



Notes

Mar 24, 2025

J & K

Invited Kiyasha Singh Justin Germishuys

Attachments J & K

Meeting records Transcript

Summary

Kiyasha Singh presented a homepage design with a light blue color scheme, incorporating Justin Germishuys's suggestions, but requiring further refinement to wording, imagery, and visual contrast for clarity and impact. Justin Germishuys provided feedback on visual elements, messaging consistency, and brand alignment between Cyborg Skills and Stride Shift, suggesting a darker blue scheme and a simpler logo design for Cyborg Skills, potentially separating it eventually. Next steps include revising the homepage design based on the feedback received, updating the Twitter icon to reflect the X rebranding, and exploring simpler logo options for Cyborg Skills.

Details

- **Homepage Design Review:** Kiyasha Singh presented their progress on the homepage design, using a light blue color scheme inspired by Justin Germishuys's suggestion. They showcased the homepage layout and wording, seeking feedback on the overall aesthetic and clarity ([00:04:45](#)) ([00:14:26](#)). Justin Germishuys suggested improvements to the wording and image selection, advocating for more visual contrast and clearer messaging ([00:06:19](#)) ([00:09:00](#)). They also discussed aligning terminology, opting for "program" over "platform" and using a single "m" spelling ([00:10:19](#)). The Twitter icon needed updating to reflect the rebranding to X ([00:11:41](#)).

- **Content and Branding Alignment:** Justin Germishuys highlighted the need for consistent messaging and branding across different sections of the website. They emphasized the importance of distinct and clearly defined points on the homepage and suggested using a concise and impactful description to accurately reflect the benefits of the program. The inconsistency in headings and descriptions was a key concern ([00:07:35](#)) ([00:15:18](#)), along with ensuring a consistent brand voice across the site ([00:10:19](#)). Concerns were raised about the alignment of Cyborg Skills branding with the broader Stride Shift brand ([00:11:41](#)), with Justin Germishuys expressing a preference for Cyborg Skills to eventually become a separate entity ([00:13:27](#)).
- **Visual Design Feedback:** Justin Germishuys provided feedback on the visual aspects of the design, suggesting improvements to image selection and color contrast. They specifically noted that the images lacked impact and needed improvement ([00:09:00](#)) ([00:16:38](#)), and preferred a darker blue color scheme for a more professional and corporate feel. The consistency of the blue color across different pages was also raised as an issue ([00:18:17](#)), and adjustments to the "globe" image were suggested ([00:16:38](#)).
- **Logo Design and Next Steps:** Kiyasha Singh expressed uncertainty about the Cyborg Habits logo design ([00:19:48](#)), while Justin Germishuys suggested a simpler approach, possibly using a circle like the Stride Shift logo ([00:21:02](#)). Justin Germishuys also mentioned their plan to add a tool to their agent to request user clarification, and shared their work on testing infrastructure and potential future projects involving video analysis using AI-powered prompts and guidelines ([00:22:36](#)). They also briefly discussed AI tools used for logo creation, showcasing examples from Cling AI and Hedra ([00:26:14](#)).

Suggested next steps

- Justin Germishuys will add a tool to his agent that asks for user input to clarify requests.

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Transcript

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00:00:00

Kiyasha Singh: Hey.

Justin Germishuys: Hello. Sorry about that. I switched in my big monitor. I plugged it in as the call was starting and I couldn't find the tab again. How are you today?

Kiyasha Singh: Uh, I'm good in you.

Justin Germishuys: I'm all right, thanks. Just trying to deal with something that is um proving to be quite a pain in the ass, but okay, cool. Did you have a good weekend?

Kiyasha Singh: I still feel like it was too short.

Justin Germishuys: Okay. Well, there'll be another one.

Kiyasha Singh: Yeah, I saw that there's a lot in April, so I'm like,

Justin Germishuys: A lot of long weekends.

Kiyasha Singh: yes, I'm

Justin Germishuys: Okay.

Kiyasha Singh: not sure if it's long weekends, but I know that there's a lot of public holidays.

Justin Germishuys: Okay, that's nice for you. Um, okay, cool. So, what are we yet to talk about?

Kiyasha Singh: Okay. So, I'm just going to show you uh what I managed to get for Yeah. Okay. I'll just show you what I have.

