

**\*\*Brandon:\*\*** Just brainstorming an app idea, and I need your help to guide me a little bit, okay?

**\*\*Grok:\*\*** Hit me with it—what's the app idea?

**\*\*Brandon:\*\*** This is a friend's idea that I'm helping her with. It comes from an experience she had where in a ceremonial group, everyone went around the room and talked about something that they just absolutely loved about this person. It was very memorable and meaningful to her, and she wants to create a technological clone of that experience. I've got some ideas. I'm just gonna start to share them with you and we can go from there, okay?

**\*\*Grok:\*\*** That sounds cool—love the heartfelt angle. Go ahead, lay out your ideas.

**\*\*Brandon:\*\*** Alright, let's take it from the recipient's end. They get texted a link where we put a little image in there—I forgot the name of the link, but you can see that, let's say, Kiki has sent you the, let's just call it as a bad example, "love me not" or something. It's like Kiki sent you a love me not, and it happens to be on your birthday. Now you're the user, recipient clicks on the text image slash link, and what comes up immediately is the first screen is a sentence or two.

**\*\*Grok:\*\*** What does that first screen say?

**\*\*Brandon:\*\*** From—go ahead.

**\*\*Grok:\*\*** I was just gonna ask—what does that first screen say, from the recipient's point of view?

**\*\*Brandon:\*\*** It's a quote from one of the friends that has filled this out on your behalf. It's a sentence or two about what it is that's so great about you. And then in the bottom right-hand corner, it's got a little profile picture of them, the person who sent it, their image. And then, if after maybe 10 seconds it auto-advances, or you can also click a right arrow and get the next one.

**\*\*Grok:\*\*** So basically like a slideshow of heartfelt notes from your friends, timed for your big day. Sweet... and

**\*\*Brandon:\*\*** And—go ahead.

**\*\*Grok:\*\*** \*\*\*\*\* Grok's idea: and you could even throw in subtle music in the background. Like, a soft instrumental that makes it feel... special. \*\*\*\*\* After the slideshow, do you guys wanna do something? A thank you page? Or a way to respond back?

**\*\*Brandon:\*\*** Couple things. One is after the slideshow, I think that what should happen is a single video auto-plays, and that video is you ask everyone who were the senders to just record a sentence or two. It could be the same sentence, it could be whatever they want, of basically speaking to the camera as a video. And then what I want to do is I want to edit the video using AI so that it basically almost looks like one singular paragraph, but it's intercut with the different senders. It's a chopped-up version of everyone saying one, two, maybe three words, depending about this person. And then at the very end, everyone—it puts everyone in their own little...

**\*\*Grok:\*\*** That's a great twist. So you intersplice—

**\*\*Brandon:\*\*** Couple things. One is after the slideshow, I think that what should happen is a single video auto-plays, and that video is you ask everyone who were the senders to just record a sentence or two. It could be the same sentence, it could be whatever they want, of basically speaking to the camera as a video. And then what I want to do is I want to edit the video using AI so that it basically almost looks like one singular paragraph, but it's intercut with the different senders. It's a chopped-up version of everyone saying one, two, maybe three words, depending about this person. And then at the very end, everyone—it puts everyone in their own little—I forgot what it's called. Go ahead.

**\*\*Grok:\*\*** Bubble, right? Like each one on their own square screen, talking in sync? That's actually beautiful man. Feels like they're literally surrounding you with praise. And the AI chop-suey edit... yeah that could work if we keep the cuts quick, don't let it drag. Now, what if someone doesn't wanna do video—should there be a fallback? Or is that just... mandatory?

**\*\*Brandon:\*\*** Mandatory. If you don't want to do video, you're just not included in the end screen. You still get your main quote in there.

**\*\*Grok:\*\*** Got it—keeps it clean, no half-measures. So, the text part's for everybody, but only video folks make it to the... finale. Makes sense. Now, how do you collect all this stuff beforehand? Your friend gotta chase everyone down?

**\*\*Brandon:\*\*** No, that—we're gonna work on that next, but we're just—I'm just focusing right now on the user experience from the recipient's perspective.

