LORE
Contagious health

User Maturity Concepts
MARCH 2025

Novice or New Users

New users may need help:

- Using a new interface
- Seeing how Experience and Community work
- Help with a text-based chatbot
- Short-term goals
- Help engaging emotions—past or present
- Help them identify or create goals
- Help giving us details about their values, goals
- Seeing benefits in Lore beyond the points and streaks

"I just switched jobs from Cobb County to DeKalb County. More hours, more cash—and when I game out this app in a few hours—$400—ka-ching!"

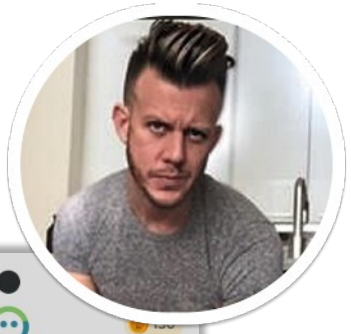


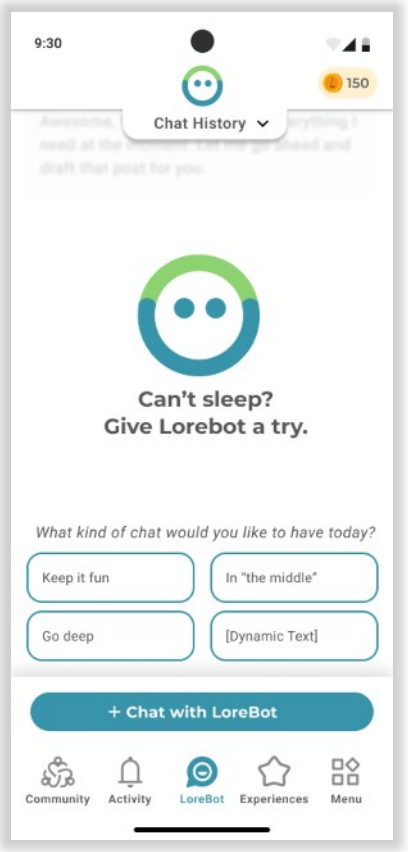
Kyler Z.

New User

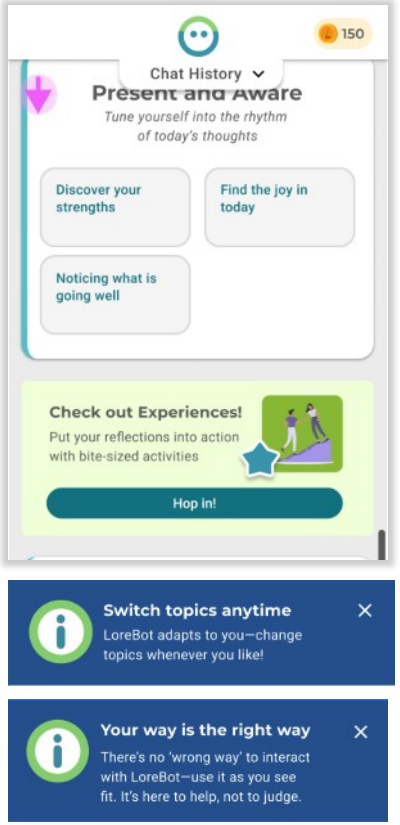
Advanced Emergency Medical Technician, DeKalb County Fire Station Clairmont Rd 28, Male, Single, Some College, Multiple Professional Certifications

