

The Complete AI Mobile Development Masterplan

From Zero to \$10K+/Month Apps

Your Complete Guide to Building World-Class Mobile Apps with AI

Everything you need to know in one place: Skills, Learning Path, Shipping Strategy, and Success Framework

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Part 1: Skills Required for AI Vibe Coding

The Brutal Truth

You need 20% traditional programming knowledge to be effective with AI. The other 80% is different skills that most programmers don't have.

What You DON'T Need (Old Way)

- ✗ Computer Science degree - Waste of time for app building
- ✗ Memorizing syntax - AI writes the code
- ✗ Data structures & algorithms - Rarely matters for apps
- ✗ Years of practice - You can build real apps in weeks
- ✗ Deep technical mastery - AI fills the gaps

The old gatekeeping is dead.

The 8 Essential Skills (What You DO Need)

1. Code Reading & Understanding

Importance: 6/10 | **Time to Learn:** 2-4 weeks

You Need To:

- Read code and understand what it's doing

- Spot obvious bugs or mistakes
- Understand data flow
- Know when AI made a mistake

You DON'T Need To:

- Write code from scratch without AI
- Memorize every function
- Code on a whiteboard

How to Learn:

- freeCodeCamp JavaScript basics (first 30 lessons)
 - Read open-source apps with AI explaining parts
 - Practice: "AI, explain this code line by line"
-

2. Problem Decomposition

Importance: 9/10 | **Time to Learn:** 2-3 weeks

This is the REAL skill. Breaking big problems into small steps.

Example: X Bad: "Add social features"

Good:

Feature: Share affirmation to Instagram

Steps:

1. Add share button next to each affirmation
2. When tapped, create image with:
 - Affirmation text centered
 - Peach background gradient
 - Radiant logo at bottom
3. Open native share sheet

Edge cases:

- Affirmation too long for image?
- Instagram not installed?

How to Learn:

- Write feature specs before asking AI
 - Study Product Requirement Documents
 - Ask: "What are ALL the steps?"
 - Think through edge cases
-

3. Debugging Mindset

Importance: 7/10 | **Time to Learn:** 1-2 weeks

Example: ✗ **Beginner:** "It's broken, fix it"

Effective: "App crashes on ViewJournalScreen. Console shows 'Cannot read property map of undefined'. Happens when journal is empty. Works fine when journal has data."

How to Learn:

- Break things on purpose
 - Read error messages carefully
 - Use console.log strategically
 - Google error messages
-

4. Basic React Native Concepts

Importance: 5/10 | **Time to Learn:** 1 week

Must Understand:

- Components (building blocks)
- Props (passing data)
- State (data that changes)
- Navigation (screen flow)
- Styling (appearance)

After 1 week, you should understand:

```
<View style={styles.container}>
  <Text>{affirmation}</Text>
  <Button onPress={handleSave} title="Save" />
</View>
```

5. Product Thinking

Importance: 10/10 | **Time to Learn:** 1-2 months

This separates \$0 apps from \$10K/month apps.

✗ **Feature thinking:** "Add dark mode because other apps have it"

Product thinking: "Users journal at night. Dark mode reduces eye strain and increases evening usage by 40%. Priority: High."

How to Learn:

- Read "The Mom Test"
- Read "Hooked"
- Study top apps in your category

- Talk to real users weekly
-

6. UX Intuition

Importance: 8/10 | **Time to Learn:** 2-3 weeks

How to Learn:

- Use 50+ apps, note what feels good
 - Read "Don't Make Me Think"
 - Watch real users use your app
 - Study Stripe, Linear, Notion
-

7. AI Collaboration

Importance: 8/10 | **Time to Learn:** 1-2 weeks

Good prompts:

- Clear, specific requirements
- Examples of desired behavior
- Edge cases mentioned
- Context about existing code

Bad prompts:

- "Make it better"
 - "Add features"
 - "Fix the bug" (no details)
-

8. Business & Marketing

Importance: 10/10 | **Time to Learn:** 1+ month

Harsh Truth:

- Mediocre app + great marketing = \$10K/month
- Amazing app + no marketing = \$0/month

You Need To:

- Validate ideas with real people
 - Understand monetization models
 - Write compelling copy
 - Build in public
 - Master App Store Optimization
 - Talk to users and iterate
-

Skill Distribution Table

Skill	Importance	Time to Learn	AI Can Help?
Code Reading	6/10	2-4 weeks	Yes
Problem Decomposition	9/10	2-3 weeks	Somewhat
Debugging	7/10	1-2 weeks	Yes
React Native Basics	5/10	1 week	Yes
Product Thinking	10/10	1-2 months	No
UX Design	8/10	2-3 weeks	Somewhat
AI Collaboration	8/10	1-2 weeks	Yes
Business/Marketing	10/10	1+ month	No
Traditional Coding	3/10	Not needed	Yes

The New Success Formula

20% Programming Knowledge
 + 30% Product/UX Skills
 + 50% Business/Marketing Skills
 + AI as Your Co-Pilot
 = \$10K+/month App Business

Part 2: Detailed Learning Curriculum

12-Week Learning Path (140 hours total)

Month 1: Foundation (40 hours)

Week 1: JavaScript Basics

- freeCodeCamp lessons 1-30
- Variables, functions, arrays, objects
- If/else, loops
- **Time:** 10 hours
- **Goal:** Understand basic syntax

Week 2: React Native + First App

- React Native docs tutorial
- Build tiny app with AI (counter, todo list)
- **Time:** 10 hours

- **Goal:** Understand components, state, props

Week 3: Code Reading Practice

- Read Radiant code top-to-bottom
- Understand every file's purpose
- Ask AI to explain confusing parts
- **Time:** 10 hours
- **Goal:** 70% code comprehension

Week 4: Practice Apps

- Build calculator with AI
 - Build weather app with AI
 - **Time:** 10 hours
 - **Goal:** Comfortable with AI workflow
-

Month 2: Product & Design (40 hours)

Week 5: User Research

- Read "The Mom Test" (3-4 hours)
- Interview 10 people about their problems
- Document pain points
- **Time:** 10 hours
- **Goal:** Find real problems to solve

Week 6: Competitive Analysis

- Study 20 top apps (Health/Productivity)
- Note what works, what doesn't
- Screenshot best UX patterns
- **Time:** 10 hours
- **Goal:** Understand what makes apps great

