



Notes

May 23, 2025

J & K

Invited Kiyasha Singh Justin Germishuys

Attachments 📎 J & K

Meeting records 📄 Transcript

Summary

Kiyasha Singh and Justin Germishuys discussed the upcoming 15-day challenge, including a new scrollable tile-based interface design with paired habit challenges and integrated video access. They agreed to use AI tools like Gemini or Claude 4 for initial interface development and content generation, with challenge content being pulled from Supabase and managed for different cohorts. Kiyasha Singh will review the challenge content and emails for Barbara's QA before the planned June launch.

Details

- **Electricity Situation** Kiyasha Singh reported that their power outage was not isolated and affected multiple areas. Their electricity was restored late the previous day. Kiyasha Singh mentioned having a UPS that lasts for about an hour and a laptop with a battery life of approximately two hours for work, with a personal laptop having a longer battery life but lacking necessary files ([00:00:00](#)).
- **Requirement Changes and Feedback** Justin Germishuys informed Kiyasha Singh about some last-minute requirement changes and requested their input and feedback on these changes. Justin Germishuys referred to a shared document with reflection questions, confirming that everything was aligned ([00:03:30](#)).
- **15-Day Challenge Concept** Justin Germishuys elaborated on a 15-day challenge spanning three weeks, with a 16th day for an optional closing survey. Justin Germishuys suggested that the challenge content could be easily adapted for different audiences using tools like Claude 4 ([00:03:30](#)).

- Interface Redesign** Justin Germishuys proposed a new interface for the app, moving away from the current explained/suggested square format to a scrollable series of tiles representing days 1 to 15. Each tile would lead to a challenge card with a two-part challenge, a picture, and a reflection question, maintaining similar functionality but with a different presentation ([00:05:54](#)).
- AI for Functionality and Design** Justin Germishuys suggested using AI tools like Gemini or Claude 4 to potentially build the functional segment of the new interface in one step. Kiyasha Singh agreed to this approach, requesting Justin Germishuys to generate the text for the new page layout, which Kiyasha Singh would then implement, ensuring the logic remains consistent with the existing app ([00:07:13](#)).
- Benefits of Paired Challenges** Justin Germishuys explained that the two-part challenge format allows for 30 habit-related experiences in 15 days, as the two parts are linked and take approximately five minutes to complete together. Justin Germishuys highlighted that this approach demonstrates the interconnectedness of habits, often involving combinations of actions like explaining and critiquing ([00:09:40](#)).
- Layout and Video Integration** Kiyasha Singh suggested a layout similar to streaming services, with scrollable blocks for each day and additional challenges at the bottom, which Justin Germishuys found agreeable. Justin Germishuys emphasized the need to integrate access to habit videos within each day's challenge, ensuring multiple entry points to the same video content while allowing for easy updates ([00:11:05](#)).
- Visual Separation of Challenge Parts** Justin Germishuys proposed visually dividing the challenge card into part one and part two, along with the relevant video links (explain it, suggest it, guide it). The page heading would reflect the combination of habits for that day (e.g., plan it plus guide it), reinforcing the paired habit concept ([00:13:50](#)).
- Development Timeline and Prioritization** Justin Germishuys stated that the first challenge would launch in the second week of June, providing about a week for development. The priority is to get the main challenge page up and running, potentially serving as the initial landing point from email call-to-actions ([00:15:01](#)).
- Database Integration with Supabase** Justin Germishuys outlined how the challenge content, including headings, copy, and reflection questions, would be

pulled from Superbase for each day's page. Justin Germishuys suggested adding columns for video URLs in Superbase to link the relevant videos to each challenge day ([00:17:24](#)).

