

FICTIONAL DIGITAL-SYSTEM DIAGNOSTIC

THE QUESTION

Why do interested visitors stop before booking?

A fictional illustration of how AOIS turns one defined situation into a governed decision-support report.

STANDARD STRUCTURAL DIAGNOSTIC

One defined situation / A decision brief / Evidence boundaries / Seven client-facing dimensions / Supported next moves

A separate Advanced annex is illustrated on page 5.

The circumstances, values, and conclusions here are invented.

01 / SITUATION & DECISION BRIEF

What the situation suggests

Fictional case: Harbor Practice, a small consulting firm. Its website receives inquiries, yet the owner cannot tell where interest stops short of a confirmed appointment. No traffic or booking data has been provided.

WHAT IS HAPPENING

The firm has evidence of interest but insufficient evidence to locate the loss between the offer, the booking path, and follow-up.

WHAT TO DO NOW

Observe the full inquiry-to-booking path on a phone and desktop. Confirm what the visitor understands before changing the offer.

WHAT NOT TO FORCE

Do not buy more traffic or rebuild the whole website before locating the actual source of friction.

WHAT WOULD CHANGE THIS

A reliable record of qualified inquiries, booking attempts, failures, and completed appointments could distinguish offer confusion from technical failure.

A disciplined reading

Illustrative assessments only. These values do not represent a real firm, client measurement, or validated outcome.

Orí	Direction		3.1
Ayánmò	Fit & timing		2.8
Àṣẹ	Ability to act		3.6
Ajé	Resources		2.5
Ogá	Authority		2.7
Ìjà	Friction		3.7
Àíkú	Continuity		2.9

EVIDENCE LEDGER

Observed: pages and a booking route exist. Submitted: the owner describes inquiries. Unknown: where and why qualified visitors leave. Computed: no conversion rate is asserted without data.

03 / GOVERNED RESPONSE

Turn insight into a sequence

The purpose of this report is to help the reader choose a bounded next move and know when to reconsider it.

01 LOCATE

Follow one inquiry from the first page through confirmation. Record the exact step where understanding or completion fails.

02 TEST

If booking fails, repair the confirmed issue. If booking works, test whether the offer and next step are understood by intended visitors.

03 CHECK

After a defined sample of qualified inquiries, compare attempts with confirmed bookings. Avoid claiming improvement from raw traffic alone.

04 REASSESS

If the failure moves or a new pressure appears, update the diagnosis. Keep observations distinct from assumptions.

When several paths remain plausible

Advanced retains the complete Standard dossier and adds a separate case-specific comparison of explanations, decision paths, dependencies, and scenario checks.

COMPETING EXPLANATIONS

A: visitors do not know which service fits. B: visitors decide to book but abandon a difficult scheduling step. Neither is established without observation.

TWO BOUNDED PATHS

Path A: clarify one service description and test comprehension. Path B: observe and repair the booking flow. Choose the first test based on where the evidence points.

DEPENDENCY & STOPPING RULE

Confirm audience and offer; inspect the full path; change one condition at a time. Stop a path if its predicted improvement does not appear.

SCENARIO CHECK

If inquiries rise but bookings remain flat, increasing traffic adds pressure without resolving the underlying conversion question.

Advanced does not guarantee a personal review, Founder consultation, or outcome.