**✅ Progress So Far**

1. **Project Setup**
   * We created a **Flask app** (app.py) and confirmed it runs at 👉 http://127.0.0.1:5000 with the message:  
     *“AI Media Planning Assistant is running!”*
2. **Goal Clarification**
   * From the beginning, you told me this tool is meant to:
     + Help with **AI-powered media planning**.
     + Be something you can **showcase to clients** as proof-of-concept.
     + Expand into a **full assistant** with data input, recommendations, reports, and maybe even auto-generated campaigns.
3. **Planned Architecture (Diagram we drew earlier)**
4. [User Interface] → [Flask Backend] → [AI/Logic Layer] → [Database/Storage]
5. ↑ ↓ ↓
6. (Forms, Uploads) (APIs, Routes) (AI Models, Reports)
   * **UI**: Web pages for input & results
   * **Backend**: Flask routes, handles requests
   * **AI Layer**: Generates insights (planning, recommendations)
   * **Database**: Stores campaigns, client info, results

**🔎 What’s Missing (Next Steps)**

Right now, you only have a **bare-bones Flask app**.  
To stay on track with your original vision, the next things we should add are:

1. **Homepage (UI)**
   * A nice landing page instead of just text.
   * With a form where client can input:
     + Budget 💰
     + Target audience 🎯
     + Platforms (Facebook, Instagram, Google, etc.) 📱
2. **Flask Routes**
   * /plan → to process user input.
   * /results → to display recommendations.
3. **AI Logic (Basic Version)**
   * A simple function that takes the input (budget, audience, platform) and outputs a **media plan suggestion**.
4. **Template Rendering**
   * Use templates/ folder with Jinja2 to make it professional-looking.

👉 So far, we’ve **done Step 1 only** (setup & test).  
Next natural step: **Step 2 – Create the homepage UI + input form**.

Do you want me to go ahead and **build the homepage + input form** so the project starts looking like a real tool?