- **Superbase Connectivity and Cohort Management** Kiyasha Singh confirmed partial success in connecting to Superbase. Justin Germishuys discussed managing different cohorts by potentially using pragma codes linked to specific rows in Superbase, containing the 15 challenges for that cohort, allowing for personalized challenges while having default options ([00:19:51](#)).
- **Personalized vs. Default Challenges** Justin Germishuys clarified that for new clients, personalized challenges could be generated using AI based on a master spreadsheet and assigned a cohort ID in Superbase, overriding the default challenges for those specific cohorts ([00:22:23](#)). The default challenges would primarily consist of paired challenges to ensure sufficient ground is covered within the 10-15 day timeframe ([00:23:55](#)).
- **Customization and Future Scalability** Justin Germishuys acknowledged the potential future need for extensive client-specific customization, including branding and button copy, which might necessitate pulling all content from a database. For now, a default design will be used, with the understanding that certain elements like card images will already be pulled from the database for customizability ([00:26:22](#)).
- **Weekend Work and Project Timeline** Justin Germishuys explicitly stated there was no expectation for Kiyasha Singh to work on the project over the weekend, emphasizing the importance of rest. While aiming for a launch around the 30th or 1st, Justin Germishuys reassured Kiyasha Singh that a slight delay would not be critical ([00:28:45](#)). Justin Germishuys offered to assist with the initial Superbase integration if needed ([00:19:51](#)) ([00:25:11](#)).
- **Quality Assurance and Spreadsheet Finalization** Justin Germishuys confirmed that the challenge content spreadsheet had been shared with Barbara for QA. Kiyasha Singh was asked to review the challenges for any concerns before giving Barbara the go-ahead for formal QA, noting that AI-generated content has been highly accurate based on clear instructions ([00:29:48](#)).
- **AI-Generated Challenge Content Quality** Justin Germishuys shared examples of AI-generated challenge prompts and reflection questions, highlighting their quality and effectiveness in focusing on core messages and encouraging deeper thinking ([00:32:08](#)). Justin Germishuys expressed confidence in the AI's ability to

create effective challenge content, even suggesting further refinement of prompts for specific habits ([00:33:14](#)). The process of generating and refining challenges through AI provides a scalable base for future content creation ([00:34:31](#)).

- **Next Steps and Wrap-up** Kiyasha Singh agreed to review the 15-day challenge content and emails before sending them to Barbara for QA. Justin Germishuys confirmed Barbara was aware of the content and would begin QA upon receiving the go-ahead. Justin Germishuys and Kiyasha Singh concluded the meeting, agreeing to reconnect on Monday ([00:35:51](#)).

Suggested next steps

- ☐ Kiyasha Singh will create a new page in the app with a scrollable layout of tiles for Day 1 to Day 15, linking to individual challenge pages.
- ☐ Kiyasha Singh will implement two video squares at the top of each challenge page, pulling video URLs for the two paired habits from Supabase.
- ☐ Kiyasha Singh will ensure the call to action in the emails links directly to the corresponding day's challenge page.
- ☐ Justin Germishuys will attempt to build a basic connection to Supabase to pull challenge data for the new page and will compare notes with Kiyasha Singh on Monday.
- ☐ Kiyasha Singh will review the challenges in Justin Germishuys' spreadsheet for content and functionality concerns.
- ☐ Kiyasha Singh will inform Barbara once the 15-day challenge content and emails are ready for QA.

You should review Gemini's notes to make sure they're accurate. [Get tips and learn how Gemini takes notes](#)

Please provide feedback about using Gemini to take notes in a [short survey](#).



Transcript

May 23, 2025

J & K - Transcript

00:00:00

Justin Germishuys: Hello.

Kiyasha Singh: Hi.

Justin Germishuys: How's it going?

Kiyasha Singh: Good.

Justin Germishuys: Well, how are things going with your electricity situation?

Kiyasha Singh: Oh, so apparently it wasn't just my area. There were a few areas like near Brah. Yeah, bra. Not brah fontain. Anyway, there were a few areas that had no lights and they were dealing with it in order. So, my lights came on really late yesterday and then I decided to try to do some work. So,

Justin Germishuys: Do you have a UPS? Would a UPS have made any difference?