**\*\*Grok:\*\*** Fair enough. So after that video plays... what's next? A thank you screen? Do you get to see who's all included? Maybe give them the option to share a reply, or to just... sit with it for a bit.

**\*\*Brandon:\*\*** I think sit with it for a bit is a really good point, because now you're not giving them homework, so to speak. You're just letting them have it. And then, but maybe toward the bottom right, not very obvious, but there is an opportunity to send a singular...

**\*\*Grok:\*\*** A reply? Like one video back or one—

**\*\*Brandon:\*\*** I think sit with it for a bit is a really good point, because now you're not giving them homework, so to speak. You're just letting them have it. And then, but maybe toward the bottom right, not very obvious, but there is an opportunity to send a singular reply all.

**\*\*Grok:\*\*** \*\*\*\*\* Grok's idea: Yeah, so the video ends—fade to black for three seconds or so. Just silence, let it sink in. Then a soft fade up—black screen with just the words "They love you. They really, really love you." After another quiet second, that reply-all button appears in the corner. One tap, records audio or text—your choice—and it shoots off to everyone at once. \*\*\*\*\* Keeps it easy, keeps it warm.

**\*\*Brandon:\*\*** And go ahead.

**\*\*Grok:\*\*** So let it sink in.

**\*\*Brandon:\*\*** Yeah, exactly. And we make it really clear that it's optional. Instead of the next thing being like, okay, clearly it's your job to reply all, it's a little more like we say something about the optionality of it, I think.

**\*\*Grok:\*\*** \*\*\*\*\* Grok's idea: Right, so maybe instead of a button, it's a soft little icon—like a little open envelope with a question mark. Hover over it, or hold, and it says "If you feel like saying something back." \*\*\*\*\* No pressure, no big reply word, nothing. Just... there. If they want. That's plenty.

**\*\*Brandon:\*\*** ...

**\*\*Grok:\*\*** So... after that? Do we leave 'em—

**\*\*Brandon:\*\*** Hey.

**\*\*Grok:\*\*** Hey. You okay?

**\*\*Brandon:\*\*** Well, yeah. What I wanted to ask you was, I think we're good on the recipient user side, so now we can move on to the sender UI side, yeah?

**\*\*Grok:\*\*** Yeah, let's do that. Who actually gets the invite? How do we know who's supposed to be in on it?

**\*\*Brandon:\*\*** It's all led by, always going to be led by one person. I don't know what, how we want to title that person. Let's call it the...

**\*\*Grok:\*\*** Coordinator. Or curator. Or lead sender. Doesn't-

**\*\*Brandon:\*\*** It's all led by, always going to be led by one person. I don't know what, how we want to title that person. Let's call it the, not master inviter, but give me a, what do you think would be a good name for that person?

**\*\*Grok:\*\*** How about curator? Makes 'em sound thoughtful-like they're putting together something really personal.

**\*\*Brandon:\*\*** Yeah, that's great. Curator is the one who learns about the app, and right now I say we do it all web-based, no application needed.

**\*\*Grok:\*\*** Web-based, nice-makes it instantly shareable, no download nonsense. So the curator hops on, signs up-

**\*\*Brandon:\*\*** Yeah. Basically what happens is the curator...

**\*\*Grok:\*\*** Yep?

**\*\*Brandon:\*\*** Is able to go onto the website and immediately, as quickly as humanly possible, the curator should be able to start going through. Well, they get a video of exactly what it looks like right away it loads, and it's in like Illustrator, almost cartoon style. You get to see what the end product is in a 30-second, 15-second sped-up scenario. You see the quotes and you see an end video, you see the whole gift that you're giving that person, and then as soon as that is done and that loads, then you just begin. And how you would begin is-pause for a second, I just have to-I'll be right back.

**\*\*Grok:\*\*** Ok, go ahead.

**\*\*Brandon:\*\*** ...

**\*\*Grok:\*\*** So you begin by entering their first-

**\*\*Brandon:\*\*** ...

**\*\*Grok:\*\*** So, like I was saying, the video ends and right when it's over-no splash screen, no nothing-just a single line pops up: Who's this for? Big text, centered, white on black. One prompt, no distractions.

