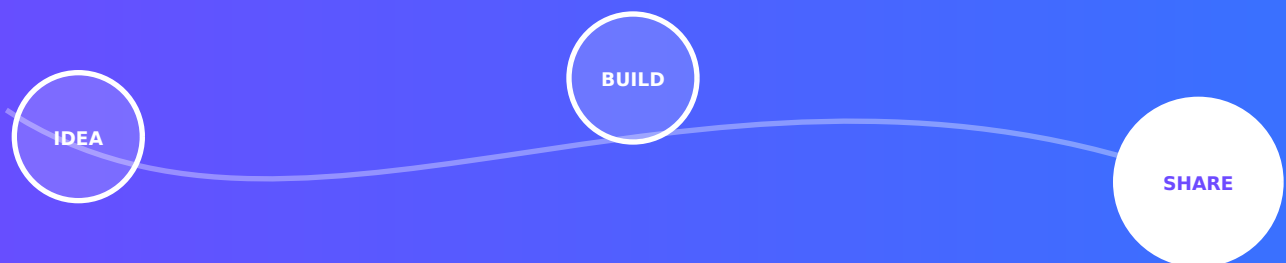


reinventd.

THE VIBE BUILD

Turn one idea into a working, shareable app in three focused days.

A THREE-DAY GUIDED BUILD CHALLENGE



Build something people can click.

You do not need to call yourself technical before you create something useful. You need a clear problem, enough judgment to keep the build focused, and the willingness to test what the AI gives you instead of applauding the first screen it produces.

THE COMMITMENT

Three days from now, you will have a working first version you can test, show and improve. It may be beautifully simple. Good. Complication is not a business model.

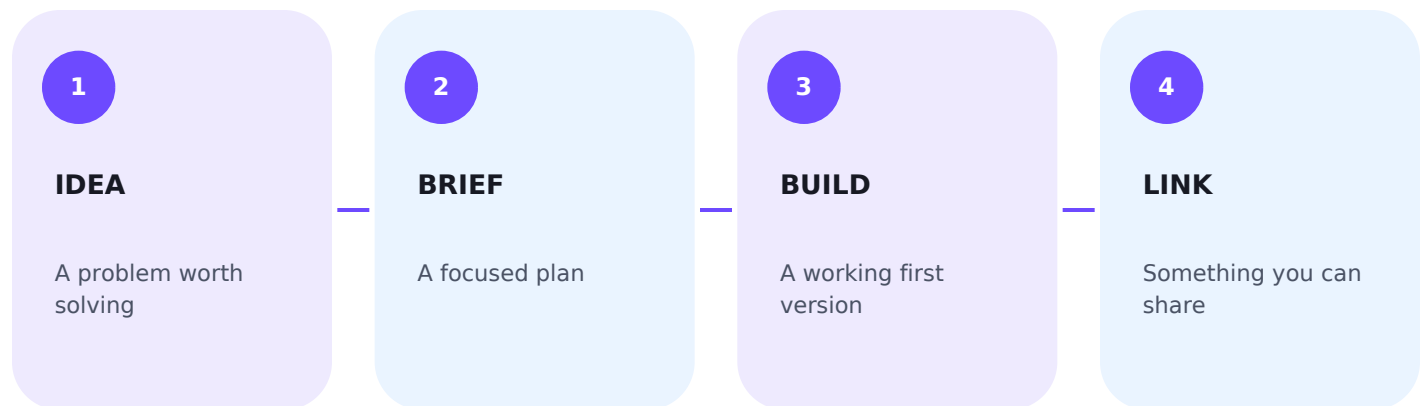
Use the workbook in order. Watch the short video at the start of each stage. Complete the page in front of you before reaching for another feature.

Rachel Wells

Founder, reinventd. | Senior Forbes Contributor

Your weekend outcome

You are building one useful micro-app for one defined person and one defined problem.



EXAMPLE BUILD

IdeaScore

A simple app that helps a professional score a product idea against urgency, usefulness, simplicity, expertise advantage and commercial potential.



Your score: 78



Three days. One working build.

