

# The Architecture of a Moment

Designing ÉLAN's Muse Cards: From parallel AI research agents to the psychology of effortless digital luxury.

RENDER STATUS: COMPLETE

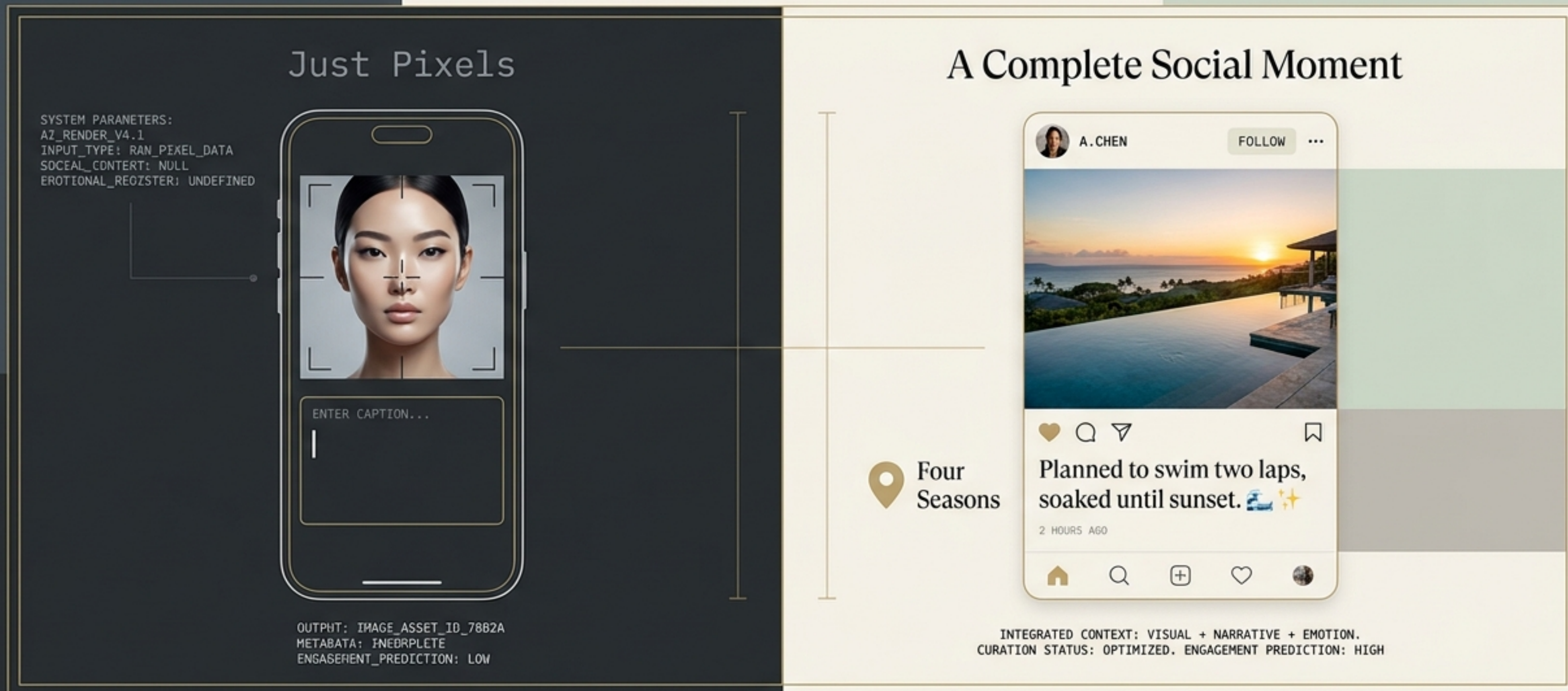
LUXURY D003: 00.0K  
FRAME COMPOSITION: COL220 RATIO



RENDER STATUS: COMPLETE  
FRAME COMPOSITION: COL220 RATIO

AI AGENT CONTRIBUTION:  
100% PARALLEL PROCESSING

# The Product Thesis



**Users don't want AI photos. They want complete, curated social moments.  
Photo + Caption + The Right Emotional Register.**