Kiyasha Singh: yeah, I do have a UPS, but it only lasts an hour because it's not a proper one. So,

Justin Germishuys: Okay. So, it's not one that lasts like 4 hours. And how's your laptop battery? Does that last for a few hours?

Kiyasha Singh: yeah. So, with my work one, it lasts for about 2 hours. And then with this one here, it'll last longer. But because this is my personal one, I don't really have the files on here.

00:03:30

Kiyasha Singh: So,

Justin Germishuys: Okay, I totally understand. All right. Um, okay. So, a bunch of things that I need to tell you about what's happening. And so, I'm probably changing some requirements like at the 11th hour. Uh so do forgive me but I would like your input

Kiyasha Singh: Okay.

Justin Germishuys: at the very least your feedback and tell me whether you think I am smoking something. Um, okay. So, one of the problems, and I did say this in my message, but I think it's Did you look at the document that I shared?

Kiyasha Singh: Yes. So the the document in terms of the reflection questions and yes

Justin Germishuys: So, basically, so you you get it, right? Like everything is aligned. The the email specifically relates to that. The call to action in the email specifically relates to the challenge pairs. Essentially, we can take that whole thing, stick it into Claude 4 or whatever and just say make this salesy or make this HRE and then we will get 15 tailored to any audience we want and we can keep it as a library and I think we're sorted.

00:04:45

Justin Germishuys: Claude Ford did a does a fantastic job of writing it the way I wanted to cuz all of these are written the way that I wanted to to be. Um, even the way that the challenges are expressed are quite close. What we can do is with prag with pragma we can just say look these challenges are kind of generic. they say do something like this today. But what we can do is we can take a few of them and just say look let's give them a specific thing to do that we know connects to their work and then we can and we can't. It doesn't really matter but we can. Okay. So this is where it becomes very important. It's basically a 15-day challenge. That's what we have here. And so I think we can start talking about it as a 15-day challenge and it's spans over 3 weeks and there's a 16th day where it just says, you know, you're done. Well done. Fantastic. Now come and do the survey, the closing out survey if you want to.

00:05:54

Justin Germishuys: Um we we we need to play around with that a little bit. We're not locked into this permanently. I mean, we can we can still wiggle the way that the the way that the app is currently set, and I don't want to change this necessarily, is it has a bunch of squares, and it's an explained square, a suggested square, and and and and right. And then you click inside and you have challenges inside there. And then you click on a challenge, and you get your card. And then you click the card over and you can click complete and you have your reflection question like that is fine for that but we can't we can't do that now as our primary interface. What we need is basically another page like the explain it suggested. So basically the components stay the same, but now what we need is the the specific um sequence that we've just defined in this spreadsheet, which means that uh essentially we need a bunch of tiles that go from day one to day 15. Does that make sense?

00:07:13

Kiyasha Singh: Yeah.

Justin Germishuys: In fact, we can actually have it as like a, you know, on Netflix, you have like three or four movies and then you scroll to the right and then you see more and more and more. We we could set it up like that and then you click in one and then it takes you inside and then what we need is a challenge card that has the two-part challenge on it and a picture and then that reflection question. So functionally we can make it work the same as what we have almost but what we're putting on the challenge cards are the two parts and the reflection question relates to both.

Kiyasha Singh: Okay.

Justin Germishuys: Does that fill you with dread or fear or concern? Do you need to just mock it up? Like what do you need to do?

Kiyasha Singh: Uh, I think

Justin Germishuys: Cuz

Kiyasha Singh: I think I can do it.

Justin Germishuys: a part of me was also thinking, you know what, like if I just speak what I want the design to be or how I want the functionality to work into like the latest Gemini or Claude 4 or whatever, it should actually be able to build like that segment of functionality in one shot basically.

00:08:36

Kiyasha Singh: Can you do that for me?

Justin Germishuys: Do you want me to do it?

