

UX Note:

Benefits -

- **Emotion-first design:** The screen prioritizes feelings, connection, and intimacy over features.
- **Clear single-purpose focus:** Encourages to interact/respond without overwhelming the user.
- **Low cognitive load:** Minimal choices at a time - ideal for habitual daily use.
- **Soft visual language:** Rounded cards, warm colors, and whitespace support the brand's cozy tone.

Hierarchy -

- **Greeting + streak:** Personalized greeting with daily progress helps to motivate users.
Positive reinforcement (12 days together), not loss-based streak.
- **Partner emotional status:**
Partner's emotional status helps to build empathy.
Displays presence by user profile icon/face and emotion, not activity so it helps to avoid pressure.
Green dot subtly signals availability without forcing engagement or extra action.
- **Daily question (daily drops):**
UX friendly wording (title) and category with primary CTA and its action-oriented and time-relevant (Answer now).
Dual avatars reinforce shared participation.
- **Quick actions (little gestures):** UX friendly wording (title) helps to connect users emotionally
- **Memories (memory lane):** It helps to create long-term value.

Priority -

Design prioritizes emotion rather than just features. It helps to gain long term users.

Design -

- Rounded typeface supports friendliness (Helvetica rounded font).
- Generous padding improves scan ability and is clutterless.
- Clear separation between sections reduces visual noise.

Colour -

#F35C27

#515151