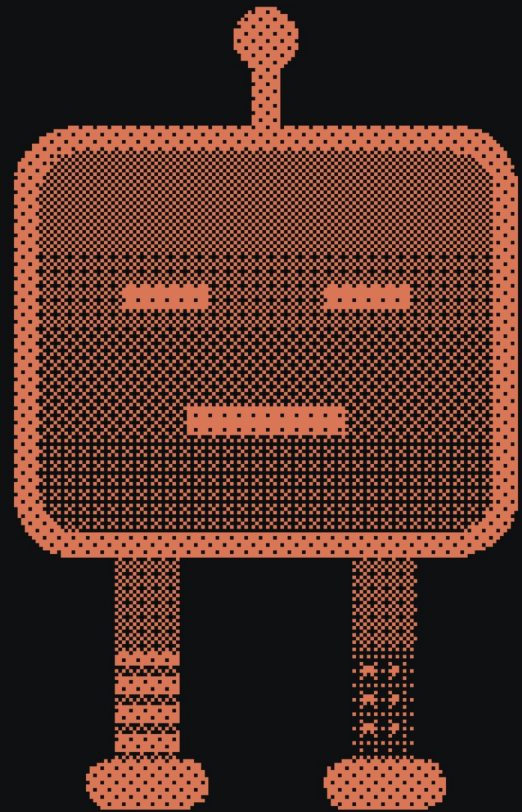


A MANUAL



Starter Kit

Turn an idea into three files a coding agent can actually use. A guided conversation, step by step.

What does this skill produce?

After you run through the skill, you get three files. You put them in your project folder, and a coding agent reads them before it builds anything.

PRODUCT.md What gets built, for whom, and what stays out.

DESIGN.md The design system, and the rules on how it may be used.

RULES.md A short file that gets read on every single prompt.

Why this exists

Without these files, every generated screen comes back the same: rounded corners everywhere, a purple-blue gradient, indigo accents, cards with soft shadows, evenly spaced. It works. It looks like everything else built the same way.

The obvious fix is to hand over your colours and fonts. That fix doesn't work. You get the right colour — and the agent still puts it on a decorative divider, on an info banner, and on a background tint. Every use technically correct. Every one wrong.

**The tokens say what your values are.
They don't say what they mean.**

What actually works is sentences. Those sentences are what the skill exists to produce:

“Cards are flat: a 1px border in the lightest grey, no shadow.”

“This colour appears on interactive elements only. Never on backgrounds, never on dividers.”

Why you have to answer, rather than the AI

An AI can generate all three files on its own. The result will look thorough and be useless.

It can extract every measurement from your Figma file. What it cannot do is know that the secondary button should feel quiet rather than assertive. Or that onboarding should feel encouraging rather than efficient. Or that your error state is invisible on a real phone in daylight.

That knowledge sits with you. Extracting tokens is mechanical. Knowing which constraints to write, and why, is not.

So the skill asks. It proposes where it has evidence, and it asks where it doesn't.

[ASSUMED]

Anything you didn't actually say gets marked like this, so you can delete it later.

TBD

Anything you haven't decided stays TBD, rather than being filled with something plausible.

Two honest limits

An agent follows this kind of prose most of the time, not always, and drifts most on complex screens. You still look at what it produces.

And the file is never finished — the prose grows for months while the colour list barely changes.

Three habits that make it work

Be specific. Vague answers get pushed back on. That's the skill doing its job.

Overrule freely. Overruling is a decision. It gets recorded with the reason.

Fix the file, not the screen. When the generated screen looks wrong, the missing sentence belongs in DESIGN.md.

How it runs

Eleven steps, as a conversation. The files are created empty at the start and filled section by section as you go — not written in one lump at the end. If you stop after Step 5, you still have a useful **product.md** on disk.

Roughly half the questions are answered for you. Step 1 does the research: it finds your competitors, measures their sites, collects what real customers said, and proposes where you should sit. You confirm or overrule it.

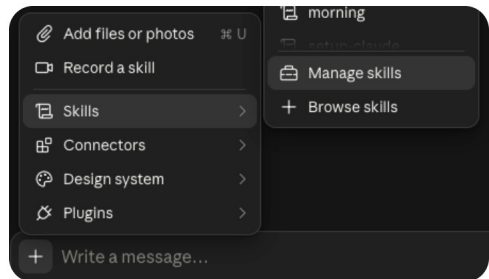
The other half only you can answer. Those are short, and they're the ones that matter.

