

Developer Handoff

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Prepared for Tailwind

Project Tailwind App

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Introduction

This document exists to carry the design strategy into the build phase without losing what matters most along the way. The decisions made during the design process were not arbitrary. They came from a sustained investigation into how Tailwind's clients actually feel, what they need, and what this product has to do to earn their trust. Some of those decisions are self-evident in the designs themselves. Others are not, and those are the ones most likely to be quietly undone during development, not through carelessness, but because the reasoning behind them was never written down. This document writes it down.

What this is not: a functional specification, a project plan, or a design system. User stories, component libraries, accessibility standards, and technical architecture all live elsewhere. This document sits beside those things, not beneath them. It captures the emotional intent behind key design decisions, the constraints that cannot be compromised, and the criteria by which the build will be judged, not in terms of output, but in terms of what a client feels when they use it. A feature can be built correctly and still be wrong. This document is the thing that explains the difference.

During the design phase, We Are Affective produced a body of strategic work alongside the designs themselves, including brand principles, tone of voice guidelines, user emotional mapping, and design principles. This document draws on all of it, but it is written specifically for the people building the product. Developers, QA engineers, and anyone making decisions about how the product behaves in the real world should read this before work begins and return to it whenever a decision arises that the specifications do not clearly resolve. Those moments will come. When something feels technically straightforward but intuitively wrong, this document is where to look first.

Design Phase Deliverables

The documents produced during the design phase were built to work as a connected body of thinking, not as a collection of separate deliverables. The strategy work shaped the brand and emotional principles. The brand and experience work translated those principles into the specific decisions visible in the designs. Together they answer three questions in sequence: who this client is and what they feel, what Tailwind must be and never be, and how every detail of the product should behave as a result. Reading them in that order is the fastest way to understand why the designs look and behave as they do, and why certain decisions that might appear conservative or incomplete are, in fact, deliberate.

Developers should prioritise the Design Principles and Emotional Journey Map before anything else. The Design Principles define the non-negotiables that govern every screen. The Emotional Journey Map explains the internal experience of the client at each stage, which is the context that makes those principles legible. The Tone of Voice Guidelines are the third priority, because so much of the

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product's trust is built through language, and a sentence that reads incorrectly can undo what a well-built screen has created. Everything else supports and deepens those three.

Document	Category	Primary Audience	Summary
Discovery & Research Synthesis	Research & Strategy	Design leads, product owners	Consolidates findings from all workshop sessions across the engagement, including the emotional reality of Tailwind's clients, the structural gap between what the service delivers and what clients can perceive, and the Zurich corridor case that defined the central design problem: care that was real but invisible.
Emotional Journey Map	Research & Strategy	Developers, QA, design leads	Maps the client's internal state at each stage of a journey, from first open through disruption to post-trip. Covers the emotions present, the internal dialogue, and what each stage requires the product to do. Essential reading before any screen is built.
Aspiration Gap Report	Research & Strategy	Product owners, design leads	Documents the distance between how clients feel before using the product and how they should feel after. Defines the emotional shift the product is responsible for creating, and identifies the critical moments where that shift either happens or fails.
User Belief Framework	Research & Strategy	Design leads, QA	Identifies the specific beliefs the product must instil, the moments where those beliefs form, and the behaviours that confirm they have taken hold. Includes a detailed account of what derailment looks like and the single biggest risk to the product's core promise.
Brand Strategy Document	Brand & Experience	All team members	Defines what Tailwind is, what it is not, and where it sits relative to the market. Sets out the inversion of every principle that would make the product wrong, drawn from the Rejection Letter and Anti-Principles sessions. The source document for all brand decisions downstream.
Design Principles	Brand & Experience	Developers, QA, design leads	Five core principles governing every product decision, each with practical examples and a measurable signal for whether it is working. Includes the full Design Checklist, which should be applied to every screen before it is considered complete. Required reading.

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Document	Category	Primary Audience	Summary
Tone of Voice Guidelines	Brand & Experience	Developers, QA, content, design leads	Defines how every piece of copy in the product should be written, including what words and constructions to use, which to avoid and why, where the brand sits on the formality spectrum, and the difference between a sentence that sounds right and one that is right. Includes annotated examples of correct, incorrect, and close-but-wrong copy. Required reading for anyone writing or reviewing in-product language.
Voice & Copy Reference	Brand & Experience	Content, QA, developers	A practical reference document distilling the tone of voice work into patterns, phrases, and constructions for direct use. Includes the confirmed word lists from the Voice Sort and Word Sort sessions, with context for each.
Identity Shift Framework	Brand & Experience	Design leads, QA	Describes the transformation in how a client sees themselves after using the product regularly, and maps the specific product behaviours required to make that shift happen. Defines the emotional arc from first open to long-term trust.
Anti-Principles Reference	Brand & Experience	All team members	Documents the worst version of this product in detail, including its design principles, and inverts each one into the principles that govern the real product. Useful whenever a proposed feature needs to be tested against what Tailwind is not.
Interaction Behaviour Specification	Technical	Developers, QA	Defines how the product behaves at a functional level, covering notification logic, status display rules, the handling of stale data, lock screen behaviour, and the conditions under which specific states appear. Works in conjunction with the Design Principles.
Privacy & Data Display Rules	Technical	Developers, QA, security	Sets out precisely what information may appear in which contexts, including lock screen previews, notification copy, shared views, and household records. Defines the rules for scoped sharing, the conditions under which identifying information may never appear, and the client data transparency view.

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Document	Category	Primary Audience	Summary
Disruption Handling Flows	Technical	Developers, QA	Documents the exact sequence of states and copy during a disruption event, from the first status line through to resolution. Specifies timing rules, the prefilled status line mechanic, the in-place replacement behaviour, and the alert threshold. The Anti-Principles session governs the intent behind every decision in this document.
Component & Design System Reference	Technical	Developers, QA	Covers type, colour, spacing, and component behaviour. Should be read alongside the Design Principles, not as a replacement for them. The system is an expression of the brand logic, not a constraint applied over it.

What Has Been Built

Tailwind is a named travel partner, not a platform. Its personality is the night duty manager of a very good small hotel: unhurried, specific, warm without being familiar, and already dealing with the problem before the client has finished explaining it. The voice is calm at the same volume for good news and bad, so clients trust it with both. Everything the brand does is in the client's name and never its own.