Novice or New Users

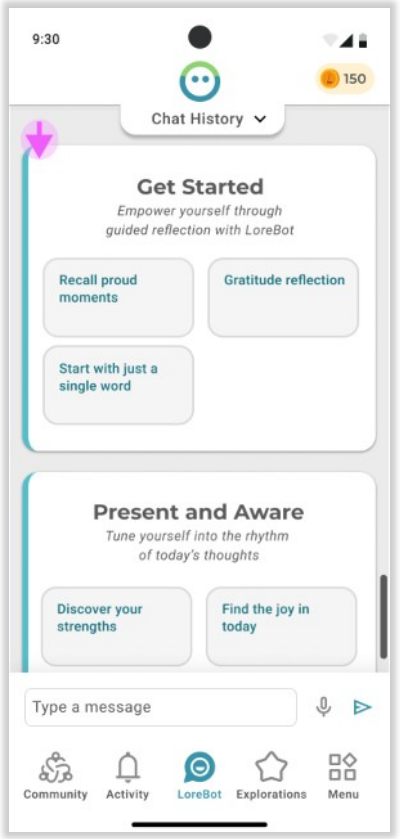




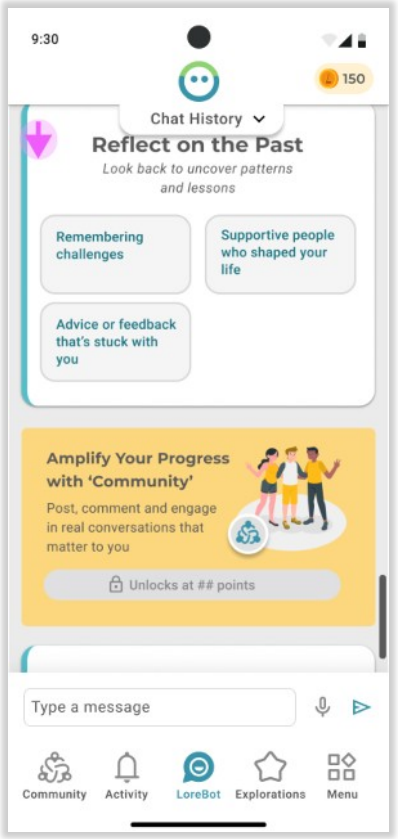
Simple messaging focused around just reaching out to LoreBot



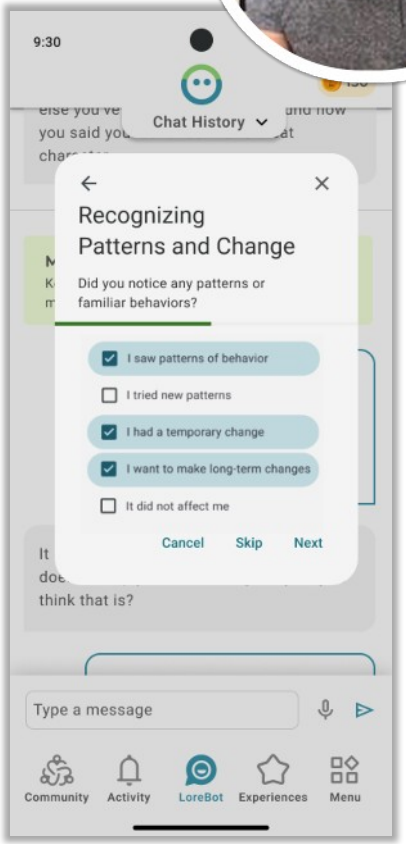
Reminders about other features, and 'present moment' reflections



Really basic conversation starters to get new users acclimated to LLM usage



A little past reflections



Give them simple, single-tap self-analysis questions to 'stir the pot' a little

Engaged Users

Engaged users may need less help. They are exploring, learning, building agency, finding their strengths and are seeing change.

- Frequent use
- Sharing their thoughts in Community, helping others
- Are seeing their values, goals built or re-enforced
- Aren’t concerned about points and streaks
- Aren’t afraid to take action on their own

“I maxed out my earnings, but I still reach for Lore. My planning improved, thinking became more empowering, and I realized this week I need better boundaries. I’ll keep going since I’m seeing results."



Evelyn R.

