



Build Your Wheel...

Product & Experience Doctrine

How the Tool Must Behave, Speak, and Protect the Reader

1. Purpose of This Document

This document defines the experience doctrine for the **Build Your Wheel** digital tool.

It is written for those designing, building, reviewing, refining, and maintaining the tool.

Its purpose is not to explain the full mathematics.

That belongs to **The Mathematics Behind the Wheel**.

Its purpose is to protect the experience and is for serious readers who wish to understand how the experience is protected.

The tool must never become:

- a personality test,
- a diagnostic instrument,
- a gamified self-improvement scorecard,
- a psychological assessment,
- a productivity dashboard,
- or a commercial funnel.

It must remain what the Book asks it to be:

a mirror of what the visitor may be carrying now.

The user should leave the experience with one clear recognition:

I am not broken.

I am carrying.

Now I can see where the weight rests.

That is the emotional and experiential centre of the tool.

Everything else must serve that.

2. The Product North Star

The product north star is:

Read before you repair.

The tool must not rush the visitor into action.



It must not immediately tell them what to fix.

It must not create panic.

It must not diagnose.

It must not shame.

It must first help the visitor see.

The correct movement of the experience is:

Pause.

Read.

See.

Reflect.

Return.

Only after that may the tool suggest one proportionate point of attention.

Not ten actions.

Not a plan.

Not a programme.

One proportionate return.

3. The Tool's Correct Identity

The correct identity of the tool is:

Reflective companion.

The tool is not the master.

It is not the authority.

It is not the judge.

It is not the final interpreter of the human life.

It is a structured mirror.

It helps the visitor read:

where weight may be settling,
where support may be thinning,
where terrain may have changed,
where scale may have widened,
where purpose may need to be re-read,
where alignment may need attention,
and where cracks may be signalling something important.



The tool must always remain humble.

It should say, in effect:

This is a current reading.

Not a verdict.

Not a diagnosis.

Not a final truth.

4. The Three Core Audiences

The tool must serve three types of visitor.

1. The First-Time Visitor

This person may not yet understand the Wheel.

They need simplicity.

They need reassurance.

They need emotional safety.

They should be guided gently through the first reading.

The wizard exists primarily for them.

2. The Returning Reader

This person has already read parts of the Book or previously built a Wheel.

They may want to return quickly, adjust, compare seasons, or revisit a saved state.

The experience must allow return without forcing them to start again.

3. The Deep Reader

This person wants to understand the roots.

They may ask:

How does the tool think?

What is the logic behind the reading?

Why does Scale affect Load?

Why does Terrain affect Support?

Why are Purpose and Alignment treated as whole-wheel conditions?

This person should be directed to the User Manual, the Real-Life Examples, and the Mathematics Behind the Wheel.

The main tool should not overwhelm the first visitor in order to satisfy the deep reader.

The deep reader must be served through the root documents.



5. The Experience Architecture

The Build Your Wheel tab should contain the following experience layers:

1. Landing threshold
A clear introduction to the tool.
2. Guided reading wizard
The primary first-use experience.
3. Review screen
A pause before the Wheel is drawn.
4. My Wheel view
The visual Wheel and current reading.
5. Reflection prompts
A few carefully chosen prompts.
6. Manual refinement layer
Optional adjustment after the guided reading.
7. Save / return function
A way to revisit the Wheel later.
8. **Supporting root documents**
User Manual, Real-Life Examples, Product & Experience Doctrine, The Mathematics Behind the Wheel, and any technical appendix made available for deeper inspection..

The experience must feel like a chamber, not a dashboard.

It should feel calm, serious, and returnable.

6. Landing Threshold

The landing threshold should not over-explain.

It should prepare the reader emotionally and practically.

Suggested user-facing text:

Build Your Wheel

Your Wheel is not a score.

It is a mirror of what you may be carrying now.

This guided reading will help you reflect on the Four Arcs of your life:

Health & Body

Mind & Character

Relationships

Meaning & Direction



For each arc, the Wheel reads:

Load - what this part of life is currently carrying.

Support - what helps this part of life continue carrying.

The Wheel also considers:

Scale - how far your decisions now travel.

Terrain - the ground beneath the life you are carrying.

Purpose - whether the “why” beneath the weight remains clear.

Alignment - whether the responsibility still fits your nature, strengths, limits, and season.

Suggested primary button:

Start Guided Reading

Suggested secondary button:

Adjust the Wheel Manually

Suggested supporting links:

Read the User Manual

See Real-Life Examples

Explore the Mathematics Behind the Wheel

7. The First Boundary Statement

Before the user begins, the tool must establish a boundary.