Week 7: Design Fundamentals

- Learn Figma basics
- Recreate 3 app screens
- Study design principles
- **Time:** 10 hours
- **Goal:** Can create basic mockups

Week 8: Your Next App

- Design next app idea
- Create mockups
- Map user flows
- Write feature specs
- **Time:** 10 hours

- **Goal:** Complete app plan ready
-

Month 3: Build & Ship (60 hours)

Week 9-10: Build App #2

- Implement with AI
- Better than Radiant (learned from it)
- **Time:** 30 hours
- **Goal:** Functional MVP

Week 11: Testing & Polish

- Ship to TestFlight/Play Store beta
- Get 5 testers
- Fix critical bugs
- **Time:** 15 hours
- **Goal:** Beta-ready app

Week 12: Launch Prep

- Create screenshots
 - Write app description
 - Plan launch strategy
 - Submit to stores
 - **Time:** 15 hours
 - **Goal:** App submitted for review
-

Monthly Milestones

End of Month 1:

- Understand JavaScript basics
- Can read and modify React Native code
- Built 3 tiny apps with AI
- Shipped Radiant to TestFlight

End of Month 2:

- Interviewed 10+ potential users
- Validated next app idea
- Created mockups in Figma
- Started building app #2

End of Month 3:

- Shipped app #2 to production
- 50+ downloads
- 10+ active users

- Understanding feedback loop
-

Part 3: JavaScript Crash Course (2-Week Intensive)

The Minimum JavaScript You Need

Total Time: 20-25 hours over 2 weeks

Week 1: Core Concepts (10-12 hours)

Day 1-2: Variables & Data Types (3 hours)

Learn:

```
// Variables
let name = "Radiant";
const version = 1.0;
var oldWay = "avoid this";

// Data types
let text = "string";
let number = 42;
let isTrue = true;
let nothing = null;
let notDefined = undefined;
```

Practice:

- Create variables for user data
 - Store affirmations in variables
 - **Resource:** freeCodeCamp lessons 1-5
-

Day 3-4: Arrays & Objects (3 hours)

Learn:

```
// Arrays
let affirmations = ["I am confident", "I am capable"];
affirmations.push("I am worthy");
affirmations[0]; // "I am confident"

// Objects
let user = {
  name: "Alex",
  age: 28,
  premium: true
```

```
};  
user.name; // "Alex"
```

Practice:

- Store journal data in objects
 - Create arrays of goals
 - **Resource:** freeCodeCamp lessons 6-15
-

Day 5-6: Functions (2 hours)

Learn:

```
// Regular function  
function saveJournal(data) {  
  console.log("Saving:", data);  
  return true;  
}  
  
// Arrow function (modern way)  
const saveJournal = (data) => {  
  console.log("Saving:", data);  
  return true;  
}  
  
// Use it  
saveJournal(myData);
```

Practice:

- Write function to validate input
 - Create function to format dates
 - **Resource:** freeCodeCamp lessons 16-25
-

Day 7: Control Flow (2-3 hours)

Learn:

```
// If/else  
if (affirmations.length > 100) {  
  alert("Maximum reached!");  
} else {  
  addAffirmation();  
}  
  
// Loops  
for (let i = 0; i < affirmations.length; i++) {
```

```
    console.log(affirmations[i]);
}

// Modern loop
affirmations.forEach((item) => {
  console.log(item);
});
```

Practice:

- Validate form inputs
 - Loop through journal entries
 - **Resource:** freeCodeCamp lessons 26-35
-

Week 2: React Native Essentials (10-12 hours)

Day 8-9: Components & JSX (3-4 hours)

Learn:

```
// Component
function AffirmationCard({ text }) {
  return (
    <View style={styles.card}>
      <Text>{text}</Text>
    </View>
  );
}

// Use it
<AffirmationCard text="I am worthy" />
```

Practice:

- Create reusable button component
 - Build card component for journal entries
 - **Resource:** React Native docs "Core Components"
-

Day 10-11: State & Props (3-4 hours)

Learn:

```
import { useState } from 'react';

function Counter() {
  const [count, setCount] = useState(0);
```

```
return (
  <View>
    <Text>{count}</Text>
    <Button
      title="Add"
      onPress={() => setCount(count + 1)}
    />
  </View>
);
}
```

Practice:

- Build input form with state
 - Create toggle button
 - **Resource:** React docs "State: A Component's Memory"
-

Day 12-13: Lists & Data (2-3 hours)

Learn:

```
function AffirmationList({ items }) {
  return (
    <FlatList
      data={items}
      renderItem={({ item }) => (
        <Text>{item}</Text>
      )}
      keyExtractor={(item, index) => index.toString()}
    />
  );
}
```

Practice:

- Display list of affirmations
 - Add delete functionality
 - **Resource:** React Native "Using List Views"
-

Day 14: Final Project (2 hours)

Build: Simple habit tracker

- Add habit button
- List of habits
- Mark as complete
- Save to AsyncStorage

This proves you understand:

- Components
 - State management
 - Lists
 - Data persistence
-

JavaScript Cheat Sheet

Keep This Handy:

```
// Variables
const permanent = "can't change";
let changeable = "can update";

// Arrays
let list = [1, 2, 3];
list.push(4);           // [1,2,3,4]
list.map(x => x*2);   // [2,4,6,8]
list.filter(x > 2);   // [3,4]

// Objects
let obj = { name: "Alex", age: 28 };
obj.name;              // "Alex"
obj.premium = true;    // Add property

// Functions
const add = (a, b) => a + b;
add(2, 3);             // 5

// Conditionals
if (condition) {
  // do this
} else {
  // do that
}

// Loops
items.forEach(item => {
  console.log(item);
});

// Async (for API calls)
const fetchData = async () => {
  const response = await fetch(url);
  const data = await response.json();
  return data;
}
```

Part 4: Product Validation Checklist

Before Writing Any Code

Step 1: Identify the Problem (1-2 hours)

Questions to Answer:

- What specific problem am I solving?
- Who has this problem?
- How are they solving it today?
- Why are current solutions inadequate?
- Is this MY problem too? (Best if yes)

Red Flags:

- "Everyone could use this"
- "No one else is doing this" (maybe for good reason)
- "It would be cool if..."
- Can't name 5 people with this problem

Green Lights:

- You personally experience this pain
 - Can name 10+ people with this problem
 - People are paying for inadequate solutions
 - Clear, specific use case
-

Step 2: Talk to Real People (3-5 hours)

The Mom Test Rules:

1. Talk about their life, not your idea
2. Ask about specifics, not hypotheticals
3. Listen more than talk

Good Questions:

- "Tell me about the last time you [related activity]"
- "What's the hardest part about [problem area]?"
- "How are you dealing with that now?"
- "How much does that cost/how much time does it take?"
- "If you could wave a magic wand..."

