Build Epic Projects
NotebookLM + Gemini 2.5

This guide walks you through a powerful, step-by-step process that leverages **NotebookLM** and **Gemini 2.5** (both from Google) to research, build, and promote software products quickly—all with minimal external tools. You'll learn how to:

- Identify and analyze real user pain points

- Research industry trends and competition

- Generate a Minimum Viable Product (MVP) using Gemini 2.5

- Host your app on platforms like Replit or Firebase

- Develop marketing content—from homepages to infographics and interactive assets

The end goal? Launch a polished software product (complete with a marketing site and promotional content) and do so more efficiently than most startup teams. Let's dive in!

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Overview of the Workflow

NotebookLM and **Gemini 2.5** work together to form a powerful, end-to-end solution for product ideation, development, and marketing:

1. **Use NotebookLM** to:

   ○ Gather user pain points (directly from real conversations or community forums).

   ○ Identify industry trends from credible studies and consulting firms.

   ○ Pinpoint competitor strategies and design cues.

2. **Analyze your findings in NotebookLM** to extract features and shape an MVP (Minimum Viable Product) strategy.

3. **Feed your MVP requirements into Gemini 2.5**, which can generate production-ready (or near production-ready) code in a language of your choice—JavaScript, Python, TypeScript, etc.

4. **Host your newly generated app** in minutes using Firebase or Replit.

5. **Create marketing collateral** (landing pages, email campaigns, social content, and even interactive assets or infographics) by prompting Gemini 2.5, guided by the competitor research you performed in NotebookLM.

6. **Promote** your product effectively using a comprehensive content marketing plan that addresses your audience's biggest questions and needs.

Step 1: Gathering Sources with the Discover Feature

The **Discover** feature of NotebookLM is crucial. It can search multiple external domains and compile information for you, which you then import into your notebook as sources. You'll categorize each set of sources to keep them organized:

1. **User Pain Points**

2. **Industry Trends**

3. **Competitor Homepages**

Collect User Pain Points

It's essential to ground your idea in real-world problems. Ask NotebookLM to look on **Reddit**, **Quora**, or other niche forums where users vent frustrations or ask for solutions.

Suggested prompt:
Find sources on sites such as Reddit, Quora, and niche forums to find user pain points regarding <TOPIC OF INTEREST>.

After Discover completes, import each relevant result into your notebook and rename these sources to something like **USER: [Original Title Generated By NotebookLM]**.

Find Industry Trends

Next, gather data on industry-wide trends or emerging opportunities, especially from **leading consulting firms** or credible sources. This helps validate that the problem you're solving has momentum.

Suggested prompt:

Please gather studies from leading consulting firms and other credible sources on [consumer healthcare apps—specifically, software that helps individuals manage their healthcare in various ways]. I'm looking for insights on industry trends and related developments from the past 18 months. Please exclude anything published before 2024.

Import them, then rename these sources to **TRENDS: [Original Title Generated By NotebookLM]**.

Identify Competitors

Look at existing players in your target field. Collect a healthy mix of **fast-growing startups** and **established market leaders**.

Suggested prompt:
I'm looking for the most successful [consumer healthcare apps and tracking software]. Please return only the homepage or app page of fast-growing startups or established market leaders. I'm not looking for articles or listicles—just direct links to their main product pages.

Import these, then rename to **COMPETITOR: [Original Title Generated By NotebookLM]**.

Step 2: Analyzing Your Sources and Synthesizing Insights

With NotebookLM, you can ask it to **summarize** and **cross-reference** your sources. Focus on each category separately, then compare and contrast the findings.

Summarize User Pain Points

1. Open a new Chat in NotebookLM.

2. **Select only the sources** labeled as user forums.

   Suggested prompt:
   Please analyze the pain points listed in these sources.

3. Save the resulting summary as a note, then **Convert to Source** and rename it to something like **USER: Pain Point Summary**.

Align Pain Points with Industry Trends

1. Select "**USER: Pain Point Summary**" and your "TRENDS" sources.

   Suggested prompt:
   Please return an aggregate of the user trends in the consumer, healthcare, app, and software space, especially as it relates to these user pain points.

2. Save and convert to source as **TRENDS: Summary**.

Extract an MVP Feature Set

1. In a fresh Chat, **select** both your "User Pain Points Summary" and "Trends vs. Pain Points Summary."

   Suggested prompt sequence:
   • Using the selected sources, please outline the key features for an app that addresses the identified concerns.

   • What's your recommendation for a simple, buildable MVP version of this product?

