Vibe Coding from Zero: Build AI Products Without Coding

> *Ship your first AI product in 7 days — no programming experience required*

⭐ **Free comprehensive guide** to building with AI assistance
📚 **60+ pages** of step-by-step tutorials and frameworks
🚀 **Battle-tested** by builders who shipped real products
💡 **Created by Jenny Ouyang** | [Build to Launch Newsletter](#)

What You'll Learn

This guide teaches **domain experts with zero coding background** how to build and ship real web applications using AI tools like Claude and Cursor.

By the end, you'll be able to build:

- ✅ Web apps with user accounts and authentication
- ✅ Database-driven applications that store and retrieve data
- ✅ Payment-integrated products with Stripe
- ✅ Deployed applications with real URLs that anyone can access

No prior programming experience needed. If you can clearly describe what you want to build, AI can help you build it.

Who This Is For

Perfect for:

- 🎯 Domain experts with product ideas but no technical background
- 🧑‍💼 Teachers, marketers, consultants, designers, creators who see problems software could solve
- 💼 Professionals who tried learning to code and bounced off the syntax
- 🚀 Entrepreneurs who can't afford $50k for an MVP but have valuable product ideas

Not required:

- ❌ Computer science degree
- ❌ Previous programming experience
- ❌ Understanding of how computers work
- ❌ Math skills beyond basic arithmetic

What Makes This Different

Traditional coding courses teach you syntax, algorithms, and computer science theory. This guide teaches you **how to build products** by describing what you want while AI handles the implementation.

Key insight: The bottleneck isn't writing code anymore — it's knowing what to build and how to describe it clearly. That's where your domain expertise becomes your superpower.

How to Use This Guide

🗺️ **Not sure where to start?** See **[PATHWAYS.md](#)** - Choose your learning path based on your experience level, goals, and learning style.

⚡ **Need a quick answer?** Check the **micro-guides/** folder for focused, 1-2 page guides:

- Deploy in 10 Minutes
- Fix 5 Common Errors
- Auth Quick Reference
- Debugging Checklist
- Idea to Live URL

🌐 **Prefer interactive docs?** Visit the **Docusaurus site** - Full searchable documentation with better navigation.

Guide Contents

Chapter 1: The Vibe Coding Method

Why AI changes everything, who this is for, and what you'll be able to build. Includes real success stories from non-technical builders.

Chapter 2: Understanding the Shape of Apps

Just enough mental models to direct AI effectively. Learn to think in shapes and flows, not code and syntax. Includes visual diagrams.

Chapter 3: Choosing Your Stack

Clear, opinionated recommendations for tools and technologies. No endless research — practical choices that work. Includes decision tree and pricing guide.

Chapter 4: Your First AI-Built App in One Hour

Learn the ONE PROMPT method. Build a real bookmark manager by describing what you want, not following 28 steps. Deploy it live in 60 minutes.

Chapter 5: Common Building Blocks

Reference guide for typical features: authentication, databases, file uploads, payments, email, deployment. Each with example prompts.

Chapter 6: When Things Break

Debugging through conversation, not through code. How to read error messages and work with AI to fix issues.

Chapter 7: How to Know It Actually Works

Simple testing strategies for non-technical builders. Catch obvious problems before users do, without writing unit tests.

Chapter 8: What's Next

Graduating to more complex builds, joining the community, and accessing advanced resources.

Real Results from Real People

Karen Spinner (Copywriter, no database experience):

- Built StackDigest's semantic search while working full-time
- 1,000+ sessions with users finding newsletters through AI-powered search
- *"Perhaps I just don't know how difficult some things are, so I'm willing to try them"*

Mia Kiraki (Marketing Strategist):

- Built Yahini, a strategic content platform, in 10 months
- 400+ users with 17% free-to-paid conversion rate
- *"90% of my domain expertise is baked directly into Yahini"*

Kenny (Filmmaker for 13 years, zero coding experience):

- Built Proudwork.io in a few months from a coffee shop in Thailand
- 20 active users, couple hundred dollars in tools vs thousands for traditional development
- *"Learning how to build and launch my ideas within just a few months is absolutely a game changer"*

How to Use This Guide

Option 1: Read Online (GitHub)

Browse the chapters directly in this repository. Each chapter is a separate markdown file you can read in order.

Option 2: Download PDF

Get the complete guide as a professionally formatted PDF from GitHub Releases (free download).

Option 3: Follow Along

The best way to learn is by doing. Open the guide alongside your code editor and build the projects as you read.

Quick Start

1. **Read Chapter 1** to understand the philosophy
2. **Read Chapter 2** to build mental models
3. **Read Chapter 3** to choose your stack
4. **Follow Chapter 4** to build your first app (set aside 1 hour)
5. **Reference Chapters 5-7** as you need them
6. **Read Chapter 8** when you're ready to go deeper

Time commitment: 7-10 hours total over a week

What You Need

Tools (all free to start):

- **AI Assistant:** Claude (Anthropic) or ChatGPT (OpenAI)
- **Code Editor:** Cursor (AI-powered code editor)
- **Hosting:** Vercel (free tier) or Netlify (free tier)
- **Database:** Supabase (free tier) or Railway (free tier)
- **Version Control:** GitHub (free)

Prerequisites:

- Ability to describe what you want clearly

- Willingness to iterate and refine
- Basic computer skills (if you can use Google Docs, you're good)

Community & Support

Join the Newsletter

Get weekly AI building tips, prompt templates, and real builder interviews:
📧 **Build to Launch Newsletter**

Share Your Builds

Built something with this guide? Share it!

- Share on Bluesky
- Open a discussion in this repo
- Submit your story to be featured

Get Help

- 💬 Open an issue if you find broken links or confusing sections
- 🤝 Start a discussion to ask questions
- 📖 Check the Glossary for unfamiliar terms

Advanced Resources

Ready to go deeper? Check out the **Vibe Coding Builder's Technical Playbook** for:

- Advanced architecture patterns
- Database design deep dives
- Performance optimization strategies
- Battle-tested prompt libraries
- Real code from shipped products

Available to Build to Launch premium subscribers.

About the Author

Jenny Ouyang is a computational biologist at Adimab and creator of the Build to Launch newsletter, where she teaches non-technical people to build AI products. She's shipped 7+ profitable AI products including quickviralnotes.xyz and substackexplorer.com using vibe coding principles.

Her mission: help domain experts turn their ideas into reality without spending years learning to code.

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Contributing

Found a typo? Have a suggestion? Want to add an example?

1. Fork this repository
2. Make your changes
3. Submit a pull request

All contributions welcome!

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Changelog

- **v1.0** (December 2025) - Initial release
- See [Releases]() for version history

Keywords for Search

This section helps this guide be discovered by people searching for these topics:

build ai product without coding, claude ai tutorial, cursor ide guide, ai-assisted development, no-code ai development, ship products with ai, non-technical founder guide, domain expert software development, vibe coding, ai product development for beginners, chatgpt coding tutorial, build web apps with ai, ai-powered product development, how to build software without programming, ai for non-programmers

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