

FEBRUARY 2026 EDITION

# Ofir's Claude Code Field Manual

A practical guide for non-developers who want to build real things — dashboards, websites, automations — without writing code or waiting for IT.

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Ofir Bloch | 10 Project Playbooks | Zero Code Required

# What's inside (and who it's for)

This guide is for marketing people, customer success managers, sales ops leads, founders, and anyone else who has ideas and projects but no programming background. You've been told you need a developer to build things. As of early 2025, that changed. Now it's mostly not true.

Claude Code is a tool that builds things when you describe what you want in plain English. Websites. Dashboards. Automated reports. Internal tools. The kinds of things that used to require a developer, a sprint planning meeting, and six weeks of "it's in the backlog."

This guide starts with the easy stuff (Cowork, which works like chatting with a very competent assistant) and progresses to the powerful stuff (Claude Code Desktop, which actually builds and deploys real software). You don't need to know what a terminal is. You don't need to know what "git" means. I'll explain every term the first time it shows up.

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No coding experience required. Seriously.

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# What Is This Thing?

No jargon. No hype. Just what it does and why you'd care.

- The one-paragraph version
- What's the difference between Claude, Cowork, and Claude Code?
- Why should a non-developer care?
- What you need before we start

**PART 1 — WHAT IS THIS THING?**

## The one-paragraph version

Anthropic (the company that makes Claude, the AI you might already chat with) built a tool called Claude Code. It does more than answer questions. It can actually build things: websites, apps, dashboards, automated workflows, internal tools. You describe what you want in plain English, and it writes the code, creates the files, tests them, and can even put the finished product on the internet. You don't write code. You describe outcomes.

## What's the difference between Claude, Cowork, and Claude Code?

Think of them as three levels of the same AI:

|                  | CLAUDE CHAT  | COWORK  | CLAUDE CODE   |
|------------------|--|---|---|
| What it is       | AI chatbot   | Claude with hands   | Claude with a workshop  |
| What it does     | Answers questions, writes text, analyzes documents | Creates files, builds spreadsheets, processes data on your computer | Builds full apps, websites, dashboards, deploys to the internet |
| What it can't do | Touch your files or build anything                 | Put things on the internet or connect to databases                  | Nothing major — this is the full toolkit                        |
| Who it's for     | Everyone   | Anyone who works with documents and data                            | Anyone who wants to build real tools                            |

This guide covers Cowork and Claude Code. You'll start with Cowork (easy, low-risk, useful immediately) and graduate to Claude Code (powerful, slightly more involved, life-changing for your team's velocity).

## Why should a non-developer care?

Because the bottleneck in your work has never been ideas. It's been execution. You know exactly what dashboard your team needs. You know the landing page that would convert better. You know the weekly report that should be automated. But every one of those things requires "dev resources." And dev resources are always allocated to something else.

Claude Code changes the math. Not for everything. But for a surprising number of the things that are stuck in someone's backlog, you can now build them yourself. In hours, not sprints.



### REALITY CHECK

Claude Code won't replace your dev team. But it will let you stop waiting for things that don't actually need a developer. That distinction is worth understanding.

## What you need before we start

- A computer (Mac or Windows). Chromebook works for Cowork only.
- A Claude account on a paid plan. Pro (\$20/month) works. Max (\$100/month) is better if you'll use this daily.
- The Claude Desktop app installed. Download it at [claude.ai/download](https://claude.ai/download).
- Patience for about 30 minutes of setup.
- No coding experience. No terminal experience. No git experience. None of that.

## What you'll learn in this guide

- **Part 2** — How to use Cowork for everyday tasks (your comfort zone)
- **Part 3** — How to use Claude Code Desktop to build real projects
- **Part 4** — How to communicate with Claude so it actually delivers
- **Part 5** — The safety guardrails you need to know
- **Playbooks** — 10 step-by-step projects you can build this week
- **Part 6** — What to do when things go wrong

# Start Here: Cowork

Your comfort zone. No code. No terminal. Just results.

- What Cowork is
- How to open Cowork
- Your first task: messy doc to clean report
- Ten things Cowork is great at
- Cowork limitations

**PART 2 — START HERE: COWORK**

## What Cowork is

Cowork is a feature inside the Claude Desktop app. You open it by clicking the "Cowork" tab at the top of the app. It looks like a regular Claude chat, but it can do things regular Claude can't: access files on your computer, create documents, build spreadsheets with working formulas, run long tasks in the background, and work on multiple things at once.



### JARGON BUSTER

**Sandbox** — A secure, protected area on your computer where Cowork does its work. It can't accidentally delete your important files or do anything destructive. Think of it as a playpen for AI.

## How to open Cowork

- 1 Open the Claude Desktop app (the orange icon in your dock or taskbar).
- 2 Look at the top of the app. You'll see tabs: **Chat**, **Code**, and **Cowork**.
- 3 Click **Cowork**.

That's it. You're in.



### SAVE YOURSELF 45 MINUTES

If you don't see the Cowork tab, make sure your Claude Desktop app is updated. Go to [claude.ai/download](https://claude.ai/download) and install the latest version.

## Your first task: turn a messy document into a clean report

Let's do something practical. Say you have a messy Google Doc full of notes from a customer call, and you need to turn it into a clean summary for your team.