Bad Questions:

- "Would you use an app that...?"
- "Do you think this is a good idea?"
- "How much would you pay for this?" (too early)

Validation Criteria:

- Talked to 20+ people in target audience
 - At least 50% say this is a "hair on fire" problem
 - They're currently paying (time or money) for solutions
 - They get excited when you describe it
 - They ask "when can I use this?"
-

Step 3: Study the Competition (2-3 hours)**Research:**

- Found 5+ apps solving similar problems
- Downloaded and used each for 15+ minutes
- Read 50+ reviews (what do users love/hate?)
- Noted pricing models
- Identified gaps/opportunities

Analysis:

- What do they do well?
- Where do they frustrate users?
- What's missing?
- Can you do ONE thing 10x better?

Competitive Advantage:

- Identified your unique angle
- NOT "We do everything they do, but better"
- IS "We do X specifically for Y people"

Example:

- "Better todo app"
 - "Todo app for ADHD users with time-blindness features"
-

Step 4: Define Your MVP (1-2 hours)**The Minimum Viable Product:****Core Feature (The ONE thing):**

- What's the single most important feature?
- If you could only build ONE thing, what would it be?
- Can someone get value from JUST this?

Example for Radianit:

- Core: Daily affirmations input + view
- NOT core yet: Vision boards, sharing, analytics

MVP Scope:

- Solves the core problem
- Can be built in 2-4 weeks
- Can be explained in one sentence
- Has clear success metric

One-Sentence Test: "[App name] helps [target user] [achieve goal] by [unique method]"

Example: "Radiant helps young professionals stay aligned with their goals by creating a personalized daily journal they actually want to read."

Step 5: Pricing Validation (1-2 hours)

Before building, test pricing:

Research:

- What do competitors charge?
- What's the "category price" (what users expect)?
- What can your audience afford?

Test: Create simple landing page with:

- Problem statement
- Solution description
- Pricing (test 2-3 tiers)
- "Sign up for early access" button

Run traffic:

- Post on Reddit
- Share on Twitter
- Tell your network
- Spend \$50 on ads

Success Metrics:

- 100 landing page visitors
- 5-10% signup rate (5-10 emails)
- At least 3 people ask "when is this ready?"

If no one signs up: Problem isn't painful enough or solution isn't clear.

Step 6: Pre-Launch Validation (Before App Store)

Once MVP is built:

Beta Testing:

- 10 people using it for 1 week

- At least 5 use it 3+ times
- Collect feedback (what's confusing, what's missing)
- At least 3 say they'd pay for it

Key Metrics to Watch:

- **Activation:** Do they complete setup?
- **Engagement:** Do they use it again tomorrow?
- **Retention:** Still using after 7 days?

Minimum Viable Traction:

- 30% come back next day
 - 20% still active after 7 days
 - 4+ star average rating from testers
 - No critical bugs reported
-

Validation Frameworks

The "Would You Pay?" Test

After 3-5 days of use, ask: "We're adding premium features for \$5/month. Would you subscribe?"

Responses:

- "Yes, what features?" = Strong signal
- "Maybe, depends on features" = Lukewarm
- "No, it should be free" = Weak signal

Need: At least 30% say "yes" or "maybe"

The "Hair on Fire" Test

Ask: "On a scale of 1-10, how painful is [problem]?"

- 1-5: Nice-to-have (hard to monetize)
- 6-7: Annoying (might pay if cheap)
- 8-10: Hair on fire (will pay well)

Need: Average score of 7+ from target users

The Time/Money Test

Ask: "How much time/money do you spend on this problem monthly?"

- Less than 1 hour / \$0 = Weak problem
- 2-5 hours / \$10-50 = Moderate problem
- 5+ hours / \$50+ = Strong problem

Need: People spending significant resources on the problem

Red Flags to Abandon Idea

Stop if:

- ✗ Can't find 20 people with this problem
- ✗ No one is paying for current solutions
- ✗ Everyone says "nice idea" but no one gets excited
- ✗ You have to explain the problem (people should already know it)
- ✗ Market is dominated by free solutions
- ✗ You lose interest after 2 weeks

It's okay to kill bad ideas. Saves months of wasted work.

Green Lights to Build

Build if:

- ☑ 20+ people confirmed the problem
 - ☑ At least 10 say they'd pay
 - ☑ You're excited after 1 month of research
 - ☑ Clear differentiation from competitors
 - ☑ Can build MVP in 4 weeks
 - ☑ You'd use it yourself
-

Part 5: AI Collaboration Best Practices

The Art of Working with AI

AI is your co-pilot, not autopilot.

The 5 Levels of AI Prompts

Level 1: Vague (Ineffective)

✗ "Build a login screen" ✗ "Make it better" ✗ "Add features"

Result: Generic code that doesn't fit your needs

Level 2: Basic (Works, but not great)

⚠ "Create a login screen with email and password fields"

Result: Functional but generic, missing edge cases

Level 3: Detailed (Good)

"Create a login screen with:

- Email input (with email validation)
- Password input (with show/hide toggle)
- Login button (disabled until valid inputs)
- Error message display area
- Loading state during login"

Result: Functional with basic error handling

Level 4: Contextual (Very Good)

"Create a login screen matching our app's peach/sage design:

- Email input with icon
- Password with show/hide eye icon
- Rounded login button (peach gradient)
- Error messages in red below inputs
- Loading spinner on button when submitting
- Matches existing auth flow in AuthContext.tsx
- Use same validation as signup screen"

Result: Fits your app, handles errors, consistent style

Level 5: Comprehensive (Excellent)

"Create a login screen for Radiant app:

Design:

- Follow existing design system (peach #FF9A76, sage #8FBC8F)
- Match styles from WelcomeScreen.tsx
- Use existing components where possible

Functionality:

- Email and password inputs
- Real-time validation (email format, password min 8 chars)
- Show validation errors below each input
- Login button disabled until both valid
- Loading state during API call
- Error handling for: wrong password, no internet, server error

Integration:

- Use AuthContext for login function
- Navigate to HomeScreen on success
- Store user token in AsyncStorage
- Navigate to ForgotPassword screen on 'Forgot password?' link

Edge Cases:

- Handle already-logged-in users (redirect)
- Prevent multiple simultaneous login attempts
- Clear errors when user starts typing
- Auto-focus email input on mount

Testing:

- Test with: valid credentials, wrong password, invalid email, no internet

Use TypeScript, follow existing code patterns."