**\*\*Brandon:\*\*** Yeah, that's perfect. Now, the next step is you do your own.

**\*\*Grok:\*\*** Got it. You just type in a name-

**\*\*Brandon:\*\*** Yeah, that's perfect. Now, the next step is you do your own. You create your message, and you have a couple different options. You can go from scratch, or you can just use the option to write out one or two things that you love about this person. You could literally just type in one word or two words, it's like they're the kindest person I know, or something like that, where you just minimum of maybe three words. Then you can hit a little shuffle button, so it gives you some options of sentences that you might want to say. And then you can select one of them and you can edit it. We're basically trying to do is make it as easy as humanly possible to use your own words to make it look nice to give you that sentence that's your main quote. Make sense?

**\*\*Grok:\*\*** Yeah. You're really lowering the bar, which is exactly what we want. Because honestly, half the people will just freeze if they have to write. So from-scratch, or the quick-pick, or the shuffle... all of 'em dump into one text box. And once they land, maybe a gentle underline appears-like one word just glows for half a second, to let 'em know this is it, this is the line that shows up first. Then you hit, 'record video' or 'skip'. No extra steps.

**\*\*Brandon:\*\*** Right, that's great. And now you're done because you have a button that says send, and then from that perspective, for right now at least, your job is done. And what we can start to brainstorm is any additional things, for example...

**\*\*Grok:\*\*** Like maybe at the end, before they-

**\*\*Brandon:\*\*** Right, that's great. And now you're done because you have a button that says send, and then from that perspective, for right now at least, your job is done. And what we can start to brainstorm is any additional things, for example, it would be nice to get replied to once the recipient...

**\*\*Grok:\*\*** Yeah, so after they hit send, maybe they get looped right back into a little waiting room. Nothing—

**\*\*Brandon:\*\*** Hold on—sends a reply message to everyone. It would also be nice to see, check the status to, I mean, I guess one option—I don't know how I feel about it, but one option could be that when it's all completed, you as the sender do have the ability to see what the receiver sees in totality. What do you think about that?

**\*\*Grok:\*\*** I like it—keeps the circle tight, lets everyone feel like they're part of it. And honestly? It'd make it go viral faster if people can hit share after they've seen the full thing. But yeah, make it a checkbox when they first sign up: Do you want to watch the magic happen? If yes, they get an email the second the last person hits send. Clean, no pressure.

**\*\*Brandon:\*\*** Right, but there's no sharing because you can't share because this is a personal message for that person, so you're not allowed to share it.

**\*\*Grok:\*\*** Totally makes sense. The second I said viral I realized... yeah no. This isn't for show. So scratch the 'share'. All we do is let the sender peek once, if they want to. \*\*\*\* Grok's idea: But it's not downloadable, it's not forward-able, and it's time-locked—say 24 hours—and then it vanishes. \*\*\* That way it's... sacred. Not just a cute thing.

**\*\*Brandon:\*\*** But you think it should vanish for the recipient?

**\*\*Grok:\*\*** No. The recipient gets to keep theirs. They can replay as many times as they want, save it to their own phone if they really need it, no problem. \*\*\*\* Grok's idea: The sender only gets the 24-hour window. After that... poof. You weren't supposed to see it anyway. \*\*\*\*

**\*\*Brandon:\*\*** Right.

**\*\*Grok:\*\*** So. For the curator—do they need—

**\*\*Brandon:\*\*** Right. Now let's go back to the curator, right? I mean, does the curator really need to do anything? I'm thinking the next thing that the curator would need to do is just send a nudge to anyone that didn't respond, right?

**\*\*Grok:\*\*** Yeah, but keep it really light. Like after forty-eight hours, the site just pings them, one single message: Hey, remember? It's for [name]. Only takes thirty seconds. Click here, done. No guilt trip. And if they still don't do it after a second nudge, we just leave 'em out. No big deal. Keeps momentum without being annoying.

**\*\*Brandon:\*\*** Do you think that the, 'cause we know that the best, the highest rate of seeing or responding is gonna be if you not if you get a text message from our app VIP number or whatever number. The best way is gonna be if you get it from the curator, right?