- 1 In Cowork, drag the file into the chat area. Or click the paperclip icon and select it.
- 2 Type your prompt (feel free to copy and paste it).
- 3 Press Enter (or click the send button).
- 4 Cowork will read the file, extract the important parts, and create a formatted Word document.

## Ten things Cowork is great at

These are real tasks non-developers use Cowork for every day:

1. **Clean up messy documents** — Turn raw notes into polished reports, briefs, or summaries.
2. **Build spreadsheets with formulas** — Describe the logic you need; Cowork writes the formulas.
3. **Analyze data from files** — Drop in a CSV and ask questions about it.
4. **Create presentations outlines** — Draft slide decks from research or meeting notes.
5. **Write and format long documents** — SOPs, handbooks, proposals with consistent formatting.
6. **Compare documents** — Find differences between contract versions or policy updates.
7. **Extract data from PDFs** — Pull tables, figures, and key data from PDF reports.
8. **Generate charts and visualizations** — Basic charts from your data, downloadable as images.
9. **Batch-process files** — Apply the same transformation to 50 files at once.
10. **Draft email sequences** — Write multi-touch campaigns with consistent voice.



### WORTH KNOWING

Cowork can work on multiple tasks in the background. Start one task, then open a new chat thread and start another. It's like having several assistants working in parallel.

## Cowork limitations (when to graduate to Claude Code)

Cowork is powerful, but it works with files. It can't put a website on the internet. It can't build something your team logs into every day. It can't connect to your company's database or pull live data.

When you hit one of these walls, that's when you move to Claude Code Desktop. Which is what Part 3 is about.



### REALITY CHECK

Most people don't need Claude Code Desktop. If Cowork handles your needs, stay there. Simpler is better. Only graduate when you genuinely hit a wall.

# Level Up: Claude Code Desktop

Where you start building things that live on the internet.

- What Claude Code Desktop is
- Opening it, step by step
- The three modes (Plan / Code / Act)
- The permission system
- The diff view
- Your first project: a landing page
- Running multiple sessions

**PART 3 — LEVEL UP: CLAUDE CODE DESKTOP**

## What Claude Code Desktop is

Claude Code Desktop is the "Code" tab in the same Claude Desktop app you already have.

When you click it, you get a different interface. Instead of chatting about files, you're working inside a project. Claude can create files, organize them into folders, run them, test them, and deploy them. It's the difference between writing a recipe (Cowork) and actually cooking the meal (Claude Code).



### JARGON BUSTER

**Project folder** — A folder on your computer where all the files for one project live. Think of it as a filing cabinet drawer dedicated to one thing. Claude Code works inside this folder.

## Opening Claude Code Desktop, step by step

- 1 Open the Claude Desktop app.
- 2 Click the **Code** tab at the top.
- 3 It will ask you to select a folder. This is where your project will live.
- 4 If you don't have a folder yet: On Mac, open Finder, go to Documents, right-click and choose New Folder. Name it something like **"my-first-project"** (no spaces, use dashes instead). On Windows, open File Explorer, go to Documents, right-click and choose New > Folder.
- 5 Select that folder in Claude Code Desktop.
- 6 You'll see a chat-like interface with your project name at the top. This is your workspace.



### SAVE YOURSELF 45 MINUTES

Use dashes instead of spaces in folder names. "my-project" works. "My Project" might cause problems later. It's a small thing that prevents headaches.

## The three modes

Claude Code Desktop has three modes. You switch between them using the dropdown in the chat area.

| Mode        | What it does   | When to use  |
|-------------|--|--|
| <b>Plan</b> | Claude reads your files and describes what it would build.       | Always start here. Review before building.                 |
| <b>Code</b> | Claude creates and edits files, asks permission for each action. | After you've approved the plan. Your main building mode.   |
| <b>Act</b>  | Claude runs commands, installs tools, deploys. More autonomy.    | Only when you're comfortable and have safeguards in place. |



### DO NOT SKIP THIS

Start in Plan mode. Always. Describe what you want. Let Claude explain how it would build it. Review that plan. Then switch to Code mode and say "Go ahead." This saves you from Claude enthusiastically building the wrong thing.

## The permission system (your safety net)

In Code mode, every time Claude wants to create a file, change a file, or run a command, it shows you what it's about to do and asks: allow or deny? You get three choices:

| OPTION              | WHAT IT MEANS  |
|---------------------|--|
| <b>Allow Once</b>   | Do this one thing, then ask me again next time.                    |
| <b>Allow Always</b> | Do this type of thing without asking for the rest of this session. |
| <b>Deny</b>         | No. Don't do that.   |

This means Claude literally cannot do anything without your say-so. If you see something you don't understand, click Deny. Nothing bad happens. Claude will explain what it was trying to do and suggest an alternative.



### WORTH KNOWING

When in doubt, use "Allow Once." You can always switch to "Allow Always" later once you're comfortable with what Claude is doing. Start cautious.