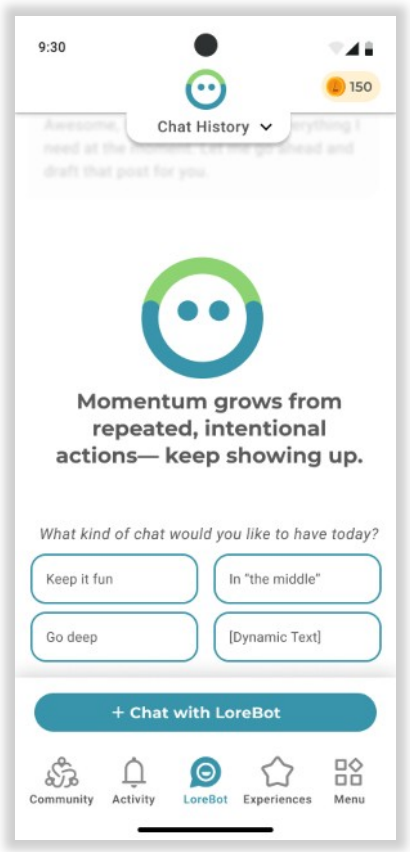
Engaged User (4 Months)

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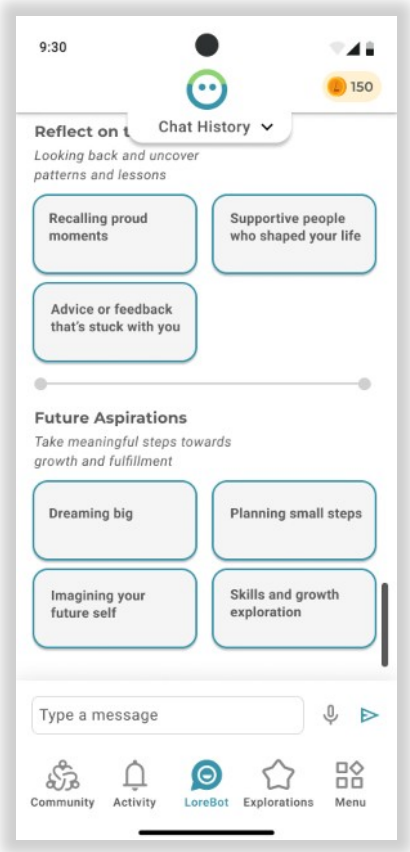
48, Female, Divorced, High School, Some Vocational / Certification