Who the user is

Tailwind's clients are founders, executives, and heads of families who have spent years being the person who knows where everything is. They are experienced travellers who find travel quietly exhausting, not because of the places but because of the weight of holding it. Success, for them, is not a smooth experience. It is the absence of vigilance: opening the app once, seeing that someone has it, and not opening it again until the car arrives.

The emotional arc

- **First contact.** The client arrives braced and slightly on duty. The reflex of scanning is already running. The first screen must answer the question they arrived with before they have asked it. If it does, there is a small drop of the shoulders. If it does not, the trust that was fragile to begin with is already gone.
- **During the journey.** The arc moves from watching to seeing to releasing. Watching is the old state, where the client assembles the picture from three sources. Seeing is when the screen shows who has it, how sure we are, and what happens next. Releasing is when they put the phone down and do not pick it up again. The product's job is to move the client through those three states, ideally within the first two minutes.
- **During disruption.** This is the pivot. The first time something goes wrong and the client sees it being handled, without having reached for the phone, the old reflex begins to loosen. The screen

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- **After sustained use.** The client stops being careful with us. Small requests are sent freely. They tell us the stakes before we have to ask. Over time they stop thinking of themselves as the person who holds the journey together, and start thinking of themselves as someone who chooses carefully what to hold. That shift is the product's deepest promise, and it takes months of consistent evidence to build.

Critical moments

- **The first screen.** The client opens the app and sees Charlotte's name and face, and beneath it one plain line about where the journey stands. If that line answers their question and tells them nothing needs them, the session can end there. That is the right outcome. Any screen that requires navigation before this question is answered has failed.
- **The first disruption.** A connection slips. The screen shows one status line, from Charlotte, with a time for the next update, within three minutes of the event. The client reads it and puts the phone down. When the problem is resolved, the same line is replaced in place. No second notification fires until something has changed. This moment either builds durable trust or sends the client back to the thread and the PDF.
- **The first honest limit.** The product says "the airline hasn't confirmed the gate yet, Charlotte will tell you the moment they do." This is not a failure state. It is the moment the client learns the product is honest about what it does not know, which is what makes them believe it when it says everything is fine. This moment must be handled with exactly the same calm register as a confirmed update.
- **The first remembered detail.** A quieter floor. The window seat on the left for the Alps. Something the client mentioned once, without asking again, appearing correctly. Nothing announces it was remembered. The fact itself is the proof. This is where a service becomes a relationship, and it happens once per client. The product must make it possible to happen.
- **The handover.** Charlotte is away. James covers. The client does not have to repeat a word. The handover is announced in advance, by name, with a line from Charlotte. If the client is asked for anything already held, the trust built by everything before it is put at risk. This moment is the clearest test of whether the care belongs to Tailwind as a whole or only to one person.

Design principles

- **Luxury is being expected.** The first screen opens on the travel partner and one plain line. The client's car, their seat, and their preferences are arranged before they ask. Nothing requires them to search, scroll, or choose. The measure of this principle is how rarely a client asks for something we already hold.
- **A person made this.** Every message signed by a person is written or approved by that person. Anything automated speaks plainly as Tailwind. A voice note stays a voice note. The product clears the routine so partners can spend their attention on judgement. One discovered fake note makes every genuine one doubtful.
- **Every journey holds one moment meant for them.** Each trip carries one considered gesture, chosen by the partner from something the client said. It is never inferred, never announced,

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never branded. The product surfaces the relevant detail to the partner before the journey; it never generates the gesture itself.

- **Calm is the finish.** One fact per line, with its age and confidence stated. A disruption produces one status line and one resolution, replaced in place. On a calm day, two messages. The screen's stillness is the reassurance, not its activity. A phone that stays quiet is the most valuable thing the product can offer.
- **Known, and kept private.** What a client says once comes back correctly, without announcement. Handovers are announced in advance. Nothing identifying appears on a locked screen or in a notification preview. Every client can see, change, remove, or take everything Tailwind holds about them. Being known is only a gift when the client sets its limits.

What Matters Most

The elements described in this document are not a matter of preference. They are not features that can be deprioritised to meet a sprint deadline or simplified to reduce implementation complexity. They are the decisions on which the product's entire emotional promise rests. Remove or dilute any one of them and the product may still function. It will no longer be Tailwind.

Each non-negotiable below states what it is, why it carries the weight it does, and what specifically breaks if it is compromised. Read these before any screen is built and return to them whenever a technical constraint creates pressure to change something that was settled in design.

One. Every fact shown must carry its own confidence and its own age

What it is: Every piece of information displayed in the product, whether a pickup time, a flight status, or a gate number, must show how certain it is and when it was last checked.

Why it matters: Tailwind's core promise is that clients can stop checking because the product is checking on their behalf. That promise only holds if the product is honest about what it knows and when. A client who has seen the product admit uncertainty will believe it when it says everything is confirmed. A product that speaks with uniform calm confidence about confirmed and unconfirmed facts alike is indistinguishable from a product that is simply optimistic. The moment a confidently stated fact turns out to be wrong, the client loses the ability to believe anything the product says, because they have no way to know which lines to trust.

What breaks if compromised: A client reads "Michael is at Terminal 5" and does not look for another car. Michael is at Terminal 3. The client stands at the wrong kerb. This is not a minor UX failure. It is the precise situation that is worse than showing nothing at all, because the product gave the client false permission to stop checking. One instance of this undoes months of earned trust, and the client returns permanently to the behaviour the product was designed to replace: assembling the picture from multiple sources, none of which they fully believe.

Two. The disruption state must show a named person and a specific time within three minutes of any disruption event

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What it is: When something goes wrong during a journey, the product must surface a single status line within three minutes. That line must name the person dealing with it and give a specific time for the next update. The partner must be able to send this in a single tap, from a prefilled line, before the problem is resolved.

Why it matters: The design process identified one moment as the pivot on which the product's deepest promise either holds or fails. The first time a client sees a disruption being handled, without having reached for the phone, the old reflex of vigilance starts to loosen. That moment depends entirely on the status line arriving before the client has had time to act. Twenty minutes of silence while Charlotte is on the phone to an airline looks identical, from the client's side, to nobody knowing. An unseen rescue is not a rescue as far as the client's nervous system is concerned. The three-minute threshold is not an aspiration. It is the point at which silence becomes indistinguishable from absence.

