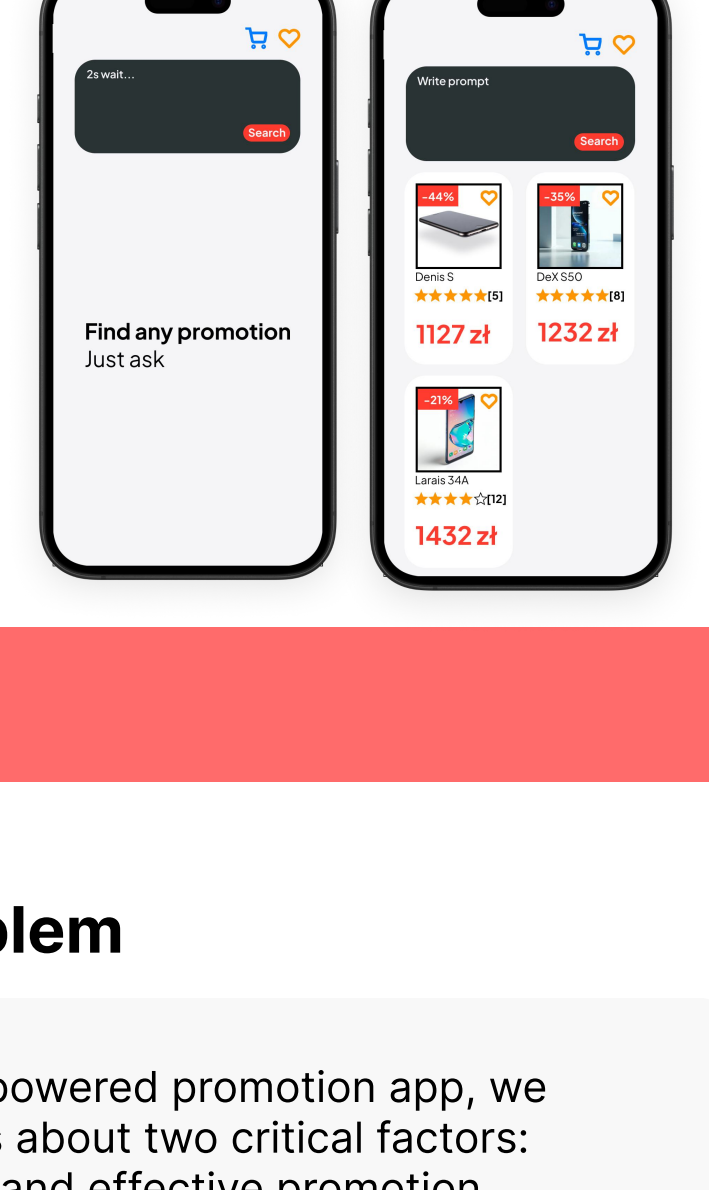


Ai Promo App

Fast results,
reliable choice.