Result: Production-ready code that fits perfectly

Prompt Templates

Feature Request Template

```
Feature: [Name]

**User Story:**  
As a [user type]  
I want to [action]  
So that [benefit]

**Requirements:**  
- [Requirement 1]  
- [Requirement 2]  
- [Requirement 3]

**Design:**  
- [Design specs, colors, layout]

**Behavior:**  
- When [event], then [action]  
- If [condition], show [result]

**Edge Cases:**  
- What if [scenario]?  
- Handle [error case]

**Integration:**  
- Uses [existing context/component]  
- Updates [state/storage]

**Success Criteria:**  
- [Measurable outcome]
```

Bug Fix Template

Bug: [Short description]

Current Behavior:

- [What's happening now]

Expected Behavior:

- [What should happen]

Steps to Reproduce:

1. [Step 1]
2. [Step 2]
3. [Bug occurs]

Error Messages:

[Paste exact error from console]

Environment:

- Platform: [iOS/Android/Both]
- Version: [App version]
- Device: [Simulator/Real device]

Code Location:

- File: [filename.tsx]
- Line: [line number if known]
- Function: [function name if known]

What I've Tried:

- [Attempted fix 1 - didn't work]
- [Attempted fix 2 - didn't work]

Code Review Template

Task: Review this code for [specific concern]

Focus Areas:

- [] Performance issues
- [] Security vulnerabilities
- [] Potential bugs
- [] Best practices
- [] React Native specific issues

Code:

```
```[language]
[paste code here]
```

**Questions:**

1. Are there any obvious bugs?
2. Can this be optimized?
3. Are there edge cases I'm missing?
4. Does this follow React best practices?

---

```
Iteration Best Practices
```

```
The Feedback Loop
```

```
1. Start Broad
```

"Create a settings screen with user preferences"

```
2. Review & Refine
```

"Good start. Update it to:

- Match our design system (colors from HomeScreen)
- Add toggle for notifications
- Add theme selector (light/dark)
- Save to AsyncStorage"

```
3. Polish
```

"Almost perfect. Small tweaks:

- Notification toggle should check for permissions first
- Add haptic feedback on toggle
- Group settings into sections with headers"

```
Each iteration gets closer to perfect.
```

---

```
Common AI Mistakes to Catch
```

```
1. Outdated Patterns
```

- AI uses old React patterns (class components, componentDidMount)
- Ask for: "Use modern React hooks (useState, useEffect)"

```
2. Missing Error Handling
```

- AI assumes happy path (no errors)
- Add: "Include error handling for network failures, empty states"

```
3. Hardcoded Values
```

- AI uses placeholder data
- Specify: "Use real data from JournalContext, no hardcoded values"

```
4. Over-Engineering
```

- AI creates complex abstractions
- Request: "Keep it simple, no unnecessary abstractions"

```
5. Inconsistent Styling
```

- AI invents new styles
- Specify: "Match existing design system, reuse components from X screen"

---

```
Debugging with AI
```

```
Level 1: Show the Error
```

"Getting this error: [paste error message]

In file: ViewJournalScreen.tsx

```
Level 2: Show the Context
```

"Getting this error: [paste error]

In file: ViewJournalScreen.tsx

Relevant code:

```
[paste problematic code]
```

Happens when: User taps "View Journal" button

```
Level 3: Show What You've Tried
```

"Getting this error: [paste error]

Code: [paste code]

Context: Loading journal data from AsyncStorage

I tried:

1. Adding null check - still crashes
2. Using optional chaining - still crashes
3. Checking if data exists - still crashes

I think the issue is [your hypothesis]

```
More context = faster, better fix.
```

---

```
Advanced AI Collaboration
```

```
Teaching AI Your Codebase
```

```
First conversation with AI:
```

"Here's my app structure:

### Tech Stack:

- Expo + React Native
- TypeScript
- AsyncStorage for data
- React Navigation

### Key Files:

- JournalContext.tsx: Global state management
- storage.ts: AsyncStorage wrapper
- All screens in /screens

### Design System:

- Primary: Peach #FF9A76
- Secondary: Sage #8FBC8F
- Background: #FFF9F5
- Border radius: 12-30px

### Patterns to Follow:

- Use hooks, not classes
- TypeScript for all files
- Consistent error handling
- Match existing component structure

Got it?

```
Now AI understands your context.

Asking for Explanations

Instead of:
☒ "What does this do?"

Try:
☑ "Explain this code line by line:
```jsx  
[paste code]
```

Specifically:

- What is useState doing?
- Why the dependency array in useEffect?
- What does the return function do?"

Get deeper understanding.

Learning Through Doing

Pattern:

1. "Build feature X"
2. AI builds it
3. "Explain why you did Y this way"
4. AI explains
5. "Show me an alternative approach"
6. Compare and learn

You're not just getting code, you're learning.

AI Tool Recommendations

For Coding:

1. **Claude Code** (what you're using) - Best for full features

2. **Cursor IDE** - AI-first editor, great for quick edits
3. **GitHub Copilot** - Inline suggestions while typing

For Design:

1. **v0.dev** - Generate UI components from descriptions
2. **Galileo AI** - Design to code
3. **Midjourney** - App icon generation

For Copy:

1. **Claude** - App descriptions, marketing copy
 2. **ChatGPT** - Alternative for copy
-

The Golden Rules

1. **Be Specific** - More detail = better results
2. **Provide Context** - Share your tech stack, design system, patterns
3. **Iterate** - First draft is rarely perfect
4. **Verify** - Always test AI-generated code
5. **Learn** - Ask AI to explain, don't just copy-paste
6. **Own It** - You're responsible for understanding the code

AI is a tool, not a replacement for thinking.