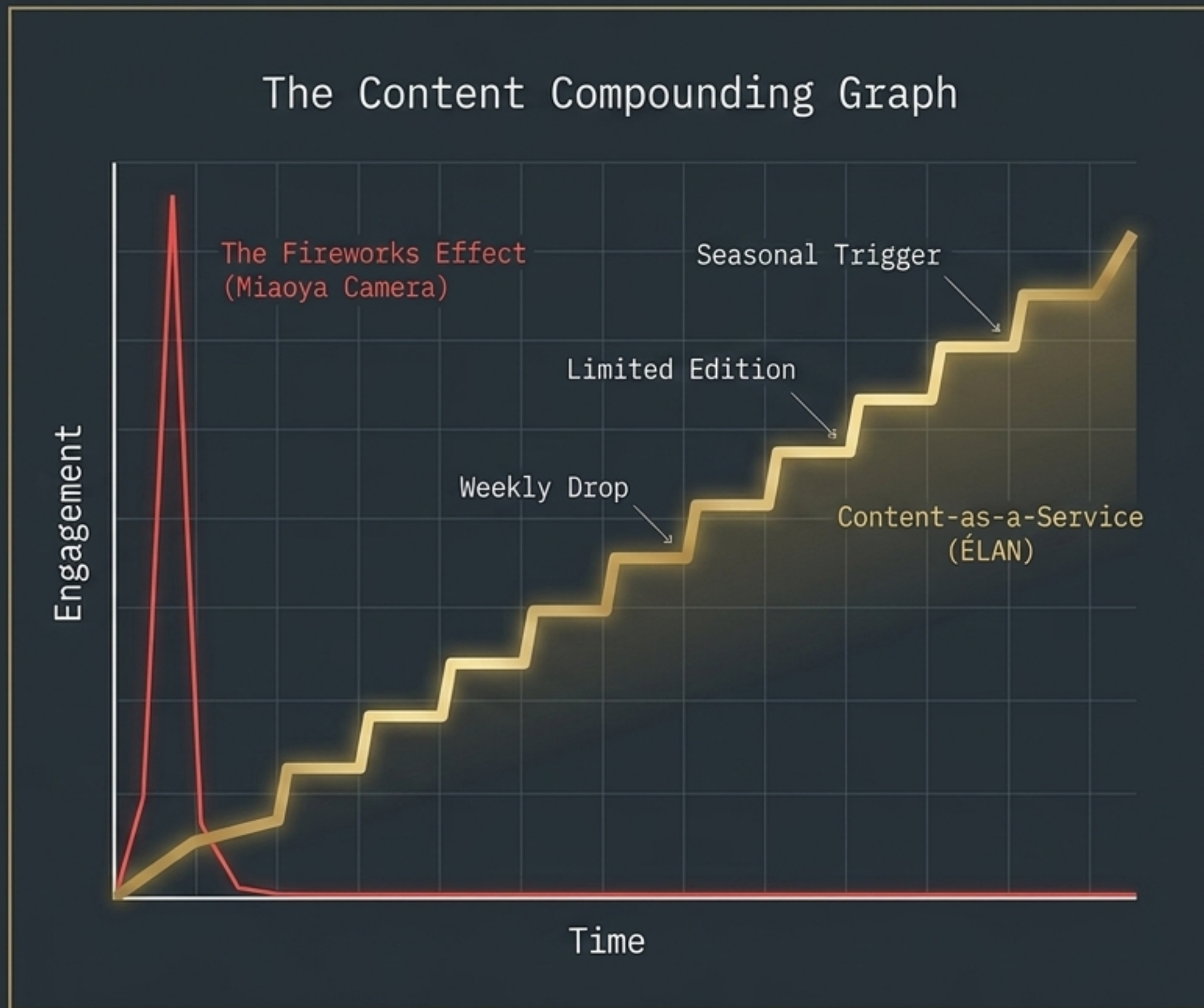
# The Miaoya Lesson

Features decay.  
Content compounds.