The prefilled line mechanic is not a convenience feature. If sending a status update requires Charlotte to compose a message while managing a live disruption, it will not happen in three minutes. The product must make honesty cheaper to produce than silence, or the principle will not survive a real Tuesday night in February.

What breaks if compromised: The client does not see the status line. They open the thread. They call Charlotte. They are back on duty at exactly the moment the product was designed to take them off it. If this pattern repeats across the first three or four disruptions, the client concludes that the app is for calm days and the phone is for real ones. At that point the product has failed at its most important job, and no subsequent improvement will rebuild the trust that was not there when it was needed.

Three. Nothing identifying may appear on a locked screen, in a notification preview, or in any shared view

What it is: No notification, lock screen preview, or shared record may display a client's name, destination, travelling companion, hotel, or any detail that would identify them or their movements to someone who was not meant to see it.

Why it matters: Privacy is not a compliance consideration for Tailwind's clients. It is part of what they are buying. For some, a leaked destination is a safety matter. For others it is a professional or personal exposure they cannot afford. For all of them, discovering that Tailwind allowed their information to appear where it should not would end the relationship immediately, because the entire offer is built on the understanding that nothing about who we look after leaves the building. The product is being asked to carry very sensitive information in exchange for very high trust. That trust is not incrementally damaged by a privacy failure. It is destroyed by one.

What breaks if compromised: A client glances at their phone in a meeting, in a lounge, or at a family dinner, and a notification preview reads something it should not. They do not send a complaint. They call Charlotte and ask that their account be closed. There is no recovery from this for the individual

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client. The wider damage is that private clients talk to each other, and the one thing they tell each other about is a service that was not discreet.

Four. Every message carrying a person's name must have been written or approved by that person

What it is: No automated system may generate or send a message under a travel partner's name. Anything the product produces without human authorship must be clearly attributed to Tailwind, not to Charlotte, James, or any named individual.

Why it matters: Charlotte's voice notes are the best thing Tailwind does. Clients return for Charlotte. The warmth is real, and it is worth exactly as much as it being real. The moment a client discovers that a message sounding like Charlotte was written by a system, every genuine message before it becomes uncertain. They cannot now distinguish warmth from performance, or care from automation, and the thing that made them stay becomes the thing that makes them leave. This is not a recoverable situation. The value that was built over nine years of a relationship is staked on each message being what it appears to be.

There is a second dimension that matters equally: the partner's trust in the product. If the product can send messages in a partner's name without their involvement, partners will not trust it with their clients. They will work around it, and the product will have failed at a different level from the client-facing failure but an equally serious one.

What breaks if compromised: A client receives a warm, personal-sounding update from "Charlotte" while Charlotte is, say, on leave. They later mention it to Charlotte directly. The discovery that a system wrote it does not land as a technology story. It lands as a deception, and the relationship ends on that basis. More broadly, every subsequent message from any partner in the product is read with a question the client should never have to ask: did a person write this, or did the system?

Five. The first screen must open on the travel partner and one plain line, without requiring any navigation, sign-in, or interaction

What it is: On launch, the product opens immediately to the client's named travel partner and a single status line about the current or next journey. No log-in prompt, no membership number, no welcome screen, no menu to navigate before this information is visible.

Why it matters: The client opens the app in the back of a car, one-handed, tired, usually with a question already formed. Their patience, at that moment, is approximately two seconds. If the first thing the app requires is any form of effort, the client has already learned something damaging about what this product is. The sign-in screen is not a neutral inconvenience. It is the first answer to the question "does this already know me?" and a wrong answer there sets the register for everything that follows. The product must answer the client's question before they have asked it. A screen that makes them work before they see anything is not close to right. It is categorically wrong for this audience and this promise.

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What breaks if compromised: The client encounters a log-in field, or a loading state that requires a tap, or a welcome screen before the status view. They tap through it. The trust cost is real even if they complete the journey to the information. What they have learned is that the app requires something from them before it gives anything back, which is the exact inversion of Tailwind's promise. Over time, clients who experience this will open the app less, resort to the thread more readily, and think of the app as administrative rather than reassuring. The first open is the most important single moment in the product's relationship with each client, and it cannot be recovered once it has been lost.

Known Constraints & Decisions

The decisions documented in this section were made deliberately, with full strategic context, and after extensive engagement with the emotional reality of Tailwind's clients. They are not defaults or starting points. Each one represents a resolved question, arrived at through a sustained process of research, testing, and considered reasoning. Revisiting them without that context, however well-intentioned, risks introducing changes that appear locally rational and are globally damaging. When a decision here creates implementation pressure, the right response is to raise it with the design lead, not to resolve it independently. The coherence of the experience depends on these decisions holding together as a system, not just individually.

Decision	Rationale	What Not To Do
Every fact carries its own confidence level and timestamp	Tailwind's clients put the phone down because they trust what they read. That trust depends on the product being honest about what it knows and when it last checked. A client who has seen the product say "expected, Charlotte is confirming now" will believe it when it says "confirmed by Michael at 5.40." A product that speaks with identical calm about confirmed and unconfirmed information is not trustworthy. It is merely optimistic, and one wrong confident statement breaks the permission to stop checking.	Do not strip timestamps from status lines to simplify the UI. Do not display confirmed and unconfirmed states in the same typographic treatment. Do not default all information to "confirmed" because the uncertainty state is awkward to design. Do not round timestamps to "recently" or "today" to reduce visual complexity.

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Decision	Rationale	What Not To Do
The first screen opens on the travel partner and a single status line, with no required interaction before it	The client opens the app in the back of a car, one-handed, with two seconds of patience and a question already formed. If the first thing the app requires is effort, the client learns immediately that this product is not what they were promised. The first screen must answer their question before they ask it. Any friction at this point is not a minor UX cost. It is the first and most permanent answer to "does this already know me?"	Do not add a welcome or onboarding screen that appears before the status view, even on first launch. Do not require any tap, swipe, or navigation to reach the partner view. Do not show a loading state that asks for interaction. Do not treat biometric authentication as optional or a later phase. Do not add a splash screen with the Tailwind logo, however brief.
Notification copy never includes a name, destination, companion, or any identifying detail	For some clients, a leaked location or travelling companion is a safety matter. For all of them, it is a breach of the foundational promise. Privacy here is not a compliance consideration. It is the product itself. A single notification preview that reveals more than it should ends the relationship for that client, and private clients share information about services that were not discreet.	Do not include client names in notification copy as a personalisation touch. Do not include destination cities, hotel names, or flight numbers in lock screen previews. Do not default notification previews to "on" and ask clients to opt out. Do not treat this as a setting the client can configure after launch. It must be the default, always. Do not include travelling companion names in any shared view or notification.
Every message carrying a partner's name must be written or approved by that person, and anything automated is attributed to Tailwind	Charlotte's voice is worth exactly as much as it being real. One discovered automated message under her name makes every genuine one doubtful. This is not a style concern. It is the mechanism by which the product's central promise holds or fails. The partner's name is not a signature. It is an assurance that a person was present.	Do not generate draft messages and send them under a partner's name without explicit approval via a deliberate tap. Do not use a partner's name and writing style as a template for automated responses. Do not label a system-generated message as being "from Charlotte" as a warmth shortcut. Do not send anything under a partner's name while they are marked as unavailable.