Part 6: 30-Day Plan to Ship Radiant

Goal: Launch Radiant on iOS and Android App Stores in 30 days

Week 1: Polish & Prepare (Days 1-7)

Day 1: Testing & Bug Fixing (3-4 hours)

Morning:

- Test complete user flow on iOS simulator
- Test complete user flow on Android emulator
- Test data persistence (close app, reopen)
- Document all bugs in a list

Afternoon:

- Prioritize bugs (Critical vs Nice-to-fix)
- Focus on critical bugs only
- Create bug fixing plan

Deliverable: Bug list with priorities

Day 2: Fix Critical Bugs (4-5 hours)

- Fix all critical bugs from Day 1
- Test each fix immediately
- Resist temptation to add features
- Test on real device if possible (use Expo Go)

Deliverable: All critical bugs resolved

Day 3: UI Polish (3-4 hours)

- Visual consistency check (colors, fonts, spacing)
- Fix empty states (clear messaging)
- Add loading states where needed
- Smooth transitions between screens

Deliverable: Polished, consistent UI

Day 4: App Icon & Splash Screen (2-3 hours)

- Design app icon (1024x1024px)
 - Use Canva, Figma, or AI (Midjourney/DALL-E)
 - Simple, recognizable at small sizes
 - Matches peach/sage theme
- Create splash screen
- Update app.json with assets

Deliverable: Professional icon and splash screen

Day 5: Developer Accounts (3-4 hours)

- Create Apple Developer Account (\$99/year)
 - Go to developer.apple.com
 - Takes 24-48 hours for approval
 - Start ASAP!
- Create Google Play Developer Account (\$25 one-time)
 - Go to play.google.com/console
 - Usually approved within hours
- Research app store requirements
 - Screenshots needed
 - Privacy policy requirements
 - Age rating

Deliverable: Developer accounts created/pending

Day 6: Marketing Assets (3-4 hours)

- Take app screenshots (6-7 different screens)
- Create promotional screenshots (optional)
 - Add text overlays
 - "Track your affirmations"
 - "Build your morning routine"
- Write app descriptions
 - Short (80 chars for Google)
 - Full (4000 chars max)
 - Focus on benefits, not features

Deliverable: Screenshots and descriptions ready

Day 7: Privacy Policy (2-3 hours)

- Create Privacy Policy
 - Use app-privacy-policy-generator.firebaseioapp.com
 - Note: Using AsyncStorage (local only, no cloud)
 - No analytics, no third-party services
- Host on simple webpage or GitHub Pages
- Get the URL

Deliverable: Privacy policy live at a URL

Week 2: Build & Test (Days 8-14)

Day 8: iOS Build Setup (3-4 hours)

- Install EAS CLI

```
npm install -g eas-cli  
eas login
```

- Configure EAS Build

```
eas build:configure
```

- Update app.json
 - Bundle identifier: com.yourname.radiant
 - Version: 1.0.0
 - Build number: 1
- Run first iOS build

```
eas build --platform ios --profile preview
```

Deliverable: Successful iOS build

Day 9: Android Build Setup (3-4 hours)

- Update app.json for Android
 - Package name
 - Version code and name
 - Adaptive icon
- Run first Android build

```
eas build --platform android --profile preview
```

- Test APK on device

Deliverable: Successful Android build

Day 10: TestFlight Setup (2-3 hours)

- Create app in App Store Connect
 - Go to appstoreconnect.apple.com
 - Create new app
 - Fill in basic info
- Build for TestFlight

```
eas build --platform ios --profile production
```

- Upload to App Store Connect
- Submit for TestFlight review

Deliverable: App in TestFlight review

Day 11: Internal Testing (2-3 hours)

- Install TestFlight build on your device
- Complete user flow test
- Invite 3-5 friends/family
- Create feedback form (Google Form)
- Share with testers

Deliverable: 3-5 people testing

Day 12: Google Play Setup (3-4 hours)

- Create app in Google Play Console
- Upload first build (AAB file)
- Set up internal testing track
- Configure store listing
 - Screenshots
 - Description
 - Icon and feature graphic
 - Category
 - Content rating

Deliverable: Android app in internal testing

Day 13: Implement Feedback (4-5 hours)

- Review tester feedback
- Identify top 3 issues
- Fix critical bugs
- Make quick UX improvements (< 2 hours)
- Add feature requests to "post-launch" list

Deliverable: Updated app with critical fixes

Day 14: Final Preparation (3-4 hours)

- Write compelling app descriptions
 - Headline/subtitle
 - Feature list
 - Benefits-focused copy
- Fill in all metadata
 - Keywords (iOS)
 - Category
 - Age rating
 - Support URL
- Prepare app preview video (optional)

Deliverable: All metadata complete

Week 3: Submit for Review (Days 15-21)

Day 15: Final iOS Build (2-3 hours)

- Create production build

```
eas build --platform ios --profile production
```

- Test thoroughly
- Verify version number (1.0.0)

Deliverable: Final iOS build ready

Day 16: Submit iOS for Review (2-3 hours)

- Submit to App Store Review
 - In App Store Connect
 - Fill in review information
 - Add notes for reviewer
- Verify all requirements
 - Screenshots ✓
 - Description ✓
 - Privacy policy ✓
 - Age rating ✓
 - Pricing (Free) ✓

Deliverable: iOS app in review

Day 17: Final Android Build (2-3 hours)

- Create production build

```
eas build --platform android --profile production
```

- Test on device
- Upload to Play Console

Deliverable: Final Android build uploaded

Day 18: Submit Android for Review (2-3 hours)

- Complete content rating questionnaire
- Fill in pricing & distribution
 - Free app
 - Available countries
- Submit for review

Deliverable: Android app in review

Day 19-21: Launch Preparation (2-3 hours/day)

While waiting for approvals:

- Prepare launch announcement

- Tweet draft
- Reddit post (r/SideProject, r/IndieDev)
- LinkedIn post
- Email to friends/family
- Create simple landing page (optional)
 - Use Carrd.co (free)
 - Screenshots
 - App Store badges
- Plan launch strategy
 - Who to tell first
 - Which communities to share in
 - Launch day schedule