00:04:45

Justin Germishuys: Okay.

Kiyasha Singh: I tried using colors that match the overall blue that you mentioned. So, it's more of like a light blue. Can you see my screen?

Justin Germishuys: I can't

Kiyasha Singh: Okay. So, I'm trying to blend it out well cuz this color is a bit different, but I want to make it so that it's like two-toned in a pleasing way. So, these

Justin Germishuys: Okay.

Kiyasha Singh: still have that. And then this is what I have for the homepage. So, the

image in the back I have to fix, but it's basically um transparent glass like books, cups, and a laptop, but it's not really clearly showing here. And I've changed the wording here. So, I'm not too sure. I'd like some feedback on the page.

Justin Germishuys: I think that's fine. Um uh so on the enhanced AI collaboration a self-paced program focused on creating um I would say yeah I suppose creating habits for productively interacting with AI rather Then so that sentence is a little bit wordy but it's the right thing.

00:06:19

Justin Germishuys: Daily four to 5 minute activities. The four to 5 minute range seems a bit silly. Don't you think? This is going to take you between four and five minutes. You know, like it makes sense if you say this is going to take you between five and 10 minutes, but four and five seems like you may as well just say four or five. uh applicable to people at all levels in an organization from entry level. So I think that's fine but career advancement and that text does not go.

Kiyasha Singh: Uh, yeah, it's the I'm not too sure what to have the label. as cuz to be honest, I was looking at the Astroenica definition for cyborg habits and then I just pasted.

Justin Germishuys: Yeah. No, no. I I So, let's think about that. Um, basically, you can probably just take a screenshot and say, "Please make these headings align with what the text is saying."

Kiyasha Singh: Okay.

Justin Germishuys: You know, like because enhanced AI collaboration, yes, that kind of works, but you could say productive AI habits, you know, for instance.

00:07:35

Justin Germishuys: Um although you have practical skill development but you say um okay so that's fine but it's not skill development you know remember

Kiyasha Singh: Oh, so can it be a practical habit formation?

Justin Germishuys: yeah but then you're you you must um you you need to make sure that the three things you say there if you want to say three things which doesn't suck I three is very useful in design and rhetoric. It works well with the brain. Um I just think that you need to make sure that they're saying clearly distinct and useful things and that

the headings match. So by distinct mean I mean you know you don't want to say in point one it's focused on productive AI habit formation and then in point two you know habits for using AI productively you know then you're basically saying the same thing multiple times. Uh so just make sure that they're distinct but other than that what you're saying isn't necessarily wrong. You can probably like take the whole proposal, plug it in and say, "Look, I'm making a homepage and I want to list three benefits. You

00:09:00

Justin Germishuys: know, what could these be?" Um, and that might get you there, but not necessarily. Or you might just take a screenshot of this and then plug it in and say, you know, can you tighten this up a bit or make the headings align or whatever it is? Um, the thing is that I do like the color, but there isn't enough contrast. I think that, you know, I like that we have these glossy bits and I think that it's kind of scroll down for me quickly. Okay. So, it's not a terribly um elaborate page, which is fine. Simple is good. But why do you need Okay. At the top there, you see it says habit formation program.

Kiyasha Singh: Yes.

Justin Germishuys: Um and then there you say it's a behavior change platform designed to transform, you

Kiyasha Singh: Uh

Justin Germishuys: know.

Kiyasha Singh: yeah.

Justin Germishuys: So we need some alignment on whether we're going to call it a program or a platform. So technically this is the platform but the platform is not what changes the behavior.

00:10:19

Justin Germishuys: The platform as we've seen with Astroenica is optional. The the platform is just where we can do a whole bunch of things in one go. So, um, let's maybe stick with program and then let's drop the doubleme and just go with the the single M spelling for the American audience.

Kiyasha Singh: Okay.

Justin Germishuys: So, no MME, just M's and no platform, just program and then use that consistently. Uh, I do like the color, but I think that the contrast is not clear. So, I

think we need to figure out a better way to to create the the contrast, particularly because I can see now that it's kind of like a glossy effect over that background, but it's still not and the background image that you have there. Um, I think the question is, can you find something that has that that maybe looks a little bit more interesting? cuz

Kiyasha Singh: Okay.