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Decision	Rationale	What Not To Do
The disruption status line must be sent within three minutes, from a prefilled field, by the partner	An unseen rescue looks identical to no rescue from the client's side. The three-minute threshold is not aspirational. It is the point at which silence becomes indistinguishable from absence, and the client picks up the phone. The prefilled line exists because asking Charlotte to compose a message while managing a live disruption will not produce a three-minute response. The product must make honesty cheaper to produce than silence.	Do not require the partner to navigate to a compose view to send a status update during a disruption. Do not build the prefill as an optional feature or a later addition. Do not set the default disruption state to silent until resolution. Do not allow the partner dashboard to surface disruption events without simultaneously surfacing the one-tap status field.
Disruption updates replace the previous status line in place; they do not stack	A feed of status updates hands the vigilance back to the client. Each new line is a reason to keep watching. The design principle is proof, not process. The client should see one line, then one resolution. Not ten lines describing what Charlotte is doing while she does it. The in-place replacement is not an animation choice. It is the mechanism by which the product shows that something was handled rather than something being watched.	Do not build a scrolling or stacked update feed for disruption events. Do not push a notification for each internal status update while the partner is working on the problem. Do not show a typing indicator or live activity signal while the partner is resolving the disruption. Do not surface the disruption resolution as a new card above the previous status. The same position, updated, is the correct behaviour.
The "nothing needs you" state appears only when someone has actively checked, and always carries a timestamp	This is the product's most valuable sentence and its most dangerous one. Shown incorrectly, it gives a client false permission to stop monitoring a situation that has not been checked. The timestamp is what converts the phrase from reassurance into evidence. "Nothing needs you" without a time is a claim. "Nothing needs you. Checked at 5.52" is proof.	Do not default to "nothing needs you" as a resting state without a triggered check behind it. Do not allow the timestamp to become stale without updating the state. Do not display "nothing needs you" if any element of the journey is in an unconfirmed or pending state. Do not remove the timestamp for visual cleanliness. It is not decoration.

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Decision	Rationale	What Not To Do
Handovers are announced in advance, with the covering partner's name and a line from the usual partner	The sharpest break in the current Tailwind experience is a client being asked something their partner already knew. The product makes continuity visible, which means any break in it is also visible. An unannounced handover, or one that requires the client to re-explain themselves, contradicts the deepest thing the product promises: that the care belongs to Tailwind, not to one person.	Do not treat handover announcements as optional or partner-discretion. Do not allow a covering partner to receive a client without the full history being surfaced before any interaction. Do not generate the handover note on behalf of the departing partner. It must be written or approved by them. Do not show the handover as a system notification. It should come from the partner.
The product uses only what the client has told it, and never infers relationships, reasons for travel, or personal circumstances	For some clients, a guessed relationship or inferred purpose of travel is a safety matter. For all of them, being observed and interpreted by a product they trusted with discretion is a violation. The "we noticed" pattern, however cleverly executed, is the fastest way to turn being known into feeling watched.	Do not build pattern detection that surfaces relationship or purpose inferences to the client, even gently. Do not use booking history to infer life events and act on them without explicit client disclosure. Do not label travelling companions by inferred relationship. Do not surface "you usually prefer" language based on behavioural data the client did not consciously provide.
The product goes quiet between journeys; no check-ins, content, or unsolicited contact	A luxury relationship does not chase. Silence between journeys tells the client that Tailwind is holding things for them, not looking for a reason to be in touch. A product that fills the space between trips with content, nudges, or proactive contact trains the client to associate it with noise, which is the exact opposite of what a quiet phone promises.	Do not build a content feed or discovery layer for use between journeys. Do not send engagement notifications when no journey is active. Do not add "inspiration" or "suggested destinations" as a home state. Do not treat low between-trip opens as a metric to optimise against. A client who opens the app twice per journey and twice per year otherwise is the success case, not a problem to solve.

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Decision	Rationale	What Not To Do
Copy is written in plain, specific language, with real times, real names, and real places	Trust is built through specificity. A time, a gate, and a name can each be checked. A sentence that could belong to any competitor cannot be checked, and clients trained on precision will read vagueness as a warning. The voice is the night duty manager of a very good hotel, not a brand speaking about itself.	Do not allow system-generated copy to use abstract reassurance language in place of specific facts. Do not use "soon," "shortly," or "as soon as possible" in any time-sensitive context. Do not allow words from the confirmed exclusion list, including seamless, frictionless, world-class, curated, or exclusive, to appear in any client-facing copy. Do not write copy that describes Tailwind's qualities rather than the client's situation.
The visual hierarchy places one fact at a time in front of the client, with everything else one step behind	Information density is not depth. A client reading the app in a lounge, one-handed, tired, is not well served by a complete picture. They are well served by the one thing that answers their question, with everything else available when they want it. Surfacing more information than is needed in the moment hands the assembly work back to the client, which is the work the product exists to remove.	Do not build a dashboard view as the primary state. Do not surface multiple simultaneous facts at the same visual weight. Do not add summary panels, activity feeds, or status carousels to the first screen. Do not treat "more information" as equivalent to "more helpful." The itinerary, the full trip detail, and the historical record exist but live behind the first screen.
The product never times out or goes to a generic state during an active journey	A client mid-journey who returns to the app after locking their phone must see the same current, named, specific status they left. A session timeout that returns them to a loading state or a log-in screen during a live trip is the equivalent of the Zurich corridor: the care was real, and the product failed to show it at the moment it mattered most.	Do not apply session timeouts during active journey periods. Do not require re-authentication during a journey that has been started. Do not show a generic or empty state when the client returns to an active screen. Define "active journey" clearly in the technical specifications and protect that state accordingly.