Common rejection reasons:

- Missing privacy policy
- Crash on launch
- Incomplete functionality
- Misleading screenshots

If rejected: Read feedback, fix issue, resubmit (usually approved on 2nd try)

Deliverable: Launch materials ready

Week 4: Launch & Iterate (Days 22-30)

Day 22: Launch Day! (2-4 hours)

If approved:

- Release iOS app (click "Release" in App Store Connect)
- Release Android app (usually auto-released)
- Verify apps are live
 - Search "Radiant" in App Store
 - Search in Google Play
- Test public version
 - Download from stores
 - Complete user flow

Deliverable: Radiant live on both stores! 🎉

Day 23: Announce Launch (3-4 hours)

- Text/email close friends and family
- Post on social media
 - Twitter
 - Instagram
 - LinkedIn

- Post on Reddit (follow subreddit rules)
 - r/SideProject
 - r/IndieDev
 - r/Apps
 - r/Productivity
- Product Hunt launch (optional)
- Share your journey
 - "Built my first app with AI in 30 days"

Deliverable: 50-100 people know about your app

Day 24-25: Monitor Early Users (2-3 hours/day)

- Check reviews daily
 - App Store
 - Google Play
 - Respond to every review
- Monitor crash reports
 - App Store Connect analytics
 - Google Play Console vitals
- Gather user feedback
 - DM people who downloaded
 - Ask: "What's missing? What's confusing?"
- Track metrics
 - Downloads per day
 - Active users
 - Review ratings

Deliverable: Understanding of user behavior

Day 26-27: Plan First Update (3-4 hours)

- Prioritize user feedback
 - Top 3 feature requests
 - Critical bugs
 - Quick wins
- Plan version 1.1
 - 2-3 small improvements
 - Bug fixes
- Create update roadmap
 - v1.1: Fixes + polish
 - v1.2: Next feature

Deliverable: Clear plan for next update

Day 28-29: Implement Quick Wins (4-5 hours)

- Fix reported bugs
- Add one highly-requested feature
 - Keep it simple (2-3 hours max)
 - Shows you're listening
- Improve onboarding if needed

Deliverable: Version 1.1 ready

Day 30: Reflection & Next Steps (2-3 hours)

- Submit v1.1 update
- Review metrics
 - Total downloads
 - Active users
 - Review rating (aim for 4.0+)
 - Retention rate
- Document lessons learned
 - What went well?
 - What would you do differently?
 - What surprised you?
- Plan next 30 days
 - Marketing strategy
 - Feature roadmap
 - Monetization exploration
- **Celebrate!** 🎉
 - You shipped an app!
 - Top 5% achievement

Deliverable: Radiant v1.0 live, v1.1 submitted, growth plan ready

Success Metrics (Day 30)

Technical:

- Live on iOS App Store
- Live on Google Play Store
- No critical bugs
- 4.0+ star rating

Traction:

- 50-100 downloads minimum
- 10-20 active users
- 3+ reviews or feedback comments
- Understanding of your users

Process:

- Can build, test, deploy updates
 - Comfortable with App Store Connect
 - Established update cadence
 - Know what users want
-

Emergency Protocols

"Critical Bug on Day 20"

- Fix immediately
- Delay submission 1-2 days
- Better late than broken

"Apple Rejected My App"

- Read feedback carefully
- Usually fixable in 1 day
- Resubmit
- Don't give up

"I Don't Know How to [X]"

- Ask Claude/AI
- Check Expo forums
- Google the error
- Reddit/Stack Overflow

"No One Downloads My App"

- Normal for Day 1
- Focus on 10 engaged users > 1000 downloads
- Quality over quantity early on

"I'm Overwhelmed"

- Pick 3 critical tasks per day
 - Skip optional items
 - Shipping > perfection
-

Daily Time Commitment

Weekdays: 2-4 hours **Weekends:** 4-6 hours **Total:** ~90-100 hours over 30 days

If less time available:

- Extend to 45-day plan
 - Focus on iOS only first
 - Cut optional tasks
-

The Most Important Rule

SHIP ON DAY 30. NO MATTER WHAT.

Even if:

- Not perfect
- Want one more feature
- Icon isn't quite right

Done > Perfect

You can always update. You can't learn from users until you ship.

Part 7: Path to \$10K/Month

The Realistic Timeline

Month 1-3: \$0-500/month **Month 4-6:** \$500-2,000/month **Month 7-12:** \$2,000-10,000/month

The Math

\$10K/month requires:

- 1,000 users × \$10/month, OR
 - 2,000 users × \$5/month, OR
 - 10,000 users × \$1/month
-

Month 1-3: Foundation (\$0-500)

Goals:

- Launch app
- Get first 100 users
- Learn what people value
- First paying customer

Activities:

Week 1-2: Launch

- Ship to app stores
- Announce to personal network
- Post on relevant subreddits
- Get first 20 downloads

Week 3-4: Feedback Loop

- Talk to every user
- Ask: "What's missing? What's confusing?"
- Fix top 3 pain points
- Ship update

Week 5-8: Find Your Channel

- Try: Twitter, TikTok, Reddit, ProductHunt
- Which gets most engaged users?
- Double down on what works
- Build in public (share journey)

Week 9-12: Add Monetization

- Identify premium features
 - What would power users pay for?
 - What's valuable but not core?
- Implement in-app purchases (RevenueCat)
- Pricing: \$3-5/month or \$20-30/year
- Get first paying customer

Target by Month 3:

- 100-200 total users
 - 20-50 active weekly
 - 5-10 paying (\$3-5/month each)
 - **\$30-50/month revenue**
-

Month 4-6: Growth (\$500-2,000)

Goals:

- Find product-market fit
- Optimize conversion (free → paid)
- Scale acquisition
- Build audience

Activities:

Week 13-16: Conversion Optimization

- Analyze: Where do users drop off?
- Improve onboarding
- Better premium feature showcase
- Test pricing (\$3 vs \$5 vs \$7/month)
- Add annual plan (3-month discount)

Week 17-20: Content Marketing

- Start Twitter/TikTok posting daily

- Share tips related to your app
- Build audience (not just promoting app)
- Aim: 500 followers by week 20