Kiyasha Singh: Yes. Like just can you use chachib to get the text and then I have it and then I can create a separate page where it just does just shows all of the

Justin Germishuys: Okay. So, basically then what I need to do is all right because I know it won't be designed but it will give you a sense of what it is that I want it to do. and then I will share that with you and then basically everything else like the logic will be the same as the rest of your app. Now the only downside to doing what I'm suggesting or me doing it and not you is it may not be consistent with the way you've coded the rest of the app.

Kiyasha Singh: No, I mean just like like your text where you describe what you want And

then I work with it on my end.

Justin Germishuys: Oh,

Kiyasha Singh: And

Justin Germishuys: so basically like I've just described the spec. Well, look, I can kind of do it now

00:09:40

Kiyasha Singh: yeah, because

Justin Germishuys: uh on the transcript. Okay, but I'm going to talk around it for a minute just so that I can say all the things and then I'll summarize it clearly. So why this is better? Firstly, that means we can fit in 30 habits or 30 ch habit challenges or 30 experiences of the habit in 15 days because the two parts are related to one another. It still takes five minutes. It just takes five minutes to do two habits, right? Okay. So, that's cool. What it also does is it shows the user that it's never just one habit on its own. And often you will ask it to explain something and then critique it or to imagine something and then give a plan. You know, you're always combining habits. So in that regard, this is much more elegant than having only standalone habits or exercises or challenges. I still think we should have a lot of standalone challenges but for personal practice so they can click in and say uh not part of the defined learning.

00:11:05

Justin Germishuys: So we can still give them access to the platform after they finish for a few more months. Yeah. Go ahead.

Kiyasha Singh: Um, I I wanted to ask would it be better if I just create a section where it has like the for example they go into you see where it says the introduction to the habits

Justin Germishuys: Yeah.

Kiyasha Singh: the video is there and then day one until day 15 in blocks like they can scroll side to side and then at the bottom it's additional challenges for them and then it's just that

Justin Germishuys: Yeah, that could work entirely. And then you've got like the Netflix um layout where you and it's it's a common design principle like um Disney has it, Netflix has it. It's like nobody owns that layout. It just makes logical sense and then you can see on the outer page. But now here's the thing. We need to create opportunities for them to

see the habit videos. And currently the videos are one video per um habit category, right? So what we need to do is we need to create a section.

00:12:22

Justin Germishuys: So let's say you click in into day one and day one is explain it and plan it right

Kiyasha Singh: Okay.

Justin Germishuys: we need to have two video squares at the top the explain it video and the planet video which means that every single time they come in they have an opportunity to watch or rewatch a video

Kiyasha Singh: Okay.

Justin Germishuys: and then the video. So essentially what we're doing is we're creating multiple entry points to the same artifact and then later should they want to go into the explain it only and watch the video. But the thing is it needs to just pull in essentially the way we need to set it up is if we want to change out a video like an explained video we only change it out as one line of code and then it will update everywhere.

Kiyasha Singh: Okay. Okay.

Justin Germishuys: Uh that just makes total sense. So basically what we just now I think the biggest challenge is from a design perspective do we create one card with so let's just read it um okay that's the emailers okay let's take challenge four part one is option explosion for any decision ask AI give me four different approaches to this, including one that feels wrong but might be brilliant.

00:13:50

Justin Germishuys: Cool. Now, growth path reveal. Pick the option that makes you most uncomfortable and ask AI, break this down into three small steps that would help me grow into someone who could do this easily. So I almost feel that instead of having one card on the screen, we actually have to have part one, part two and then clearly have explain it or in this case suggest it, guide it so that that's always seen. So it's now we can decide do we want to put the videos on top or below either way. But I think that what we need is the cards but almost have them divided visually on the screen to part one, part two.

Kiyasha Singh: Okay.

Justin Germishuys: Um, and then the the heading of the page could be plan it plus guide it, suggest it plus guide it, explain it plus improve it, imagine it plus critique it. That way they keep seeing these different combinations of the habit. Now, this is the part where you need to tell me if I've been smoking my socks.