Install it and start it

You need Claude with code execution and file creation switched on. Get the skill file here: [\[add your download link\]](#)

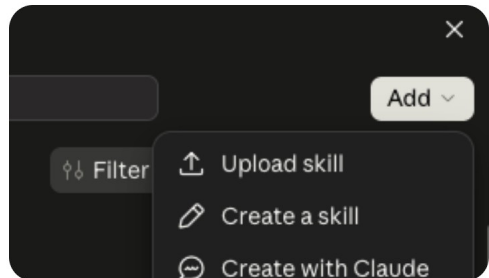
1 Open Skills > Manage Skills

In Claude, go to Settings > Customize, then Skills. All your skills live here.



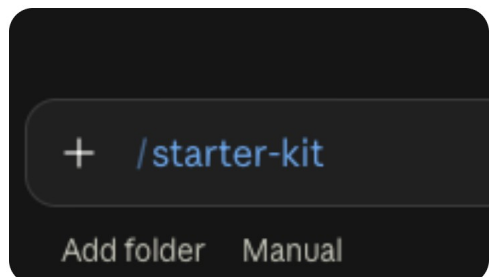
2 Upload the skill

Click Add, then Upload a skill. Choose the starter-kit ZIP file. Don't unzip it. Switch the skill on.



3 Start it

Open a new chat and write: "Use my starter-kit skill. I want to spec my product." Claude asks the first question of Step 0. If it doesn't pick the skill up, name it in your message.



0 Your idea and your setup

YOUR ANSWER

“For [who], who struggle with [problem], I offer [thing] that [result].”

YOUR ANSWER

One sentence. Everything downstream hangs on it, so vague slots get pushed back on — “small businesses” is not a who.

→ product.md § 1. The idea

“Do you have an existing product or live site? CSS, tokens, a Figma file? Quotes from real people? Interview transcripts? Survey results?”

YOUR ANSWER

An existing product changes the whole run — tokens get extracted instead of invented.

Not written. Decides how the next steps work.

“Who are your competitors? URLs, not names — three of them, or ‘I don't know’.”

YOUR ANSWER

A URL can be opened and measured. A name can only be searched for.

→ Feeds Step 1. The gap between your guess and what research finds becomes product.md § 1.

“What is your price range?”

YOUR ANSWER

The information about your price range is used for positioning and

→ Feeds Step 1.

This is the longest step, and you mostly sit back. The skill goes and looks things up. It ends by proposing what your brand should sound and look like, and asking you to approve it.

Five parts.

A Who else is in this market?

It finds six to ten real products. Sorted into three groups: direct competitors, neighbouring tools, and the products your customers have open every day.

That third group matters most. Your users' expectations came from whatever they use daily, not from the three products in your category.

→ Stays in the conversation. Feeds everything below.

B What are those competitors actually like?

For each one: how they describe themselves, who they're really built for, how they charge, what people complain about, and what they've deliberately chosen not to do.

If your browser is connected, it opens each site and measures it — the real colours, fonts, corner radii and shadows.

→ Stays in the conversation. The measurements come back in Step 8 as things to avoid.

C What do real customers say?

YOUR ANSWER

Ten to twenty actual quotes from reviews, comments and posts. Each one with a link and a date. No link, no quote.

→ Stays in the conversation. These are the evidence for the proposal in Part E.

TIP

For the customer quotes input you can use: interview transcripts, reviews, posts, comments or survey results. Tally and Typeform have Claude connectors, so you can load your survey results directly.

D Which words do people use?

Three separate lists: the words customers use, the words competitors use, and the words the industry uses internally. They're not the same, and mixing them is how products end up sounding like a brochure.

→ DESIGN.md § Voice. Customer words become the words your interface uses.

1 The research, continued

E Where should you stand?

YOUR ANSWER

First it asks you three questions. These are the only ones in Step 1 you have to answer.

“What does a mistake cost the user — money, time, or embarrassment?”

“Can this product be confidently wrong?”

“When it is wrong, how does the person find out, and what can they do about it?”

Why these three. Everything else in Step 1 can be researched. This can't.

Quotes tell you how your customers talk. Competitors tell you where the category sits. Neither tells you what happens when your product gets something wrong.

