

THE THREE QUESTIONS

Answer These Before You Touch Claude

Before you build ANYTHING, answer these three questions.

QUESTION 1:

WHAT PROBLEM DOES THIS SOLVE?

Not "what's cool." What PROBLEM does this fix?

- "People can't easily sign up for my newsletter"
- "I have no way to collect testimonials"

QUESTION 2:

WHO IS IT FOR?

"Everyone" is not an answer. Be specific.

QUESTION 3:

WHAT DOES "DONE" LOOK LIKE?

"It's done when it can ____." Specific. Testable.

THE PATTERN:

1. DREAM IT — What do you wish existed?
2. QUESTION IT — Answer the three questions
3. SPEC IT — Use the Documentation Starter Kit
4. THEN BUILD — NOW you're ready.

"Measure twice. Build once. Save fuel."