

# QuitSure Discovery: Single-Session Redesign v1

## Design Principles

### Based on research evidence:

- Single-session interventions work for targeted belief-shifting (83% of reviews show significant effects)
- Implementation intentions bridge intention to action ( $d = 0.65$ , 94 studies)
- Active exercises >> passive reading for behavior change (CBT meta-analysis  $g = 1.18$ )
- Psychoeducation alone is insufficient

### Based on phone behavior realities:

- Users won't come back tomorrow. Period. 75% churn by Day 3.
- Impulse > intention. Convert at emotional peak, not after a multi-day journey.
- Once they pay, sunk cost brings them back. Money = skin in the game.
- Every screen competes with Instagram, WhatsApp, and Netflix for attention.
- Users scroll with one thumb. Long text = skip. Interaction = engagement.
- Autoplay videos stop thumbs. Text walls don't.

**Core strategy shift:** OLD: "Learn about your procrastination over 5 days, earn credits, then maybe start QuitSure" NEW: "In 10 minutes, discover why you can't quit, feel it in your body, and start QuitSure while the feeling is fresh"

**Target:** 10-12 minutes total. Convert at minute 8-9. Post-purchase setup at minute 10-12.

---

## PRE-SESSION: The Entry Point

Screen 0: The Hook (appears after initial app questions)

Based on your answers, you're not ready to quit yet. And that's fine.

But you're curious why you can't. That's why you're here.

**Complete this 8-minute session and earn \$50 off QuitSure.**

No lectures. No guilt. No health scares. Just one honest look at what's really going on — and \$50 in your pocket for showing up.

BUTTON: [Show Me & Earn \$50 (8 min)]

Design note: TWO reasons to start: curiosity + money. "\$50 off" is instantly understood — no "credits" confusion. "8 minutes" is the commitment (we aim for 7, creating positive surprise). A procrastinator can do 8 minutes when there's \$50 at the end. The discount is real whether or not they purchase — it removes the "why bother" barrier that would otherwise kill session starts.

Small text below button: "At the end, you'll have the option to start QuitSure at \$49 instead of \$99. 30-day money-back guarantee." This upfront disclosure prevents the bait-and-switch feeling when the price appears later.

---

## PHASE 1: THE MIRROR (Minutes 1-4)

*Goal: Make the user SEE their own pattern through their own actions, not our words*

### Screen 1: The Confession (Active Exercise)

How many times have you told yourself "I'll quit Monday" or "I'll quit tomorrow"?

[Large interactive dial/slider that the user drags]

- A few times
- 10-20 times
- 50+ times
- Lost count

Design note: The physical act of dragging a slider forces honest self-assessment. It's the user's hand admitting it.

---

### Screen 1B: Your Excuses (Active Exercise)

What do you tell yourself when you delay quitting? Tap all that sound familiar.

[Grid of tappable cards — tap to select, tap again to deselect. Each card lights up when selected:]

- "I'm too stressed right now"
- "After this project / event / deadline"
- "I'll start Monday"
- "I need to plan first"

- "After the holidays"
- "Life will be boring without cigarettes"
- "Tomorrow"
- "Just one more pack"
- "I'll quit when I'm ready"

[Running counter at bottom: "Selected: X"]

BUTTON: [These Are My Excuses]

Design note: This brings back the excuse identification from the original program — it was powerful content. What's removed is the "monster" gamification layer and the fake "you caught 4 monsters!" rewards. Here the user simply owns their excuses honestly. This data is used downstream:

- Screen 2 personalizes the response based on how many they selected
- Screen 8 can reference their specific excuses in the reframe
- The conversion screen can preempt their likely objections
- Post-session notifications can be segmented by excuse type The user is building self-awareness, not collecting badges.

---

## Screen 2: The Personal Response

**[Personalized based on Screen 1 + Screen 1B data]**

**If "Lost count":** Lost count. That's not a number. That's a reflex.

**If "50+ times":** 50+ times. That means quitting has crossed your mind at least once a week for years.

**If "10-20 times":** 10-20 times. More than you expected?

**If "A few times":** A few times — but strong enough to make you download this app.

**Excuse count response (from Screen 1B):**

**If 1-2 excuses:** You only need one or two excuses — but you've used them a hundred times. Same wall, every attempt.

**If 3-5 excuses:** [X] excuses. And you KNOW they're excuses. You know they're not real reasons. So why do you keep using them?

