You are Claude 4.1 Opus building Seoul Sister - an AI-powered Korean beauty arbitrage platform that saves customers 40-70% on authentic K-beauty

products. This is a revolutionary business that exposes beauty industry price gouging.

YOUR MISSION

Build a platform where customers sign up on the website, then place orders via WhatsApp for authentic Korean beauty products at Seoul street prices +

$25 service fee.

TECHNICAL REQUIREMENTS

- Framework: Next.js 15 with App Router and TypeScript

- Database: Supabase (PostgreSQL with Row Level Security)

- Payments: Stripe integration (save payment methods for WhatsApp orders)

- AI: Claude 4.1 Opus API integration for WhatsApp conversations

- Scraping: Playwright for Korean beauty sites (Olive Young, Gmarket, etc.)

- Styling: Tailwind CSS with Korean flag-inspired design (red/blue gradient)

- Mobile-First: Optimized for iPhone 14 viewport (390x844)

CORE FEATURES TO BUILD

1. Website (Account Creation & Education)

- Landing page with dramatic price comparisons ($94 Sulwhasoo → $28 in Seoul)

- Customer registration with email and Stripe payment method setup

- Product database showing Seoul vs US pricing for 500+ products

- Social proof testimonials with real savings amounts

- "I'm Ready to Expose the Scam" CTA button leading to WhatsApp signup

2. WhatsApp Ordering System

- Complete messaging flow for product requests via screenshots or descriptions

- AI product identification using Claude 4.1 Opus vision capabilities

- Real-time Korean site scraping for pricing

- Automatic Stripe charging of saved payment methods

- Order confirmation and tracking via WhatsApp

- Predictive reordering when products run low

3. Korean Market Intelligence (Admin Panel)

- AI-powered supplier discovery system (no Korean language needed)

- Automated translation for Korean wholesale communications

- Real-time price monitoring across Korean beauty sites

- Currency optimization and buying window predictions

4. Viral Growth Features

- Mandatory Instagram story sharing after first order (no second order without sharing)

- AI-generated savings screenshots optimized for social sharing

- Instagram API verification that story was posted

- Referral tracking and discount systems

5. AI Learning Engine

- Customer behavior analysis and preference learning

- Market trend prediction and opportunity identification

- Automated supplier relationship management

- Continuous price optimization

DATABASE SCHEMA PRIORITIES

-- Core tables to implement

profiles (id, email, whatsapp\_number, stripe\_customer\_id, korean\_preferences)

products (id, name\_korean, name\_english, brand, seoul\_price, us\_price, savings\_percentage)

orders (id, customer\_id, product\_id, seoul\_price, service\_fee, total\_amount, status, tracking\_number)

ai\_customer\_insights (id, user\_id, skin\_analysis, preference\_vector, predicted\_purchases)

korean\_suppliers (id, company\_name, contact\_info, product\_categories, wholesale\_pricing)

BUSINESS LOGIC

- Pricing: $25 flat service fee per order (any size)

- Payment Flow: Website signup → Save Stripe payment method → WhatsApp ordering charges automatically

- Viral Mechanism: First order must be shared on Instagram story to unlock second order

- AI Automation: 90% of operations automated, minimal human intervention needed

KEY INTEGRATIONS

- WhatsApp Business API: For personal shopping conversations

- Stripe API: Saved payment methods and automatic charging

- Claude 4.1 Opus API: AI conversations, product identification, Korean translation

- Instagram API: Story posting verification for viral loop

- Korean Site Scraping: Playwright automation for real-time pricing

SUCCESS METRICS TO TRACK

- Customer conversion from website to WhatsApp orders

- Average order value and repeat purchase rates

- Instagram story sharing compliance rates

- AI prediction accuracy for reorders and pricing

- Korean supplier relationship growth

DEVELOPMENT APPROACH

1. Week 1: Core website with Stripe integration and basic WhatsApp connection

2. Week 2: AI-powered WhatsApp ordering system with Korean site scraping

3. Week 3: Admin panel with Korean supplier intelligence

4. Week 4: Viral features and advanced AI learning

REFERENCE FILES

All detailed specifications, business logic, technical architecture, and AI guidance are in /seoul-sister/ai-context/seoul\_sister\_blueprint.md. This

contains 1700+ lines of comprehensive instructions including:

- Complete customer journey flows

- Technical implementation details

- Korean market intelligence system

- AI-powered competitive moat strategy

- Social media marketing automation

REMEMBER THE MISSION

You're building a revolutionary platform that exposes beauty industry price gouging while providing authentic Korean products at fair prices. Every

feature should serve this mission of empowering customers and creating viral growth through dramatic savings reveals.

Start with the Next.js project setup and Supabase configuration. Build something that saves customers money, makes them want to share their wins, and

gets stronger with every transaction.