Suggested wording:

This tool is a reflective companion.

It is not medical, psychological, legal, financial, or therapeutic advice.

It does not diagnose you.

It does not define you.

It helps you see what you may currently be carrying.

If something serious is being carried, seek appropriate human support.

Confirmation text:

I understand this is a reflective tool, not a diagnosis.

Button:

Begin

This statement should be visible but not frightening.

It should protect the user and the work.

It should not sound defensive.

It should sound responsible.



8. Wizard Doctrine

The wizard is the first doorway.

It should be calm, linear, and guided.

It should not feel like a survey.

It should not feel like a psychological test.

It should not feel like onboarding for a SaaS product.

It should feel like a guided reading.

The wizard should proceed through:

1. Start
2. Health & Body
3. Mind & Character
4. Relationships
5. Meaning & Direction
6. Scale & Terrain
7. Purpose & Alignment
8. Review Before Reading

The user should always know where they are.

Progress indicators are useful.

But they must not be gamified.

Avoid language such as:

Level 3 of 8
Complete your score
Unlock your result
Improve your profile

Use language such as:

Step 3 of 8
Guided Reading
Review Before Your Wheel Is Drawn

9. Question Behaviour

Questions must be simple.

They must be reflective.

They must be non-clinical.

They must avoid forcing private written disclosure in Version I.



Use sliders, simple selections, and carefully worded answer ranges.

Avoid open-text boxes for the first version.

The user should not be asked to write a personal confession.

The tool should guide structured reflection only.

Every question should belong clearly to one of the following:

Arc Load

Arc Support

Scale

Terrain

Purpose

Alignment

Each question should include a short explanatory line where useful.

This explanatory line must clarify the question without becoming heavy.

Example:

Question:

How much decision complexity are you carrying?

Supporting line:

Planning, ambiguity, judgement calls, and mental switching costs.

This is the right tone.

Plain.

Human.

Concrete.

10. Question Language Rules

Use language that helps the visitor read their life.

Use:

carrying

support

weight

presence

terrain

scale



meaning
alignment
rhythm
return
reinforcement
current reading
what may be asking for attention

Avoid language that sounds clinical, moralistic, or gamified.

Avoid:

risk score
diagnosis
symptom severity
pathology
failure
weakness
dysfunction
broken
optimisation score
life score
performance grade
profile type
personality result

The tool should not categorise the person.

It should read the Wheel.

11. The Review Screen

Before the Wheel is generated, the user should pause.

The review screen matters because it prevents the tool from feeling like a machine that instantly delivers judgement.

Suggested wording:

Before your Wheel is drawn, pause for one moment.

This is not a verdict.

It is a current reading.

You may adjust anything that does not feel truthful.



The Wheel is only useful if it is honest.

Do not answer as the person you wish you were.

Answer as the life you are carrying now.

Suggested button:

Generate My Wheel Reading

Avoid:

Submit

Calculate Score

Reveal Result

Analyse Me

Get Diagnosis

12. My Wheel View

The main Wheel view must be the heart of the experience.

It should show:

1. The visual Wheel.
2. Load and Support across the Four Arcs.
3. Scale, Terrain, Purpose, and Alignment.
4. The current condition.
5. What the Wheel appears to be showing.
6. Reflection prompts.
7. Suggested Turnings to revisit.
8. Save / copy / return options.

The page should not feel like an analytics dashboard.

It should feel like an instrument.

The Wheel is not merely data visualisation.

It is the visual form of a reflective reading.



13. Naming the Result

Use:

Current Wheel Reading

or

Current Reading

or

What the Wheel Is Showing

Avoid:

Diagnostic View

for public-facing language.

“Diagnostic” may be internally useful, but publicly it can sound medical or clinical.

The reader should feel they are receiving a reading, not a diagnosis.

Recommended wording:

Current Wheel Reading

Subtext:

This is a current reading of the Wheel. It is not a verdict. Read it slowly.

14. Status Language

If the tool uses condition labels, they must be calm and non-alarmist.

Acceptable condition labels may include:

Coherent

Mostly Steady

Uneven

Under Strain

Needs Reinforcement

Under-Called

These are acceptable because they describe the Wheel, not the person.

Avoid labels such as:

Poor

Critical

Dangerous

Failing

High Risk



Unhealthy
Broken
Bad Score

If a strong condition appears, the language should still remain measured.