00:15:01

Kiyasha Singh: No, it makes sense. I think this will be a better approach rather than letting them choose what they think is right because combinations will help over time. I'm just thinking um I'm I want to do a lot. That's the problem. But I don't know if I'll be able to. So, in terms of like design, I have things that I want to do that as you speaking, it's like, okay, I can do this, I can do that. But now I'm worried. I'm like, okay, let me just try to get it to work first and then worry about the design after.

Justin Germishuys: Look, we're only going to launch the first challenge in the second week of June.

Kiyasha Singh: Okay.

Justin Germishuys: And so we have um about 7 days in which to play with. So essentially what I want is just like a functional version of what we've spoken about. Now this getting this page up is the most important

Kiyasha Singh: Okay.

Justin Germishuys: if no other page exists. So, think about how worst case scenario, right?

00:16:11

Justin Germishuys: The user gets the email and they click on the call to action. That call to action doesn't take them to the homepage. That call to action takes them inside of day one or day five or whichever email they clicked on. you see. So, they don't see the whole site unless they click out or unless it's the the day that we asked them to click in and watch that main video, in which case they'll see all the all the days set out in front of them, right? But after that, if the email is the main entry point, they'll just go in and see that page. They won't see anything else. And if they decide to close it at that point, they won't see anything else in the site. So it's critical that that that exists first and um once you get one right so think of one page as being the repeatable component. If you can just get one instance of a card on the left and a card on the right part one part two and

then video one video two and then complete and then one reflection question.

00:17:24

Justin Germishuys: So it's not a different two reflection questions for each of the challenges, just one that has been designed to address both on a given day. If we can get that done once, we can clone that 14 more times. So what we do need to try to do is again if we can just build that one page and have its so let's say we give the page um some sort of identifier that this is page one and in superbase we have um let me just quickly share can I share my screen and then just tell you what I'm talking about here

Kiyasha Singh: Yes.

Justin Germishuys: uh Um, okay. Let's go in here. Can you see?

Kiyasha Singh: It's still loading.

Justin Germishuys: Okay.

Kiyasha Singh: I see

Justin Germishuys: Okay. So, let's say somebody has clicked through to day three. Now, it's you're on the day three page, right? It's going to say, "Okay." Um, okay. Sorry, I'm in the emailers again. I keep I closed that because that's not relevant.

00:18:39

Justin Germishuys: Uh, so day three, it's going to pull through. We just need to format that so that it recognizes that that's a heading on the card. And then this is the copy on the card. And it's just pulls through. And we just have to make sure that none of this is that we have enough real estate to handle the longest word count in this list. They're all pretty short, so they should all fit, right? And then it pulls that one through. Cool. sorted then the reflection question it's pulling it from that column and then that's easy that's all that's basically and then what we can do is in superbase we could add two columns URL one URL 2 and then it will pull through and it will be lots of duplicates so it's

Kiyasha Singh: Oh,

Justin Germishuys: it's basically just always pulling everything from superbase for a page um and we just need to So if if you can just get this kind of like a a superb base thing working that would be great.

00:19:51

Justin Germishuys: I could also do it this weekend. um or try to uh and then we can kind of compare notes on Monday morning

Kiyasha Singh: Okay.

Justin Germishuys: or um I I should probably do it just so that I'm 100% aware of like some of the pitfalls. things often seem easier. But even from this transcript, if we were to Have you tried connecting anything to Superbase yet since the last time we spoke

Kiyasha Singh: Yes,

Justin Germishuys: successfully?

Kiyasha Singh: partially. So, not all of the things are getting pulled through, but I have successfully done most of the databases based on what you've said and it's just a few bugs here and there like in terms of okay, I didn't know I could do that, but so to say, it's on the right track.

Justin Germishuys: Okay, so basically you've pulled information from Superbase into a component in the front end and you have no need to write anything to Superbase in the back end.