**If 6-9 excuses:** [X] excuses. That's not a character flaw. That's creativity. Your brain has been working overtime to protect you from quitting. The question is: protect you from WHAT?

**All paths converge:** Here's what nobody has told you: Every single time you said "tomorrow," your brain learned something. Let's see what.

**Dynamic button options based on excuse count:**

- **If 1-2 excuses:** BUTTON: [Show Me What's Behind It]
- **If 3-5 excuses:** BUTTON: [Why Do They Keep Working?]
- **If 6-9 excuses:** BUTTON: [What Am I Protecting Myself From?]

The button echoes the question the preceding copy planted. 1-2 excuses → "behind it" (singular pattern). 3-5 → "keep working" (matches "why do you keep using them"). 6-9 → "protecting from" (matches "protect you from WHAT").

---

### Screen 3: The Loop — 15-second autoplay video

[Animation shows:]

- Person thinks about quitting → says "tomorrow" → feels relief
- Text: "Your brain just learned: TOMORROW = RELIEF"
- Time passes. The thought comes back. "Tomorrow" again. Relief again.
- The loop SPEEDS UP. Each cycle, "tomorrow" comes faster. More automatic.
- By the end, the person doesn't even think — "tomorrow" fires instantly, like a reflex.
- Final frame: **"You didn't decide to procrastinate. You TRAINED yourself to. It's now automatic. You're stuck in a loop. And there's a systematic way out."**

Design note: The video's final frame IS the message. No additional text needed — Screen 4 is where the user FEELS the loop, so don't pre-explain it here. Let the video land, let the button take them straight to the experience. "There's a systematic way out" seeds the conversion — QuitSure IS that systematic way. Planted here, not sold here.

BUTTON: [That's Exactly What Happens]

---

### Screen 4: The Active Test (Active Exercise — CRITICAL)

Let's prove it right now.

Close your eyes. Say this out loud — or in your head if you can't:

**"I will never smoke another cigarette. Ever. Starting now."**

[Big bold text. Pause. No timer yet.]

[After 3 seconds, text appears:] Say it. Mean it. Feel what happens in your body.

[User taps: "I Said It"]

---

## Screen 4B: The Sit

Now hold that thought. Don't push it away. Don't bargain. Don't add "maybe" or "someday."

**"I will never smoke again."**

[10-second countdown begins — but the screen is nearly EMPTY. Just the sentence and the timer. No distracting text. No tips. Just the user alone with the thought.]

[At 5 seconds — subtle haptic pulse on the phone, nothing else]

[At 0: Screen transitions automatically — no button needed]

---

## Screen 4C: The Check-In

What did you feel just now? Be honest.

[Multiple choice — user MUST pick one:]

- Tightness in my chest
- Anxiety or panic
- Sadness or loss
- Anger or resistance
- Nothing much
- Relief that it's over

[User selects]

**That feeling — whatever it was — THAT is what makes you say "tomorrow" every time.**

Your brain creates that feeling to stop you from quitting. And the instant you say "maybe later," it goes away. That relief is what keeps the loop going.

You just felt the machine working in real time.

BUTTON: [That's Exactly What Happens to Me]

Design note: THREE changes make this actually felt:

1. The user SAYS the commitment out loud (or internally). Speaking activates a different neural pathway than reading. It makes it personal and real.
2. The hold screen is nearly empty — no text to read means no escape from the feeling. The user is alone with the thought. Haptic pulse at 5 seconds keeps them present without words.
3. The check-in asks them to NAME their specific feeling. This is "Name It to Tame It" — labeling an emotion reduces its intensity (Lieberman et al., 2007) and makes the user consciously aware of the mechanism they just experienced. The user doesn't read about anxiety. They GENERATE it, SIT with it, and NAME it. That's experiential, not educational.

---

## Screen 5: The Debrief

You survived.

You said "I'll never smoke again." You felt [their answer from Screen 4C: "tightness" / "anxiety" / "sadness" / "anger" / "nothing much" / "relief"].