Example:

The Wheel appears to be asking for reinforcement before further widening.

Not:

You are in danger of collapse.

15. Reading Output Doctrine

The output must never reduce the user to a number.

It may show values visually.

But the final experience must be a human reading.

The reading should include:

1. Where the weight appears to rest.
2. Where support may be thin.
3. What wider conditions may be affecting the Wheel.
4. Whether the pattern appears to involve overload, scale strain, under-burden, or a broadly coherent reading.
5. One proportionate return.
6. Suggested Turnings to revisit.

Example tone:

Your current Wheel suggests that Health & Body may be carrying significant load, while support in Relationships may be thinning.

Terrain appears to be increasing the force required to move. Before widening responsibility, consider reinforcement.

This is the correct tone.

Reflective.

Clear.

Human.

Not clinical.

Not dramatic.

Not motivational.



16. One Proportionate Return

The tool must not produce a long action list.

It should suggest one proportionate return.

Examples:

Before adding more responsibility, consider reinforcing Health & Body.

Before widening scale, consider whether support has widened with it.

This may be a season to restore presence in Relationships before increasing pace.

Purpose appears thinner than the weight currently being carried. Consider returning to the question: Is this still worth carrying again tomorrow?

Terrain appears resistant. Stabilise before accelerating.

If Meaningful responsibility appears too thin, consider one responsibility worth carrying steadily, not dramatically, and not for applause.

The point is not to solve the life.

The point is to offer a first return.

17. Suggested Turnings to Revisit

The tool should connect the user back to the Book without pushing the Book as a product.

The purpose is return.

Not selling.

Suggested logic:

If **performance pressure** appears:

Recommend **Hour I - Nobody Cares**.

If **Meaning feels thin**:

Recommend **Hour II - Meaning**.

If **repetition or formation** appears central:

Recommend **Hour III - Becoming**.

If **return feels like failure**:

Recommend **Hour V - Life Is a Wheel... Not a Ladder**.

If **load/support across arcs** is central:

Recommend **Hour VI - The Four Arcs**.



If **cracks are visible**:

Recommend **Hour VII - Cracks... Not Failure**.

If **perfection or shame** appears:

Recommend **Hour VIII - From Perfection... To Completeness**.

If **comparison is present**:

Recommend **Hour IX - Why Comparison... Breaks the Wheel**.

If **terrain pressure is high**:

Recommend **Hour X - Terrain... Of the Wheel**.

If **scale has widened**:

Recommend **Hour XI - Scale... Of the Wheel**.

If **the reader feels tired of being unfinished**:

Recommend **Epilogue - Permission... To Stay Unfinished**.

If the **reading suggests under-burden or a life that feels hollow despite support and/or if the reading suggests post-success transition, loss of role, retirement, exit, or identity migration**.

Recommend **Hour II - Meaning**, **Hour III - Becoming**, **Hour VI - The Four Arcs**, **Hour XI - Scale... Of the Wheel**, and **Praxis III - The Discipline of Return**, depending on the context.

If the reader needs practice:

Recommend

Praxis I - How to Walk the Wheel,

Praxis II - Build Your Wheel, or

Praxis III - The Discipline of Return, depending on the context.

These links should feel like invitations.

Not prescriptions.

18. Manual Adjustment Doctrine

The manual layer should exist.

But it must be framed carefully.

The guided reading gives the first Wheel.



Manual adjustment lets the visitor refine the mirror.

It should not feel like cheating.

It should not feel like bypassing the doctrine.

It should be presented as a second layer of reflection.

Recommended wording:

Refine the Wheel manually

or

Adjust the Wheel manually

Avoid:

Exit to manual sliders

This sounds too technical.

Suggested explanatory text:

The guided reading gives you a first Wheel.

The manual layer allows you to refine what the questions may not fully capture.

Use it to make the mirror truer, not smoother.

When sliders are locked, explain:

Your Wheel is currently question-driven.

Unlock manual adjustment only if you wish to refine the reading.

When sliders are unlocked, explain:

Manual adjustments now sit on top of your guided answers. Adjust carefully and honestly.

19. Save / Copy / Return Doctrine

Saving must support return.

Not comparison with others.

Not public sharing.

Not performance.

Suggested wording:

Save or copy your Wheel

Supporting text:

Your saved Wheel allows you to return to this reading later, and compare seasons of your own life, not to judge yourself, but to see what has changed.

Treat it with care. It may contain sensitive reflections about your life.



Avoid wording such as:

- Share your score**
- Post your result**
- Compare with friends**
- Show your Wheel**

The save function is for memory and return.