Week 21-24: Community Building

- Create Discord/Telegram for users
- Feature user stories
- Ask for testimonials
- Referral program (share with friend = free month)

Target by Month 6:

- 500-1,000 total users
 - 100-200 active weekly
 - 50-100 paying (\$5/month average)
 - **\$250-500/month revenue**
-

Month 7-12: Scale (\$2,000-10,000)

Goals:

- Scale what's working
- Increase retention
- Possibly hire help
- Hit \$10K/month

Activities:

Month 7-8: Double Down on Acquisition

- Found your channel? Invest more
- If Twitter works: Post 2x/day, engage actively
- If TikTok works: Daily videos
- Consider paid ads (\$100-500/month)
- Partner with micro-influencers

Month 9-10: Retention Focus

- Email marketing (weekly tips)
- Push notifications (helpful, not spammy)
- Habit formation features
- Streak rewards
- Goal: 30-day retention > 30%

Month 11-12: Scale & Optimize

- Hire freelancer for design/marketing
- Launch on additional platform (Web app?)
- Expand to new market (translate?)

- Optimize pricing (test \$7-10/month)
- Annual plans (most profitable)

Target by Month 12:

- 5,000-10,000 total users
 - 1,000-2,000 active weekly
 - 500-1,000 paying (\$10/month average)
 - **\$5,000-10,000/month revenue**
-

Key Metrics to Track

Acquisition Metrics:

- **Downloads per day**
- **Cost per install** (if running ads)
- **Conversion rate** (visitor → download)

Engagement Metrics:

- **Daily active users (DAU)**
- **Weekly active users (WAU)**
- **Session length**
- **Features used**

Retention Metrics:

- **Day 1 retention** (come back next day?)
- **Day 7 retention** (still using after week?)
- **Day 30 retention** (monthly active?)
- Target: 40% / 25% / 20%

Revenue Metrics:

- **Conversion rate** (free → paid)
 - **Monthly recurring revenue (MRR)**
 - **Churn rate** (cancellations)
 - **Lifetime value (LTV)**
 - **Customer acquisition cost (CAC)**
 - Goal: LTV > 3× CAC
-

Monetization Models

1. Freemium (Recommended)

Free tier:

- Core functionality
- Limited usage (e.g., 10 affirmations)

- Basic features

Premium tier (\$5-10/month):

- Unlimited usage
- Advanced features (themes, export, analytics)
- No ads
- Premium support

Pros: Easy to acquire users, upsell later **Cons:** Need many users to convert enough

2. Free Trial → Subscription**7-day free trial, then \$5-10/month**

Pros: Users experience full value **Cons:** Can have high churn after trial

3. One-Time Purchase**\$10-30 one-time payment**

Pros: Simple, no ongoing billing **Cons:** Lower lifetime value, harder to sustain

4. Hybrid**Free + One-time unlocks + Subscription**

- Free: Basic app
- \$5 one-time: Unlock advanced features
- \$3/month: Cloud sync, premium themes

Pros: Multiple revenue streams **Cons:** Can be confusing

For Radiant Specifically**Free Tier:**

- Create journal (all sections)
- View journal
- Basic themes

Premium (\$5/month or \$40/year):

- Cloud sync across devices
- Advanced themes (10+ options)
- Export to PDF
- Daily reminder notifications
- Vision board images
- Progress tracking & streaks

- Priority support

Expected Conversion: 5-10% of active users

Marketing Strategies That Work

1. Build in Public

Post daily on Twitter:

- Screenshots of features
- Revenue updates
- User testimonials
- Lessons learned
- Challenges faced

Why it works: People follow the journey, become invested

2. Content Marketing

Create valuable content:

- "10 affirmations that changed my life"
- "How to build a morning routine that sticks"
- "Gratitude journaling for beginners"

Where: Blog, TikTok, YouTube, Twitter threads

Why it works: Builds authority, drives organic traffic

3. Community Engagement

Be active where your users are:

- r/productivity
- r/selfimprovement
- r/gratitude
- Wellness Discord servers

Don't spam. Be helpful. Mention app when relevant.

4. App Store Optimization (ASO)

Keywords:

- Gratitude journal
- Affirmations
- Morning routine

- Self improvement
- Goal tracker

Screenshots: Show transformation **Reviews:** Ask happy users for reviews **Rating:** Maintain 4.5+ stars

5. Partnerships

Reach out to:

- Productivity YouTubers
- Wellness TikTokers
- Self-improvement podcasts

Offer: Free premium, revenue share, or flat fee

Common Mistakes to Avoid

1. Building Features No One Wants

X "Users will love this!" **✓** "10 users specifically asked for this"

2. Not Charging Enough

X \$1/month (too cheap, hard to sustain) **✓** \$5-10/month (fair value)

3. Ignoring Retention

X Focus only on new users **✓** Keep existing users happy (cheaper than acquiring new)

4. Giving Up Too Early

X Quit after 3 months of slow growth **✓** Most apps take 6-12 months to gain traction

5. Not Marketing

X "Build it and they will come" **✓** Spend 50% of time on marketing

When to Quit vs Persist

Quit If:

- **X** 6 months in, zero paying customers
- **X** You've lost passion for the problem
- **X** Users don't engage (1-day retention < 10%)
- **X** Market is too small (< 10K potential users)
- **X** Can't differentiate from free alternatives

Persist If:

- Even small revenue (\$100-500/month)
 - Users love it (high retention, good reviews)
 - Growing slowly but steadily
 - Still excited about the problem
 - Clear path to improvement
-

The Reality Check

90% of apps make < \$500/month 5% make \$1,000-5,000/month 1% make \$10,000+/month

To be in the top 1%:

- Solve a real, painful problem
- Exceptional UX
- Effective marketing
- Persistence (12+ months)
- Continuous iteration

It's hard. But achievable.