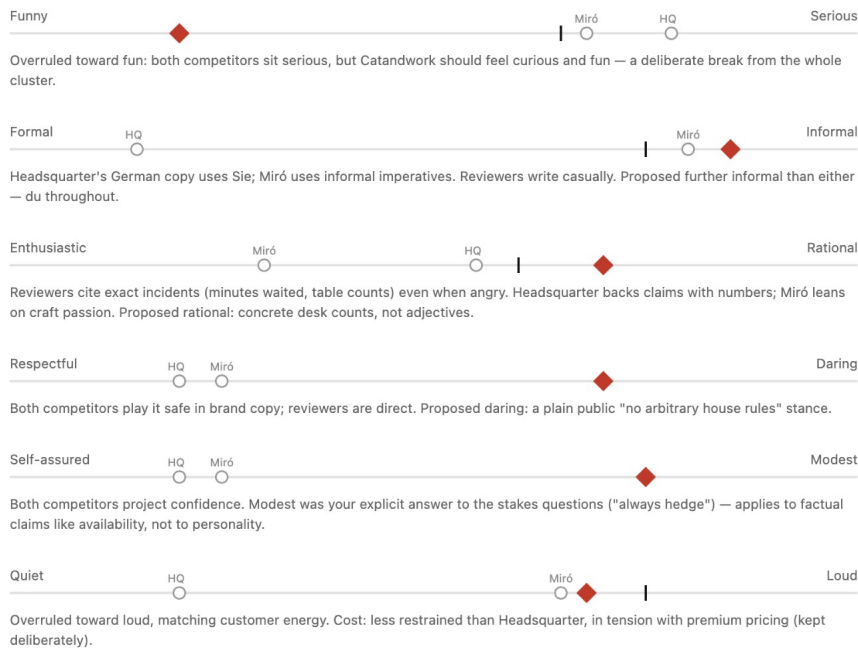
That matters because it decides how certain your product is allowed to sound. If you're an AI reading a photo, you'll sometimes be wrong. If a wrong answer means someone orders a part for CHF 80 that they can't return, the product has to say “I think this is a...” and mean it. Hedging there isn't weakness — it's accuracy.

If you're a calculator, none of that applies. You're either right or broken.

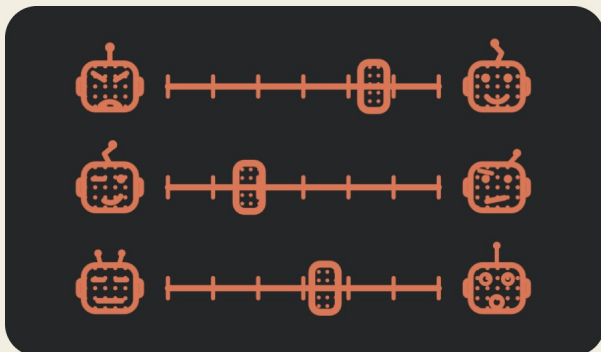
1 The research, continued

Where Catandwork sits

Confirmed position from step 1E. HQ = Headquarter, Miró = Miró Coffee. Casa del Gato is not plotted (closed, no live copy to measure).



Then it shows you a proposal. Ten scales — funny to serious, formal to informal, dense to airy, and so on. On each one you see where every competitor sits, where your existing site sits if you have one, where your customers sit when they talk, and where it suggests you should sit.



The suggestion does two things at once: stay close to how your customers actually talk, and sit somewhere different from where all the competitors are clustered. If everyone in your category sounds the same, sounding like them makes you invisible.

Then it asks: is anything here wrong?

You confirm it, or you change it. Changing it is a decision, not a correction — it gets written down with your reason. "We went against the evidence, because X" is one of the most useful lines in the whole file.

→ DESIGN.md § Overview and § Voice.

2 Audience

YOUR ANSWER

“Who is this for — by how they decide, not by age or job title?”

Up to three segments. How someone decides changes what you build; demographics don't.

→ [product.md § 2. Audience](#)

3 Scope

YOUR ANSWER

“What's in version one? And what is explicitly out?”

The “out” list does more work. Can't name three? The scope isn't real yet.

→ [product.md § 3. Scope](#)

4 The main flow

YOUR ANSWER

“Pick the one thing that must work. Walk me through it.”

Then four fields: what triggers it, the steps in order, when it's done, and one real failure. The failure is the one people skip and the one that matters. The happy path is what an agent gets right unaided.

→ [product.md § 4. The main flow](#)

5 Constraints

YOU ANSWER

“Stack, hosting, budget, timeline, languages, providers, what you refuse to build.”

YOUR ANSWER

The boring answers are the ones a coding agent needs.

→ product.md § 5. Constraints

“What personal data does this touch? Who else sees it? Which country is each of them in?”

YOUR ANSWER

Cheapest to answer now. This list is the thing nobody can reconstruct six months later.