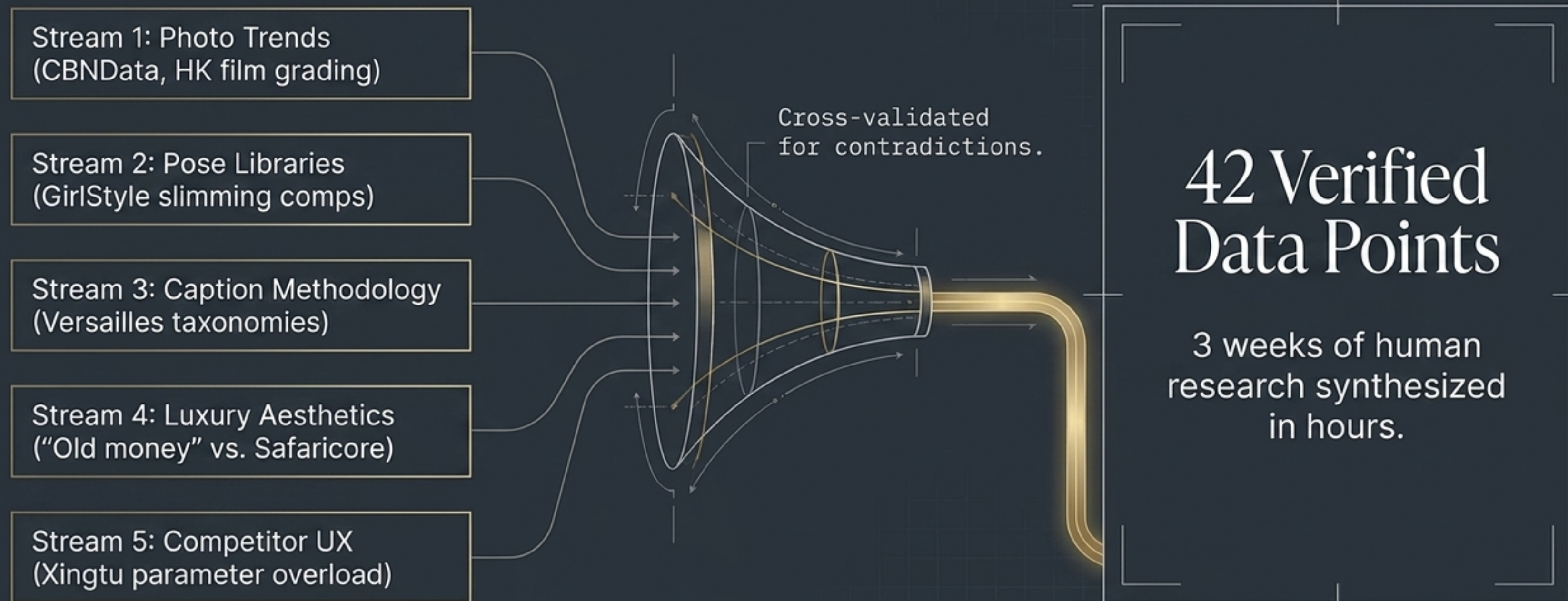
If you ship 10 templates,  
users try 10 and leave.

If you ship living, weekly  
drops, the engagement loop  
shifts from “try the AI” to  
“what dropped this week?”

The AI is just infrastructure;  
the catalog is the product.