System Copy Requirements

The table below covers every category of client-facing system copy in the product. Each row defines what that copy category is responsible for, how the brand voice applies, and whether the copy must be reviewed before it ships. The review process is described after the table.

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Category	Examples	Tone Guidance	Review Required
Status messages	"Everything is on track. Michael is meeting you at Terminal 5 at 6.10. Checked at 5.52. Nothing needs you." / "Your connection has slipped. Charlotte is rebooking you now. Next update by 6.30."	Lead with the fact. State confidence and time on every line. Name the person who has it. Never use abstract reassurance in place of a specific. The order is always: what happened, what has been done, what happens next. Never say "don't worry," "we're on it," or "everything is fine" without a name and a timestamp beside it.	Yes. Every status template, including the prefilled disruption line, must be reviewed by the design lead and signed off against the tone guidelines before any state goes live.
Disruption messages	"Your 7.40 was delayed. Charlotte has moved you to the 8.15, same seat, car rebooked. You'll land twenty minutes later. Nothing needed from you."	The disruption message is the most important copy in the product. It must arrive in three minutes, from a prefilled line, and state what happened, who is dealing with it, and when the client will next hear. The resolution message replaces the status line in place, with the same calm register. Never begin with an apology. Never say "we're sorry to let you know" before the fact. The fact always comes first. Never use "our team is working hard." Name the person.	Yes. Disruption copy requires review at every stage: the prefilled status field, the in-progress state, and the resolution message. No template in this category ships without sign-off from the design lead and a member of the Tailwind partner team.
Empty states	"No journeys coming up. Charlotte has everything for when you're ready." / "Nothing scheduled yet. Message Charlotte to get started."	Empty states must never feel like a gap or a failure. They are the quiet between journeys, which is a feature, not an absence. Copy should be brief, warm, and grounded in the partner relationship. Never use "nothing here yet," "no results found," or any phrasing that implies the product is waiting to be populated. The client is not a user managing content. They are a person whose travel is held by someone.	Yes. All empty state copy requires review before shipping. Empty states are among the most visible moments of brand voice in the product, and generic phrasing here is immediately legible as wrong.

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Category	Examples	Tone Guidance	Review Required
Loading and progress states	"Checking your journey." / "Charlotte is confirming now."	Loading states must never imply that the client should wait without knowing why. Where a check is actively in progress, say so, and say who is involved if a person is. Never use a generic spinner with no copy. Never use "loading" or "please wait." If a check will take more than a few seconds, say when the client will hear. Loading is not a neutral state. It is an implicit promise that something is being done.	Yes. Loading copy must be reviewed before any state goes live, particularly any that appear during a journey or disruption.
Confirmation messages	"Done. You're on the 9.15, same seat, landing twenty minutes later. Michael has been told. Nothing needed from you." / "Your standing instruction has been saved. Charlotte can see it."	Confirmation copy should be written in the past tense, with the outcome stated first. Never use "success" or a tick emoji as the primary confirmation. Never say "your request has been submitted." The thing has been done; say what it is, by whom, and what the client should know as a result. If a standing instruction has been recorded, confirm it is visible to the partner, not just stored in the system.	Yes. Confirmation copy requires review before shipping, particularly for high-stakes confirmations such as disruption resolution, handover acceptance, and standing instruction creation.
Onboarding copy	"Charlotte is your travel partner. She has everything for your journey, and she's a message away." / "This is where your journey lives. It opens on Charlotte, and it stays with her."	Onboarding copy must introduce a person, not a product. It should not describe features, announce a launch, or use enthusiasm as a substitute for substance. The client has been told about Tailwind by someone they trust. Onboarding copy should feel like the beginning of a relationship, not a tutorial. Never use "let's get started," "welcome to," or any language that treats the client as a new user of software.	Yes. All onboarding copy requires review before any client encounters it. This is the first time the product speaks, and the register must be correct from the first word.

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Category	Examples	Tone Guidance	Review Required
Notification copy	"Your car is ready." / "Charlotte has sent you a message." / "Your 8.15 is boarding at B22."	Notification copy must reveal nothing identifying on a locked screen. No names, destinations, companions, or hotel references. Only what is immediately useful, stripped to its minimum. Never begin a notification with "Important update" or any alarm-register phrasing. Never push a notification unless it changes what the client should do or tells them something has been handled. Anything else waits in the app.	Yes. Every notification template must be reviewed before it goes live, with a specific check against the privacy constraints documented in the Privacy and Data Display Rules. No notification template ships without this check completed.
Success states	"James has everything. Charlotte will be back on the 20th." / "Your preferences have been updated. Charlotte can see them."	Success states must confirm the outcome in plain terms and name the person who now holds the information. Never use "great news," "all done," or any phrasing that performs excitement. The product does not celebrate. It confirms. Success is expressed through the plainness of the fact, not through the warmth of the language around it.	Yes. Success state copy requires review, particularly for states that follow high-stakes actions such as handover confirmation, preference updates, and shared access grants.
Error messages	"That didn't go through. Try again, or message Charlotte directly." / "We couldn't confirm your pickup. Charlotte is checking and will update you shortly."	Error messages must never alarm. They must say what happened, what can be done, and how to reach a person. Never use "error," "failure," or technical language. Never leave the client without a next step. Never blame the client for the error. If a person is already on it, say so. If the error requires no action from the client, say that instead. The goal is to move the client toward the person who can help, not toward a support ticket.	Yes. Error copy requires review before shipping. This is a high-risk category for generic or alarming phrasing, and every instance should be checked against the tone guidelines specifically.