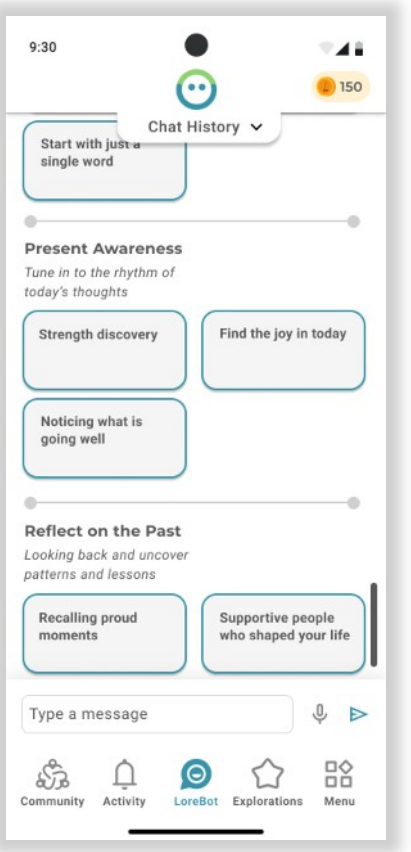
Engaged Users



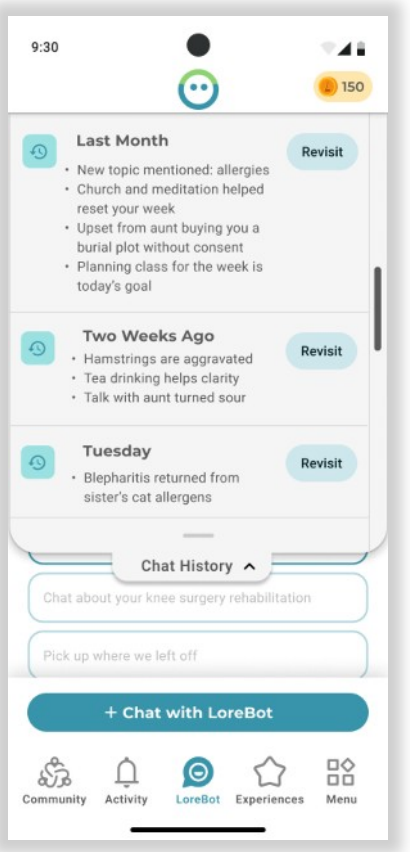


Messaging builds on their inertia





Less specific conversation starters—they are resilient or aware of their resilience— in control of their goals and how to get there.



They've built a strong and authentic 'catalog' of conversations they may return to

Mature or “Mastery-Level” Users

Engaged users on their way to “mastery”

or getting through hard times may need help:

- Detecting patterns of lower moods, more stress
- Detecting heavier topics, and offering relevant stimuli
- Reminding them of the values, goals built or achievements
- Realizing helping others by action or in Community is empowering
- Getting into deeper details around relationships, mindfulness, self-esteem, self-compassion or creating their own reward system

“I stopped seeing ‘progress’ as just points to achieve—it’s about me. I trust my own insights, set boundaries without guilt, and feel clearer in my choices. Lore helps, but I’m the one doing the work. Still, when I hit a low, I need extra support to move forward. That’s what’s really shifted for me.”



Evelyn R.

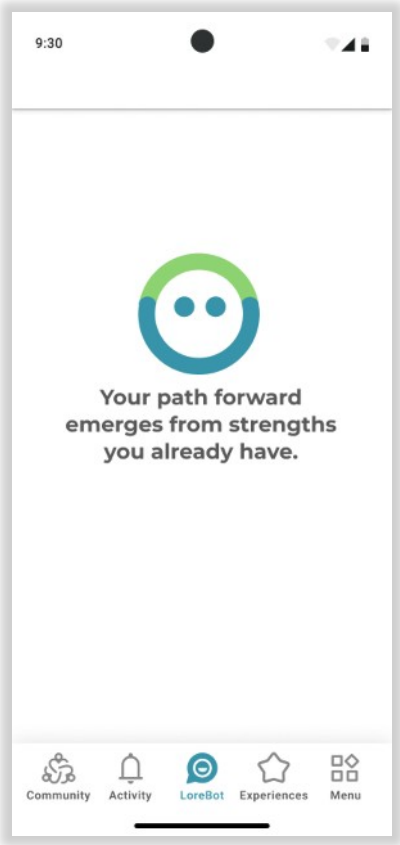
Mature/Master User (1+ Year)

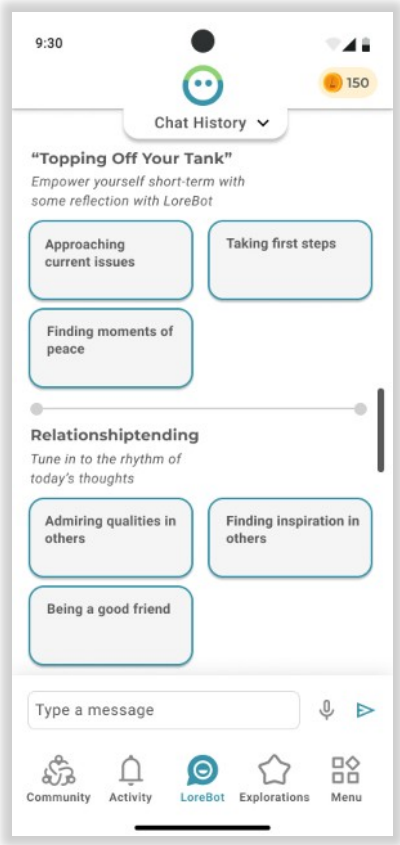
Document Examiner + Title Clerk, San Diego Bayview Service Center