Justin Germishuys: right now it just kind of looks like there are other boxes that didn't quite happen, you know.

Kiyasha Singh: Okay.

Justin Germishuys: Um, so maybe something that that adds a little bit more texture to the background and then you might not have to change the color so much.

00:11:41

Justin Germishuys: But I do like the color, I must say. I uh click through to something else or scroll down again. I'm only seeing maybe I should move this over to um sorry I just want to make sorry I just want to see if I can move this to what is going on Okay, scroll down a bit. I do like the contrast between that darker blue at the bottom and what's going on on up top. That's cool. Um I don't know if the Twitter icon is still right. That needs to change to X.

Kiyasha Singh: Oh yes. Okay.

Justin Germishuys: Um and then

Kiyasha Singh: We

Justin Germishuys: yeah,

Kiyasha Singh: don't do we have a field I mean a strike shift or field institute Twitter account.

Justin Germishuys: no, but we should get one. And so why don't you speak to Shan?

Kiyasha Singh: Okay.

Justin Germishuys: Uh find out from Shan if there is um and then we'll probably the question is how do we want to treat cyborg skills? So right now everything is kind of just happening through the field because technically the stri shift company doesn't exist yet as a legal entity but it ex exists as a conceptual one which is fine.

00:13:27

Justin Germishuys: Um, and there's nothing stopping us from having a Stride Shift

account. But do we want Cyborg Skills to be kind of a standalone thing that sits under Stride Shift or do we always want the Stride Shift branding with Cyborg Skills? My preference is to almost have Cyborg Skills set up so that it can almost become a subsidiary company that can be run in its own right later. But that's just my personal opinion. So that's why I got like a I already had the cyborg skills website. I intended to do all of this stuff as its own thing at some point. Um, okay. But in any case, sorry, I'm getting off track and I'm wasting time. Okay, so click through to something else quickly.

Click on the

Kiyasha Singh: uh

Justin Germishuys: products. Sorry, click on the products thing

Kiyasha Singh: uh I haven't yet dealt with that page. So, it still

Justin Germishuys: a

Kiyasha Singh: has

Justin Germishuys: bit.

Kiyasha Singh: the

Justin Germishuys: I just just click on it and see.

00:14:26

Justin Germishuys: I just want to see what happens.

Kiyasha Singh: Okay, it's a bit slow.

Justin Germishuys: Does anything drop down?

Kiyasha Singh: Uh yeah, so this does drop down when you click on the side here to the Gentic system which can take you straight to the system that has to be

Justin Germishuys: Okay.

Kiyasha Singh: and

Justin Germishuys: Okay,

Kiyasha Singh: then

Justin Germishuys: cool.

Kiyasha Singh: but if they want to read about it then they can just click on here and then that's where the information on both and then the link to the page will go.

Justin Germishuys: Okay. So, scroll up a little bit. So, this this the color is very different here. It's like the purple.

Kiyasha Singh: Yeah, it's like it this was a page that I didn't deal with at all. I just asked Elsa to create a page that will drop down so that I can have the other two links. So,

Justin Germishuys: Okay.

Kiyasha Singh: this was what it came up with.

Justin Germishuys: Yeah. So, don't worry about this one too much because obviously right now we're just trying to get the cyborg habits.

00:15:18

Justin Germishuys: Um, but okay. So, if you click through to again habit formation program, not and it's not transform your routines with AI assisted habit building. It's got nothing

Kiyasha Singh: Yeah,

Justin Germishuys: to do with routines either.

Kiyasha Singh: all of this information is just Yes.

Justin Germishuys: Absolutely.

Kiyasha Singh: But cursor decided. Yeah.

Justin Germishuys: Okay. So, I'm not going to give you any more like feedback on that. So, go

Kiyasha Singh: Okay.

Justin Germishuys: to cyborg habits. Cool.

Kiyasha Singh: I want to add the

Justin Germishuys: So,

Kiyasha Singh: this effect at the bottom here towards this.

Justin Germishuys: okay. So, here's the question I have for you.

Kiyasha Singh: Yes.

Justin Germishuys: Between this page, can you open another tab but with the homepage on it? And then you can flip between them.

Kiyasha Singh: Okay.