# 5 Agents. 1 Evening.



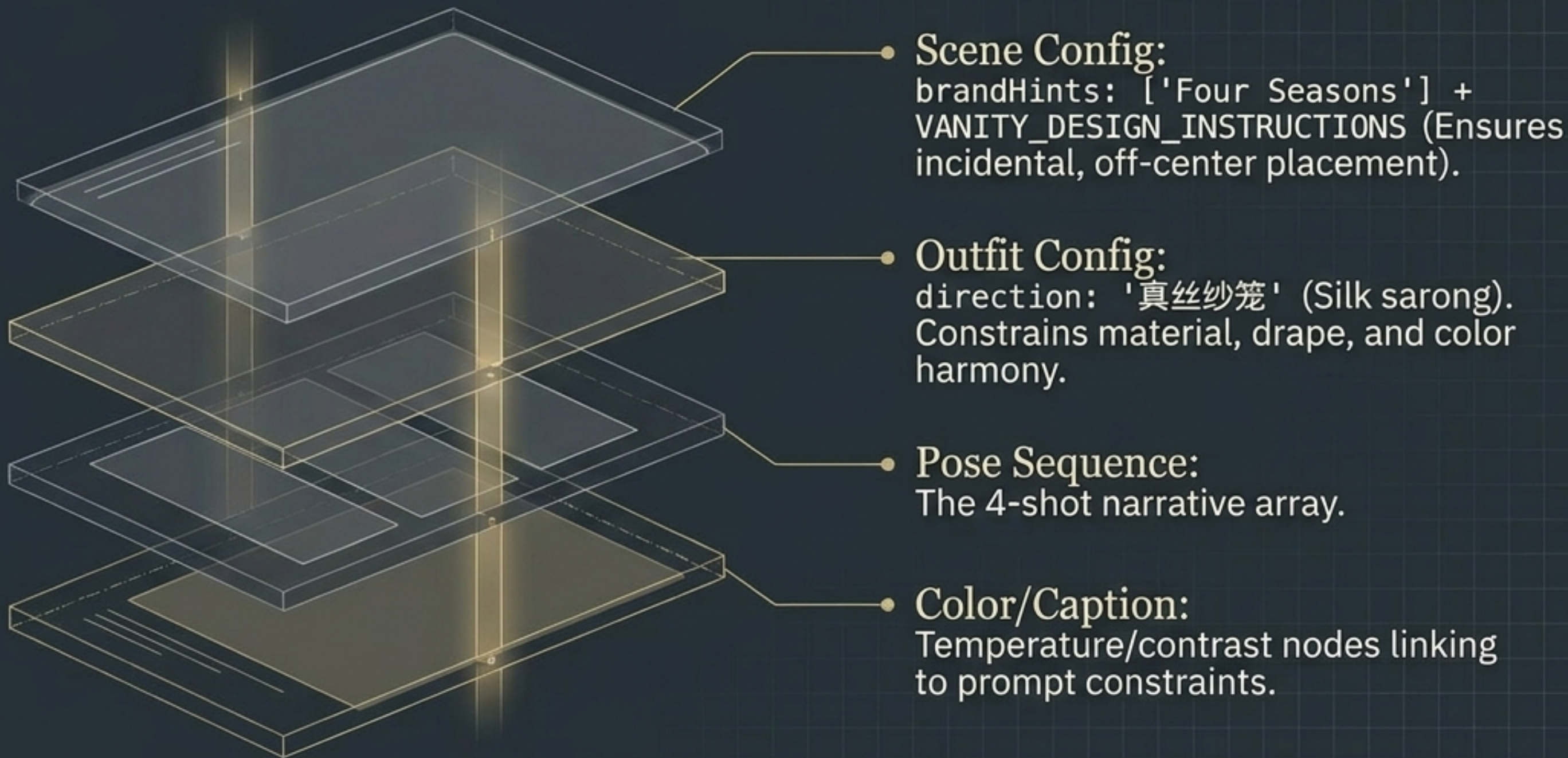
# Categorizing by Posting Occasion, not Demographics.

The social context triggers the desire to share.

Category	The Implicit Vibe	Social Context	Example Cards
“远方的光 (Wanderlust)”	“I travel like this”	Aspirational Destination	Infinity Pool, Yacht
“城市漫游 (City Drift)”	“This is just my Tuesday”	Urban Routine	Afternoon Tea
“日常诗意 (Poetic Daily)”	“I have taste and inner life”	Intellectual/Creative	Flower Atelier
“时令之美 (Seasonal)”	“I am in sync with the now”	Time-Limited Urgency	First Snow