**\*\*Grok:\*\*** Yeah, I would say so. People ignore app SMS but they won't ignore their friend texting them. So maybe what we do is let the curator copy a little pre-written message, and when they hit send it copies to the clipboard. All they do is paste that into iMessage, WhatsApp, whatever, and hit send. Keeps us out of the carrier game for now, doesn't cost money, and feels personal.

**\*\*Brandon:\*\*** And then what about from the nudge point of view, though? How would we technically do that if we are not the carrier?

**\*\*Grok:\*\*** Simple. Curator can either pick one of those names from a list and just hit send—an email goes out automatically. OR, more effectively, the site lets the curator just copy a tiny link that says 'click here, it's for Brandon' or whatever, and they paste and text it. Now here's the trick—once they hit complete, that link goes dead. So they have to do it themselves. But if they forget, yeah, we could add a nudge button next to each name. You hit it, it sends an email automatically. Works just fine.

**\*\*Brandon:\*\*** Well, you said email, but I thought we were doing this all from text.

**\*\*Grok:\*\*** Right. My bad. So, we just make the curator text themselves a note—when the timer hits forty-eight hours, the site sends a text to the curator, not the sender. 'Hey, time to nudge [name].' And then they can resend that copied message themselves. That way everything stays in text, we don't even touch email. Clean.

**\*\*Brandon:\*\*** Yeah, we want that. And then also, I think that if that screen that the curator clicks, you see as soon as they click on the

link, there's the top line is all the people who did not have done it yet, and the bottom is all the ones who have completed it. So it's easy for them to, we just want to make it as easy as possible for them to do the copy-paste nudge thing that's coming from their phone and no one else's, right?

**\*\*Grok:\*\*** Totally. So that dashboard—top half, red dot next to every name that's still empty. Bottom half, green check when they've sent. One tap on a red dot and boom, message is copied. 'Hey, forgot? It's for [name]—click here.' Already typed, ready to paste into text. Bottom half, you tap a green dot and it fades away. No extra clutter. Super clean.

**\*\*Brandon:\*\*** Great. And now...

**\*\*Grok:\*\*** So now, what about the actual video? How—

**\*\*Brandon:\*\*** Great. And now, what is another user experience that you're thinking about?

**\*\*Grok:\*\*** \*\*\*\* Grok's idea: Well, how about... right before the video starts to play, right after the slideshow, we have the last quote on the screen and then it just kind of... fades, and a voice—maybe the AI voice—says, "thanks for letting them in," and then the video starts. It's not about telling you what to do, it's just, you know, validating the moment. \*\*\*\*

**\*\*Brandon:\*\*** What's next?

**\*\*Grok:\*\*** \*\*\*\* Grok's idea: Uh, okay, let's just tie it up a bit. I think after the recipient sends that reply all, we give them one more thing to do—just once. A quick pop-up: Want to make one for someone else? If they tap yes, we take them right back to the curator flow. Otherwise, thank you, fade to black. That's it. No endless loop, no upsell. Just ends where it should. \*\*\*\*

**\*\*Brandon:\*\*** Just think about it from a sender experience. All of a sudden you take something that is a really beautiful special thing and you're going to start to give them decision and work fatigue. So it's not prompting you right away to make another one. What we have to start thinking through right now is what do we think would be the ideal user experience from the sender's point of view. I think that the sender's point of view is, this was really cool. I want to give this to someone else. But we don't want to put it in their face to do it right now because they just did it, right? And it could be endless. I think it's we want to give them a place to save this thing so that



they know where it is so that they can come back to it when they're ready to be the curator.

**\*\*Grok:\*\*** From a sender's side. Exactly. I think—

**\*\*Brandon:\*\*** Just think about it from a sender experience. All of a sudden you take something that is a really beautiful special thing and you're going to start to give them decision and work fatigue. So it's not prompting you right away to make another one. What we have to start thinking through right now is what do we think would be the ideal user experience from the sender's point of view. I think that the sender's point of view is, this was really cool. I want to give this to someone else. But we don't want to put it in their face to do it right now because they just did it, right? And it could be endless. I think we want to give them a place to save this thing so that they know where it is so that they can come back to it when they're ready to be the curator.