1

DAY 01

DECIDE

Find the right problem, choose one user and define the smallest useful version.

2

DAY 02

BUILD

Give the AI a strong brief, create the first version and correct what fails.

3

DAY 03

TEST + SHARE

Test the build, protect the user, collect feedback and submit your finished link.

One rule: finish the core function before you decorate it.

Before you begin

Prepare your tools now so tomorrow's motivation is not defeated by a forgotten password and a verification email.

- ☐ A laptop and reliable internet connection
- ☐ An account with your chosen AI app-building platform
- ☐ A notes document for prompts, corrections and decisions
- ☐ A folder for screenshots and exported files
- ☐ Two focused work blocks each day
- ☐ One person who can test the final build

Suggested build types: calculator, assessment, planner, tracker, directory, decision tool or simple workflow assistant.

Your build map

START**Welcome, outcome, setup and guardrails****02-08****DAY 01****Decide what deserves to be built****09-22****DAY 02****Build the first working version****23-35****DAY 03****Test, share and submit****36-42**

Work in sequence. The fastest route through a build is usually the one with the fewest dramatic detours.

Your video dashboard

Each video opens one part of the process. Watch it, complete the corresponding pages, then move forward.

DAY 1

2:52



THE VIBE BUILD

Choose an idea worth building

Day One orientation and IdeaScore example

[CLICK TO WATCH >](#)

DAY 2

3:18



THE VIBE BUILD

Build the first working version

From structured prompt to functioning interface

[CLICK TO WATCH >](#)

DAY 3

2:51



THE VIBE BUILD

Test, publish and submit

Safe sharing, feedback and showcase preparation

[CLICK TO WATCH >](#)

Click any thumbnail or video card to open the lesson on YouTube.

Build boldly. Handle data carefully.

This challenge is designed for low-risk prototypes and micro-tools. Keep the first build simple enough to understand and safe enough to share.

GREEN

- Calculators using non-sensitive inputs
- Planners and trackers
- Idea or content organizers
- Assessments with general guidance

AMBER

- Public forms
- Stored user information
- External integrations
- Advice that may affect decisions

RED

- Passwords or secret keys
- Medical, legal or financial decisions
- Children's personal data
- Payments without expert review

If the build collects sensitive information, moves money or makes high-consequence recommendations, stop before publishing and obtain qualified technical and legal review.

01

DECIDE

Choose one useful problem and define the smallest version worth building.

BY THE END OF TODAY

- One clearly defined user
- One clearly defined problem
- One-page build brief

Decide what deserves to be built

Today you will turn scattered ideas into one focused build decision.

DAY 1



2:52

THE VIBE BUILD

Choose an idea worth building

Complete this video before beginning the worksheets.

[CLICK TO WATCH >](#)

TODAY'S BUILD LIST

- ☐ Complete the friction hunt
- ☐ Generate five possible ideas
- ☐ Score your strongest options
- ☐ Define the first user and outcome
- ☐ Finish the one-page build brief

Find the problem hiding in plain sight

Look for repeated irritation. Useful software often begins with a task somebody is tired of doing badly, slowly or manually.

1

What do people repeatedly ask you to help with?

2

Which task takes longer than it should?

3

Where do people lose information, money or momentum?

4

Which decision keeps being made from scratch?

Your problem inventory

Write quickly. You are collecting evidence from your own work and life, not pitching investors yet.

WORK

A repeated task I would gladly stop doing manually:

CUSTOMERS

A question people keep asking me:

MONEY

A decision that could be made more clearly:

LIFE

An irritating process I would redesign:

Five ideas. No marriage proposals yet.

Capture five possible builds. A rough idea earns a place here. Commitment comes later.

1

THE IDEA

2

THE IDEA

3

THE IDEA

4

THE IDEA

5

THE IDEA

Do not judge the list until all five spaces are filled. Your first idea is allowed to be obvious. Your fifth is allowed to be strange.

Choose one person to help first

Broad audiences produce vague products. Start with one recognizable person in one recognizable situation.

MY FIRST USER IS

Role, situation, stage or identity. Example: a self-employed consultant preparing a new offer.