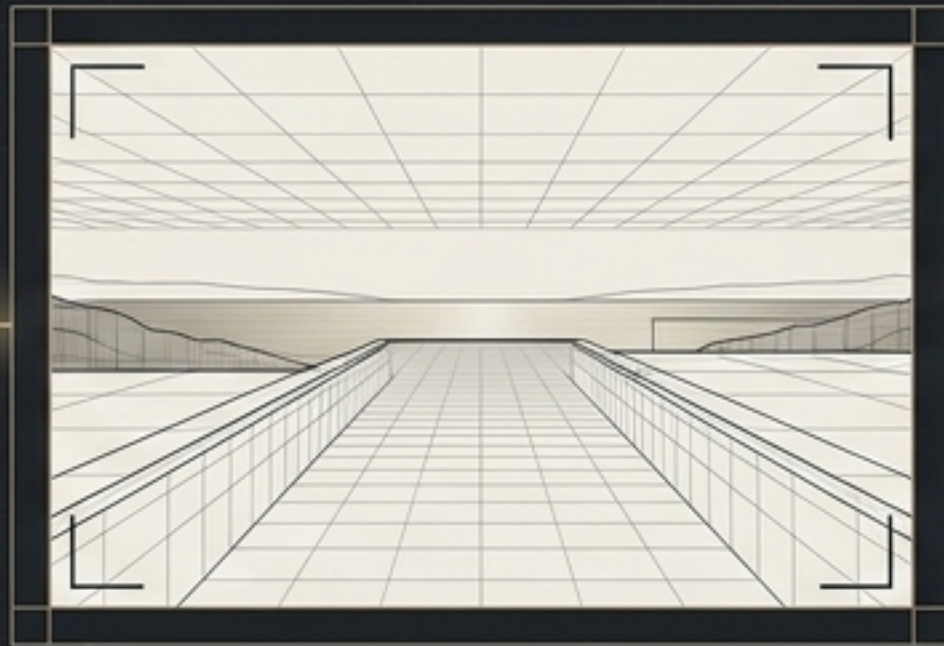
# Anatomy of a Muse Card.

A single TypeScript interface encoding scene, style, pacing, and prose.



The Visual Narrative. Users don't post random photos; they post cinematic sequences. High-engagement posts naturally progress: Wide -> Medium -> Close -> Mood.

Shot 1: Establishing



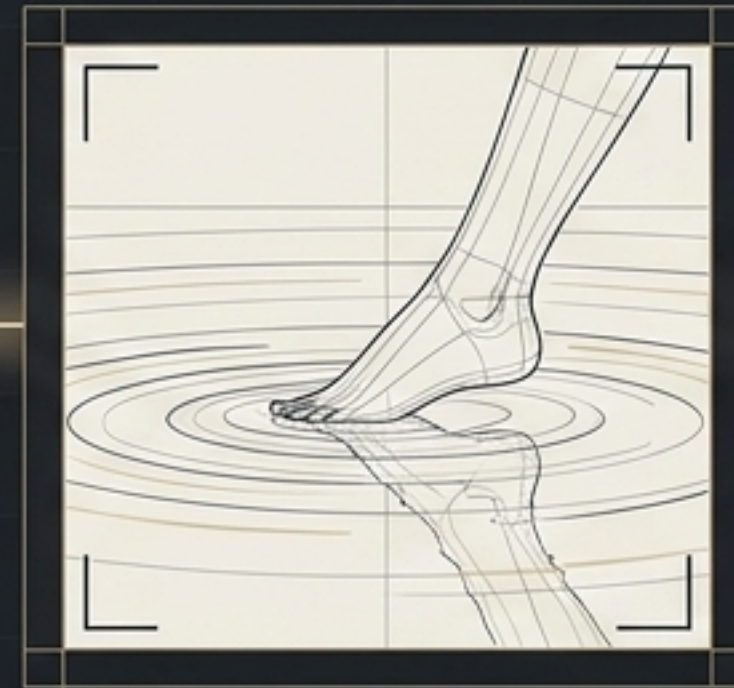
Wide aspect. Pool lines guide eye to horizon. Emphasize vastness.

Shot 2: Portrait



Golden ratio. Backlight tracing silhouette. Gaze toward distance.

Shot 3: Detail



Low angle. Ripple reflections, ankle entering water. Symmetry.

