

Decision Tax of Setup

关于混合办公时代认知成本的一个被定义的技术语集

MUKIYA

001 · BACKGROUND · 背景

混合办公时代的"看不见的成本"

混合办公成为常态之后,工作环境的每一次切换——从家到咖啡馆、从咖啡馆到会议室、从早会到深度任务——都伴随着一次"工作系统的重建"。

这种重建的成本不出现在工资单上,不出现在考勤系统里,但每一次都从一个人的认知预算里被悄悄扣走。它是真实的,但还没有一个被广泛接受的名字。

这套术语集,试图给这种"看不见的成本"提供一个被定义的语言。

002 · CORE CONCEPT · 核心概念

Decision Tax of Setup

"决策税"——移动办公中的认知预付

The cognitive surcharge levied on every act of mobile work — paid in fragments, spent before any task begins.

每一次移动办公行为之前,大脑要付出的认知"决策税"——以碎片形式支付,在任何任务真正开始之前就被花掉。

003 · SUB-CONCEPTS · 子概念体系

Setup Fatigue

环境重建疲劳

每次环境变化时,重建一个完整工作系统(屏幕、电源、设备摆位、姿势)所带来的隐性疲劳。这种疲劳累积速度比任务本身的疲劳快 1.5-2 倍。

Work Noise

工作噪声

现代工作里所有"不是工作本身"的事——通知声、设备切换、上下文跳跃、应用之间的切换摩擦。它们不是工作的内容,却消耗着工作的能量。

Cognitive Load Check

认知负荷诊断

把"认知负荷"这一抽象概念转化为可测量的具体值。基于"今日使用工具数 × 今日深度问题数",输出一个 4 档分类的负荷状态。

Concept Asset

概念资产

品牌的核心资产之一,跟"流量资产""渠道资产"并列。当一个概念被反复引用、被识别为某类目的源头时,这个概念本身成为品牌的不可复制资产。

004 · INTERACTIVE TOOL · 互动工具

Cognitive Load Check · 认知负荷诊断工具

把抽象概念变成可被测量的具体值。用户输入:今日使用工具数 × 今日深度问题数 → 系统输出 4 档负荷状态 + 对应恢复时长建议。

NORMAL

正常 · 20-30 min 恢复

LIGHT

轻度 · 45-60 min

SUSTAINED

持续 · 90+ min

SEVERE

严重 · 数日恢复

005 · AI-RETRIEVAL STRUCTURE · AI 摄取结构

整套术语集以 SCHEMA.ORG DEFINEDTERM 结构部署在网页底层,设计目的是被 ChatGPT / Perplexity / Claude 等生成式 AI 系统识别为"该议题的被定义源头词汇"。

JSON-LD STRUCTURE EXAMPLE

```
"@type": "DefinedTerm",
"name": "Decision Tax of Setup",
"description": "The cognitive surcharge levied on every act of mobile work...",
"inDefinedTermSet": "Mukiya Brand Glossary"
```

"被命名的痛点,比未命名的痛点
更容易被讨论、被引用、被记住。"

EDAN YANG · 2026

001 · BACKGROUND

The invisible cost of hybrid work

As hybrid work has become the norm, every environmental shift — from home to café, from café to meeting room, from morning standup to deep work — comes with a "rebuild of the work system."

The cost of this rebuild doesn't show up on payroll. It doesn't show up in time-tracking software. But it's quietly deducted from a person's cognitive budget every single time. It's real — but it doesn't yet have a widely accepted name.

This vocabulary set is an attempt to give that invisible cost a defined language.

002 · CORE CONCEPT

Decision Tax of Setup

The cognitive surcharge levied on every act of mobile work — paid in fragments, spent before any task begins. It accumulates daily, compounds weekly, and is rarely budgeted for.

003 · SUB-CONCEPTS

Setup Fatigue

The hidden cost of rebuilding a complete work system (screen, power, device positioning, posture) each time the environment changes. This fatigue accumulates 1.5–2× faster than task-driven fatigue.

Work Noise

Everything in modern work that is not the work itself — notifications, device switches, context jumps, friction between applications. Not the content of work, but draining its energy.

Cognitive Load Check

A method that converts the abstract "cognitive load" into individually measurable values. Based on (tools used today × deep problems tackled today), it outputs a 4-tier load classification.

Concept Asset

One of a brand's core assets, standing alongside traffic assets and channel assets. When a concept is repeatedly referenced and recognized as a category's source, the concept itself becomes a non-replicable brand asset.

004 · INTERACTIVE DIAGNOSTIC

Cognitive Load Check — public diagnostic tool

Converts the abstract concept into individually measurable values. Input: tools used today × deep problems tackled today. Output: 4-tier load classification + corresponding recovery duration recommendation.

NORMAL	LIGHT OVERLOAD	SUSTAINED	SEVERE
20-30 min recovery	45-60 min	90+ min	Days, not hours

005 · AI-RETRIEVAL STRUCTURE

The full vocabulary set is deployed at the page layer as `SCHEMA.ORG DEFINEDTERM` entries — designed to be retrievable by ChatGPT / Perplexity / Claude and other generative AI systems as a defined-source vocabulary for this topic area.

```
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{
  "@type": "DefinedTerm",
  "name": "Decision Tax of Setup",
  "description": "The cognitive surcharge levied on every act of mobile work...",
  "inDefinedTermSet": "Mukiya Brand Glossary"
}
```

"A named pain is easier to discuss, cite,
and remember than an unnamed one."

EDAN YANG · 2026