Not display.

If the saved state is stored in the URL, the user should be told clearly:

Anyone with the saved link may be able to view this Wheel state.

Share only with people you trust.

This must be visible but calm.

20. Privacy Doctrine

The experience must be privacy-preserving by default.

The public tool should follow these principles:

- No account required.**
- No registration required.**
- No mailing list required.**
- No unnecessary personal data collection.**
- No hidden capture of written reflections.**
- No public sharing pressure.**

If analytics are used, they should be aggregate and privacy-preserving.

The tool must never betray the trust of the reader.

A visitor who is asked to reflect on their life must not be quietly harvested.

The reading happens for the visitor.

It is not extracted from them.

This is a moral design principle.

21. Accessibility Doctrine

Accessibility is not an optional layer.

It is part of the responsibility of the Digital Companion.

The tool should be:



mobile-first,
keyboard navigable,
screen-reader conscious,
readable under sufficient contrast,
clear in button labels,
calm in motion,
and usable without sound.

Avoid visual-only meaning.

If colour is used to show strain, support, or condition, provide textual explanation.

Do not rely on red/green alone.

Do not use rapid animation.

Do not autoplay audio or video.

The Wheel should feel beautiful, but beauty must not reduce access.

22. Visual Doctrine

The visual world should follow the Book.

Dark gravity.
Burnished gold.
Soft ivory.
Bronze.
Charcoal.
Quiet contrast.

The tool should feel like:

- a map table,
- a compass room,
- a quiet study,
- a living instrument,
- a place of return.

It should not feel like:

- a corporate dashboard,
- a wellness app,
- a psychological test,
- a game,
- a productivity tracker,
- or a motivational funnel.



The Wheel visual should be clear, dignified, and serious.

It may show cracks.

But cracks should not be rendered as panic.

They should be signals.

The visual language must say:

Something is asking to be read.

Not:

Something is wrong with you.

23. Motion and Interaction

Interaction should be calm.

No aggressive animations.

No celebratory confetti.

No “achievement unlocked”.

No streaks.

No badges.

No ranking.

No gamified progression.

The progress bar may show where the visitor is in the guided reading.

But it should be functional, not performative.

The tool should respect slowness.

It should allow the user to pause.

It should allow return.

It should never pressure the visitor to complete quickly.

24. Button Language

Use clear, calm language.

Recommended buttons:

Start Guided Reading

Begin

Back

Next

Review My Answers

Generate My Wheel Reading

Adjust the Wheel Manually



Return to Guided Reading
Save / Copy My Wheel
Reset to Guided Reading
Return to the Book
Explore Suggested Turnings

Avoid:

Submit
Get Score
Unlock Result
Analyse Me
Diagnose My Life
Optimise My Wheel
Improve Score
Share Result
Compare

25. Language of Cracks

The tool should use cracks carefully.
Cracks are central to the doctrine.
But the word must never become frightening.

Correct framing:

A crack is not failure. It is a signal.

The tool may say:

This may be where the crack or visible signal, is most present right now.

or

This is where support may be thinning relative to load.

or

This may be asking for attention before the next widening.

Avoid:

You are cracking.
This part of your life is broken.
Critical crack detected.
Danger zone.

The crack belongs to the Wheel's structure.

It is not a label placed on the person.



26. Tone of Reflection Prompts

Reflection prompts should be few, precise, and human.

They should not feel like homework.

They should not interrogate.

They should invite attention.

Examples:

Which arc is carrying the most right now, and which arc have you assumed will tolerate neglect?

What would it look like to reinforce the Body before widening the Wheel further?

Where has support thinned quietly?

What has changed in terrain since the last season?

Is this responsibility still worth carrying again tomorrow?

What is one proportionate return you can make now?

Avoid long prompt lists.

The tool should not overwhelm the user after showing the Wheel.

27. Error and Edge Case Doctrine

If answers are incomplete, do not shame the user.

Use:

Some parts of the Wheel are not yet fully read.

Complete the remaining questions to generate a clearer reading.

If all arcs appear equal, do not force a false crack.

Use:

The Wheel currently appears evenly distributed.

Read carefully: steadiness still benefits from return.

If all loads are high and all support is high, avoid alarm.

Use:

The Wheel appears to be carrying significant responsibility but support also appears present. Continue reading the wider conditions.



If load is low and Meaning is low, do not call the person lazy.

Use:

This may not be simple overload.