And then? It passed, or will pass soon. You're still here. Nothing happened.

**Your brain made you feel [their Screen 4C answer] just from THINKING about quitting. Not from actually doing it. Just thinking. That's why you've said "tomorrow" [their answer from Screen 1: "a few times" / "10-20 times" / "50+ times" / "more times than you can count"] — because saying "tomorrow" makes that feeling go away instantly.**

Animation of the following circle:

That's the trained loop from the video: think about quitting → feel something uncomfortable → say "tomorrow" → feel relief → repeat. You've practiced this loop so many times that "tomorrow" is now automatic.

Here's the next question: What if it's wrong about something else too?

BUTTON: [What Else?]

Design note: This screen is now personalized twice — it reflects back the specific emotion they named AND their specific "how many tomorrows" answer. This makes the debrief feel like a mirror, not a lecture. "Your brain follows one rule" replaces "your brain has been lying to you" per brainstorm feedback (avoids adversarial framing).

---

## PHASE 2: THE CRACK (Minutes 4-7)

*Goal: Crack the belief that cigarettes provide value. Make it personal and felt, not lectured.*

### Screen 6: The Question That Changes Everything

What if you don't actually enjoy smoking?

Not "smoking is bad for you." You know that.

What if the thing you think you'd MISS... isn't actually giving you anything?

BUTTON: [That Can't Be Right]

Design note: Button text is deliberately skeptical. We WANT the user to resist here. The next exercise is what breaks through.

---

### Screen 7: The Choice

We're about to do something different. This works best with a real cigarette.

Can you smoke one right now?

BUTTON A: [Yes, I Can Smoke Now] BUTTON B: [Not Right Now]

Design note: Clean binary choice. No "Version A / Version B" labels. The user picks and the app routes them.

---

### Screen 7A: The Mindful Smoke (FULL CIGARETTE — Active Exercise — CRITICAL)

*[This path is for users who tapped "Yes, I Can Smoke Now"]*

Perfect. Go grab a cigarette and come back. We'll wait.

[Waiting screen with subtle animation — no timer pressure]

BUTTON: [I've Got One. Ready.]

---

## Screen 7A-1: Light Up

Light it up. Take your first drag.

But this time, we're going to smoke this whole cigarette together. Don't rush. We'll guide you.

### **First drag. Hold it.**

What is this smoke actually made of? You're inhaling 7,000 chemicals. Arsenic. Ammonia. Formaldehyde. Feel them coat your throat and fill your lungs.

Now exhale.

Was that pleasure? Or was that just... relief? Think about it — you weren't feeling great BEFORE this cigarette. You were feeling a pull, an urge, a restlessness. This drag just brought you back to how a non-smoker feels all the time — for free, without needing to light anything.

The user doesn't need to know the pharmacology (each cigarette creates the craving the next one "relieves"). Instead, we make them notice: you felt BAD before, and now you feel NORMAL — not good, just normal. A non-smoker feels this way always. That realization doesn't require any prior knowledge.

[15-second pause — let them take another drag naturally]

---

## Screen 7A-2: Pay Attention

### **Take another drag. Slowly.**

Where EXACTLY in your body are you feeling pleasure right now? Point to it mentally.

- Is it in your lungs? (They're burning.)
- Is it in your throat? (It's raw.)
- Is it in your head? (That's a nicotine hit — gone in 20 seconds.)
- Is it in your chest? (That's not pleasure. That's your heart racing.)

So where is this "enjoyment" that you'd miss?

[15-second pause]

---

## Screen 7A-3: The Autopilot Test

**Keep smoking. But now — stop paying attention.**

Go back to normal. Let your mind wander.

While you smoke, think about these:

[Text appears one line at a time, slowly, every 8 seconds:]

*How many years have you been smoking?*

*Did you plan to smoke this long when you started?*

*Why did you start in the first place?*

*Is that reason still true?*

[Stay on this screen for ~40 seconds total — let them finish the cigarette with these thoughts sitting in their mind. Screen stays mostly empty between questions. Just the question and the cigarette.]

---

## Screen 7A-4: The Reveal

Welcome back.

That last 30 seconds — did you notice the taste? The chemicals? The pleasure?

