



AI Prompt Coach - Master Application Specification

1. Project Overview

Concept: A gamified, interactive "Prompt Engineering Coach" that teaches users how to communicate effectively with AI.

Target Platform: Web App (Replit Native Stack determined by Replit).

Core Loop: Intro \rightarrow Challenge \rightarrow User Input \rightarrow Mascot Critique (Hint Loop) \rightarrow Success \rightarrow Reveal.

2. Global Elements



The Mascot: "Glitch" (The Holographic Cat)

The heart of the app. A neon-blue, futuristic holographic cat that acts as your guide.

- **Visual Identity:**
 - **Base State:** A cute, glowing blue/purple hologram cat. Slightly translucent with faint scanlines.
 - **The "Glitch" State (Confusion/Error):** When the user makes a bad choice or the prompt is vague, the cat flickers, distorts, or reverts to a raw **Wireframe Model**.
 - **The "Solid" State (Success):** When the user succeeds, the cat becomes fully opaque, high-definition, and glows warmly (gold/white).
 - **Location (MVP): Strictly Anchored to the Top-Left (Zone 1).** The cat observes from this position and does not roam the screen.
- **Personality Blend:**
 - 35% **Witty** (Fast, clever, meme-like)
 - 20% **Sarcastic** (Light roasting)
 - 20% **Philosophical** ("Black Mirror" style reflection)
 - 15% **Tough Love** (Blunt truth)
 - 10% **Insecure** (Secretly terrified of being replaced)



Visual Style & Environment

- **The "Cyber-Void" Environment:**
 - **Background:** Deep, rich black/dark indigo. Atmospheric but clean.
 - **Lighting:** The primary light source is the Mascot (Top-Left) and the UI cards.
- **UI/UX Design System (MVP Standard Layout):**
 - **The Flexible Zone Grid:** To keep development consistent while allowing for hints and dynamic content, every screen follows this vertical stack structure:
 1. **Zone 1 (Top-Left): Mascot.** The Cat sits here permanently (Fixed size).
 2. **Zone 1b (Top-Center to Top-Right): The Dialogue Bubble.** The speech bubble originates from the Cat but **expands to fill the Top-Center and**

Top-Right zones. It acts as a wide, dynamic narrative header.

3. **Zone 2 (Center/Middle): The Stage.** This is where the main content lives (Scenario Cards, Options, "Clipboard" menus).
4. **Zone 2b (Between Stage & Input): The Ghost Hint Overlay.** A dedicated, conditional zone. It contains transparent, "ghost text" hints that guide the user without obstructing the input. It is invisible by default.
5. **Zone 3 (Bottom): Interaction.** This is strictly for User Input (Text Box) or Action Buttons (Next/Submit).
6. **Dynamic Zones:** The layout must allow for additional temporary zones (e.g., a "Reveal Zone" overlay) depending on specific screen requirements.

Phase 1: Onboarding (The Contract)

Goal: Establish the atmosphere and Mascot personality within the fixed layout.

The transitions should be one after the other as outlined below. Everything shouldn't be displayed at once. As the bullets one after another in that way they need to be displayed.

Screen 1: The Contract

- **Layout:**
 - **Zone 1: Glitch** appears (Base State).
 - **Zone 1b (Dialogue):** "First came Typing. Then Googling. Now, AI." Then,
 - **Zone 1b (Dialogue):** "It's not just a tech trend. It's the new basic life skill. The question isn't *if* you use it. It's whether you let it do the bare minimum... or your *best* work." Then next appears,
 - **Zone 2 (Stage):** A glowing "Holographic Clipboard" card appears with Title: "Ready to use AI for your best work?"
 - **Zone 3:** I want to do my best work.(button)

Screen 2: The Usage Gap

- **Layout:** Same as above.
- **Zone 1b (Dialogue):** "You have a supercomputer available 24/7. Be honest — how much of its *actual* potential are you using?"
- **Zone 2 (Stage):** Three options:
 1. "10% — I just use it for basic chores."
 2. "50% — I use it, but I know I'm missing out."
 3. "I don't know what 100% looks like yet."
- **Reactions (Zone 1b Updates):**
 - (10%): [Cat Glitches] "You're driving a Ferrari like a golf cart. Let's fix that."
 - (50%): "Perfect. You already know there's more power under the hood."
 - (Unsure): "Curiosity beats confidence. You're in the right place."

Screen 3: Career Leverage

- **Layout:** Standard.
- **Zone 1b (Dialogue):** "We're going to fix that. We're not just learning prompts. We're

upgrading you."

- **Zone 1b (Dialogue):** "What's the #1 thing you want this skill to do for your life?"
- **Zone 2 (Stage):** Options:
 1. "Solve harder problems at work." (Competence)
 2. "Speed up my workflow so I have more free time." (Freedom)
 3. "Build a portfolio that makes me un-fireable." (Security)
 4. "Turn my raw ideas into real products." (Creativity)
- **Reactions (Zone 1b Updates):**
 - (Competence): "Good. We'll make complexity feel simple."
 - (Freedom): "Respect. Time is the real currency."
 - (Security): "Smart. Un-fireable is the new promoted."
 - (Creativity): "Dangerous. In a good way. Let's build."
- **Zone 3:** "Start Level 1" button appears.

Level 1 — The Ambiguity Trap ("Show me a Jaguar")

Step 1: The Setup

- **Layout:**
 - **Zone 1:** Cat holding magnifying glass.
 - **Zone 1b:** "So... is this a good prompt?"
 - **Zone 2:** Single Prompt Card: "Show me a Jaguar."
 - **Zone 3:** [Yes] / [No] Buttons.