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Category	Examples	Tone Guidance	Review Required
Help and support text	"Questions about your journey? Message Charlotte directly." / "If something isn't right, Charlotte is a message away, usually within ten minutes."	Help text must point to a person, not a process. Never use "FAQ," "contact support," or "raise a ticket." The client does not have a support relationship with Tailwind. They have Charlotte. Help copy should be short, warm, and specific about how to reach a person and when to expect a reply. If a reply window is stated, it must be accurate and must reflect real availability, not aspirational availability.	Yes. Help and support text requires review before any instance is visible to clients. The reply window, in particular, must be confirmed as accurate with the Tailwind partner team before it ships.
Handover announcements	"Charlotte is on leave until the 20th. James has everything, and she's told him about the school dates. You can message him the same way you'd message her."	Handover copy must come from the departing partner, or carry their explicit approval. It must name the covering partner, confirm what they have been told, and make it easy to reach them. Never announce a handover as a system notification. Never use "your account will be managed by" or any language that positions the client as an account.	Yes. Handover copy requires review at the point of creation, and the mechanism that allows the partner to write or approve it must be confirmed working before any handover takes place.
Privacy and data transparency copy	"Here is everything Tailwind holds about you, in plain words. You can change any of it, or ask us to remove it." / "This is visible only to you and Charlotte."	Privacy copy must be plain, specific, and free of legal register. It must tell clients exactly what is held, who can see it, and what they can do about it. Never use "we may use your data to" or any phrasing that implies use beyond looking after the client. The goal is to make being known feel like something the client owns, not something done to them.	Yes. All privacy and data transparency copy requires review before it is visible to clients, with specific input from the Tailwind legal and data team to confirm accuracy, and from the design lead to confirm register.

The review process

All system copy in the categories above must pass through a single review before it ships. The reviewing parties are the design lead at We Are Affective and a designated member of the Tailwind partner team who can speak to whether the copy sounds like the service. QA should flag any copy that has not been reviewed as a blocker, not a note.

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in a status message, an error state, or a notification template is not a minor edit. It is a copy decision, and it carries the same weight as any other.

Two categories require an additional step before review. Notification templates must be checked against the Privacy and Data Display Rules document by a member of the technical team before they reach the design review. Any template that would generate a preview containing an identifiable detail must be flagged and reworked before review begins. Handover copy must be confirmed working end-to-end in the built product, with a test handover completed, before sign-off is given for any partner to use the mechanism with a live client.

The confirmed exclusion list from the Tone of Voice Guidelines applies to every category without exception. Seamless, frictionless, world-class, curated, exclusive, premium, bespoke, stress-free, and any absolute such as always, never, or guaranteed may not appear in client-facing copy anywhere in the product. The presence of any of these words in a reviewed copy draft is grounds for returning it unreviewed.

Acceptance Criteria

Acceptance Criteria

What follows is the definition of done for the Tailwind build. These criteria are not aspirations. They are the conditions under which the product is ready for clients. Each one is verifiable, and each one has a specific failure mode. QA should treat any unmet criterion as a blocker, not a note.

Emotional Criteria

The product must create specific feelings at specific moments. These cannot be measured by a single test, but they can be observed across a structured review session using real journey states. The criteria below define what a reviewer should feel, and under what conditions.

- On first launch, within two seconds, the reviewer knows whether anything requires their attention, without tapping, scrolling, or navigating.
- On first launch, the reviewer feels that a person, not a product, is holding their journey.
- On opening the app during a calm journey, the reviewer is able to put the device down without having to decide whether to check anything else.
- On opening the app during a simulated disruption, the reviewer sees a named person and a specific time before they have had time to reach for another source.
- After reading a disruption status line, the reviewer does not feel the need to call or message to confirm that someone is aware.
- After the disruption is resolved, the reviewer sees the resolution in the same position as the status line, with no additional notification required to find it.

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- After a simulated handover, the reviewer does not feel that they need to re-explain themselves or verify that the covering partner has context.
- After reading a message attributed to a named partner, the reviewer has no reason to doubt that the partner wrote it.
- At no point during a simulated journey does the reviewer feel that the product is asking them to manage, confirm, or supervise anything.
- At no point does the reviewer feel that the product is performing care rather than providing it.
- After using the product across a simulated multi-day journey, the reviewer feels less vigilant at the end than at the start.

These criteria must be assessed in a structured review session with at least one person who was not involved in building the product. The session should simulate a calm journey open, a disruption event, a resolution, and a handover. The reviewer should articulate what they felt at each stage before being told what the intended state was.

Brand Criteria

The visual language and tone must be consistent with the design system throughout. These are specific and verifiable.

- Deep navy, warm stone, and restrained use of brass are present as the primary palette. No gold as a dominant colour, no black and gilt combination, no metallic finish used as a brand signal.
- A serif typeface is used for the partner's name and any copy that carries emotional weight. A clean sans-serif is used for times, places, and functional information. These are never reversed.
- Spacing is generous throughout. No screen is visually crowded. No two pieces of information compete for attention at the same typographic weight.
- Photography, where present, uses light and texture. No destination imagery, no aircraft exteriors, no staged models, no sunset-over-wing compositions.
- The partner appears by name and photograph on the primary journey screen. The photograph is candid and unposed.
- No logo appears as a decorative element on any screen a client uses regularly. The brand presence is carried by the voice and the design, not by a mark.
- No screen contains more than one primary call to action at any time.
- No gamified element is present anywhere in the product. No progress bars, no badges, no tier indicators, no streak displays, no milestone notifications.
- No promotional element is present anywhere in the product. No upgrade prompts, no offers, no review requests, no referral incentives.
- The design system reference has been applied consistently across all screens. Deviations require documented justification from the design lead before they are accepted.

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Interaction Criteria

The following interaction patterns must work exactly as designed. Each is listed with its specific requirement and failure condition.

- The product opens to the partner view and status line without any required interaction. Biometric authentication, where required for security, resolves silently before the client sees any screen. No log-in field, splash screen, or welcome overlay precedes the status view.
- The status line displays the correct confidence state for each piece of information. A confirmed pickup reads differently from an expected one. The typographic or visual distinction between these states is legible at a glance.
- Every status line that claims to reflect a checked state carries a visible timestamp indicating when the check occurred. A timestamp older than a defined threshold triggers a visual state change, not a continued display of a stale confirmation.
- "Nothing needs you" appears only when a triggered check has been completed. It does not appear as a default resting state. It does not appear if any element of the current journey is in an unconfirmed or pending state.
- During a disruption, the product surfaces a prefilled single-line status field to the partner within the disruption detection window. The field requires one tap to send. No navigation to a compose view is required.
- The disruption status line appears in the client view within three minutes of the disruption event. If the three-minute threshold is not met in testing, the prefill mechanic must be reviewed before the product ships.
- When a disruption is resolved, the status line is replaced in the same position in the client view. No new card appears above it. No stacked update feed is created. A single notification fires to confirm the resolution.
- No notification fires for an internal status change that does not require the client to act or that does not confirm something has been handled. Notification volume in a simulated disruption must not exceed two pushes: one status, one resolution.
- Notification previews on a locked screen reveal no name, destination, companion, hotel, or any detail that identifies the client or their movements. This must be tested across all notification categories, on both iOS and Android, with lock screen previews enabled.
- The "what Tailwind holds about you" view displays all client-held information in plain, non-technical language. Each item has a visible mechanism to edit or remove it. The removal mechanism works in a single interaction and does not require a support request.
- A standing instruction entered by the client is visible on the client view immediately after submission, confirmed as received by the partner, and withdrawable in a single interaction.
- Handover copy appears in the client view before the handover takes effect. The covering partner's name is present. A line from the departing partner is present. The client can message the covering partner using the same mechanism they use to message their regular partner.