1 The Business Problem

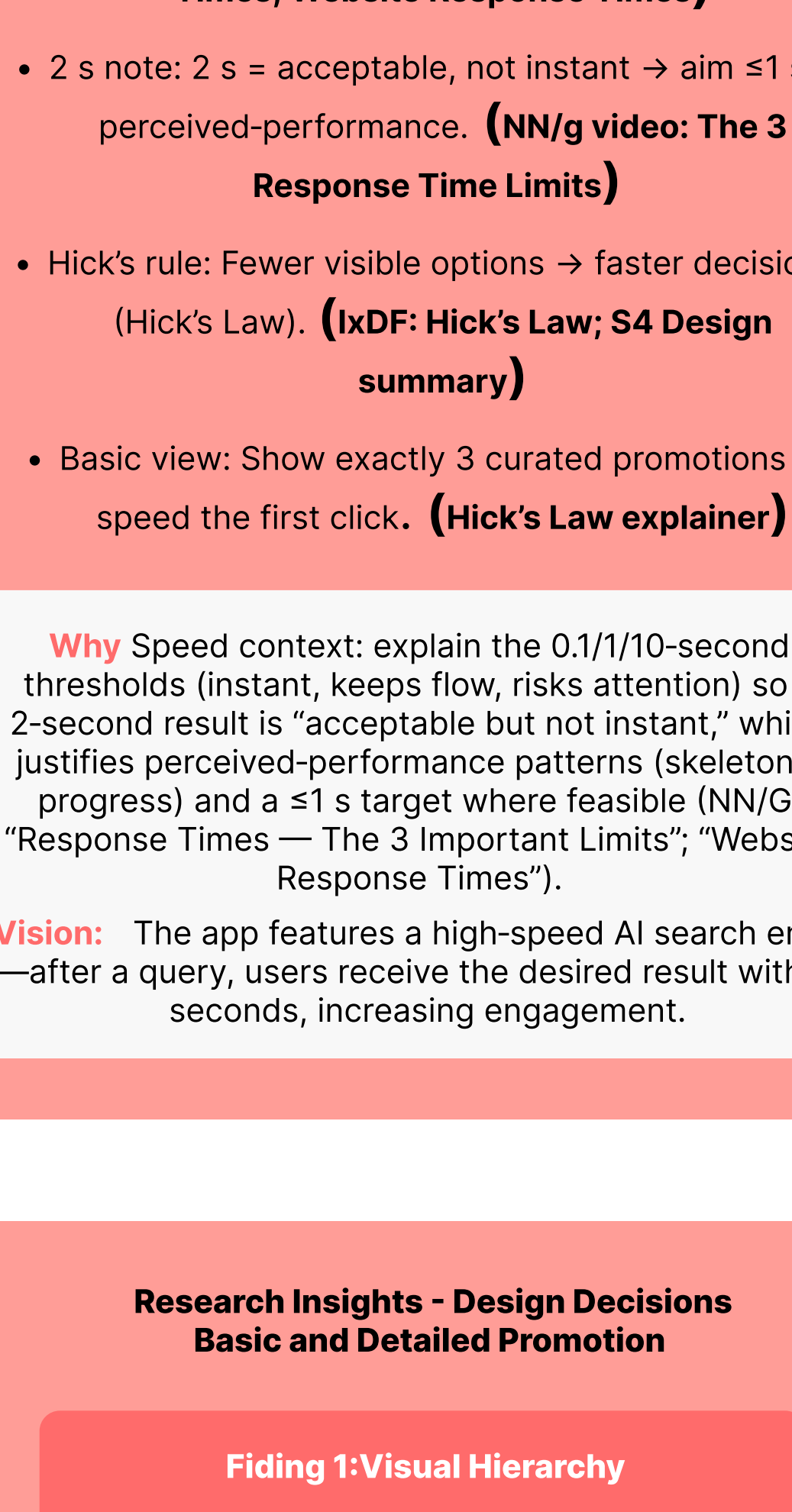
To design an effective AI-powered promotion app, we need foundational insights about two critical factors: optimal response times and effective promotion presentation patterns.

AI tools have varying response speeds, but we don't know which speeds maintain user engagement or where the acceptable threshold lies for e-commerce search. Similarly, when promoting products, we need to understand what visual hierarchy, trust signals, and urgency elements actually drive user confidence and action.

Without benchmarking current AI response capabilities and identifying proven promotion presentation patterns, any design decisions would be based on assumptions rather than evidence. This research will establish speed targets and presentation frameworks before building the app.

2 Desk research

Response & Decision Time(in seconds)



- Speed thresholds: Target ≤ 1 s; 1–10 s show progress; >10 s attention drops. **(NN/g: Response Times; Website Response Times)**

- 2 s note: 2 s = acceptable, not instant $\rightarrow$ aim ≤ 1 s + perceived-performance. **(NN/g video: The 3 Response Time Limits)**

- Hick's rule: Fewer visible options $\rightarrow$ faster decisions (Hick's Law). **(IXDF: Hick's Law; S4 Design summary)**

- Basic view: Show exactly 3 curated promotions to speed the first click. **(Hick's Law explainer)**

Why Speed context: explain the 0.1/1/10-second thresholds (instant, keeps flow, risks attention) so a 2-second result is "acceptable but not instant," which justifies perceived-performance patterns (skeletons/progress) and a ≤ 1 s target where feasible (NN/G: "Response Times — The 3 Important Limits"; "Website Response Times").

Vision: The app features a high-speed AI search engine —after a query, users receive the desired result within 2 seconds, increasing engagement.