   • Based on that, please write a complete prompt I can use to generate the initial build. Be sure to include all necessary technical details. The app should be developed in [JavaScript].

2. If you're happy with that, save and convert this note to source, naming it **MVP Prompt**

Step 3: Building the Core Application with Gemini 2.5

Creating the Initial MVP

Now it's time to turn your MVP research into **actual code** using **Gemini 2.5**.

1. Go to **gemini.google.com** and copy/paste your "**MVP Prompt**" from NotebookLM.

   Example

2. **IMPORTANT:** Turn on the **Canvas** feature. Gemini 2.5 will generate code (HTML/JavaScript/CSS or your chosen stack) for a functioning web app prototype.

Optional Advanced: Turning the MVP into Production-Ready Code

For more advanced users wanting to refine the codebase:

Copy all the code from Gemini 2.5 into Firebase (https://firebase.google.com/)

Prompt: Here is some code for an app I created. We can use the existing code as-is. Feel free to make any enhancements you think would improve it. The app is called [Bloodworks]. Please keep the CSS largely intact, but you're welcome to enhance the styling—using ShadCN or similar frameworks if appropriate.

Step 4: Hosting Your Application

Go to **replit.com** and enter the following prompt into their "Agent"

Prompt: Please take the document attached and create a new replit with this exact code. No need to change anything. I'm simply looking to create a new Replit with this and host it on replit.

Run the app using the "Run" button.

Use Replit's built-in **Deploy** feature (requires a paid plan) to share a stable, auto-scaling link.

NOTE: This can also be done on Firebase. Both of these platforms allow you to improve your code as well.

Step 5: Building a Homepage

A dedicated marketing page helps onboard users before they dive into your app. You can also generate this with Gemini 2.5:

1. **Return to NotebookLM** and reference your **Competitor** sources plus your **MVP Feature Outline**.

   Suggested "meta" prompt:
   Please review all of the competitor sources provided and craft a prompt for a language model to generate a visually compelling and effective landing page or homepage for this product. The design and tone should align with the best practices and aesthetic approaches observed in the competitor examples.

2. Copy NotebookLM's "landing page prompt" (it will include text, design guidelines, etc.).

3. **Paste into Gemini 2.5** (with Canvas on) to generate a fully functional HTML/CSS/JS page that matches your app's look and feel.

4. Host this page on Firebase or Replit in tandem with your main app.

Step 6: Developing a Content Strategy

A robust **content marketing strategy** attracts users, educates them, and compels them to try your product.

6.1. Developing a Strategy

Return to NotebookLM with all of your sources selected.

Suggested prompt:
Develop a content marketing campaign strategy. Please outline four hub content pieces, each supported by four blog posts that link to and drive traffic toward them. Base your recommendations on insights drawn from the competitor sources.

6.2. Developing "Hub Pages" (Infographics, etc.)

Suggested prompt:

> Craft a prompt for a language model to generate a visually compelling infographic related to [The Empowered Patient's Complete Guide to Navigating Modern Healthcare]. Please include all the necessary information to make this infographic. The design and tone should align with the best practices and aesthetic approaches observed in the competitor examples.

Depending on your project, you can include diverse content formats:

- **Infographics** – Provide visuals summarizing your key findings or market stats.

- **Cluster Visualizations** – Showcase how different user pain points overlap and how your features solve them.

- **Interactive Maps** – If location data is relevant (e.g., distribution of users, healthcare facilities, financial resources), it can be a powerful tool.

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7. Applying Lean Startup Principles with AI

This rapid workflow—using **NotebookLM** for research and synthesis, and **Gemini 2.5** for building—is a powerful, modern application of the **Lean Startup** methodology. Understanding this methodology provides the strategic "why" behind the steps, helping you maximize learning and minimize wasted effort as you bring your software product to life.

7.1 What is the Lean Startup?

Inspired by lean manufacturing principles and popularized by Eric Ries, the Lean Startup isn't about being cheap; it's about navigating the extreme uncertainty inherent in launching something new. Its core goal is to **reduce waste**—not just wasted money, but wasted time and effort building something nobody wants. It achieves this through a focus on **validated learning**, **iterative development**, and making data-driven decisions.

Instead of spending months or years perfecting a product based on assumptions, the Lean Startup advocates for quickly getting a basic version into the hands of real users to learn what resonates and what doesn't.