Kiyasha Singh: in one of the things. Yes, I'm going

Justin Germishuys: Oh

Kiyasha Singh: to implement

00:20:57

Justin Germishuys: yes, you do. You're right. Yeah, because you have to set things up through a page on Yes. Okay. and it's worked which

Kiyasha Singh: Yes.

Justin Germishuys: is great. So basically this will be the same except that um we probably have to think through like how it works with um users and cohort. So obviously we're not personalizing it based on individual user but on a cohort ID.

Kiyasha Singh: So then this could be pragma code. So

Justin Germishuys: So,

Kiyasha Singh: only this table sorry.

Justin Germishuys: so it

Kiyasha Singh: So

Justin Germishuys: could be pragma cohort one or pragma cohort um May 2025 or the you know whatever we need it's also possible we might have multiple cohorts in the same month. So we need a unique enough we need a human readable way to know

which so we could say um pragma may cohort 1 or you know pragma may 25 cohort one or whatever we need to just figure out the best one you can let AI tell you and then that code is kind of unique in our superbase And then if a user logs in, they've been assigned to a cohort.

00:22:23

Justin Germishuys: So essentially they'll go into a page and then the logic is this is the user what cohort do they belong to. If given that cohort go to that cohort row in the database and that cohort row then tells you what the 15 challenges are. Now I don't know whether we should create keep creating more and more tables for different cohorts or whether we need another table cuz we don't actually have more actually you know we need one table with all the possible challenges and they're there irrespective of the cohort. We can set a bunch of them as um default. So if there's no cohort to flag to override it, it goes to the default challenge or challenge pair. If there is a pragma code or a cohort code to override it, it'll use that entry. Actually, I don't know. We can have one table that is the default stuff and another table for a specific client. Let's play around with it.

Kiyasha Singh: Okay.

Justin Germishuys: Either it'll work both ways actually.

Kiyasha Singh: So, I just want to understand, so does that mean that for every new client that we have, we're going to have a few personalized challenges and by those challenges, you're going to pair them up.

00:23:55

Justin Germishuys: So essentially, like I said, um you saw the spreadsheet that I have. I can basically take that whole spreadsheet, cut and paste it and plug it straight into Claude 4 or wherever and say, "Please create versions for a cohort with these people or according to these instructions, it'll spit out possibly 15 more or five more, however many I want. we can sign those off, put them into superbase, and then they will have the cohort ID for say day three. And so on day three, it'll pull that not the default. Do you

Kiyasha Singh: Okay.

Justin Germishuys: see? Um,

Kiyasha Singh: I'm just trying to understand does that mean that the squares that we

have those challenges those are additional they're not the default. So the default will always be paid.

Justin Germishuys: yeah. at least for now. I mean, we're still learning, but my feeling is that we will never be able to deliver more. We we will end up delivering 10 to 15 day challenges, right? So, we're either going to choose 10 or 15. We're never going to run it longer.

00:25:11

Kiyasha Singh: Okay.

Justin Germishuys: And the only way that we cover the ground we need to cover is by pairing them up.

Kiyasha Singh: Okay.

Justin Germishuys: Um so the individual ones can always just be there. So they can be part of our pool. Um but challenge two this the challenge twos on the list are never standalone. They always depend on the challenge one. But all the challenge ones are standalone. you

Kiyasha Singh: Okay.

Justin Germishuys: know what I mean? So, um, we can just play. I'm going to probably spend maybe an hour or two just trying to build something that connects to Superbase. It'll just be my own attempt so that should I need to, I can make something. But, um, yeah, it's it should be it shouldn't be too difficult,

Kiyasha Singh: Okay.

Justin Germishuys: I'm hoping. And even if we chuck everything else and we just keep this, the only thing that we're going to have to do because all the copy is basically written for everything, right? And the only other copy is the general website cop copy

00:26:22

Kiyasha Singh: No.