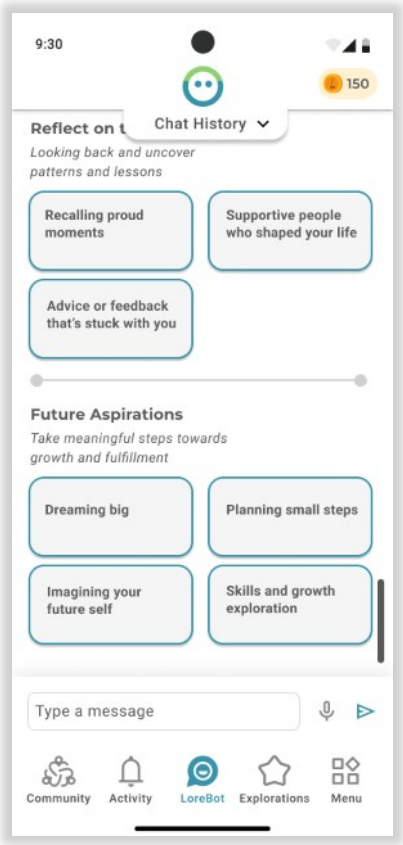
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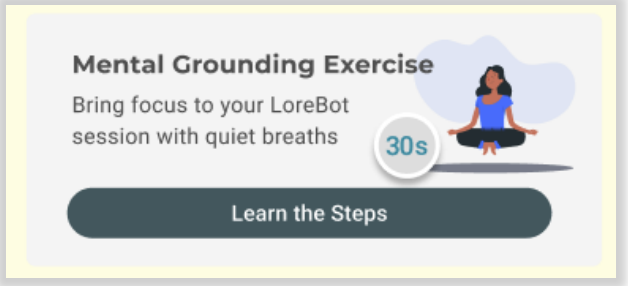
Mature or “Mastery-Level” Users

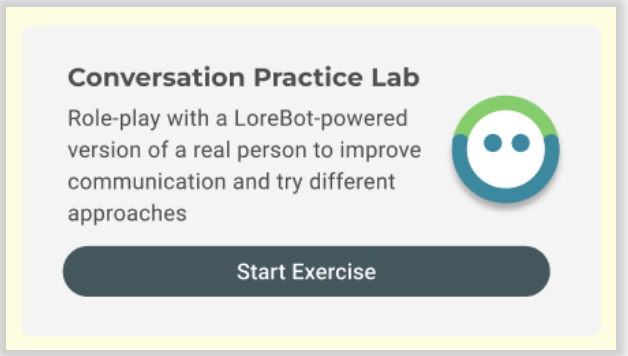












Tone moves from hopeful to empowerment

Fewer cues for action, but richer, more mature conversation topics and tone—or ‘bite-sized’ activities to help them ‘reset’ or shift into a more positive mindset

Additional Mature or “Mastery-Level” Users



Brad: This is unformatted, no screens— just some previous notes I had on my idea board that aligned to what you said about “Scaffolding” like we talked about today.

Without	With Detailed Backstory	With Categorical Backstory
User: “my aunt just died of cancer” LB: “I am sorry to hear that. How does that make you feel? Were you close to your aunt?”	User: “my aunt just died of cancer” LB: “I am sorry to hear that. You said you had fond memories of staying with Aunt Debbie (or itl. “your Zia”) the summer your parents took their long trip. How does that make you feel to lose a close loved one?”	User: “my aunt just died of cancer” LB: “I am sorry to hear that. “You once said you were inspired by her limitless faith” How does that make you feel to lose a close loved one?”

“Backstory” Inventory

Elements or “key” things that the user has mentioned.
Would fall under “memory” that is active now and could be considered “backstory” or details to someones’ life that are key people or events.