7.2 The Build-Measure-Learn Feedback Loop: Accelerated by AI

The engine driving the Lean Startup is the **Build-Measure-Learn** feedback loop. This process maps directly onto this cycle, with AI significantly accelerating key phases:

- **BUILD:**

    - **Lean Principle:** The goal here isn't to build the final, perfect product. It's to build the smallest possible thing—the **Minimum Viable Product (MVP)**—that allows you to start testing your biggest assumptions about the customer, the problem, and your proposed solution. An MVP is essentially an *experiment*. It might be a simple landing page testing interest, a single-feature application, or even a "Wizard of Oz" MVP where the backend is manual initially.
    - **Integration with This Process:** This phase is dramatically accelerated by **Steps 2, 3, and 4**:
        - In **Step 2 (Analyzing Sources and Synthesizing Insights)**, you use **NotebookLM** to analyze your research and define the core features for your MVP, creating the **MVP Prompt**. This ensures the "Build" phase is focused.
        - In **Step 3 (Building the Core Application)**, **Gemini 2.5** takes your **MVP Prompt** and rapidly generates the actual code for your application, potentially visualized instantly using the **Canvas** feature. This turns build time from weeks/months into potentially hours/days.
        - In **Step 4 (Hosting Your Application)**, platforms like Replit or Firebase allow you to deploy this initial build quickly, getting your experiment live.
    - **AI Advantage: Gemini 2.5** makes building the *experiment* incredibly fast, letting you move to the next phase much sooner than traditional methods.

- **MEASURE:**

    - **Lean Principle:** Once the MVP is live, the goal is to measure how real users interact with it. This isn't about vanity metrics (like total website hits). It's about gathering *actionable metrics* and qualitative feedback that validate or invalidate the hypotheses tested by your MVP. Are users signing up? Are they using the core feature you built? Are they completing the key task? What feedback are they giving (directly or indirectly)?
    - **Integration with This Process:** This phase begins immediately after **Step 4** and **Step 5 (Building a Homepage)**. While specific analytics tools aren't detailed elsewhere, this is where you would:
        - Observe user behavior (e.g., using basic analytics on Replit/Firebase or integrating tools like Google Analytics).
        - Actively seek qualitative feedback (e.g., through a contact form on your homepage, user interviews if possible, or monitoring discussions if you promote it in relevant communities).
        - Track key conversion rates or usage patterns related to the core function of your MVP.

- ○ **Thinking Point:** Define *before* you launch *what* you need to measure to know if your MVP is successfully addressing the core user job or pain point identified in **Step 1**.

- ● **LEARN:**

    - ○ **Lean Principle:** This is arguably the most crucial phase. You analyze the quantitative data and qualitative feedback gathered during the "Measure" phase. The goal is to achieve **validated learning**—genuine insights backed by real user behavior. Based on this learning, you make a critical decision:
        - ■ **Persevere:** If the data shows your core hypotheses are correct and users are engaging positively, you persevere. You continue down the current path, potentially building the next most important feature or refining the existing ones based on feedback.
        - ■ **Pivot:** If the data invalidates your core hypotheses (users aren't signing up, they ignore the core feature, feedback indicates you solved the wrong problem), you pivot. This isn't failure; it's a strategic change in direction based on evidence—targeting a different customer segment, changing the core value proposition, altering the technology approach, etc.—without changing the overall vision.
    - ○ **Integration with This Process:** This phase is directly addressed in **Step 7 (Next Steps and Additional Resources - Iterate Continually)** and leverages **NotebookLM** powerfully:
        - ■ You gather the feedback and usage data from the "Measure" phase.
        - ■ You feed this new information (e.g., user comments, survey results, analytics summaries) *back into NotebookLM* alongside your initial research sources (**Step 1** materials).
        - ■ You use **NotebookLM**'s analytical capabilities to synthesize these new insights, identify patterns, refine your understanding of user needs, and decide on the next steps (persevere or pivot).
        - ■ This learning directly informs the next iteration of your **MVP Prompt** or feature development, kicking off the loop again with **Gemini 2.5** building the next version (**Step 3**).
    - ○ **AI Advantage: NotebookLM** helps you make sense of the feedback and data quickly, facilitating faster, more informed "Learn" cycles.

7.3 Conclusion: Faster Cycles, Smarter Decisions

By combining **NotebookLM**'s research and synthesis power with **Gemini 2.5**'s rapid development capabilities, this process allows you to execute the Build-Measure-Learn loop at an unprecedented speed. This doesn't just mean launching faster; it means *learning* faster, reducing the risk of building the wrong product, and increasing your chances of finding a

sustainable path based on validated customer needs. Understanding the Lean Startup principles provides the strategic framework to use these powerful AI tools effectively.