Justin Germishuys: You can probably just uh right click on your tab and just say duplicate. And then that will give you the same tab.

Kiyasha Singh: Yeah, it's not showing me that. Let me just open it at the same time.

00:16:38

Kiyasha Singh: Okay, I have both of them open.

Justin Germishuys: Okay. So, now I just need to see the homepage and this page like quickly

Kiyasha Singh: Okay. Uh, let

Justin Germishuys: cuz

Kiyasha Singh: me

Justin Germishuys: I

Kiyasha Singh: just

Justin Germishuys: think that we need to decide which colors feel better. Also, you've got that globe thing. It's too zoomed in. It needs to be You need to be able to see the whole object

Kiyasha Singh: Oh, sorry. I just want to present the window.

Justin Germishuys: H.

Kiyasha Singh: Okay. So, this should Okay.

Justin Germishuys: Uh, I'm still not like sold on the im on the images. Like explain it doesn't feel like explain it. The imaginate is cool, but it needs to zoom out a little bit. And it's fine to have like a fantasy object in there if you wanted to, but I think that right now the guided quality image is the best. everything else is very hard to focus on. Um there's a clear single object. Um so we definitely need to pick better images and they have to have the kind of impact that the middle guide it has.

00:18:17

Justin Germishuys: Uh, but we're using the three colors that we identified, but the overall app doesn't seem to represent those colors. So, I'm wondering if there's a kind of a mismatch in trying to make everything blue. Do you know what I mean? But, okay, click through to the other one. This doesn't matter so much. I mean, we can play around with that over time. Okay, click back. Click back. Okay, which blue do you like more? Which feel do you like more?

Kiyasha Singh: Um, I prefer this blue because uh all of this has a nice contrast compared to like when it's lighter blue, then

Justin Germishuys: Yeah.

Kiyasha Singh: it just kind of blends Whereas with this, you can actually see like it's not as contrasty, but it does contrast much more than the other.

Justin Germishuys: So, we need to get more contrast here. But I agree with you. This blue is better. It feels more serious, more more corporaty.

Kiyasha Singh: Okay.

Justin Germishuys: Okay. Um, then click into one of the cards.

00:19:48

Kiyasha Singh: Uh, I don't I didn't work on it. So, I wonder if it actually just took its own styling.

Justin Germishuys: Where are you? Okay. I mean, it's it's fine. Um, the critique it thing.

Kiyasha Singh: Yeah, it didn't

Justin Germishuys: Yeah, we do we do need better images there. And now we're back to yet another different color.

Kiyasha Singh: Yeah,

Justin Germishuys: So

Kiyasha Singh: this was the original

Justin Germishuys: you

Kiyasha Singh: color.

Justin Germishuys: Yeah. Okay. So, um, okay. I

Kiyasha Singh: So,

Justin Germishuys: think this is all good. Um, we need a cyborg habits.

Kiyasha Singh: logo.

Justin Germishuys: Yeah. What do you think it should be?

Kiyasha Singh: I have no idea because I was going through different options on Canva like on how to make it and this I don't know because to be honest I'm not sure what you would prefer

Justin Germishuys: with regards to

Kiyasha Singh: with regards to this because I can look for something glassy but it might not match and it was still during that time where the colors weren't really going well together.

00:21:02

Kiyasha Singh: So, I can try to make a proper I can make like three and then hopefully one of them is something that you prefer, but I'm not too sure. What do you think, Ola?

Justin Germishuys: Yeah, I think um look, the thing is that we don't have to do anything like super crazy with the logo. Allison just used a circle for stride shift. I mean, um, and so it really doesn't matter, but I do feel like we we're going to need something just to make it look complete. Um, I wonder. So, what we could do is Okay. Do you have all the feedback you need from me on the other stuff?

Kiyasha Singh: Yes. Yes,

Justin Germishuys: Okay.

Kiyasha Singh: I do.

Justin Germishuys: Um, so once you've got your colors sorted out, uh, I'm going to finish up my agent. All that my agent needs to do is it actually needs another tool, which is to ask for the user's input.

Kiyasha Singh: Okay.

Justin Germishuys: So to say, look, this is where we're at. Um, or here's something that you've put in. Can you please clarify this?