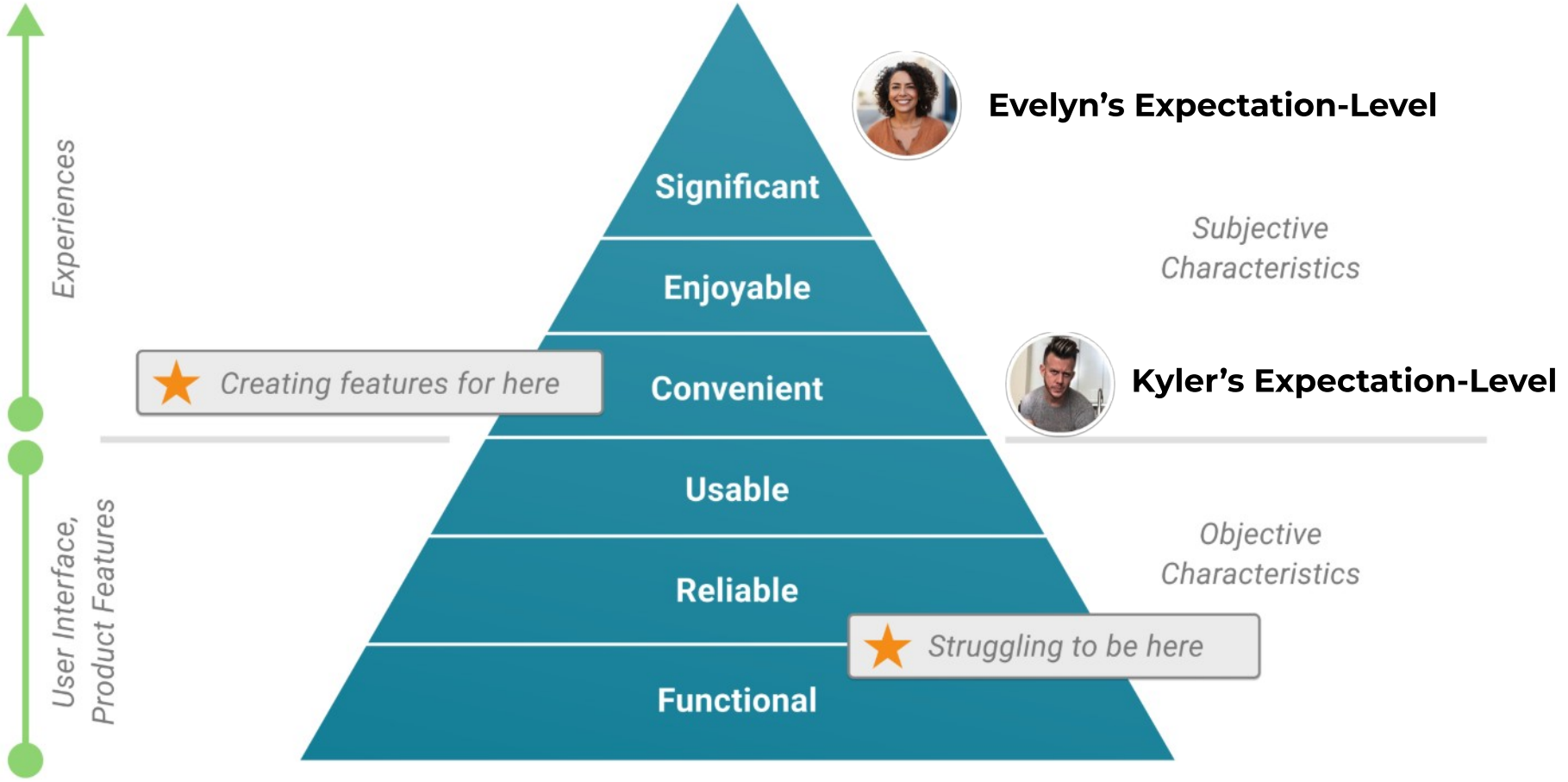
Specific details anchor a narrative in reality, making it feel personal and relatable, which deepens our sense of understanding and believability.