Your advantages:

- Starting in 2025 (AI tools)
 - Learning from others' mistakes (this guide)
 - Already have completed MVP (Radiant)
-

Part 8: Resources & Tools

Learning Resources

Free Resources

Coding:

- freeCodeCamp (JavaScript)
- React Native Documentation
- Expo Documentation
- YouTube: Traversy Media, Net Ninja, William Candillon

Product/Business:

- Indie Hackers (community + revenue stories)
- Y Combinator YouTube Channel
- Growth.design (case studies)
- "The Mom Test" (often shared free)

Design:

- Mobbin (mobile design inspiration)

- Dribbble (app designs)
- Refactoring UI (some free content)
- Material Design Guidelines

Marketing:

- Reddit: r/SideProject, r/IndieDev
 - Twitter: Follow @levelsio, @tdinh_me, @dannypostmaa
 - Indie Hackers podcast
-

Paid Resources (Worth It)

Books (\$10-20 each):

- "The Mom Test" by Rob Fitzpatrick
- "Hooked" by Nir Eyal
- "Don't Make Me Think" by Steve Krug
- "Traction" by Gabriel Weinberg
- "Don't Just Roll The Dice" by Neil Davidson

Tools:

- Claude Pro: \$20/month (AI coding)
- Cursor IDE: \$20/month (AI editor)
- Figma Pro: \$12/month (design)
- RevenueCat: Free-\$99/month (subscriptions)
- Mixpanel: Free-\$25/month (analytics)

Courses (Optional):

- React Native School (advanced topics)
 - UI/UX courses on Udemy (\$10-15 on sale)
-

Essential Tools

Development

- **VS Code** - Code editor (free)
- **Expo** - React Native framework (free)
- **EAS** - Build service (\$0-\$99/month)
- **Claude Code** - AI coding assistant (\$20/month)
- **Git/GitHub** - Version control (free)

Design

- **Figma** - UI design (free tier)
- **Canva** - Graphics/icons (free tier)
- **Mobbin** - Design inspiration (\$8/month)
- **Unsplash** - Stock photos (free)

Analytics

- **App Store Connect** - iOS analytics (free)
- **Google Play Console** - Android analytics (free)
- **Mixpanel** - User analytics (free tier)
- **RevenueCat** - Subscription analytics (free tier)

Marketing

- **Buffer** - Social media scheduling (free tier)
- **Mailchimp** - Email marketing (free tier)
- **Canva** - Social media graphics (free tier)

Monetization

- **RevenueCat** - In-app purchases (easiest)
 - **Stripe** - Payments (if needed)
 - **PayPal** - Alternative payments
-

Community & Support

Where to Get Help

Technical Issues:

- Expo Forums: forums.expo.dev
- Expo Discord: chat.expo.dev
- Stack Overflow
- Reddit: r/reactnative, r/expo

Business/Product:

- Indie Hackers
- Reddit: r/SideProject, r/IndieDev
- Twitter indie maker community

Design:

- Designer Hangout Slack
 - Dribbble community
-

Indie Maker Role Models

Study these people:

1. Pieter Levels (@levelsio)

- Built 40+ products
- \$100K+/month revenue
- Self-taught, transparent about revenue

2. Tony Dinh (@tdinh_me)

- Multiple successful apps
- \$60K+/month
- Great at marketing

3. Danny Postma (@dannypostmaa)

- Designer who learned to code with AI
- \$50K+/month
- AI-first approach

4. Marc Louvion (@marc_louvion)

- Built ShipFast boilerplate
- Helps others ship faster
- Open about process

Follow them on Twitter. Learn from their journeys.

Success Checklist

Technical Mastery

- Can read and understand React Native code
- Can debug common errors
- Can implement features with AI assistance
- Can build and deploy apps independently
- Understand data persistence and state management

Product Skills

- Can validate ideas before building
- Can interview users effectively
- Can prioritize features ruthlessly
- Can design intuitive user experiences
- Can iterate based on feedback

Business Skills

- Can write compelling app descriptions
- Can create effective screenshots
- Can market on at least one channel
- Understand basic app monetization
- Can analyze metrics and make decisions

Mindset

- Comfortable with imperfection
- Can ship before feeling "ready"

- Persistent through slow growth periods
 - Learn from failures quickly
 - Focus on users, not ego
-

The Complete Timeline

Week 1-4: Learn Basics

- JavaScript fundamentals
- React Native basics
- Build 3 tiny apps with AI

Week 5-8: Ship First App

- Build Radiant MVP
- Ship to TestFlight/Play Store
- Get first 10 users

Week 9-12: Iterate & Learn

- Gather feedback
- Fix bugs, improve UX
- Plan next app

Month 4-6: App #2 + Monetization

- Validate new idea
- Build and ship
- Add premium features
- First paying customers

Month 7-12: Scale to \$10K

- Focus on growth
 - Optimize conversion
 - Build audience
 - Consistent marketing
-

Final Thoughts

You Don't Need to Be a Programmer

You need to be:

- A problem solver
- A fast learner
- User-focused
- Persistent
- Business-minded

AI handles the coding. You handle the vision.

The Only Way to Fail

You fail if you:

- Never ship
- Give up after 3 months
- Don't talk to users
- Build features no one wants
- Don't market

You can't fail if you:

- Ship consistently
- Learn from feedback
- Iterate quickly
- Focus on users
- Don't quit

Your Competitive Advantage

1. **Starting in 2025** - AI tools are incredible
2. **This guide** - Roadmap already mapped
3. **Completed MVP** - Radiant is done
4. **Non-technical background** - User-first thinking
5. **Asking the right questions** - Focus on outcomes

You're ahead of 95% of people who "want to build apps."

The Next 24 Hours

Your action items:

Today:

1. Read this guide completely
2. Choose your path: Ship Radiant OR Start JavaScript course
3. Block calendar time for next 30 days

Tomorrow:

1. Start Day 1 of chosen path
2. Don't overthink
3. Take action

This Week:

1. Maintain momentum

2. Small wins daily
 3. Document progress
-

Remember

Done is better than perfect. Shipped is better than polished. Learning by doing beats studying. 10 engaged users beat 1,000 downloads. Revenue is the ultimate validation.

Now Stop Reading and Start Building

You have everything you need:

- Skills roadmap
- Learning curriculum
- 30-day shipping plan
- Path to \$10K/month
- All resources
- AI as your co-pilot

The only thing missing is action.

The best time to start was yesterday. The second best time is right now.

Go build something people want. Ship it before you're ready. Learn from real users. Iterate quickly. Don't give up.

You've got this.

Created: December 24, 2025 For: Aspiring AI-Assisted Mobile Developers From Zero to \$10K+/Month

Now go ship. ↗