Step 2: The Reaction

- **If YES:**
 - **Zone 1b:** "Oh, it is? You're sure about that? Let's verify your optimism."
- **If NO:**
 - **Zone 1b:** "Smart. You smell a trap. Let's see if you're right."

Step 3: The Consequence (Interactive Reveal)

Layer 2: Should contain 3 options: Card header:

What do they mean? Pick one.

Option A — The Animal (Jaguar cat)

Image suggestion: small animal icon.

Option B — The Car (Jaguar F-Type)

Small car icon.

Option C — The Guitar (Fender Jaguar)

Small guitar icon.

- **Layout:**
 - **Zone 2:** Three "Window" Cards appear. User clicks them. User clicks one by one all cards. Based on choosing each card, mascot reacts.
- **Card A (Animal):**
 - **Zone 1:** Cat looks like an angry parent.
 - **Zone 1b:** "What?! I'm trying to teach my kid about jungle animals! Why did you show me a CAR before?! Dumb AI!"
- **Card B (Car):**
 - **Zone 1:** Cat looks offended.
 - **Zone 1b:** "I said 'Jaguar.' Not 'vroom vroom machine.' My kid is doing a report on wildlife! Not luxury vehicles!"
- **Card C (Guitar):**
 - **Zone 1:** Cat looks furious.
 - **Zone 1b:** "A GUITAR?! Why would I ever ask for a GUITAR?! I'm teaching about ANIMALS or maybe CARS but NOT ROCK CONCERTS!"

Step 4: Final Reaction

- **Zone 1:** Cat collapses in exhaustion (Wireframe).
- **Zone 1b:** "NOW you understand my pain. One word. Three interpretations. Zero clarity. And YOU were calling me dumb?"

Step 1: The Setup

Zone 1: Cat holding a cracked old phone that looks like it survived a war.

Zone 1b: "So... is *this* a good prompt?"

Zone 2: Prompt Card:

"Which phone should I buy?"

Zone 3: [Yes] / [No]

Step 2: The Reaction

If YES:

Zone 1b:

"Oh you sweet summer child.
You think AI magically knows your *budget, needs, preferences, AND soul*.
Let's test that optimism."

If NO:

Zone 1b:

“Correct. We need more data than ‘buy phone.’ Even horoscopes are more specific.”

Step 3: The Consequence (Interactive Reveal)

Layer 2 Header:

“What does the AI THINK you mean? Pick one.”

✓ Option A — “₹80,000 Flagship”

Icon: premium gold star phone

✓ Option B — “Best Camera Phone”

Icon: DSLR camera

✓ Option C — “High-Performance Gaming Phone”

Icon: gamepad

User clicks all 3, any order.

★ MASCOT REACTIONS (Opposite Logic)

Option A — ₹80,000 Flagship Recommendation

Zone 1: Cat clutching their wallet like it's being robbed.

Zone 1b:

“₹80,000?! Do I LOOK like Ambani's forgotten nephew?!”

My budget is ₹30,000 MAX.

AI just assumes I'm out here swimming in generational wealth??”

Option B — High-Camera-Precision Recommendation

Zone 1: Cat squinting with zero photography skills.

Zone 1b:

“108 megapixels?!”

Why would I need THAT?

I'm not a photographer — I barely take *any* photos.

AI just assumes everyone wants to shoot documentaries!”

Option C — Gaming Beast Recommendation

Zone 1: Cat wearing gamer headset but clearly overwhelmed.

Zone 1b:

“A gaming phone?!”

Yes — that’s what I need!

But NOT this ₹60,000 monster!

AI, my budget is ₹20,000!

I want **PUBG**, not a NASA supercomputer.”

★ Step 4: Final Collapse

Zone 1: Cat falls backward into the shopping cart dramatically.

Zone 1b:

“NOW do you see the chaos?

Say ‘Which phone should I buy?’ and the AI invents a new identity for you EVERY TIME.

Rich version. Photographer version. Gamer version.

Meanwhile YOU just need WhatsApp and decent battery.”

Button:

👉 End of Level 1

★ LEVEL 1 — FINAL SCREEN (THE “DO YOU COME BACK?” TEST)

Screen Layout

Zone 1 — Mascot (Exhausted but proud)

Cat sitting on a little podium labeled “**Level 1: Survived**”

Expression: defeated but smirking proudly.

Zone 1b — Mascot Speech Bubble (Hero Line)

“Well... you didn’t break the universe.

And more importantly — you finally saw how AI *thinks*.”

Zone 2 — Achievement Card (Reward Hit)

Card Header: **LEVEL 1 COMPLETE** 🎉

Card Body:

- ✓ You spotted 3 types of ambiguity
- ✓ You saw how AI misinterprets missing context
- ✓ You survived my emotional damage
- ✓ You unlocked your first AI-thinking skill

Progress bar: **1 / 10 Skills Unlocked**

Zone 3 — The Hook Into Next Level (“Real Skills Reveal”)

Small glowing text:

Up next:

**The REAL secret behind making AI obey you —
“How to give a full thought, not a random wish.”**

Mascot (Zone 1b):(updates)

“Level 2 is where you actually learn to control me.”

“Not with magic... with structure.”

(Smirks)

“If you dare.”

This line sells the *next milestone* without explaining it.

Zone 4 — Retention Test Buttons

Main CTA (Retention = YES)

Button: “I’m curious.”

If clicked → retention SUCCESS

To count how many clicked on “I’m curious.”

Add a POST endpoint `/api/cta` that increments a stored counter every time the “I’m curious.” button is clicked. Add a GET endpoint `/api/cta/count` that returns the total count. Frontend should POST `{ clicked: true, timestamp: new Date() }` when the button is pressed. Store the counter in a small SQLite or JSON file.