THE MOMENT THEY NEED THIS APP

What has just happened when they decide to use it?

WHAT THEY ARE TRYING TO AVOID

WHAT PROGRESS WOULD FEEL VALUABLE

Name the problem

If the problem needs six paragraphs to sound important, it may not be ready. State what happens, who feels it and why it matters.

PROBLEM STATEMENT

When [situation], [user] struggles to [task], which causes [cost or frustration].

WRITE YOURS

Example: When a consultant has several product ideas, they struggle to choose which one deserves a weekend of work, which leads to scattered effort and another unfinished project.

Define the result the user can see

A feature is something the app contains. An outcome is what the person can now do, decide or understand.

FEATURE

A five-question scoring form with a results screen.

OUTCOME

The user knows which idea deserves their next three days.

AFTER USING MY APP, THE USER CAN

THE EVIDENCE THAT IT WORKED WILL BE

Score the idea before it consumes the weekend

Rate the strongest three ideas from 1 to 5. Five means the evidence is strong. One means hope has entered the spreadsheet wearing a blazer.

CRITERION	IDEA A	IDEA B	IDEA C
Urgent problem	—	—	—
Useful outcome	—	—	—
Simple first version	—	—	—
My expertise advantage	—	—	—
Clear first user	—	—	—
Commercial potential	—	—	—
TOTAL / 30	—	—	—

Highest score: _____ The idea I am taking forward: _____

Choose. Then stop reopening the audition.

Your selected idea has earned three days of focused attention. Record the decision and close the other tabs.

MY BUILD

WORKING APP NAME

ONE-LINE PURPOSE

Keep the name temporary if naming becomes a very glamorous form of procrastination.

WHY THIS IDEA WON

WHAT I AM DELIBERATELY LEAVING OUT

Make the first version smaller

The first version needs one complete journey. Extra features can wait until somebody proves they want them.

MUST WORK	USEFUL LATER	NOT THIS WEEKEND
Required for the user to receive the core result.	Helpful after the core journey works reliably.	Interesting, impressive and currently unnecessary.

Core user journey: The user enters _____, the app processes _____, and the user receives _____.

Write the promise in one clean sentence

This sentence will guide the build, the interface and eventually the landing page.

This app helps [specific person] turn [input or problem] into [visible outcome] without [costly friction].

FIRST ATTEMPT

SHARPER VERSION

Read it aloud. If a stranger cannot picture the result, sharpen the nouns before adding adjectives.

Your one-page build brief

This becomes the source of truth for the AI builder. Clarity here saves correction later.

APP NAME

Temporary is fine.

FIRST USER

One recognizable person.

PROBLEM

The repeated friction.

CORE OUTCOME

What the user can do or decide.

REQUIRED INPUTS

What the user provides.

REQUIRED OUTPUT

What the app returns.

MUST-HAVE FEATURES

Only the essential journey.

EXCLUSIONS

What the app must not do.

Save a photograph or digital copy of this page. You will use it to create the master build prompt.

Day One complete

Tick every statement you can support with evidence from your work today.

- ☐ I chose one first user.
- ☐ I named one repeated problem.
- ☐ I defined one visible outcome.
- ☐ I removed unnecessary features.
- ☐ I completed the build brief.

ONE-SENTENCE REFLECTION

The idea became stronger when I removed...

02

BUILD

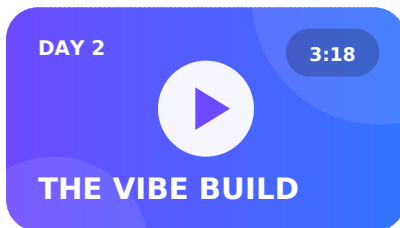
Turn the brief into a working first version and correct what the AI gets wrong.

BY THE END OF TODAY

- Structured master build prompt
- Working core journey
- Saved and reviewed first version

Build the first working version

Today the idea becomes an interface. Keep your attention on the core journey.



Build the first working version

Complete this video before beginning the worksheets.