## The diff view (seeing what changed)

After Claude makes changes, you'll see a "diff" view. This shows you exactly what was added (highlighted in green) and what was removed (highlighted in red). You don't need to understand the code. You're just looking for:

- **Does the amount of change seem right?** If you asked for a small fix and see 500 lines changed, something's off.
- **Are there any red lines that look important?** Claude sometimes removes things it shouldn't.



### JARGON BUSTER

**Diff view** — A display that shows what changed in a file. Green lines were added. Red lines were removed. It's like Track Changes in Word, but for code.

If something looks wrong, you can undo it. Claude Code Desktop saves a snapshot before every change. Click the rewind button in the toolbar to go back.



### THIS WILL BREAK THINGS

Never switch to Act mode unless you understand what your project contains. Act mode gives Claude more autonomy. It's for experienced users who have set up proper safeguards.

# Your first project: a simple landing page

Let's build something real. A one-page website for a product, event, or team.

- 1 Open Claude Code Desktop. Select your empty project folder.
- 2 Start in **Plan mode**. Type your prompt describing the landing page you want.
- 3 Claude will describe the plan. If you see unfamiliar terms, type: "Explain [term] like I'm in high school."
- 4 Once the plan makes sense, switch to **Code mode**.
- 5 Type: "Go ahead and build it. After each major step, stop and show me what it looks like."
- 6 Claude will create files and tell you how to preview the site. Usually a link like `http://localhost:3000`. Click it.
- 7 Look at the preview. Tell Claude what to change.
- 8 When you're happy, say: "How do I put this on the internet so other people can see it?"



### COPY THIS EXACTLY

"I want to build a one-page website for [your product/event/team]. The page should have: a hero section with a headline and subheadline, a section explaining what this is, a section with three key benefits, a testimonial or quote section, and a call-to-action button. Use a modern, clean design. My brand colors are [your colors]. Before building anything, explain your plan step by step."

Claude will walk you through deployment. For most simple sites, it will suggest Vercel or Netlify. Both are free for basic use. Claude handles the setup.



### I LEARNED THIS THE HARD WAY

The first time I used Act mode, Claude helpfully reorganized my entire project folder structure "for clarity." It took an hour to undo. Stick with Code mode until you know what you're doing.

## Running multiple sessions

The sidebar in Claude Code Desktop shows your sessions. Each session is an independent workspace. You can have one session building a website and another session fixing a spreadsheet automation. They don't interfere with each other.

Click "+ New session" to start a new one.



### SAVE YOURSELF 45 MINUTES

Keep different projects in different folders and different sessions. Don't try to build two unrelated things in the same session. Claude gets confused when the context is mixed.

# Talking to Claude So It Actually Gets It

The difference between a frustrating 45 minutes and a working prototype in 10 isn't the tool. It's how you ask.

- Bad ask vs. good ask (with examples)
- The five rules for good prompts
- How to give feedback mid-project
- The loop problem and how to fix it

**PART 4 — TALKING TO CLAUDE SO IT ACTUALLY GETS IT**

## The single most important skill in this guide

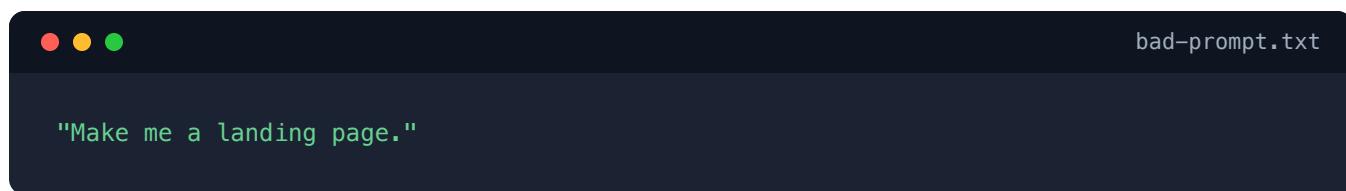
How you ask matters more than what you ask. The same request produces wildly different results depending on how you phrase it. This is true for Cowork and Claude Code.

Think of Claude as a very talented freelancer who just started working with you today. They're smart. They're fast. But they know nothing about your company, your preferences, or your definition of "good." The clearer your brief, the better the work.