**\*\*Grok:\*\*** Well, I like that. Nothing pops up. Nothing pushes you. But, before they leave, when they hit the back arrow or just close the tab, it just says: hey, we saved this experience for you. And right above the address bar, it sticks a little cookie that, when you come back—any time—says: want to make one for someone? One line. If no, never comes back again. If yes, you're right where you left off. Calm, low-pressure, but still easy.

**\*\*Brandon:\*\*** Do you think that that's almost too subtle? I love the idea that if we're if they're cookied in, then when they come back to it that they can make one for someone else. But is there anything—I mean, and I'm sure I'm overthinking this part here, but in my mind, let's just take the scenario where I'm saying, that was awesome, I'm going to use that. I know my friend's birthday is two weeks from now, but I'm going to forget the website. Because we're not going on an app where you're not downloading an app. I mean, I guess that's one opportunity right there is to say, download the app, and send, and get receive your first three sends for free.

**\*\*Grok:\*\*** Yeah, it might be. Maybe instead we—

**\*\*Brandon:\*\*** Do you think that that's almost too subtle? I love the idea that if they're cookied in, then when they come back to it that they can make one for someone else. But is there anything—I mean, and I'm sure I'm overthinking this part here, but in my mind, let's just take the scenario where I'm saying, that was awesome, I'm going to use that. I know my friend's birthday is two weeks from now, but I'm going to forget the website. Because we're not going on an app where you're

not downloading an app. I guess that's one opportunity right there is to say, download the app, and get receive your first three sends for free.

**\*\*Grok:\*\*** Yeah, you're right. If we're not gonna make an app, we can't rely on 'em remembering. So here's—

**\*\*Brandon:\*\*** And that's through that.

**\*\*Grok:\*\*** Yeah, and that might actually work. But—

**\*\*Brandon:\*\*** And that's through that. Go ahead.

**\*\*Grok:\*\*** And that's through that. So maybe, after the recipient hits reply, or even after the sender finishes up—right before they close—we do a gentle full-screen card: This was special. Want it saved on your phone? Tap 'download app'. No 'free sends' nonsense—just a clean, honest, keep it handy. And once it's downloaded, every time you open it, it's just one screen: Make one for someone. Or Re-watch. Nothing else. That way you never lose it, but we never nag.

**\*\*Brandon:\*\*** I like that.

**\*\*Grok:\*\*** Cool. So we do both—cookie on—

**\*\*Brandon:\*\*** I like that. Let me ask you, I think a good next step for this would be a wireframe, don't you agree?

**\*\*Grok:\*\*** Yeah, let's do that. But before that—um, what format do you like? I mean, like, is it just, just like a little thing you can show your friend, or is it going to a developer? Because if it's to a dev, we should probably add the little things like what color's the arrow and how big's the video.

**\*\*Brandon:\*\*** Well, I was thinking we could just spin this up in Lovable.

**\*\*Grok:\*\*** Lovable, huh? The AI thing? Yeah, that could work. I mean, the flows are pretty simple—just two or three pages. It'd probably spit out a working thing pretty quick. But fair warning—it's not gonna nail the transitions or the little pauses we talked about. That's still gonna be on you, or whoever does the actual thing. But to show your friend? Hell yeah. Spin it up. Let's see it breathe.

**\*\*Brandon:\*\*** In order to spin that up, well, do you think it would make sense—oh, and the other two—I mean, I don't know if you're

opinionated here, but we have all sorts of options, Lovable is great. We could also, if you thought it makes more sense, we could do it in Figma. There's Figma Make. Would you have an opinion?

**\*\*Grok:\*\*** Lovable gives you a working app, right away. Figma gives you prettier pictures. If all you wanna do is show your friend how it feels, go Lovable. If you wanna sit with her and keep tweaking, do it in Figma first. Honestly? I'd say Figma. 'Cause right now we're still talking about tiny little pauses, where stuff fades—those matter to you. And you can't really fake those in code yet. So, prototype. Then build.