[CLICK TO WATCH >](#)

TODAY'S BUILD LIST

- ☐ Choose the simplest capable builder
- ☐ Set up the project workspace
- ☐ Write the master build prompt
- ☐ Generate and save round one
- ☐ Review, correct and improve

Choose the simplest capable builder

Tool loyalty is charming until it wastes the afternoon. Choose based on the build you defined.

1

Do I need a simple web interface?

Choose a browser-based AI app builder.

2

Do I need a database or user accounts?

Pause and understand the added privacy and security burden.

3

Do I need external data or an API?

Start with a static mockup before adding integrations.

4

Do I need payments?

Keep payments outside the first build until the product is reviewed.

CHOSEN BUILDER

Set up the build workspace

A clean project history makes it easier to recover when the AI enthusiastically solves a different problem.

- ☐ Create a new project using the temporary app name.
- ☐ Copy your one-page brief into your notes file.
- ☐ Create sections for prompts, corrections, links and screenshots.
- ☐ Save the first version before major changes.
- ☐ Record every external tool, integration or data source used.
- ☐ Decide what information the app must never collect.

Project URL or workspace location:

Give the builder a brief, not a mood

A strong build prompt explains the job, the user, the boundaries and what success looks like.

1

CONTEXT

What you are building and why.

2

USER

Who will use it and in what situation.

3

JOURNEY

The inputs, actions and visible output.

4

DESIGN

Tone, hierarchy, colors and accessibility.

5

CONSTRAINTS

What to avoid, exclude or protect.

6

SUCCESS

How you will know the core function works.

The AI can write code. Your brief decides whether that code is working toward a useful result.

Write your master build prompt

Complete each block, then combine them into one structured instruction for the builder.

BUILD A SIMPLE APP THAT...

THE FIRST USER IS...

THE USER ENTERS...

THE APP RETURNS...

THE CORE SCREENS ARE...

USE THIS VISUAL DIRECTION...

DO NOT COLLECT, EXPOSE OR INCLUDE...

THE BUILD IS SUCCESSFUL WHEN...

Copy the completed blocks into your notes file. Read the whole prompt once before you send it.

Generate the first version

Send the master prompt and wait for the complete first pass. Resist the urge to add features while the foundation is still arriving.

1

Paste the complete master prompt.

2

Ask the builder to summarize its interpretation before building.

3

Correct any misunderstanding in one concise message.

4

Generate the first version.

5

Save or duplicate the version before editing.

6

Open every screen and test the core journey once.

FIRST BUILD LINK OR VERSION NAME

Look at what it actually built

Review the product in front of you. The prompt you remember sending is no longer evidence.

FUNCTION

- ☐ Can the user complete the core journey?
- ☐ Does the result match the promise?

CLARITY

- ☐ Are buttons and instructions obvious?
- ☐ Could a new user continue without you?