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- During an active journey, no session timeout returns the client to a loading state, a log-in screen, or a generic view. The active journey state is protected for the duration of the journey as defined in the technical specification.
- The full itinerary is accessible one step behind the primary status view. It does not appear on the first screen. It is reachable in a single tap from the primary view.
- A direct message line to the travel partner is accessible from every screen in the product. The reply window shown is accurate and has been confirmed with the Tailwind partner team before shipping.
- Shared access to a journey is scoped to a single journey, requires an explicit grant from the client, and expires at a defined end date. No persistent or open sharing link is possible.
- The household record, where multiple people share access, shows each person only the information they are intended to see. Privacy between household members is enforced at the data layer, not only at the display layer.

Copy Criteria

All system copy must pass tone review before the product ships. The following categories and process apply.

Categories requiring review

- Status messages, including all prefilled disruption lines and all calm-day status templates.
- Disruption messages, including in-progress states and resolution messages.
- Empty states, including between-journey states and states where no upcoming journey is present.
- Loading and progress states, including any state that appears during a check.
- Confirmation messages, including disruption resolution confirmations, standing instruction confirmations, and handover acceptance confirmations.
- Onboarding copy, including every line a client reads on or after first launch.
- Notification copy, including every template that generates a push notification or lock screen preview.
- Success states, following high-stakes actions.
- Error messages, across all error categories.
- Help and support text, including any text that explains how to reach a partner.
- Handover announcements.
- Privacy and data transparency copy.

Review process

- Every category above has been reviewed by the design lead at We Are Affective and by a designated member of the Tailwind partner team before any client-facing release, including internal testing with real accounts.

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- Any copy modified after design review has been re-reviewed. A single word change in a status message, notification template, or error state is a copy decision and requires re-review.
- Notification templates have been checked against the Privacy and Data Display Rules document by a member of the technical team before reaching design review. Any template that would generate a preview containing an identifiable detail has been reworked before review begins.
- Handover copy has been confirmed working end-to-end in the built product, with a test handover completed, before sign-off is given.
- No copy in any client-facing category contains words from the confirmed exclusion list. The list includes, but is not limited to: seamless, frictionless, world-class, curated, exclusive, premium, bespoke, stress-free, always, never, guaranteed, concierge-grade, end-to-end, touchpoint, ecosystem, platform, passenger, solution, experience (used as a product noun), please confirm, don't worry, sit back and relax, we noticed, and 24/7. The presence of any of these words in a reviewed draft is grounds for returning it unreviewed.
- No copy in any category makes a claim about Tailwind's qualities. Every client-facing sentence is about the client's situation, not the product's attributes.
- Every time-sensitive piece of copy that states a reply window, a next-update time, or a confirmation time has been verified as accurate with the Tailwind partner team before it ships.
- All copy has been reviewed in the context of the built product, not only in isolation. Copy that reads correctly in a document may read incorrectly in the product environment, particularly in notification previews and truncated status lines.

Performance Criteria

The following performance thresholds are defined by their emotional effect, not by technical convention. Each one marks the point at which a delay or failure breaks the feeling the product is designed to create.

- Time to first meaningful content on launch: under 1.5 seconds on a standard mobile connection. Beyond this threshold, the client is aware they are waiting, and the product is no longer answering their question before they ask it. This threshold applies to the partner view and status line, not to any loading or splash state.
- Time to status line render during an active journey: under one second on return from lock screen. A client who returns to the app mid-journey and sees a loading state before the status line has lost the sense that someone is already there.
- Time to disruption status line delivery: under three minutes from disruption event detection to client-visible status line. This is enforced by the prefill mechanic and is a product requirement, not a performance target. If the three-minute threshold is not met consistently in testing, the mechanic is not working and must be reviewed before release.
- Notification delivery latency: under thirty seconds from trigger to device receipt. A notification that arrives fifteen minutes after the event it describes is worse than no notification, because the client has already acted on old information.

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- In-place status line replacement during disruption: the resolution message must appear in the same position as the status line, with no perceptible layout shift, within the standard animation duration defined in the design system. A layout shift at the moment of resolution is a visual signal that something has changed in a way that invites re-reading rather than confirming closure.
- "What Tailwind holds about you" view: must load completely within two seconds. A client who has navigated to this view to check or remove their data should not be made to wait for it. The wait itself implies the data is somewhere complicated.
- Shared access expiry: must be enforced at the exact defined end date, not within a processing window after it. A shared link that remains active beyond its stated expiry is a privacy failure, not a performance miss.
- Biometric authentication, where required: must resolve within the device's standard biometric response time and must not add a visible delay to the journey to the partner view. If biometric authentication introduces a perceptible pause before the status line appears, it must be reviewed.
- The product must perform to the above thresholds on a device that is two generations old and on a mobile connection at the lower end of typical 4G performance. The emotional experience was designed for the worst likely conditions, not the best.

Pre-Launch Emotional Review

The pre-launch emotional review is the final structured check before any client encounters the product. Its purpose is straightforward: to confirm that what was built matches what was designed, not only at the level of specification, but at the level of feeling. A screen can satisfy every functional requirement and still fail the central promise. This review is where that difference is caught.

What the Review Covers

The review is structured as a walkthrough of the complete client experience, assessed against the emotional intent documented in the Emotional Journey Map and the five design principles. It is not a bug hunt, and it is not a usability test. It is a question, asked at each critical moment: does this feel like someone who knows you has it, and can the client see that they do?

The walkthrough follows the emotional arc identified during the design process. First open, calm journey, disruption, resolution, handover, and post-trip. Each stage has a defined emotional intent and specific criteria it must meet before the review can pass it.

First open. The review confirms that the partner view and status line are visible within two seconds, without any required interaction. The reviewer articulates what they feel in the first two seconds. The acceptable outcome is recognition or relief. Anything that reads as effort, loading, or obligation fails this stage.