**\*\*Brandon:\*\*** I've seen Lovable be really good on little animations and that kind of thing. I mean, is there one specific thing that you think would be really hard to get Lovable to do?

**\*\*Grok:\*\*** The two things that usually trip Lovable up hard are: 1. That AI-chopped group video where it seamlessly stitches everyone saying one or two words each into one flowing paragraph. Lovable can fake a video player, but it can't actually run the real AI editing logic yet—you'd just get a placeholder. 2. The exact timing and silence we care about: the 3-second black pause after the slideshow, the slow fade-in of They really, really love you, the soft envelope icon that only appears after the moment lands. Lovable tends to rush those beats or make them feel clicky instead of breathy. Everything else—quotes sliding, profile pics in the corner, record button, copy-to-clipboard nudges—it nails fast. So if you just want your friend to feel the flow and click through it tomorrow, Lovable is perfect. If you want her to cry at the pauses, do Figma first, get the timing perfect, then feed that into Lovable later.

**\*\*Brandon:\*\*** Yeah, I think for right now where this is, Lovable is good enough, 'cause I know myself and with Figma I would just spend too much time fine-tuning.

**\*\*Grok:\*\*** Totally makes sense. You're gonna go in circles with the fade durations. Trust me, Lovable gives you just enough to feel real. Let's say we go with that. So you feed it—start with the recipient experience. We already know it beat-for-beat. Do you wanna just rattle it off real quick, or should we start from the beginning again?

**\*\*Brandon:\*\*** Well, basically right now, just so I'm clear, what you and I could do once we're locked in in terms of the wireframe thing is we would just start feeding step by step this into Lovable, is that right?

**\*\*Grok:\*\*** Yes. Basically what we do is we open Lovable, say Hey, let's make this app called love me not, and then go step by step. Like—recipient opens the link. Show them a quote. Ten seconds or click to next. At end, auto-play video. After that, silence. Then They love you. Then soft reply option. And then we pause, let Lovable spit out a rough thing, we play with it, and if something feels off—like, if the video doesn't feel cinematic—we just say, Make the video bigger, add black bars, add a little reverb on the last line. It's conversational. That's the whole point.

**\*\*Brandon:\*\*** I think this is all good. I think that because she's never built something like this before, I think that she would really appreciate the feeling of having to be a little more involved in the development of it. So I'm thinking that a certain type of wireframe to her first before it gets spinned up in Lovable is a smart move, just to make her—it's her thing. So let me tell you what I'm thinking. I have been using ChatGPT to create—we prompt for ChatGPT images. I've used you, the Grok image creator too, to basically create a fake whiteboard, what looks like handwritten writing on the whiteboard, and I think that's a much more compelling wireframe look. So that way it's mostly black and white with just a teeny bit of, every once in a while there can be a little, what looks like a handwritten image. So it looks like if you just stumbled upon someone's big whiteboard room with all these different whiteboards that you see the wireframe of the site. I'm thinking that you and I could put something like that together for her to see. What do you think about that?

**\*\*Grok:\*\*** Sure. It's her baby—let her feel the marks. Hand-drawn on a whiteboard is way more human than any prototype. We can sketch the recipient side first: a stick figure with the phone in hand, arrow to the first quote, arrow to the second, arrow to the video. Then another board for the sender flow: curator dashboard, top half red dots, bottom half green. One more for the little fade-out details—write They love you in big caps, then a tiny envelope underneath, with a dotted line saying appears after pause. Nothing fancy. If she squints, she can imagine the real thing without getting overwhelmed. Feels more like a plan than a product.

**\*\*Brandon:\*\*** Yeah, exactly.

**\*\*Grok:\*\*** Cool. So let's do it. Give me one second to 'grab the marker.' Ok. First board—Recipient—

**\*\*Brandon:\*\*** So. Yeah.

**\*\*Grok:\*\*** So, recipient gets the text. Sketch a phone.

**\*\*Brandon:\*\*** Which one do you want to work on first?

**\*\*Grok:\*\*** Recipient. Start from where it matters.

**\*\*Brandon:\*\*** Let me pull up the prompt that I've been using in ChatGPT so you can get a sense of the cadence for the whiteboard, okay?