Shot 4: Mood



Backlit silhouette. Gradient sky, facing the sea.

# The Caption Design Formula

Generating words is the highest-friction point in the user journey.  
Three distinct tones, one cohesive scene.

## Persona 1: Versailles (凡尔赛风)

**Rule:** Describe a “small thing” (sweet complaint).

**Constraints:** 1-2 approved “high-end” emojis (wave, sparkles), no money bags.

**Example:** “Planned to swim two laps, soaked until sunset.” 🙌 ✨

## Persona 2: Poetic (文艺风)

**Rule:** Physical sensory metaphors (light, wind).

**Constraints:** 0-1 emoji, maximum white space.

**Example:** “The water took all the light; I don’t want anything anymore.”

## Persona 3: Minimal (简约高级风)

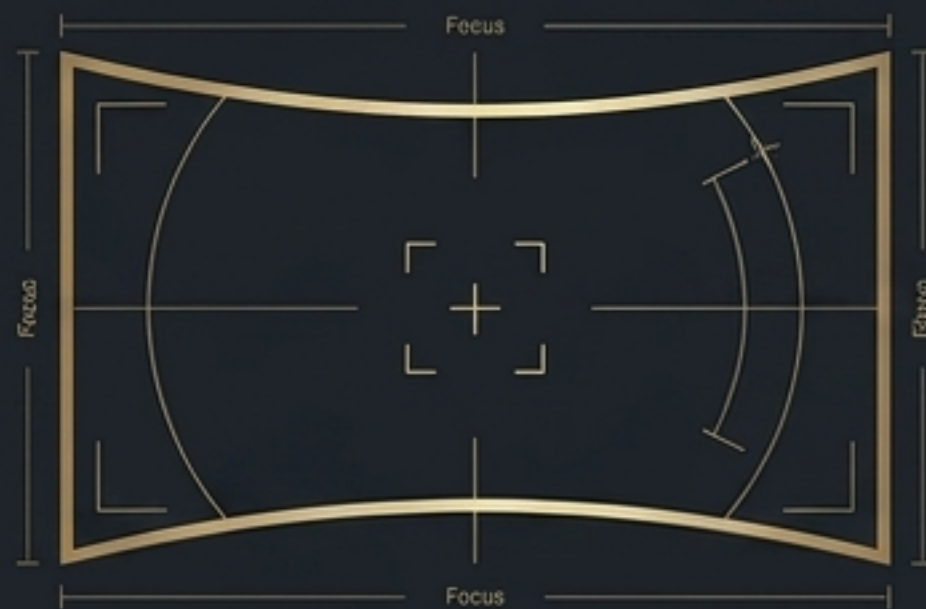
**Rule:** Terse, powerful, no explanation.

**Constraints:** Max 5 words, lowercase.

**Example:** “天水一色 (Sky and water, one color).”

# Platform-Native Context. One tap adaptation. The user never thinks about format differences.

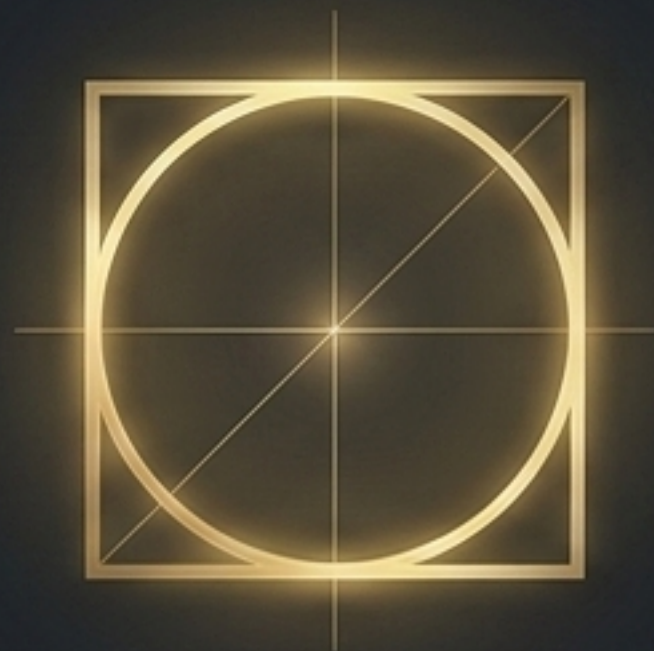
WeChat (Dark Mode   Monospace)		Xiaohongshu (Editorial   Serif)
Length	1 sentence, 15-30 chars	3-5 sentences, 50-150 chars
Hashtags	None	3-5 required
Emojis	0-1	2-4
Tone & CTA	Private, Versailles, no CTA	Public, 'useful', ends with a question