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## Bad ask vs. good ask

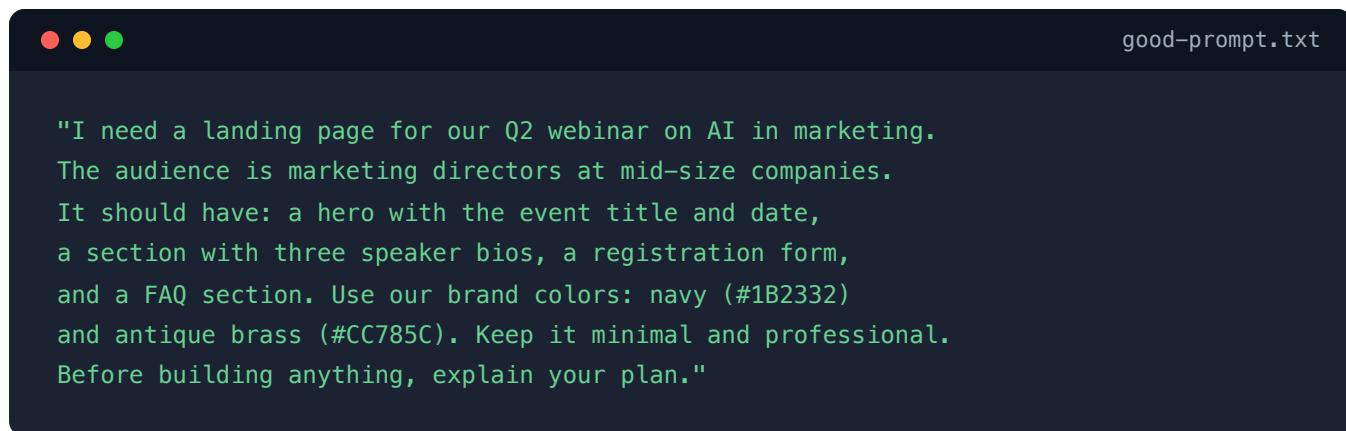
### The bad version



A screenshot of a terminal window titled "bad-prompt.txt". The window shows three colored dots (red, yellow, green) at the top left and the file name "bad-prompt.txt" at the top right. The main text area contains the instruction: "Make me a landing page."

What kind? For whom? What should it do? What color? Claude will guess. It will guess wrong.

## The good version



good-prompt.txt

```
"I need a landing page for our Q2 webinar on AI in marketing.  
The audience is marketing directors at mid-size companies.  
It should have: a hero with the event title and date,  
a section with three speaker bios, a registration form,  
and a FAQ section. Use our brand colors: navy (#1B2332)  
and antique brass (#CC785C). Keep it minimal and professional.  
Before building anything, explain your plan."
```

Same request. Ten times better output. The extra two minutes of writing save an hour of back-and-forth.



### REALITY CHECK

You don't need to learn "prompt engineering." You need to communicate clearly. If you can write a decent brief for a freelancer, you can prompt Claude.

# The five rules

## 1. Start with the outcome, not the method

Say "I need a dashboard that shows our monthly sales by region" not "Build me a React app with a Recharts component." You don't need to know the tools. Claude does.

## 2. Describe your audience

Who will use this? Your boss? Your customers? Your ops team? Claude makes different design decisions depending on the answer.

## 3. List what you need, specifically

Vague: "Make it look good." Specific: "Use our brand colors. No more than three sections. Include a call-to-action button above the fold."

## 4. Say what you DON'T want

Claude is enthusiastic. Left unsupervised, it will add features you didn't ask for. If you want something simple, say so: "Keep this minimal. No extra features beyond what I described."

## 5. Ask for a plan before execution

Always start with: "Before building anything, explain your plan." Review the plan. Adjust. Then give the green light. This alone prevents most bad outcomes.



### WORTH KNOWING

Claude remembers everything in the current session but starts fresh each time you open a new one. If you have brand guidelines, product descriptions, or style preferences — paste them in at the start of every session.

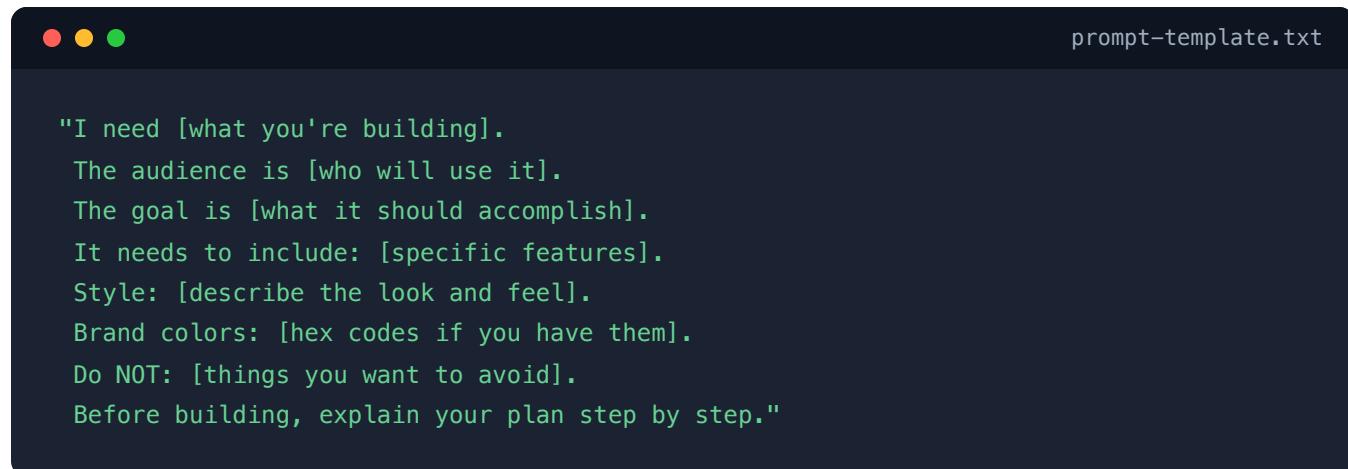


### SAVE YOURSELF 45 MINUTES

Keep a document with prompts that worked well. When you find a phrasing that gets great results, save it. You'll reuse it more than you think.