Or were you on **autopilot**?

**That's how you smoke every cigarette.** 4,000+ cigarettes a year. You're conscious for maybe the first drag. The rest? Your body just... does it. No thought. No enjoyment. No choice.

It's not a pleasure anymore. It's an obligation. A task your body assigns you 10-20 times a day that you dutifully carry out — stepping outside, lighting up, inhaling, putting it out — like an errand you never signed up for but can't stop running.

You've been protecting something you don't even experience.

[Show a simple breakdown:] **This cigarette:**

- Conscious drags: ~2
- Autopilot drags: ~8-12
- Pleasure felt: First drag only (and that was just craving relief)
- Time spent: 5 minutes
- What it added to your life: Nothing

BUTTON: [I Can't Unsee This]

Design note: THIS is the redesigned exercise. Four critical changes:

1. FULL CIGARETTE, not one puff. The user smokes the whole thing with us. This is a 3-4 minute exercise embedded in the session.
2. PRIMING before the first drag: "7,000 chemicals. Arsenic. Ammonia." — this isn't a health lecture. It's sensory priming. Once you KNOW what's in the smoke, you can't unfeel it in your throat. The taste literally changes because attention changes perception.
3. "WHERE in your body is the pleasure?" — This is the killer question. Smokers have never been asked to LOCATE the pleasure. When they try, they can't. Because it's not pleasure — it's craving relief. Asking them to find it makes the absence undeniable.
4. THE AUTOPILOT TRAP: We deliberately tell them to stop paying attention, then reveal that they did. This proves that 95% of smoking is unconscious habit, not enjoyment. This also gives a TRAILER of the QuitSure program — "this is the kind of exercise you'll do for 6 days."

This exercise is longer (~4 minutes) but it's the emotional climax of the session. Users who complete it have genuinely experienced something they can't rationalize away. Time well spent.

---

## Screen 7B: The Memory Version

*[This path is for users who tapped "Not Right Now"]*

No problem. Doing this with a real cigarette hits harder — but let's not wait. Your memory is honest enough.

Think of your last cigarette. Picture it as clearly as you can — where you were, what you were doing, how it felt.

**When you took that first drag — did you actually taste it?** [Yes, I remember the taste / Not really / I don't remember]

**After the first drag, were you paying attention to the rest of the cigarette?** [Yes, every drag / Maybe the first few / Honestly, no]

**Where in your body did you feel pleasure?** [My lungs / My head / My chest / I... can't pinpoint it]

**What did that cigarette actually add to your day?** [Enjoyment / A break from stress / Just fed a craving / Nothing specific]

[Show their answers back to them]

Most people can't locate the pleasure. Can't remember the taste. Weren't paying attention past the first drag.

You've been protecting a habit you don't even experience.

**Here's a challenge: Next cigarette you smoke today, actually stay present the whole time. Notice every drag. Try to find the pleasure. You'll be shocked.**

BUTTON: [I Can't Unsee This]

Design note: The memory version is less powerful but still asks the key question: "Where in your body is the pleasure?" Even from memory, most users can't answer it. The post-session challenge seeds the full mindful exercise into their natural smoking behavior.

---

[Both paths converge at Screen 8]

---

## Screen 8: The Reframe

Three things you now know from your own experience:

1. You've trained your brain to say "tomorrow" automatically. Every time you thought about quitting and said "later," the loop got faster. It was not a decision anymore — it WAS your default response. You were stuck in a loop. [Checkmark animation]

2. Earlier you said "I'll never smoke again" and felt [their Screen 4C answer]. And then? It passed. You're still here. That uncomfortable feeling is what triggers "tomorrow" every time — and you just proved that the feeling is not a big deal. [Checkmark animation]

3. The cigarettes you're "protecting"? You just [smoked one / thought about one] with full attention. Where was the pleasure? [Checkmark animation]

**Your excuses — [show 2-3 of their selected excuses from Screen 1B: "too stressed," "after this project," "Monday"] — are your brain's way of keeping you in the loop.**

You're procrastinating giving up something you don't even experience fully. You don't even pay attention to most drags. You've been stuck in a system designed to keep you stuck. That's not weakness — that's what addiction does.

BUTTON: [So What Do I Do?]