DESIGN

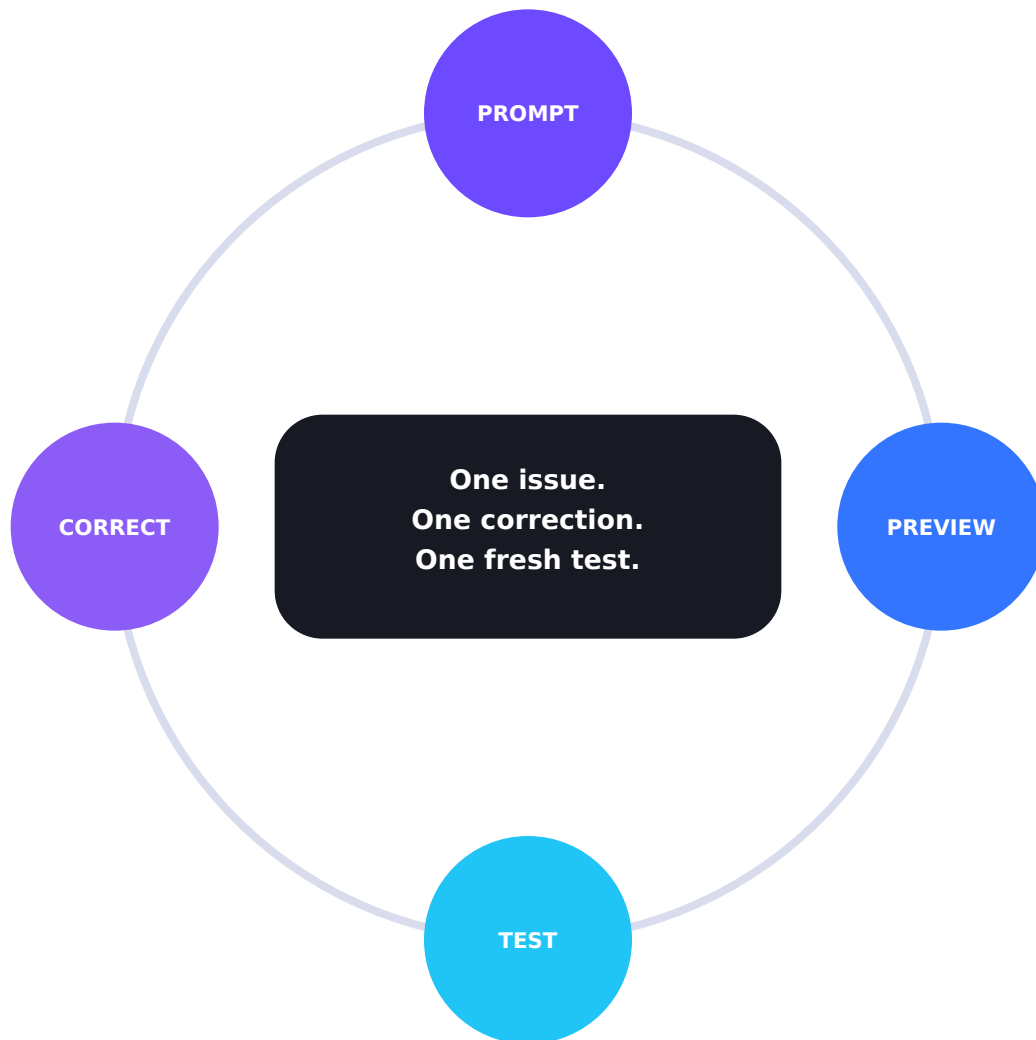
- ☐ Is the hierarchy clear?
- ☐ Does it work on a smaller screen?

BOUNDARIES

- ☐ Did the builder add anything excluded?
- ☐ Is any sensitive information exposed?

Use the build loop

Correct one category at a time. Bundling ten unrelated complaints into one prompt is how the app develops a personality disorder.



Repeat until the core journey works without explanation.

Keep a correction log

Record what failed, what you asked for and what changed. This becomes your recovery trail and your learning record.

ISSUE	EXPECTED	CORRECTION PROMPT	RESULT

Version worth preserving: _____ Saved at: _____

Make the interface feel trustworthy

Credibility often arrives through restraint: clear labels, visible hierarchy, readable spacing and predictable actions.

☐ The main action is visually obvious.

☐ Buttons use specific verbs such as Calculate, Compare or Save.

☐ Headings explain what each screen is for.

☐ Body text is readable on a phone.

☐ Colors meet basic contrast needs.

☐ Errors explain what the user should do next.

☐ Empty states contain useful instructions.

☐ Decorative elements do not compete with the task.

Delete one unnecessary element before adding another. Good design often looks like somebody knew when to stop.

Add one improvement that earns its place

Choose the improvement that makes the core outcome clearer, faster or more reliable.

1

CLARITY

Makes instructions or results easier to understand.

2

SPEED

Removes a step or reduces repeated input.

3

QUALITY

Improves the accuracy or usefulness of the output.

4

TRUST

Explains assumptions, limits or data handling.

THE ONE IMPROVEMENT I WILL ADD

HOW I WILL KNOW IT HELPED

Day Two complete

Tick every statement you can support with evidence from your work today.

- ☐ The core journey works from beginning to end.
- ☐ I saved a stable version.
- ☐ I recorded important corrections.
- ☐ The interface is clear on desktop and mobile.
- ☐ I added only one evidence-based improvement.