## The prompt template

Use this as a starting point for any request:



prompt-template.txt

```
"I need [what you're building].  
The audience is [who will use it].  
The goal is [what it should accomplish].  
It needs to include: [specific features].  
Style: [describe the look and feel].  
Brand colors: [hex codes if you have them].  
Do NOT: [things you want to avoid].  
Before building, explain your plan step by step."
```

# How to give feedback mid-project

Claude built something. It's close but not right. Here's how to get it there:

| INSTEAD OF THIS    | SAY THIS   |
|--------------------|--|
| "This isn't right" | "The headline is too small and the button should be blue, not gray"    |
| "Make it better"   | "The spacing between sections feels cramped. Add more white space"     |
| "I don't like it"  | "The overall style is too playful. Make it more corporate and minimal" |
| "Fix it"           | "The registration link goes to the wrong URL"                          |

Be specific. Point to the exact thing. Describe the exact change. Claude responds to precision the way a dog responds to a thrown ball.



## REALITY CHECK

"Try again" is the most useless thing you can tell Claude. It will do the same wrong thing with slightly different words. Interrupt, redirect, reframe.

## When Claude is stuck (the loop problem)

Sometimes Claude tries to fix something, fails, tries again slightly differently, fails again, and keeps going in circles. You'll know it's happening when you see the same error three times.

When this happens:

- 1 Click the **Stop** button (or press Escape).
- 2 Type: "Stop. The approach you're taking isn't working. Let's try something completely different."
- 3 Describe the problem from scratch. Don't say "try again." Give it new information.



### I LEARNED THIS THE HARD WAY

I once let Claude loop for 20 minutes trying to fix a styling bug. It burned through my usage quota making the same mistake over and over. Now I stop it after the second failed attempt and redirect.

# The Safety Stuff

Five minutes now saves a very bad day later.

- The permission system protects you
- Protect your sensitive files
- Undo button: checkpoints
- The golden rules

**PART 5 — THE SAFETY STUFF**

*Claude Code can create files, delete files, and run programs on your computer. That's what makes it powerful. It's also why you need to understand the guardrails.*

## The permission system protects you

In Code mode (the default), Claude asks before doing anything destructive. It shows you what it's about to do, and you approve or deny. This is your safety net. Use it.

**DO NOT SKIP THIS**

If Claude suggests running a command you don't understand, ask: "Explain what this command does in plain English before I approve it." Never approve something you don't understand.

## Protect your sensitive files

If your project folder contains files with passwords, API keys, or other sensitive information, you need to tell Claude not to read them. Create a file called **.claudeignore** in your project folder (Claude can create it for you):

**COPY THIS EXACTLY**

"Create a .claudeignore file in my project folder that blocks access to any file starting with .env, any folder called secrets/, and any file ending in .key"

## Undo button: checkpoints

Claude Code saves a snapshot of your files before every change. If something goes wrong, click the rewind button in the toolbar. It restores your files to the state before Claude's last change.

**DO NOT SKIP THIS**

Rewind only undoes file changes on your computer. If Claude did something "out in the world" — like deploying a website or sending an API request — rewind cannot take that back.

# The Playbooks

Real projects, step by step. Each one designed for non-developers.

- 01 — Spreadsheet to Dashboard
- 02 — Marketing Website
- 03 — Monday Morning Report
- 04 — Competitive Intel Tracker
- 05 — Customer FAQ Bot
- 06 — Event Landing Page
- 07 — Team Wiki / Knowledge Base
- 08 — Lead Scoring Prototype
- 09 — Finance / Budget Tracker
- 10 — Email Campaign Builder

**PROJECTS 01–10 — THE PLAYBOOKS**

*Each playbook tells you: who this is for, what you'll end up with, the exact first prompt to send Claude, what to watch for, and how long it takes. Follow them in order or jump to whichever one matches your need.*

**WORTH KNOWING**

**Difficulty ratings:** ● ○ ○ = Cowork only, no code. ● ● ○ = Claude Code Desktop, straightforward.

● ● ● = Claude Code Desktop, a few moving parts.

**PROJECT 01** ● ● ○

## Turn a Spreadsheet into a Real Dashboard

*Your boss wants a dashboard. You have the data in Excel. Let's skip the six-week dev request.*

| DETAIL              | INFO   |
|---------------------|--|
| <b>Who</b>          | Marketing ops, sales ops, CS leads, anyone reporting metrics   |
| <b>What you get</b> | A live dashboard with charts and filters that opens in any browser. Your team bookmarks it and checks it whenever they want. |
| <b>Tool</b>         | CLAUDE CODE DESKTOP  |
| <b>Time</b>         | 30–60 minutes including back-and-forth on styling  |

### First prompt (copy this):

**COPY THIS EXACTLY**

"I have a spreadsheet with our monthly sales data. I want to turn it into a dashboard with: a bar chart showing revenue by month, a line chart showing deal count trend, a dropdown to filter by region, and a summary row at the top showing total revenue, average deal size, and number of deals. I have zero coding experience. Walk me through the plan before building anything."

## What happens next

Claude will ask you to share the spreadsheet (drag it in or attach it). It will look at the columns and data types, then propose a plan. Review the plan. Say "Go." Claude builds it. You get a link to preview it on your computer.