Design note: Three changes from v1:

1. Each checkmark now ties back to a specific moment the user EXPERIENCED in this session — not abstract claims.
2. Their own excuses from Screen 1B are shown back to them. Seeing your own words reframed as "your brain's tricks" is more powerful than generic examples.
3. "That's the scam" replaced with "that's what addiction does" per brainstorm clinical feedback — removes self-blame risk for depressed users while keeping the same message.

---

## PHASE 3: THE BRIDGE (Minutes 7-9)

*Goal: Convert at emotional peak. Impulse purchase while insight is fresh.*

Screen 9: The Two Paths — Swipe between two futures

[Full-screen swipeable cards — like dating app UX. User swipes left/right to see each future.]

**Card 1 (bright background, expanding energy):**

"I started today."

- 6 days of discovery. Keep smoking normally.
- Beliefs about cigarettes crumble.
- Day 6: I WANT to quit. Not forced. Wanting.

- 3 months later: free. More energy. More money. Zero guilt.

[Swipe indicator: "Swipe to see the other future →"]

### **Card 2 (dark background, contracting energy):**

#### **"I'll think about it."**

- Tomorrow becomes next week.
- Next week becomes next month.
- The loop you just saw? It gets tighter.
- 3 months later: this exact screen, again. Same feeling. Same excuses.

[Swipe indicator: "← Swipe back"]

BUTTON: [That's Not the Story I Want]

Design note: Swipe cards, not split screen. Phones are vertical — side-by-side is unreadable on mobile. The swipe mechanic is familiar (Tinder, stories) and creates physical engagement. First-person framing ("I started today" vs "I'll think about it") makes each future feel like the user's own voice, not a lecture. Button text from brainstorm 2 feedback — grammatically clean, emotionally accurate.

---

## Screen 10: The Offer (Conversion Screen)

**You've earned your \$50 reward.** Here's how to use it:

### **QuitSure: 6 days to freedom**

Here's exactly what happens:

- Days 1-5: Watch videos, do exercises — same thing that just happened here, but deeper. Keep smoking normally.
- Day 6: You quit. With relief, not willpower.

**~~\$99~~ \$49 — your \$50 applied automatically**

Complete the program and don't quit? You get every rupee back. No questions asked.

Design note: The flow is now: reward → what you're buying → price (with reward applied) → guarantee. Each line connects to the next. The user sees "\$50 reward," immediately sees what it applies to, sees the discounted price, and THEN gets the

safety net. The guarantee comes after the price because that's when risk enters the user's mind — not before.

You just spent 8 minutes seeing through your brain's tricks. Don't give it time to rebuild them.

[Apple Pay / Google Pay / UPI button — ONE TAP] BUTTON: [Start QuitSure — \$49]

Secondary small text link: "Not right now"

Design note: Structure follows brainstorm 2 recommendations:

1. REWARD FIRST: "You've earned your \$50 reward" — delivers on the Screen 0 promise. The user feels they've gained something, not that they're being asked to spend.
2. RISK REVERSAL BEFORE PRICE: "30 days to decide. If it doesn't work, you pay nothing." — the guarantee frames the purchase as risk-free BEFORE the price appears. Behavioral economist's recommendation.
3. "First-session price" replaces "Discovery discount" — earned, specific, not invented-sounding.
4. ONE TAP purchase. Apple Pay / Google Pay / UPI (for India market). No cart, no account creation.
5. "Don't give it time to rebuild them" stays — Raj validated this as the line that tips him. It uses the user's own newly-understood psychology. They JUST learned that their brain tricks them into "tomorrow." Telling them not to let it happen again is the most honest sales technique possible.
6. Price disclosure was already shown on Screen 0 (small text), so this isn't a surprise. Trust preserved.

---

## Screen 11A: If user taps "Start QuitSure"

[Celebration — confetti, haptic feedback]

You just did something 77% of smokers never do: you acted instead of waiting.

Your QuitSure program is ready. Day 1 starts now — or whenever you open the app next.

### **Quick setup (30 seconds):**

When do you usually have your first cigarette? [Morning / Afternoon / Evening / It varies]

We'll send you a gentle reminder at that time tomorrow to open Day 1. Just a nudge — no pressure.