Research Insights - Design Decisions Basic and Detailed Promotion

Finding 1: Visual Hierarchy

Large product image acts as the primary anchor; a strict hierarchy removes noise so the promo price is most dominant, with the product name legible but secondary for rapid scan.

- Design decision:** Emphasize a large image and set the promotional price as the largest text element while keeping the product name secondar

Finding 2: Trust & confidence

Visible star rating with count, a single positive review snippet, and an easy-to-find return policy provide immediate reassurance

- Design decision:** Design decision: Add a compact social-proof strip: stars + count, one-line review, and a clear "Return policy" link

Finding 3: Trust & confidence

High-contrast red discount label maximizes visibility, while a separate countdown timer communicates urgency; the primary CTA remains accessible without scrolling

- Design decision:** Design decision: Keep a sticky, above-the-fold "Add to Basket" CTA; show a standalone red -% badge and place an independent live countdown timer as a distinct component (not embedded in the badge).

Why: In the AI search flow, results must render as visual promotion cards—not plain text—so defining a Basic (scan-) and a Detailed (drill-down) state is essential to communicate value quickly and cleanly

Vision: After a prompt, the user first sees a grid of Basic cards with a large image and dominant promo price, then a tap opens a Detailed view with all decision-critical info to boost confidence and conversion.

3 Iterations & Desing

Test-Driven Iterations

Problem: User doesn't know where to click after writing a prompt in the search field.

Business impact: This confusion caused users to abandon the app before even trying the search.

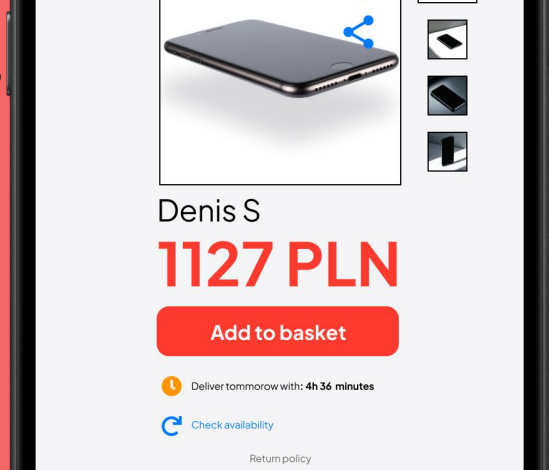
User quote: "I clicked here—maybe there; I'm not sure where it told me to go"

Solution:

Before



After



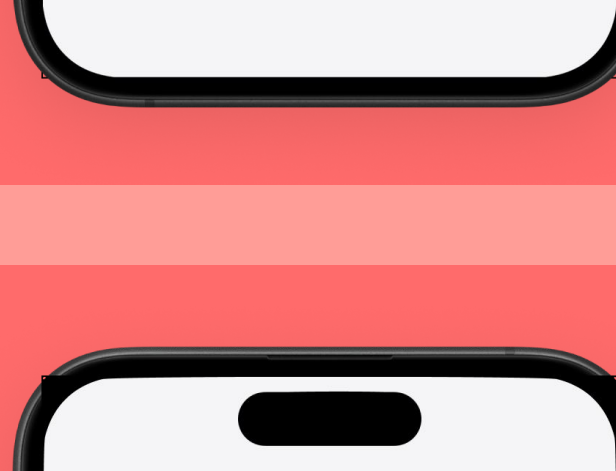
Problem: Price state is unclear—base, pre-promo, or post-promo—across basic and detailed views.

Business impact: This ambiguity makes the post-promotion price hard to find and reduces promotion uptake.

User quote: "Is this the pre- or post-promotion price?"

Solution:

Before



After



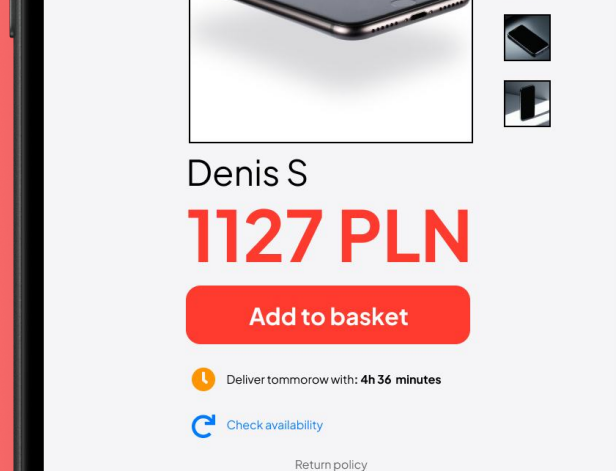
Problem: Users scroll the main product image in the detailed promotion view but don't switch to the thumbnails below.