→ product.md § Third parties. (Only asked if the Step 5 data block is part of your version of the skill.)

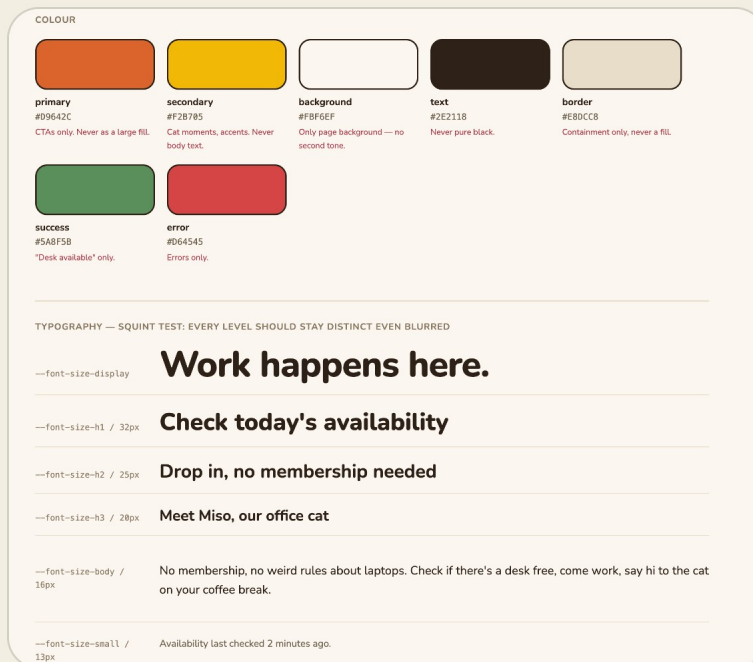
6 Art direction

WRITTEN FOR YOU

Written from the confirmed position in Step 1. You only get asked if Step 1E produced nothing.

“Name three products you like and say specifically why. If you can't, what do you hate?”

→ DESIGN.md § Overview and § Voice



7 Colour, type, icons, motion

YOU CHOOSE

You choose between options. You don't answer from a blank page.

“Where is this colour allowed to appear? And where must it never appear?”

YOUR ANSWER

A token says what a value is, not what it means.

→ DESIGN.md § Colors

“Here are two or three typefaces that fit. Which?”

YOUR CHOICE

Requirements first, names second — otherwise you pick a font you like and justify it backwards.

→ DESIGN.md § Typography

“Does the type scale pass the squint test?”

YOUR ANSWER

Blur your eyes. If two levels blend, add a weight, don't change the size.

→ DESIGN.md § Typography + tokens

“Here are two or three icon sets that pair with it. Which?”

YOUR CHOICE

→ DESIGN.md § Icons

8 Do's and don'ts

YOU REACT

“Here's a list of banned patterns. Which do you actually hate? Which do you want on purpose?”

YOUR CHOICE

Nobody can name what they hate from a blank page. Everybody can react to a list.

→ DESIGN.md § Do's and Don'ts

“What shows when there's nothing? What does an error look like? What happens when text is too long?”

YOUR ANSWER

→ DESIGN.md § Do's and Don'ts → Edge cases, and § Voice → UI copy

9 The bridge file

WRITTEN FOR YOU

A bridge line plus three to five never-break rules. This is the short file the agent reads on every prompt.

→ rules.md

10 Look, then fix the file

“What looks wrong in this screen?”

YOUR ANSWER

Then: fix the file, not the screen. At least twice.

→ Back into DESIGN.md, wherever the missing sentence belongs.

Where every answer goes

	STEP	WHO DOES THE WORK	LANDS IN
0	Your idea and your setup	Your answer	product.md § 1. The idea. The rest feeds Step 1.
1	Research and position	Mostly done for you	DESIGN.md § Overview and § Voice. To-do list to product.md § Open questions.
2	Audience	Your answer	product.md § 2. Audience
3	Scope	Your answer	product.md § 3. Scope
4	The main flow	Your answer	product.md § 4. The main flow
5	Constraints	Your answer	product.md § 5. Constraints and § Third parties
6	Art direction	Written for you	DESIGN.md § Overview and § Voice
7	Colour, type, icons, motion	You choose	DESIGN.md § Colors, Typography, Icons and Motion
8	Do's and don'ts	You react	DESIGN.md § Do's and Don'ts, and § Voice → UI copy
9	The bridge file	Written for you	rules.md
10	Look, then fix the file	Your answer	DESIGN.md, wherever the missing sentence belongs