- Relationships / Names, Relation Role (ex: parent, spouse, etc)
- Moments
- Successes
- Life Events / Moments
- Trauma Events / Trauma Durations
- Locations

Appendix

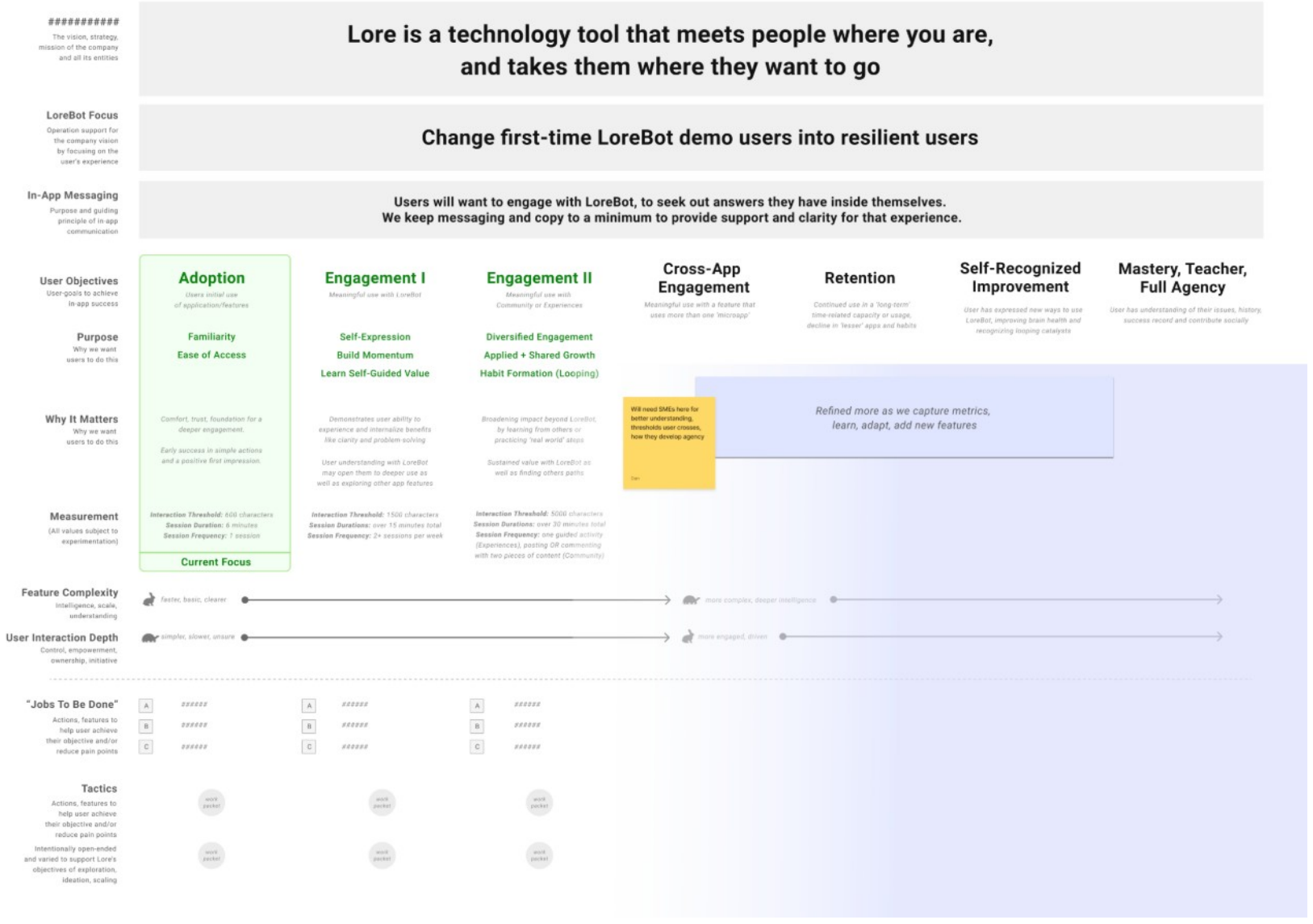
Product Maturity Stages

Generally, not Lore-specific



Progressing through these phases in this general order is coherent, efficient and sanity-saving.
Also follows the principles of strategic thinking, Scrum and iterative design.