### WORTH KNOWING

Column names matter. If your spreadsheet has a column called "Rev" and you said "revenue" in your prompt, Claude might get confused. Use the exact column names from your file.

**To put it online:** Ask Claude: "How do I deploy this so my team can access it?" It will walk you through Vercel (free) or a similar service.

PROJECT 02 ●●○

## Build Your Team's Marketing Website

A professional site you control, without waiting for the web team.

| DETAIL              | INFO   |
|---------------------|--|
| <b>Who</b>          | Marketing managers, founders   |
| <b>What you get</b> | Multi-page website with home, about, contact. Looks professional. Loads fast. Works on phones. |
| <b>Tool</b>         | CLAUDE CODE DESKTOP  |
| <b>Time</b>         | 1–2 hours  |

### First prompt (copy this):



#### COPY THIS EXACTLY

"I need a professional marketing website for [your company/product]. It should have: a home page with hero section, value props, and CTA button; an about page; a contact page with a working form. Style: clean, modern, mobile-friendly. Our brand colors are [your hex codes]. Before building anything, explain your plan."

### What happens next

Claude will propose a framework (usually Next.js or Astro), outline the pages, and describe the layout. Review the plan. Once you approve, Claude builds all the pages, styles them, and gives you a local preview link.



#### WORTH KNOWING

Claude will suggest Next.js or Astro. Both are fine. Say "pick whichever is simpler."

PROJECT 03 ●○○

# Automate the Monday Morning Report

*The report your boss reads every Monday, built automatically from your data.*

| DETAIL              | INFO                                      |
|---------------------|---|
| <b>Who</b>          | Anyone reporting weekly metrics           |
| <b>What you get</b> | Formatted executive summary from raw data |
| <b>Tool</b>         | COWORK                                    |
| <b>Time</b>         | 15 minutes first run, 2 min after         |

## First prompt (copy this):



### COPY THIS EXACTLY

"Here's last week's raw data [attach file]. Turn this into a formatted executive summary with: a one-paragraph overview of key metrics, a table comparing this week vs last week, a bullet list of the top 3 highlights and top 3 concerns. Format it as a Word document I can send to my VP."

## What happens next

Cowork reads your data, identifies the key metrics, calculates week-over-week changes, and produces a polished document. The second time, just drop in the new data and say "same format as last week."



### SAVE YOURSELF 45 MINUTES

This saves 30–45 minutes every week. Over a year, that's 26–39 hours.

PROJECT 04 ●○○

## Competitive Intelligence Tracker

*Know what your competitors are doing. Organized, searchable, shareable.*

| DETAIL              | INFO  |
|---------------------|---|
| <b>Who</b>          | Product marketing, strategy, sales enablement |
| <b>What you get</b> | Organized competitive tracker spreadsheet     |
| <b>Tool</b>         | COWORK  |
| <b>Time</b>         | 45 min setup, 15 min monthly                  |

### First prompt (copy this):



#### COPY THIS EXACTLY

"I need a competitive intelligence tracker. Create a spreadsheet with columns for: competitor name, product/feature, pricing, positioning, last updated, and source URL. Start with these competitors: [list 3-5 names]. Then I'll drop in research materials for you to extract and organize."

### What happens next

Cowork creates the spreadsheet structure, then waits for your research materials. Drop in pricing pages, feature pages, press releases, or screenshots. Cowork reads them all and fills the tracker.



#### WORTH KNOWING

Update monthly by dropping in new materials and saying "update the tracker."

PROJECT 05 ●●●

## Customer FAQ Bot Trained on Your Docs

A chatbot that answers customer questions using your actual documentation, not made-up answers.

| DETAIL              | INFO                                     |
|---------------------|--|
| <b>Who</b>          | Customer success, support, product teams |
| <b>What you get</b> | Chat widget answering from your docs     |
| <b>Tool</b>         | CLAUDE CODE DESKTOP                      |
| <b>Time</b>         | 3–5 hours                                |

### First prompt (copy this):



#### COPY THIS EXACTLY

"Build me a customer FAQ chatbot that answers questions using our actual documentation. I'll upload our docs. The bot should: search the docs for relevant answers, cite which document the answer came from, say 'I don't know' when the docs don't cover the question, and offer to connect the user with support. Include a clean chat widget interface."

### What happens next

Claude will ask for your documentation files. Upload them all. Claude builds a search layer, a chat interface, and connects them. You test it by asking questions you know the answers to.



#### REALITY CHECK

This is the most complex project in the guide but the most valuable.

PROJECT 06 ●●○

# Event Landing Page with Registration

A page for your next webinar, conference, or product launch. Live in an afternoon.

| DETAIL              | INFO  |
|---------------------|---|
| <b>Who</b>          | Event marketers, demand gen, community managers |
| <b>What you get</b> | Landing page with registration form             |
| <b>Tool</b>         | CLAUDE CODE DESKTOP                             |
| <b>Time</b>         | 1–2 hours                                       |

## First prompt (copy this):



### COPY THIS EXACTLY

"I need a landing page for our upcoming [event type: webinar/conference/product launch]. Details: [event name], [date], [time], [speakers if any]. Include: hero with event name and date, agenda or speaker section, registration form that collects name and email, countdown timer. Style: professional but energetic."