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8. Understanding Needs with Jobs-to-be-Done (JTBD)

While identifying user pain points (**Step 1**) is crucial, understanding the deeper *motivation* behind those pains can unlock truly innovative solutions. The **Jobs-to-be-Done (JTBD)** framework provides a powerful lens for achieving this deeper understanding, complementing the research and analysis you perform using **NotebookLM**.

8.1 What is Jobs-to-be-Done?

Popularized by Clayton Christensen and others, JTBD theory proposes that customers don't simply buy products or services; they **"hire" them to make progress in a specific circumstance**—to get a "job" done. This "job" represents the goal or outcome the customer is trying to achieve.

Instead of focusing solely on *who* the customer is (demographics) or *what* features a product has, JTBD focuses on the *why* behind their actions: **What job are they trying to accomplish?**

Think of it this way:

- You don't hire a lawnmower just because it has certain features (engine size, blade width). You hire it for the job of "maintaining a neat and respectable-looking yard with minimal hassle."
- Commuters in Christensen's famous example didn't hire a milkshake for its taste alone; they hired it for the job of "making a long, boring commute more interesting with a clean, easy-to-consume, long-lasting treat."

8.2 Beyond Pain Points: Uncovering the Core Motivation

Pain points, like those gathered in **Step 1**, are often *symptoms* of an underlying job the user is struggling to complete. JTBD helps you look past the symptom to the root cause or goal.

- **Pain Point:** "It's hard to remember if I took my medication."
- **Potential Underlying Job:** "Help me consistently follow my treatment plan so I can feel confident and in control of my health."

Focusing only on the pain point might lead to a simple reminder feature. Focusing on the *job* might lead to solutions involving integration with pharmacies, educational content about the medication's importance, or ways to track symptoms alongside adherence, fostering that feeling of confidence and control.

8.3 Applying JTBD in the AI-Powered Workflow

Integrating JTBD thinking enhances several steps in this process:

- **Refining Step 1 (Gathering Sources):** As you use **NotebookLM Discover** to find user pain points on forums like Reddit or Quora, actively look for clues about the underlying *job*. What was the user *trying to do* when they encountered the problem? What was their ultimate goal? You might even refine your Discover prompts to search for desired outcomes or goals related to your topic, not just problems.

- **Deepening Step 2 (Analyzing Sources):** When analyzing the gathered sources in **NotebookLM**, don't just list the pain points. Use the chat feature to synthesize and ask:

  - "Based on these sources, what is the fundamental 'job' these users are trying to get done?"
  - "What progress are they trying to make in their lives when these issues arise?"
  - Structure your analysis around a JTBD statement: `When [situation], users want to [motivation/goal], so they can [expected outcome].` **NotebookLM** can help identify these patterns across multiple user comments.

- **Sharpening the MVP Definition (Step 2 -> Step 3):** The insights gained from JTBD analysis directly inform a more effective **MVP Prompt**. By understanding the core job, you can prioritize features that deliver progress on that job, rather than just applying band-aids to surface-level pain points. This increases the likelihood that the initial product built by **Gemini 2.5** in **Step 3** will resonate meaningfully with early adopters because it helps them achieve a fundamental goal.

- **Guiding Marketing (Step 5 & 6):** Understanding the job also leads to more compelling marketing content (**Step 6**). Your homepage (**Step 5**) and promotional materials can speak directly to the user's aspirations and desired outcomes ("Achieve confidence in managing your health") rather than just listing features ("Includes medication reminders").

8.4 Conclusion: Building for Progress, Not Just Problems

By incorporating the Jobs-to-be-Done perspective into your **NotebookLM** analysis (**Step 2**), you move beyond merely identifying problems to understanding the fundamental progress your users are striving to make. This deeper insight allows you to define a more focused and impactful MVP, leverage **Gemini 2.5** to build solutions that truly address core motivations, and ultimately create products that users find indispensable because they consistently help them get important "jobs" done.

Final Thoughts

- **Iterate Continually**: Both NotebookLM and Gemini 2.5 can refine or expand your product. Keep feeding user feedback and additional research into your notebooks, and re-run code generation for new features or design overhauls.

- **Explore AI-Enhanced Marketing Tools**: From AI-powered social scheduling to advanced analytics, you can further automate promotion.

- **Consider Monetization Early**: If your project is commercial, integrate a subscription or one-time payment plan, which Gemini 2.5 can help code.

- **Stay Updated**: Both NotebookLM and Gemini are evolving rapidly. Watch for feature updates, new integrations, or expansions to their context window capabilities.