ONE-SENTENCE REFLECTION

The build improved most when I corrected...

03

TEST + SHARE

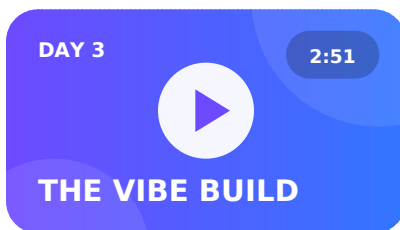
Test the product with fresh eyes, protect the user and prepare the finished link.

BY THE END OF TODAY

- Tested core journey
- Safe-to-share decision
- Feedback and showcase submission

Test it. Sharpen it. Let somebody use it.

Today you move from private experiment to tested, shareable first version.



Test, publish and submit

Complete this video before beginning the worksheets.

[CLICK TO WATCH >](#)

TODAY'S BUILD LIST

- ☐ Run the five-part test
- ☐ Complete the safe-to-share check
- ☐ Collect feedback from real people
- ☐ Decide the next commercial test
- ☐ Prepare the showcase submission

Test the journey, not your optimism

Use fresh inputs and behave like a distracted stranger. Founders are terrible testers when they politely avoid every weak spot.

FUNCTION

Complete the core journey three times with different inputs.

☐**MOBILE**

Open the link on a phone and check text, buttons and scrolling.

☐**ERROR**

Leave a field blank, use an unusual input and try an incorrect action.

☐**LANGUAGE**

Ask a new user to explain what the app does before using it.

☐**RESULT**

Confirm the final output matches the app promise.

☐**THE MOST IMPORTANT FAILURE I FOUND**

Complete the safe-to-share check

A public link changes the risk. Check every statement before you invite somebody else inside.

READY

- ☐ Core function works
- ☐ No sensitive test data remains
- ☐ Limits are explained
- ☐ Public text is accurate

REVIEW

- ☐ User information is stored
- ☐ External services are connected
- ☐ Advice may influence decisions
- ☐ Ownership is unclear

STOP

- ☐ Secrets or passwords appear
- ☐ Private records are exposed
- ☐ Payments are untested
- ☐ High-consequence claims are made

Any red item pauses publication. An amber item requires review and a deliberate decision.

Collect feedback. Then test the business case.

Feedback tells you whether the build creates value. Compliments are pleasant. Observable use is considerably more useful.

ASK FIVE PEOPLE

- ☐ What did you expect?
- ☐ Where did you hesitate?
- ☐ What felt useful?
- ☐ Would you use it again?

MONEY TEST

- ☐ Who has this problem?
- ☐ What does it cost now?
- ☐ What result is valuable?
- ☐ Would they pay, subscribe or refer?

THE STRONGEST FEEDBACK I RECEIVED

MY NEXT COMMERCIAL TEST

Example: invite five target users, create a waitlist or offer a paid pilot.

Submit to The Vibe Build Showcase

Your finished build can join the Builder Gallery. Email the requested information below to rachel@rachelwellscoaching.org with "Vibe Build Showcase" in the subject line. Standout submissions may be selected using published editorial criteria for a LinkedIn newsletter feature.

BUILDER NAME

BUSINESS OR PROFESSIONAL TITLE

APP NAME

ONE-SENTENCE DESCRIPTION

LIVE LINK

LINKEDIN PROFILE

EMAIL YOUR SUBMISSION

rachel@rachelwellscoaching.org | Subject: Vibe Build Showcase

- ☐ I have the right to share the submitted material.
- ☐ I choose whether my name, screenshot, app and links may be published.
- ☐ I understand that submission does not guarantee an editorial feature.
- ☐ Any testimonial permission will be requested separately.

YOU BUILT IT.

You moved from an idea to something another person can click, test and respond to. That is the difference between admiring the tools and developing the judgment to use them.

YOUR NEXT 30 DAYS

- ☐ Observe five real people using the build.
- ☐ Fix the most repeated point of friction.
- ☐ Decide whether to keep, monetize or retire it.
- ☐ Submit the strongest version to the Builder Gallery.

BUILDER _____

APP _____

COMPLETED _____