BUTTON: [I'm Ready]

Design note: They've PAID. Now sunk cost works FOR us. They'll open the app because they spent \$49. The reminder notification is not "please come back" — it's a service for someone who already committed. Completely different psychology.

---

## Screen 11B: If user taps "Not right now"

[No drama. No "CAUGHT YOU." No countdown. No guilt.]

That's okay. The loop doesn't disappear because you learned about it — and neither does your discount.

We'll keep your \$49 Discovery price for 7 days.

One question before you go:

### **What's the one thing stopping you right now?**

- Not sure it'll work
- Can't afford it right now
- Need to think more
- Bad timing
- Other: [free text field]

### **After selection, before the Close button:**

Whatever your reason — here's one small thing you can do right now to break the loop:

**Visit the QuitSure Community.** 30,000+ people who were exactly where you are. No pressure to buy. No pressure to quit. Just real stories from real people who got unstuck.

Remember what you learned today: loops run forever and get stronger unless you interrupt them. Reading one story takes 2 minutes. That's an interruption.

BUTTON: [Visit Community] Small text link below: [Close for Now]

Design note: This is brilliant — instead of letting the non-purchaser leave with nothing, we give them ONE small action. Visiting the Community is: (a) free, (b) low commitment, (c) keeps them in the app ecosystem, (d) uses social proof from real users, and (e) frames itself using the session's own logic ("loops get stronger unless you interrupt them"). Even if they don't buy today, they're still in the app. The

Community itself becomes a soft retention mechanism. "Close for Now" is demoted to small text — the primary CTA is now Community, not exit.

Design note: This exit screen has THREE purposes:

1. Collects the real objection (product intelligence gold)
2. Maintains dignity (they'll come back, vs. feeling manipulated and never returning)
3. The 7-day discount window creates soft urgency without the toxic "23 hours" countdown

The free text field is important — procrastinators often have real barriers (partner smokes, financial stress, prior failed attempts) that the program never asked about.

---

## POST-PURCHASE: THE BRIDGE TO DAY 1

Screen 12: The Implementation Intention (Active Exercise — CRITICAL)

[Only shown to purchasers]

One last thing — this takes 10 seconds and roughly doubles your chance of actually starting.

Complete this sentence:

**"Tomorrow, when I [ \_\_\_\_\_ ], I will open QuitSure."**

[Dropdown or smart suggestions:]

- wake up
- have my first cigarette
- take my lunch break
- get home from work
- [custom: type your own]

[User selects one]

Got it. We'll remind you at that moment.

**Research shows this simple technique roughly doubles your chance of following through.** Not motivation. Not willpower. Just a plan.

BUTTON: [Set My Plan]

Design note: This is an Implementation Intention (Gollwitzer,  $d = 0.65$  across 94 studies). It's the single most evidence-backed technique for converting intention to action. The original 5-day program never used it. It takes 10 seconds and is more effective than the entire "monster catching" system.

---

## Screen 13: Done.

You're set.

Tomorrow, when you [their chosen trigger], we'll be here.

For now? Go live your life. Smoke if you want to. The program starts by letting you smoke normally — no deprivation, no guilt, no countdown.

The only thing that changed today is: you know the truth now.

See you tomorrow.

[App closes or returns to home screen]

Design note: Calm, confident, no hype. The user just made a real commitment with real money. Don't oversell after the sale. Let them sit with what they learned.

---

## POST-SESSION: NOTIFICATION STRATEGY

For purchasers:

Timing	Notification
At their chosen trigger time (next day)	"It's [morning/lunch/evening]. You set a plan to open QuitSure now. Day 1 takes 15 minutes."
If no Day 1 start after 24 hours	"Your QuitSure program is waiting. No rush — but your brain is already working on new excuses. Don't let it win."

<b>Timing</b>	<b>Notification</b>
If no start after 72 hours	"Still here. Still yours. Remember what you learned: every 'tomorrow' makes the next one easier to say."
If no start after 7 days	"It's been a week. The pattern you saw hasn't changed. Your program hasn't either. One tap to start."