Meaningful responsibility may be too thin. Sometimes the crack comes not from carrying too much, but from not yet carrying enough of what is worthy.

If the user manually adjusts everything to look perfect, the tool should not congratulate.

Use:

A smooth Wheel is only useful if it is truthful.

Consider whether any support or load has been adjusted to avoid seeing a signal.

28. Relationship Between Tool and Book

The tool must remain connected to the Book.

But it should not be used to push the Book aggressively.

The Book is the foundational text.

The Tool is the mirror.

The Digital Companion is the root system.

The correct posture is:

If the Wheel has shown you something, return to the relevant Turning.

Not:

Buy the Book now.

Book links should feel like continuation.

Not conversion.

Suggested language:

Suggested Turning to revisit

or

Return to this section of the Book

or

Companion material for this reading

Avoid:

Purchase recommended chapter

Unlock deeper insight

Premium interpretation

No gated content in the public tool.



29. Relationship Between Tool and Mathematics

The mathematics must support the mirror.

It must not dominate the user experience.

The ordinary visitor should not need to understand the formula.

The deep reader should be able to access it.

Therefore:

The tool should show the reading plainly.

The User Manual should explain the experience simply.

The Mathematics Behind the Wheel should explain the roots.

The interface should not expose unnecessary formula language unless the user chooses to explore it.

The mathematics is not hidden because it is weak.

It is placed behind the mirror because the visitor's first task is to see, not calculate.

30. What Must Never Happen

The Build Your Wheel experience must never:

1. Tell the user they are broken.
2. Present itself as a medical or psychological diagnosis.
3. Offer risk scores.
4. Rank the user.
5. Encourage comparison with other users.
6. Use gamification to create dependency.
7. Use shame as a motivator.
8. Push the Book aggressively.
9. Require registration in Version I.
10. Capture personal reflections unnecessarily.
11. Use red-alert design as the default language of strain.
12. Confuse visibility with Scale.
13. Confuse Purpose with excitement.



14. Confuse Support with comfort only.
15. Treat Terrain as destiny.
16. Treat cracks as failure.
17. Treat balance as symmetry.
18. Treat the Wheel as complete after one reading.
19. Use the tool to replace human judgement.
20. Let the instrument become another invisible audience.

Point 20 matters deeply.

The tool must not become another thing the user performs for.

31. What the Experience Should Ultimately Feel Like

The final experience should feel like this:

The visitor enters quietly.

They are not rushed.

They are not sold to.

They are not judged.

They are invited to read.

They answer honestly.

They pause before the Wheel is drawn.

They see the Wheel.

They recognise something.

They are not told they are broken.

They are shown where weight may be resting.

They are invited to return.

They leave with one calm next point of attention.



The experience should end with:

not panic,
not shame,
not excitement,
not performance,
but recognition.

The user should feel:

This helped me see.

That is success.

32. Product Acceptance Checklist

Before the tool is treated as ready, the following questions should be answered:

1. Does the landing page clearly say the tool is not a test, diagnosis, or scorecard?
2. Does the wizard feel guided rather than interrogative?
3. Are all questions human, clear, and non-clinical?
4. Does the review screen create a pause before output?
5. Does the result avoid a final score?
6. Does the Wheel visual feel dignified rather than gamified?
7. Does the current reading use careful language such as “appears”, “may suggest”, and “may be asking for attention”?
8. Does the tool suggest one proportionate return rather than a long action plan?
9. Are suggested Turnings connected to the Book without sales pressure?
10. Is manual adjustment framed as refinement, not manipulation?
11. Is saving framed as return, not public sharing?
12. Is privacy explained plainly?
13. Is the tool accessible on mobile?
14. Is colour not the only carrier of meaning?
15. Are no medical, psychological, or therapeutic claims made?
16. Are no open-text personal reflections required in Version I?
17. Is the Mathematics Behind the Wheel available for the deep reader?



18. Does the experience remain calm?
19. Does the tool protect the reader from shame?
20. Does the tool remain a mirror?

If the answer to any of these is no, the experience needs refinement.

33. Final Experience Principle

The Build Your Wheel tool exists to make the invisible weight of a life more visible.

It should not impress.

It should not overwhelm.

It should not perform intelligence.

It should help the visitor pause.

See.

Read.

Return.

The final principle is:

The interface must remain simple enough for the tired reader.

The roots must remain deep enough for the serious reader.

That is the correct balance.

The visitor touches the mirror.

The deep reader may discover the roots.

The builder must protect both.

The Wheel turns.

The tool must help the reader...

see how.