Justin Germishuys: when you get to the landing page, right? And beyond that, it's mostly button copy, clicking into things. Yes, we have to get that stuff right, but it's not make or break. It's like if this button is named go for it and somebody wants to say it's dive in, who gives a s***? Like honestly, I've been through so many of these rounds with clients where they say, "Oh, I want this button to say this." And it makes no material difference

to anyone anywhere ever. Um, there's also going to be a situation, I promise you, where in future we try to sell this to a client and they will say, "We want to skin it differently. We want different buttons. We want different button copies." And then under those circumstances, we may need to comply, which means that we might end up having all the content pulling through from a database. So there is no button, there is no navbar, anything that isn't customizable by client. Um, but we do have our default.

00:27:38

Justin Germishuys: So, if we don't override it, then it'll look the same for everyone. And then we might want to do things like backgrounds and card images. So, you on the cards on the right, we have the challenge copy. I can't remember how we've done it now. And then we have an image that we've generated. Both of those need to pull through from the database. So that's already customizable. Um, but the background of the entire website we might I don't think we should ever go that far and I don't think we should customize it. I'm just saying that there is a future where something we build will need that level of customizability for every client. Cool. So how do you feel?

Kiyasha Singh: Um, I'm okay.

Justin Germishuys: Will you tell me the truth if you're not?

Kiyasha Singh: Yes.

Justin Germishuys: Okay.

Kiyasha Singh: I don't know yet. I feel like once I start with this, then I'll really understand, okay, like my capabilities. But I do think I'll be able to do it.

00:28:45

Kiyasha Singh: It's

Justin Germishuys: Yeah.

Kiyasha Singh: just some the other things that I've been working on in terms of like the connectivity and things that I still have to do. But this is the front end, so to say. And I enjoy doing that. It's simple. It'll be like a break from the back end. So I'm excited.

Justin Germishuys: Yeah, look. Okay, I'll just let you let you get on to it. Um, also, I have no expectation that you do this over the weekend. I'm just talking to you. This is just the soonest I've been able to talk to you. So, you know, you need to rest. I know we want to get this out by, you know, the 30th or the 1st and we've committed to doing that, but

nothing is cataclysmic, you know. So, we will try for that as much as we can.

Kiyasha Singh: Okay.

Justin Germishuys: But if we uh and we're not going to slack off within working hours and life is going to happen in between.

00:29:48

Justin Germishuys: But if we have to push it by two or three days or a week, no one's going to die. Like nobody nobody's life is on the line because they haven't gotten cyborg habits right now. And currently our clients are waiting for us to tell them when they can start. Now obviously if we don't deliver soon enough, they'll walk away, but we probably have enough wiggle room should we need it. Let's let's see. I will try to make a version

Kiyasha Singh: Okay.

Justin Germishuys: obviously not the whole website just this part just to say okay like what's happening and then if push comes to shove like you know I'm happy to sit down and kind of pull like a like two allnighters to get this over the line for a client if it needs to because it's my baby right cool so don't don't freak out too much and you know take the time you need to rest and recoup recuperate and to have a life.

Kiyasha Singh: Okay. Um

Justin Germishuys: Okay,

Kiyasha Singh: I also wanted to ask so does that mean that um your spreadsheet can go for QA because that's the finalized reflection questions challenge questions detail

00:31:02

Justin Germishuys: look,

Kiyasha Singh: get back to her so that they can do

Justin Germishuys: I I shared it with B. I think what you need to do is you need to read through all the challenges and see if anything really concerns you like about the challenges or if they'll work or if they don't work. Um so you'll be like pass one. It doesn't matter if I think be can get it on Monday morning if she needs to. It's not but she'll also need the site copy.

Kiyasha Singh: Oh,

Justin Germishuys: So

Kiyasha Singh: I sent all of the content from the app itself as well as the

Justin Germishuys: okay. So basically I have everything in there for all the emails and QA will also bring raise feed create feedback and changes but AI is pretty spot on. Like I gave it very clear instructions on what I wanted and it's really getting to a point where it's it what if I give it clear instructions, it's nailing the tone, the length, everything the way I want it. Cuz I think this is pretty cool.