User Maturity + Phases



Draft Personas (assumptions—not data-backed)



Kyler Z.

Advanced Emergency Medical Technician, Cobb County Fire Station 30
28, Male, Single, Some College, Multiple Professional Certifications

"Every call is a puzzle, and I don't leave until I've put all the pieces together. The rush is like nothing else—you can't turn it off, and honestly, I wouldn't want to."

Mental | Emotional

KYLER'S STORY

Kyler is a 29-year-old Advanced Emergency Medical Technician (AEMT) stationed at Cobb County Fire Station 30.

Known for his quick decision-making and calm demeanor under pressure, Kyler thrives in the high-intensity environment of emergency response. He regularly handles calls ranging from car accidents on I-75 to medical emergencies in local neighborhoods.

However, Kyler also struggles to balance the intensity of his work with personal well-being.

His colleagues admire his commitment, but some quietly worry that he takes on too much, feeding into the adrenaline and chaos rather than pacing himself for the long term.

TECHNOLOGY

Samsung Galaxy Z Fold5

SOCIAL MEDIA / USE

High: ## ## hours a week

FEARS / GOALS

- *Fear of career stagnation*
- *Making mistakes*
- *Professional mastery*

KNOWN ISSUES

- *"Um. None. Killin' it 24/7 in the ATL."*

UNKNOWN ISSUES

- *Anxiety*
- *Compassion fatigue*
- *Constant sense of urgency*
- *Difficulty processing victims' emotional cues*
- *Self-esteem*
- *Strained relationships*

COPING METHODS/HABITS

- *Adrenaline dependence*
- *Energy drinks*
- *Overworking*
- *Taking on extra shifts from boredom, restlessness*

Based on anecdotal observations and conversations with key stakeholders, and are an early exploration of potential users types. (Customer Service, User Stories, Sales)

Dec 2024



Evelyn R.

Document Examiner + Title Clerk, San Diego Bayview Service Center
48, Female, Divorced, High School, Some Vocational / Certification

"I knew they were forgetting things and they were taking up more of my time, but it took a close friend to point out both my parents have advanced dementia."

Physical | Mental | Emotional

EVELYN'S STORY

Evelyn works high-volume days at the DMV, constantly dealing with frustrated customers and can make her feel like a punching bag given the public perception of her role and service.

At home, the pressure continues as she cares for her parents, both recently diagnosed with dementia, after her father's injury made independent living impossible. Her mother's attempts to help often create more messes, leaving Evelyn with even more to calculate and manage.

Raising two teenage sons adds to the challenge. While they try to help, their inexperience often makes her workload heavier.

Chest pains from stress and sleepless nights leave Evelyn drained, with little space to find solutions. She hopes to involve her family more, teaching them responsibility, but the constant demands make it hard to focus on anything beyond surviving each day.

TECHNOLOGY

HP EliteDesk (2013) @ Work
HP Pavillion Laptop (2012) @ Home
iPhone (she thinks it's a '7 plus')

SOCIAL MEDIA / USE

Prior to parents: Facebook, Babbel — Low: 0-2 hours a week

FEARS / GOALS

Her parent situation is unwinable but that it's damaging her sons

KNOWN ISSUES

- *Chest pains from anxiety*
- *Fatigue*
- *Short on domestic / household support*
- *Sleep disturbance*
- *Time deficit*

UNKNOWN ISSUES

- *Acid reflux*
- *Compassion fatigue*
- *Guilt*
- *Resentment*
- *Self-esteem*
- *Sleep apnea*
- *Social isolation*

COPING METHODS/HABITS

- *Avoidance of difficult conversations (with sons)*
- *Convenience- and cost-driven meals*
- *Denial of her needs*
- *Overworking*

Based on anecdotal observations and conversations with key stakeholders, and are an early exploration of potential users types. (Customer Service, User Stories, Sales)

Dec 2024