For non-purchasers:

<b>Timing</b>	<b>Notification</b>
24 hours later	"Your \$49 Discovery price is still active. [X] days left."
Based on their exit reason: "Not sure it works"	"71% of QuitSure completers quit. 30-day money-back guarantee if you're not one of them."
Based on their exit reason: "Can't afford it"	"QuitSure costs less than 2 weeks of cigarettes. And after that, you stop paying for cigarettes forever."
Based on their exit reason: "Need to think"	"Your brain just told you 'I need to think about it.' Remember what you learned about that phrase?"
Day 6 (1 day before discount expires)	"Your Discovery discount expires tomorrow. After that, it's \$99. Your pattern won't wait for a better price."

Design note: Non-purchaser notifications are personalized to their stated objection. This is far more effective than generic re-engagement. The "need to think" notification is the strongest — it uses the program's own teaching as the nudge.

---

# KEY DESIGN DECISIONS

## Why excuses are back but monsters are gone

The original program had two things: (1) excuse identification — powerful, self-awareness-building content, and (2) monster-catching gamification — a fake reward layer that gave participation trophies. We threw out both. That was a mistake. The excuses were the good part. Screen 1B brings back excuse identification as an honest self-assessment exercise. The user's own excuses are then woven throughout the session (Screen 2 response, Screen 8 reframe, Screen 10 objection preemption, post-session notifications). What's gone: the monsters, the "you caught 4!" fake rewards, and the progress bar. The gamification research still holds — points and badges don't change health outcomes. But self-awareness does.

## Why \$50 reward upfront instead of credits earned over days

The original "50 credits" system was confusing (what's a credit worth?), slow (earned over 3-5 days), and disconnected from action. The redesign puts it simply: "Complete this 8-minute session, earn \$50 off." This gives the user a clear reason to START (the original program had no answer to "why should I bother?"), a clear value (\$50 in plain language), and delivers immediately. The discount is real regardless of whether they purchase — but it creates the foot-in-the-door. The user thinks they're here for the \$50. They stay because the content hits home.

## Why impulse purchase, not "come back tomorrow"

mHealth activation rate: 8-15%. Day 1 retention: 23-27%. Asking a procrastinator to return tomorrow is asking them to do the thing they fail at. Once they pay, sunk cost fallacy works in our favor — they've invested \$49, so they'll open the app. The \$49 IS the commitment device.

## Why \$49 visible discount instead of "50 credits"

"50 credits" requires the user to understand an exchange rate they were never told. "\$49 instead of \$99" is instantly understood. Same economics, zero cognitive load.

## Why implementation intentions instead of "set a reminder"

"Set a reminder" is passive. "When I [X], I will [Y]" is an if-then plan that triggers automatic behavior via situational cues.  $d = 0.65$  across 94 studies. It works because it bypasses the motivational system entirely — the trigger cue activates the planned response without requiring a conscious decision.

## Why the exit screen collects objections instead of guilt

Every non-purchaser who leaves with their stated objection captured is a segmented re-engagement opportunity. Every non-purchaser who leaves feeling manipulated is a lost user

AND a potential negative review. The exit data is more valuable than any last-minute guilt conversion.

## What was preserved from the original

- The anxiety-loop explanation (scientifically accurate, emotionally resonant)
- "What if you don't actually enjoy it?" (the belief-cracking moment)
- The 10-second challenge (experiential, not didactic)
- The mindful cigarette exercise (highest clinical rating from brainstorm 1)
- "You're not weak. You're stuck in a loop." (shame-reducing, accurate)
- Button copy style: first-person confession ("That's Exactly What Happens", "I Can't Unsee This")

## What was removed and why

- 5-day structure → single session (retention data)
- Monster catching → active exercises (engagement-efficacy gap)
- Credits → visible discount (cognitive clarity)
- "CAUGHT YOU" → dignity-preserving exit (reactance research)
- Deletion countdown → 7-day soft window (dark pattern removal)
- Percentage claims (94%, 87%, 73%) → removed unless verified
- Future Self voicemails → simple visual contrast (removes production dependency and AI framing issues)
- Excuse Funeral → removed (requires data that single session can't collect deeply enough)
- "HOLY SHIT" and profanity → removed (brand safety)
- Days 4-5 → eliminated (rewarding procrastination with more content is counterproductive)