00:32:08

Justin Germishuys: If you just have a look here, um take something you're trying to communicate and ask AI strip this down to its absolute core message. What am I really trying to say? Then the next part is now make this core idea impossible to ignore. what would make someone stop and really think about this. It's those are excellent, right? Anybody doing that, the only way that that could be made better is um if it was about something that really mattered to them. And then the email says, "What are you really saying?" And buried under your explanations is one powerful idea. What if that's all you need to say? Then the call to action is unear your core message which is cool like that's just a little button you push at the bottom of the email and the assumption like what is the aha moment that we want them to have as I was saying five things when I really meant one thing my core message is actually the opposite of what I was explaining. So these are like possible realizations they might have after doing the challenge.

00:33:14

Justin Germishuys: And I think that this formula of building it out like this so that your emails, your challenge one, challenge two reflection question, let's just quickly check um when you strip down your message um what did you discover you were really trying to say and how different was it from what you started with? you know, like that's not a bad question. Um, I had to keep giving it some guidance like please don't ask a question like this or I want the challenge to do these things. But once I got that in, it it ran with it brilliantly. And as I said to Shan yesterday, the specific content doesn't matter. It doesn't like if I give you give somebody this or 50 other things, it doesn't matter. What matters is are you using the explain it habit? Are you asking AI to explain something to you? I think I might go in here and ask it to actually do explain it like I'm five and devil's advocate explicitly. But yeah, I think these are pretty good.

00:34:31

Justin Germishuys: The one that makes me a little bit concerned is if my role disappeared tomorrow, how would I create 10 times more value by making myself less essential to daily operations?

Kiyasha Singh: Is that is that from your spreadsheet?

Justin Germishuys: Yes.

Kiyasha Singh: Oh, that's similar to another that I made yesterday for the the challenges. And yeah,

Justin Germishuys: Look, I took your challenges and I plugged them in and I said, "Pair these up and then pick the best ones and rewrite the challenge twos to extend the challenge ones." So, it's quite possible that it just did use one of yours.

Kiyasha Singh: I was about to sail. I finally mastered the

Justin Germishuys: Actually,

Kiyasha Singh: technique. I can make some that are similar. Yay.

Justin Germishuys: you might have made it first. But look, from here on out, this is kind of the space elevator. If we take these 15 and plug it into AI and say make 15 more like like these but focused on this, we will have given it enough exemplars to know what we want.

00:35:51

Kiyasha Singh: Okay.

Justin Germishuys: And so from here, we can always make more and more and more and more. We can actually use this as a base to to to have a challenge creation engine as we've spoken about before.

Kiyasha Singh: Okay.

Justin Germishuys: Um, yeah. Anyway, cool. Anything else you need or want to talk about? Otherwise, I'm quite happy to wrap up.

Kiyasha Singh: Uh, not at the moment, just to reconfirm. So, I'm just going to read through this and then once I understand and think everything's okay, I can send it through again to Barbara and say this is the final 15-day challenge thingy as well as the emails for those days.

Justin Germishuys: Yeah, I mean I did already send it to them so they're aware of it. Um,

but they don't want to do any QA until we give them the go ahead and

Kiyasha Singh: Yes.

Justin Germishuys: you can give them the go-ahead whenever you're ready.

Kiyasha Singh: Okay.

Justin Germishuys: Um, obviously we will go through QA and that doesn't mean that we can't change anything. It just means they're not going to start. When what you've got is generated by AI and AI is following your instructions, because everything will be roughly I've been through most of these, and there were solid better than what most humans could do. Okay cool. Okay Kiyasha awesome. I will connect with you again on Monday.

Kiyasha Singh: Yes.

Justin Germishuys: Have a fantastic weekend.

Kiyasha Singh: But you too, but thank

Justin Germishuys: Okay,

Kiyasha Singh: you.

Justin Germishuys: bye.

Transcription ended after 00:37:59

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