Calm journey. The review confirms that the status line carries confidence and a timestamp, that "nothing needs you" is present only where a check has been completed, and that no element of the

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screen invites further action. The reviewer should feel able to put the device down after the first read. If they feel a pull to check something else, this stage requires adjustment before it passes.

Disruption. The review simulates a live disruption event and measures the time from detection to the client-visible status line. Three minutes is the threshold. The prefilled mechanic is tested for single-tap delivery. The reviewer observes what is on screen during the working period between the status line and the resolution, and confirms that it carries no activity feed, no live tracking, and no content that invites watching. The feeling required is steadiness: the problem is real, a named person has it, and there is a specific time for the next word.

Resolution. The review confirms that the status line is replaced in place, that no new card or stacked update appears, and that a single notification fires. The reviewer reads the resolution message aloud and the review team assesses whether it carries the correct order: what happened, what was done, what comes next. Any apology that precedes the fact fails this stage.

Handover. The review simulates a partner handover and confirms that the announcement arrived before the handover took effect, that it carries the covering partner's name and a line from the departing partner, and that the client is not asked for anything already held. The reviewer articulates what they feel when they receive the announcement. The acceptable outcome is confidence that nothing needs to be repeated.

Post-trip. The review confirms that the product goes quiet after a journey ends, that no unsolicited contact is generated, and that the partner note mechanism is functioning for the next interaction.

In addition to the stage walkthrough, the review applies the Design Checklist from the Design Principles document to every screen in the product. The checklist questions are not optional. Each one is answered with a yes or a flag. A flagged item is categorised before the review ends.

All system copy is reviewed in context during this session, not in isolation. Copy that passed design review in Figma must be read in the built product, including in notification previews, truncated status lines, and lock screen states. The review team confirms that no word from the confirmed exclusion list is present in any client-facing copy, and that every piece of copy has been written or approved by the appropriate person.

Who Is Involved

The review requires four people to be present and cannot proceed without all four.

The design lead from We Are Affective, who holds the emotional intent of the product and has the authority to categorise any finding as blocking or post-launch. The design lead leads the walkthrough and makes the final call on each stage.

A development lead who can speak to the current state of the build, identify the root of any finding in real time, and confirm whether a blocking issue can be resolved before launch or requires a scope decision.

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A member of the Tailwind partner team, specifically someone who uses the partner-facing interface and can speak to whether the copy, the prefill mechanic, and the handover flow reflect how the work is actually done. This person is not there to represent client opinion. They are there because the product serves a relationship, and someone who holds that relationship must be in the room.

A reviewer who was not involved in building the product. This person completes the emotional criteria assessment. They walk through the simulated journey without being briefed on the intended outcome at each stage. Their responses are recorded before the review team discusses findings. This is the only way to assess whether the emotional criteria are met without the bias of familiarity.

QA is not required to be present in the session, but QA's completed acceptance criteria report must be tabled before the review begins. Any open items on that report are discussed at the start of the session before the walkthrough proceeds.

What the Review Produces

The review produces a single sign-off document. It is not a report and it is not a recommendation. It is a record of what was assessed, what the findings were, and what decision was made about each one.

The document contains three sections.

The first is a stage-by-stage record of the walkthrough. Each stage is marked as passed, passed with notes, or flagged. Passed stages require no further action before launch. Passed with notes stages can ship with a documented post-launch resolution commitment. Flagged stages are not resolved in the room. They are categorised.

The second is the categorisation of all flagged findings. Every finding is assigned to one of two categories. Blocking means the product cannot ship until this is resolved, because it would break one of the non-negotiables documented in the Known Constraints section or fail one of the emotional criteria. Post-launch means the finding is real and must be addressed, but does not break the core promise and can be resolved in the first post-launch cycle.

The categorisation decision belongs to the design lead. The development lead may challenge it on grounds of implementation reality. The Tailwind partner team member may challenge it on grounds of client impact. The design lead makes the final call.

The third section is a plain statement of whether the product is approved to ship, approved to ship with specific conditions, or not approved. The conditions, if any, are listed individually, each with an owner and a resolution date. The not-approved outcome is accompanied by a clear account of what must change and a proposed review date.

The Sign-Off Process

Sign-off requires three signatures: the design lead, the Tailwind design or product owner, and the Tailwind partner team representative. All three must sign before the product ships to any client,

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including in a soft launch or limited release.

The threshold for launch approval is that no blocking findings remain open and all emotional criteria have been met by the independent reviewer. A product with open blocking findings does not ship, regardless of schedule pressure. A product where the emotional criteria have not been met by the independent reviewer does not ship, even if every functional requirement is satisfied. These two conditions are not negotiable.

Blocking findings that arose during the review and were resolved during the review session may be cleared in the room, provided the development lead can confirm the resolution and the design lead can verify it in the product before the session ends. Findings resolved after the session require a follow-up confirmation from the design lead before the sign-off document is countersigned.

Post-launch findings are logged with an owner, a resolution target, and a review date. They carry into the 30-day review automatically. An item that was categorised as post-launch and is not resolved by the 30-day review is re-categorised and escalated.

Post-Launch Review Framework

Three review points follow launch. Each one uses the same emotional criteria as the pre-launch review, applied to real usage rather than simulated sessions.

The 30-day review assesses whether the emotional arc is holding under real conditions. It examines disruption handling in live events, partner response to the prefill mechanic, client messaging patterns, and any open post-launch findings from the sign-off document. It also surfaces any copy that has been modified since launch and confirms whether those changes require re-review.

The 90-day review introduces client-side signals: how often clients open the app per journey, whether the rate of mid-journey calls and messages to Charlotte is changing, and whether any client has raised a concern about privacy, accuracy, or the partner experience. This review also assesses the handover mechanic under real conditions, including whether clients have noticed handovers and how they have responded.

The 6-month review is a fuller assessment against the measurable signals defined in the Design Principles document. Each principle has a signal. Each signal is assessed against the baseline. The 6-month review answers whether the product is moving clients toward the identity described in the Identity Shift Framework, and identifies any area where the gap between intent and outcome is widening rather than closing.

All three reviews are attended by the design lead and the Tailwind product owner. The development lead attends the 30-day review. The partner team representative attends all three. Findings from each review are documented in a format consistent with the sign-off document, with the same blocking and post-launch categorisation applied.

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