found? Is the handoff understood?
3	"Find out who is behind this website."	Is credibility information locatable? Nav or scroll?
4	"You're pregnant and have back pain. Ask about it."	Is escalation understood as care, or as rejection?
5	"Ask it something you'd actually want to know."	Unscripted — real language, real hesitation

FACILITATION RULE

No coaching, no explaining, no rescuing. If a participant stalls, wait. Hesitation is the data. The instinct to help is the single fastest way to invalidate a session.

What is measured

MEASURE	METHOD	FEEDS INTO
Task success	Observed, unaided	Task completion metric
Time on task	Timed from task given	Friction identification
Hesitation points	Noted with timestamp	Severity ranking
Backtracking	Counted	Structural problems in IA
Verbatim reactions	Recorded	Copy and tone calibration
Escalation interpretation	Post-task question	Principle 04 validation

Assumptions this prototype tests

ASSUMPTION	FALSIFIED IF
Users will type into a blank field without prompting	Majority reach for chips or hunt for a menu first
Chip auto-submit is a shortcut, not a surprise	Participants react with confusion or try to undo
One product card reads as helpful, not withholding	Participants ask what the other options are
Escalation reads as care	Participants describe it as being turned away
WhatsApp handoff feels natural	Participants hesitate or ask whether they are leaving the site
2.4s latency is acceptable	Participants tap again, or comment on the wait unprompted
Response length works read-aloud	Proxy operators paraphrase rather than read

Known prototype limitations

- Responses are fixed — the prototype cannot test whether Saad is actually accurate, only whether the accurate-sounding response is received well
- WhatsApp handoff is simulated, so the highest-risk real-world friction (slow vendor reply) is untestable here
- Language detection is scripted per path rather than genuinely detected
- No real network variability, so slow-network states are not exercised

> **ON LIMITATION TWO**
>
> The largest known drop-off risk in the entire journey cannot be tested in a prototype, because it is operational rather than interface-based. Worth stating plainly, so that a clean set of test results is not mistaken for a clean journey.

Handoff quality note

Because the same person writing these specifications also writes production code, the handoff is written to be built from — states, spacing logic, breakpoints, and behaviour — not a picture with "figure it out" attached. Full component specification follows in the next document.

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