00:22:36

Justin Germishuys: So, it's almost just a tool that would go in at the beginning to say, okay, I want to implement a 4-day work week. Well, okay, but really, what specifically? So, maybe I'll add that this week. The look and feel isn't great. So, I just need to adjust it to whatever you're doing. But what I'm actually looking for here is where did I um Oh, wait. It's under sent. Okay. Okay. So, what I'm going to do is I'm just going to take 5 minutes to quickly plug all of this into I'm going to share my screen here. Uh, one thing that I've been working on with um, cursor is testing infrastructure. So I know what write looks like and I plug something in and there's a prompt and it runs through and it runs a whole bunch of tests and it creates a bunch of test cases and then it like gives itself feedback to improve itself. And so then it basically cursor runs to create like more prompt alignment.

00:24:08

Justin Germishuys: Um, which is working fine. Soon we might get a project. It depends on whether we're allowed to where we're going to get a bunch of videos of salespeople talking. And then ideally we would want to take those videos and then have some sort of a rubric to say how well is this person doing this presentation and in that case we're going to have a couple of human evaluations where we will say okay this is what good looks like and we're going to have to keep iterating on our prompt or guidelines to align with those outut puts more. So, we're going to need that kind of testing protocol. Okay. So, I was going to share my screen. Okay. Suggest logos for this. And then I'm just going to plug in pretty much the whole thing. No, that's terrible. CH futuristic letter mark. H don't like it. Okay, these are unimaginative. I mean, maybe they don't suck. Let's just quickly see. Oh, I was playing around with um Cling.

00:26:14

Kiyasha Singh: Okay.

Justin Germishuys: Yeah, I think Cling AI I suppose I'll show everybody this in demo day as well. So you'll see it twice. Um, so can you see it?

Kiyasha Singh: Yeah. What is that?

Justin Germishuys: cute little like um jelly creature.

Kiyasha Singh: Did

Justin Germishuys: But

Kiyasha Singh: you

Justin Germishuys: then

Kiyasha Singh: create

Justin Germishuys: it

Kiyasha Singh: the How did

Justin Germishuys: I

Kiyasha Singh: Oh, so you just prompt. Sorry I keep cutting you off, but this is weird in a cute way.

Justin Germishuys: um and then I have another one, but this is um Okay. Why is it so Stop. Go back. No, that's the wrong way. Okay, then I made another one. Uh, no. Why do you Oh, wait. Here it is.

Kiyasha Singh: Okay. That's cute. That it it reminds me of a cartoon I used to watch as a child.

Justin Germishuys: Yeah. But what's nice about this is you can get like the kind of you can get quite good extensions, but something there's something even better called Hedra.

00:27:48

Justin Germishuys: Hedra is good

Kiyasha Singh: Oh.

Justin Germishuys: for like character creation. I think that there's going to come a come a point where we're going to be doing this kind of thing. And so I've just been playing around with some tools. Um, I took a photo of there's this this thing on Disney Plus called Forky. Forky asks a question and I showed it to my nephew on the weekend and

so I said, "Well, do you want to make a spoony?" And

Kiyasha Singh: Um,

Justin Germishuys: so, um, Forky looks like this, just he's a fork,

Kiyasha Singh: Wow.

Justin Germishuys: but I'll use this to animate it. So, if I click to here, see, he's like waving his arms around and

Kiyasha Singh: This is interesting. This is interesting. Wow.

Justin Germishuys: yeah. Okay. In any case, um, so let's get back to this. Um neural bloom latis fingerprint mind mech mechanism half terrible. Um no no this is a hard pass on pretty much all of these. Um I wonder if I use 4.5 No, AI is seriously like unless you No. Okay, never mind. Um, okay. Come up with some stuff and then we'll

Kiyasha Singh: Okay.

Justin Germishuys: see. I'll I'll play around with it as well. Um, and then we'll we'll see. I suppose we could play with the letters if we really want to, but I don't really like that way of going. Um, I wonder. Okay, never mind. I have to go and drive somewhere. Uh, I will see you at 4 o'clock.

Kiyasha Singh: Ed,

Justin Germishuys: Okay, bye-bye.

Kiyasha Singh: thank you. Bye.

Transcription ended after 00:31:21

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