Business impact: Because visuals are often decisive in product selection, not exploring alternate angles can reduce the likelihood of purchase.

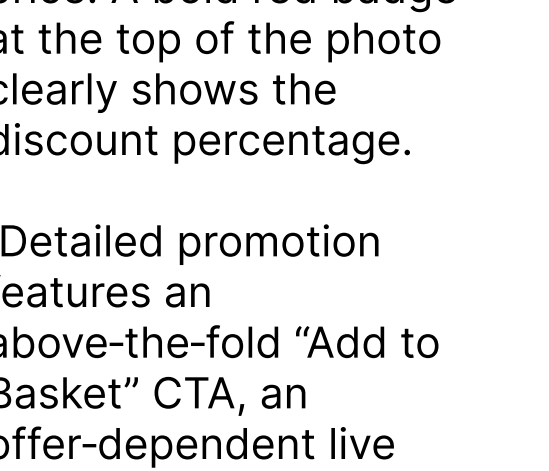
User quote: "It doesn't work—how do I switch images?"

Solution:

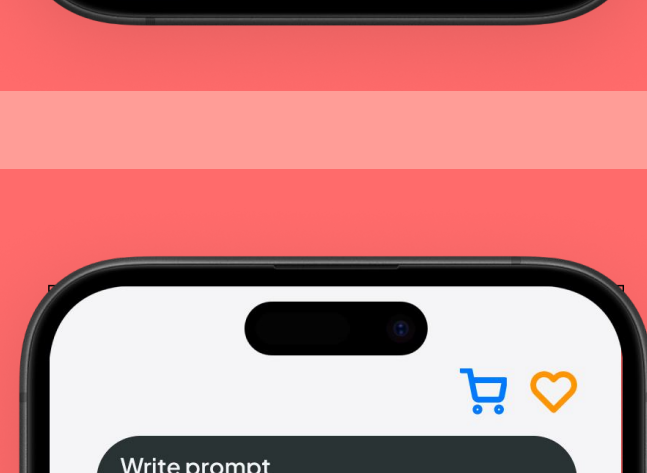
Before



After

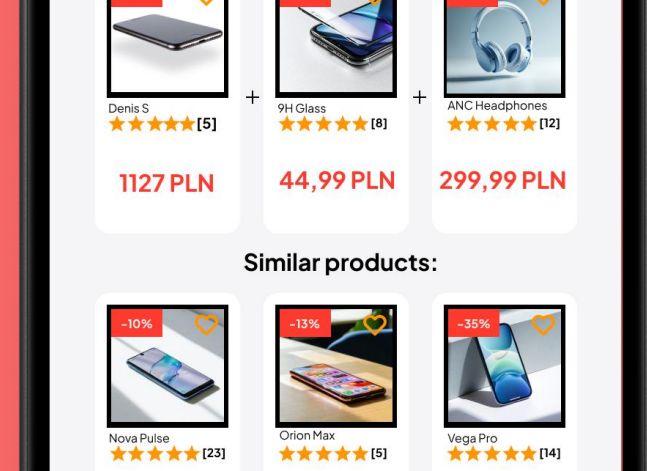


Final Screens



Implemented with desk research:

2 seconds is the competitive sweet spot: 0.1 s still maintains flow, and 10 s is too long. Therefore, a consistent 2 s wait time is a reasonable and technically feasible target.



Implemented with desk research:

- Per Hick's Law, fewer choices speed decisions, so the app shows three promotions. Three items balance clarity with quick scanning and are fast to load.

- Basic promotion has clear hierarchy: large image, small product name, and a prominent price. A bold red badge at the top of the photo clearly shows the discount percentage.

- Detailed promotion features an above-the-fold "Add to Basket" CTA, an offer-dependent live countdown timer, and a clear "Return policy" link.

Implemented with desk research:

- The detailed promotion features a visible star rating with a count and a single positive review snippet.