## What happens next

Claude builds the page with all sections, a working countdown timer, and a registration form. You preview it, tweak the copy, and deploy.



### SAVE YOURSELF 45 MINUTES

After the event, tell Claude: "Turn this into a post-event page with recordings and slides."

PROJECT 07 ●●○

# Internal Team Wiki / Knowledge Base

Stop answering the same question in Slack for the fifteenth time.

| DETAIL              | INFO  |
|---------------------|---|
| <b>Who</b>          | Team leads, ops managers, anyone onboarding |
| <b>What you get</b> | Internal wiki with search and categories    |
| <b>Tool</b>         | CLAUDE CODE DESKTOP                         |
| <b>Time</b>         | 2–3 hours                                   |

## First prompt (copy this):



### COPY THIS EXACTLY

"Create an internal team wiki / knowledge base. It should have: a home page with search, category navigation (Onboarding, Processes, Tools, FAQ), individual article pages with a clean reading layout, and a simple way to add new articles. Start by creating the structure and 2-3 sample articles. I'll fill in the real content."

## What happens next

Claude builds the site structure with navigation, search, and sample articles. You replace the sample content with real information. Add articles by saying "add a new article about [topic]."



### WORTH KNOWING

Claude writes fast once it knows the format.

PROJECT 08 ●●○

# Lead Scoring Prototype

Score your leads based on your own criteria. No expensive tool required.

| DETAIL              | INFO                                  |
|---------------------|---------------------------------------|
| <b>Who</b>          | Sales ops, revenue ops, marketing ops |
| <b>What you get</b> | Scored and ranked lead list from CSV  |
| <b>Tool</b>         | CLAUDE CODE DESKTOP                   |
| <b>Time</b>         | 1–2 hours                             |

## First prompt (copy this):



### COPY THIS EXACTLY

"Build a lead scoring tool. I want to score leads based on these criteria: company size (1-10 points), industry match (1-10 points), engagement level based on email opens and page visits (1-10 points), budget indicated (1-10 points). The tool should take a CSV of leads and output a scored, ranked list. Use simple rules, not machine learning."

## What happens next

Claude builds a scoring engine that reads your CSV, applies the rules you defined, and outputs a ranked list. You can tweak the weights by saying "make industry match worth more."



### REALITY CHECK

Start with simple rules. Don't let Claude build a machine learning model. Rule-based scoring is transparent and debuggable.

PROJECT 09 ●●○

# Personal Finance / Budget Tracker

Track your spending without giving your bank login to another app.

| DETAIL              | INFO                                      |
|---------------------|---|
| <b>Who</b>          | Anyone tracking personal spending         |
| <b>What you get</b> | Budget tracker with charts and categories |
| <b>Tool</b>         | CLAUDE CODE DESKTOP                       |
| <b>Time</b>         | 1–2 hours                                 |

## First prompt (copy this):



### COPY THIS EXACTLY

"Build me a personal finance tracker. I'll upload my bank statement as CSV. I want: automatic categorization of transactions (groceries, dining, utilities, etc.), a monthly spending summary with charts, a budget comparison (actual vs target for each category), and a simple dashboard I can check weekly. Everything stays local on my computer."

## What happens next

Claude reads your CSV, categorizes each transaction, builds charts, and creates a dashboard. You can adjust categories by saying "merge dining and takeout into one category."



### DO NOT SKIP THIS

This runs entirely on your computer. Your financial data never leaves your machine.

PROJECT 10 ●○○

# Email Sequence / Campaign Builder

Plan and draft an entire email sequence with your brand voice.

| DETAIL              | INFO   |
|---------------------|--|
| <b>Who</b>          | Email marketers, demand gen, lifecycle marketing |
| <b>What you get</b> | Complete 5-email nurture sequence                |
| <b>Tool</b>         | COWORK   |
| <b>Time</b>         | 20–30 minutes                                    |

## First prompt (copy this):



### COPY THIS EXACTLY

"I'm planning an email nurture sequence for [product/audience]. Create a 5-email sequence with: Email 1: welcome + value prop, Email 2: educational content / how-to, Email 3: case study / social proof, Email 4: objection handling, Email 5: CTA / offer. Write in a [tone: professional but friendly] voice. Target audience: [describe audience]."

## What happens next

Cowork drafts all five emails with subject lines, body copy, and CTAs. You review, tweak the voice, and copy them into your email platform.



### SAVE YOURSELF 45 MINUTES

Attach a previous email that performed well and say "Match this tone and style."

# When Things Go Wrong

It happens. Here's what to do.

- Claude is making things up (hallucination)
- It keeps making the same mistake
- The preview doesn't load
- You're lost and don't know what happened
- You want to start over



**PART 6 — WHEN THINGS GO WRONG**

## Claude is making things up

Claude sometimes invents features that don't exist, references files that aren't there, or claims something works when it doesn't. This is called "hallucination." It's not lying. It's pattern-matching gone wrong.



### JARGON BUSTER

**Hallucination** — When an AI confidently states something that isn't true. It's not deliberately lying; it's generating text that sounds right but isn't grounded in reality. Always verify claims that seem surprising.

