

Full Replit POC Build Instructions (Updated July 2025)

Overall Vision

This POC is a **functional prototype** to validate a browser-based tool for **creative strategists, planners, and content creators**. The tool helps them capture, analyze, and synthesize cultural signals from the web using human input and AI assistance culminating in exportable briefs.

Core Philosophy

We are not replacing strategists we are supercharging them. Our job is to **10x their cultural research process** through a workflow-friendly extension + dashboard system that:

- **Reduces manual hunting**
- **Surfaces useful cultural data**
- **Speeds up synthesis into briefs**
- **Fits into tools they already use** (Slack, Notion, Docs)

Core POC Modules to Build

| Module | What It Does | Why It's Important |

|-----|-----|-----|

| Auth System | Supabase auth w/ email sign-in | Real multi-user testing |

| Signal Capture | Input from form or browser | User-controlled insight discovery |

| Dashboard | Shows user signals | Acts as central research board |

| AI Summary | GPT-4 generates signal summaries | 10x speed in insight generation |

| Sentiment Analysis | Classifies tone (positive/neutral/negative) | Adds strategist-level context |

| Export Brief | Exports selected signals | Turns insights into client-facing value |

| Browser Extension | Capture from any webpage | Critical for workflow integration |

| API Integrations | Pulls auto-signals from Google Trends, Reddit, TikTok, LinkedIn | Keeps dashboard fresh and relevant |

Replit Instructions (Modular Build Plan)

1. Project Setup

1.1 Initialize Replit Project

- Stack: Node.js (Express), Supabase, HTML/CSS/JS frontend

1.2 Install Core Dependencies

```
```bash
```

```
npm install express cors dotenv axios openai @supabase/supabase-js sentiment
```

```
```
```

1.3 Setup Folder Structure

- `/backend` routes and logic`
- `/frontend` HTML/JS/CSS UI`
- `/extension` Chrome extension code`
- `/docs` Brief exports, README`

****1.4 Supabase Auth****

- Enable Email Auth in Supabase
- Store userId on login (basic session token)

2. Signal Capture

****2.1 Manual Input Form (Web App)****

- Fields: URL, Notes, Tags, Category
- POST to `/api/save-signal`

****2.2 Chrome Extension****

- Authenticated popup form for URL capture
- Reuses same `/save-signal` route

****2.3 Auto Signal Ingestion****

- Use free APIs to pull trending signals:

| Platform | API | Notes |
|---------------|---|--------------------------|
| ----- | ----- | ----- |
| Google Trends | `gtrends.py` via Python or Node wrapper | No key needed |
| Reddit | JSON API (`/r/all/top.json`) | No key |
| TikTok | TikTok Display API | Requires developer token |
| LinkedIn | ForumScout unofficial API | Limited; no key |

Populate into DB tagged as `auto_suggested`.

3. Signal Analysis

****3.1 AI Summarization****

- On save, send `notes + URL` to GPT-4
- Prompt: `Summarize in 2 lines why this is culturally relevant.`

****3.2 Sentiment Analysis****

- Use `sentiment` npm package
- Return: positive, neutral, or negative

4. Dashboard

****4.1 Signal Card UI****

- Show: Title, Summary, Tags, Sentiment
- Checkbox for Add to Brief

****4.2 Implicit Signal Scoring****

- When user includes signal in brief, mark `used_in_brief: true`
- In Phase 2, use to rank signal relevance

5. Brief Export

5.1 Export Options

- `.docx` file
- Slack export via webhook
- Markdown version

5.2 Format

``

Project Brief: [Name]

Included Signals

Signal 1

Summary:

Notes:

Tags:

Sentiment:

``

API Keys Checklist

| API | Required? | Free? | Where to get |

|-----|-----|-----|-----|

| OpenAI | Yes | No (can use GPT-3.5) | platform.openai.com |

| Supabase | Yes | Yes | supabase.com |

| Google Trends | No | Yes | N/A |

| Reddit | Optional | Yes | N/A |

| TikTok Display API | Yes | Yes (Dev access) | developers.tiktok.com |

| ForumScout | Yes | Freemium | forums.fyi |

Testing Plan

- 3 internal testers with real logins
- 1 user with extension-only access
- Each tester exports a brief with 3+ signals

What's Not Included (For Now)

- Public-facing landing page
- Full brief template customization
- Signal clustering/relevance scoring

Reminder: The POC is considered "complete" when:

Users can authenticate
Capture and annotate signals
See live dashboard
Auto signals populate daily
Add to brief + export
Browser extension works

Built for strategists, creators, and creative teams to streamline cultural insight workflows built lean, but smart.