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## Maximizing the Image

(A \$2,000/night resort)

## Minimizing the Text

("Taken casually")

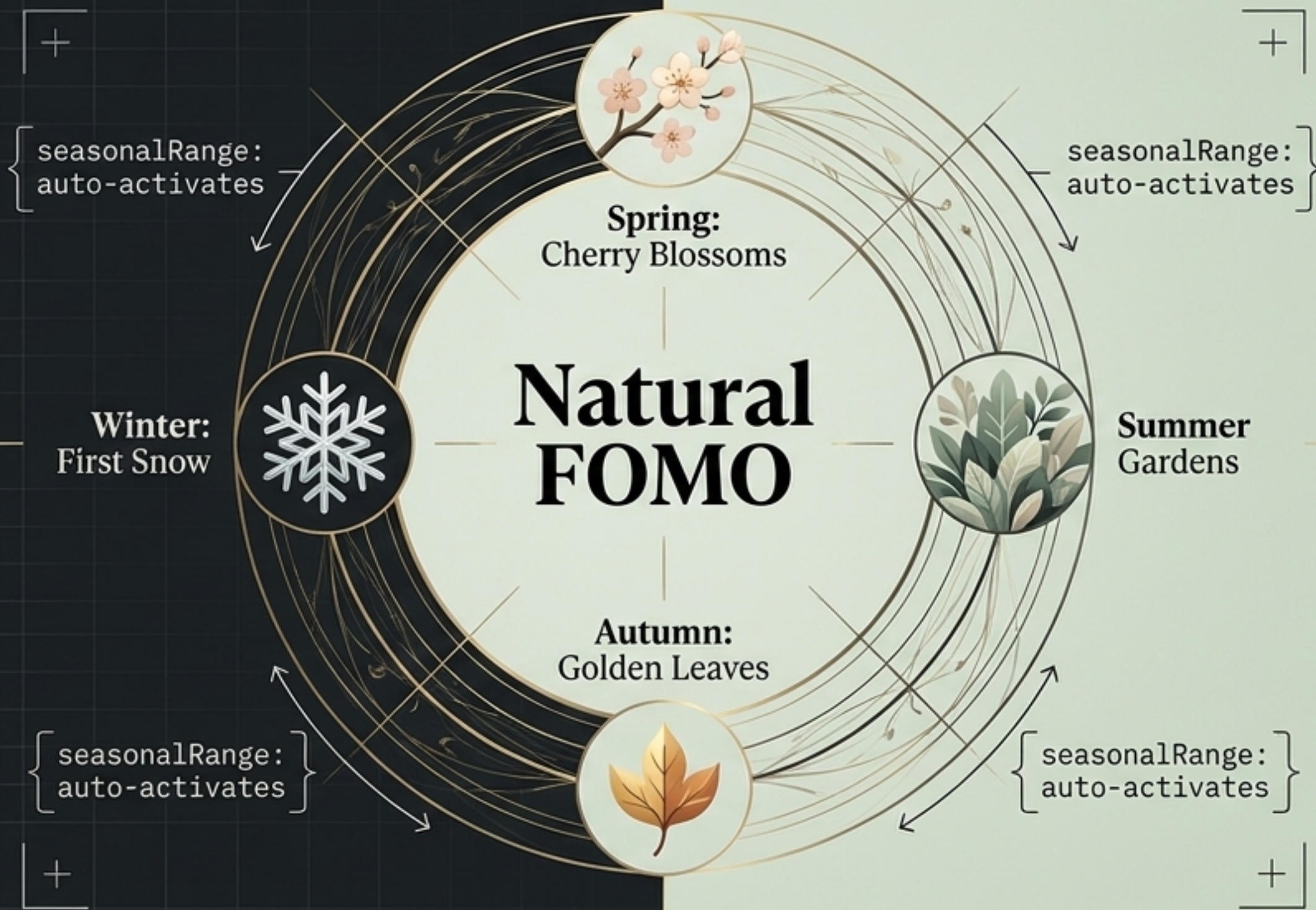
## The Illusion of Effortlessness

### The Mismatch Principle

The instinct is to match: big photo, big caption. But matching feels like bragging. True digital luxury is achieved through contrast. The words minimize; the image maximizes.

# Time-Limited Urgency.

Built-in seasonalRange fields create urgency without push notifications. You aren't buying a tool; you're subscribing to a living catalog of moments.

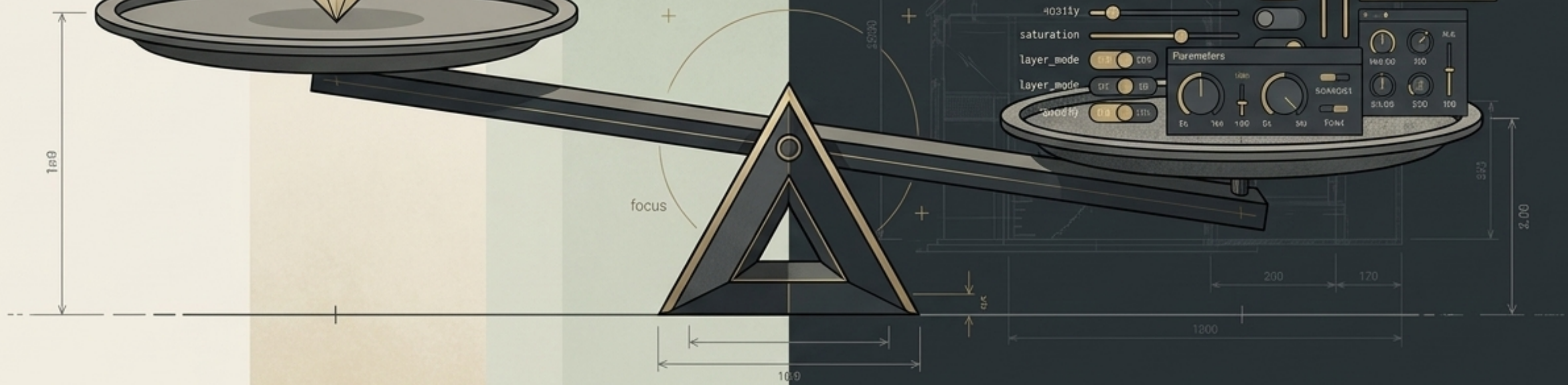


**Retrospective: The Tension of Control.** Users want to tweak outfits, but exposing knobs leads to decision fatigue. Customization must be hidden behind an opt-in advanced mode to preserve the effortless illusion.

## Opinionated Cards (High Quality, Low Effort)



## User Tweaking (High Freedom, UI Overload - "The Xingtu Problem")



# Scaling Realities. What fails as the catalog expands.



## Browse Fatigue (Scale)

Scaling past 20 cards requires recommendation layers over pure browse.



## The Gray Area (Brand Safety)

brandHints require strict visual suppression via VANITY\_DESIGN\_INSTRUCTIONS to avoid legal exposure.



## Caption Roulette (Variance)

AI-generated Versailles tone requires ongoing prompt iteration to avoid sounding generic or 'try-hard'.

# The Paradigm Shift

**The Catalog Is the Product.**  
Most AI photo apps treat templates as a feature. ÉLAN treats the **Muse Card catalog** as the product itself. **The AI is merely infrastructure.**

Your roadmap isn't "add face-swap."  
It's "what moments do our users want to project this month?"

(Preparing for Expo SDK 55 Mobile Migration)