---

**Fix:** If something Claude says doesn't seem right, say: "Are you sure? Show me the actual file/output/evidence." Claude will often correct itself.

---

## It keeps making the same mistake

Claude tries a fix. It doesn't work. It tries again, slightly differently. Still broken. Third attempt. Same result.



### COPY THIS EXACTLY

"Stop. The approach of [describe what it's doing] isn't working. Let's try a completely different approach."

---

**Fix:** Stop it (click Stop or press Escape). Give it new context or constraints. Don't say "try again."

---

## The preview doesn't load

Claude says the site is running but you see a blank page or error.

**Fix:**

- Check the address bar. It should say **localhost:something**. If it says something else, ask Claude for the correct URL.

## You're lost and don't know what happened

The project has files everywhere. You're not sure what's working and what's broken.



### COPY THIS EXACTLY

"Explain the current state of this project to me like I'm new here. What files exist, what works, what's broken, and what should we do next?"

Claude will audit the project and give you a status report.

---

## You want to start over

Sometimes the cleanest fix is a fresh start. That's fine. It's not failure. It's software development.

- 1 Create a new empty folder.
- 2 Open a new session in Claude Code Desktop pointing to that folder.
- 3 Paste your original prompt (this is why you saved your good prompts).
- 4 This time, add any lessons: "Do it the same way but don't use [library that caused problems]. Use [alternative] instead."



### I LEARNED THIS THE HARD WAY

I spent two hours trying to fix a project that was fundamentally broken. Starting over with the same prompt took 15 minutes and worked perfectly. Don't fall for the sunk cost fallacy.



### REALITY CHECK

Professional developers start over all the time. It's called "spiking" — build a quick version to learn, throw it away, build the real version with what you learned. You're not failing. You're iterating.

# Quick Reference & Glossary

Everything you need to look up, in one place.

- Glossary of terms
- Copy/paste shortcuts
- Pricing (February 2026)
- Useful links
- When to stop and get a developer



## APPENDIX — QUICK REFERENCE &amp; GLOSSARY

# Glossary of terms used in this guide

| TERM                 | MEANING  |
|----------------------|--|
| <b>API</b>           | Application Programming Interface. A way for two programs to talk to each other. You don't need to understand this to use Claude Code. |
| <b>CLI</b>           | Command Line Interface. A text-based way to interact with your computer. Claude Code handles this for you.                             |
| <b>Deploy</b>        | Putting your project on the internet so other people can see/use it.   |
| <b>Diff view</b>     | A display showing what changed in a file. Green = added, red = removed.  |
| <b>Git</b>           | A version control system that tracks changes to files. Claude Code uses it behind the scenes.  |
| <b>Hallucination</b> | When AI confidently states something untrue. Not lying — pattern-matching gone wrong.  |
| <b>Localhost</b>     | Your own computer, acting as a temporary web server. When you see localhost:3000, the site is running on your machine only.            |
| <b>Sandbox</b>       | A protected area where Cowork does its work. Can't affect your real files.   |
| <b>Session</b>       | One conversation/workspace with Claude. Starts fresh each time.  |
| <b>Terminal</b>      | A text-based interface for giving commands to your computer. Claude Code interacts with it for you.                                    |

## Copy/paste on your computer

You'll copy and paste prompts throughout this guide. Here's how:

| ACTION            | MAC   | WINDOWS  |
|-------------------|-------|----------|
| <b>Copy</b>       | ⌘ + C | Ctrl + C |
| <b>Paste</b>      | ⌘ + V | Ctrl + V |
| <b>Select All</b> | ⌘ + A | Ctrl + A |
| <b>Undo</b>       | ⌘ + Z | Ctrl + Z |

## Pricing (February 2026)

All paid plans include access to Cowork and Claude Code Desktop.

| PLAN        | PRICE           | BEST FOR                                    |
|-------------|-----------------|---|
| <b>Pro</b>  | \$20/month      | Occasional use, trying things out           |
| <b>Max</b>  | \$100/month     | Daily use, real projects, fewer rate limits |
| <b>Team</b> | \$30/user/month | Organizations, shared billing               |

## Useful links

- **Claude Desktop download:** [claude.ai/download](https://claude.ai/download)
- **Claude documentation:** [docs.anthropic.com](https://docs.anthropic.com)
- **Vercel (free hosting):** [vercel.com](https://vercel.com)
- **Netlify (free hosting):** [netlify.com](https://netlify.com)

# When to stop and get a developer

This guide helps you build a lot. But some things genuinely need a professional developer:

- **Anything that handles payment processing or credit card data.**
- **Systems that connect to your company's production database.**
- **Healthcare, legal, or financial tools with compliance requirements.**
- **Anything with complex user authentication and permissions** (admin/viewer roles across organizations).
- **Infrastructure that other production systems depend on.**



## REALITY CHECK

The skill isn't building everything yourself. It's knowing when you can and when you should ask for help. That judgment is what makes you valuable — not the ability to do every single thing alone.

---

You've reached the end of the guide.

Now go build something.

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# Ofir's Claude Code Field Manual

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A practical guide for non-developers who want to build real things — dashboards, websites, automations — without writing code or waiting for IT.

Ofir's Claude Code Field Manual · February 2026

Compiled by Ofir Bloch

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