# Project Beanstalk: From Conversation to Code

**A green plant in a circle

AI-generated content may be incorrect.**

## What is Beanstalk?

**Project Beanstalk** is an AI-powered, end-to-end product development platform that transforms stakeholder conversations into fully functional UI prototypes and frontend code. It bridges the gap between business intent and execution—reducing the lag, ambiguity, and handoff friction that slow teams down.

Whether you're launching a new app or rethinking an internal tool, Beanstalk enables you to move from alignment to action at enterprise speed.

## The Problem It Solves

Building digital products at scale is slower and messier than it should be.

Despite modern tooling, most organizations struggle with:

* **Slow Speed to Market:** It takes weeks or months for ideas to become visual, testable, and build-ready. Strategic intent gets lost in the gaps between teams.
* **Misalignment Across Roles:** Product, design, and engineering operate in silos. Each team reinterprets the last team’s work, leading to costly rework and scope creep.
* **Inefficient Collaboration:** Stakeholder feedback is scattered across meetings, notes, and emails. There’s no central source of truth early in the lifecycle.
* **Inconsistent Output:** Teams often rebuild the same structures without shared templates, leading to design debt and fragmented user experiences.
* **Delayed Validation:** Without real screens early, teams make assumptions that lead to rework—often discovered only after significant investment.

Beanstalk addresses these challenges by introducing structure, speed, and automation from the very first conversation.

## Core Features

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| **Feature** | **Description** |
| Conversation-to-PRD | Converts stakeholder meetings and transcripts into structured product requirement documents (PRDs) |
| Automated User Story Generation | Breaks down PRDs into detailed epics and user stories with clearly defined acceptance criteria |
| UI Personality Extraction | Captures visual tone, brand inspiration, and design preferences directly from stakeholder input |
| UI Specification Engine | Translates user stories into structured UI screen definitions with layout, component, and interaction logic |
| Navigation Logic Integration | Embeds inter-screen navigation pathways (e.g., button actions, row clicks), enabling full user flows—not just static screens |
| Figma-Ready Output | Delivers editable screen designs that can be directly opened and tagged in Figma using tools like Locofy |
| Frontend Code Export | Supports automated code generation in React, React Native, and web frameworks via design-to-code pipelines |
| Step-by-Step Delivery Model | Works epic by epic, screen by screen—enabling focused execution, team feedback, and agile iteration |
| Design System Integration | Aligns UI output with enterprise design systems by incorporating custom tokens, components, and brand guidelines |
| API and Data Model Companion | Suggests backend API interface definitions and data models based on UI functionality and business requirements |
| AI Coaching and Governance Layer | Ensures quality and completeness by flagging vague stories, missing personas, and inconsistent requirements using built-in AI heuristics |

## Workflow Overview

**Step 1: Discovery Input**

Upload or record a stakeholder conversation. Beanstalk extracts strategic goals, user personas, design inspirations, and success metrics.

**Step 2: PRD Generation**

A complete product requirements document is auto-generated, including functional needs, edge cases, constraints, and UI personality traits.

**Step 3: User Story Breakdown**

Structured user stories are created from the PRD, grouped into epics and tagged by complexity, priority, and delivery phase.

**Step 4: UI Specification**

Each screen is defined with layout, components, navigation behavior, and theme settings aligned to the organization’s design system.

**Step 5: Figma-Ready Design Generation**

Screens are delivered as editable Figma layouts, ready for tagging and export through tools like Locofy.

**Step 6: Code and API Output**

Frontend code and API interface specs are generated, enabling product and engineering teams to go directly into build and test workflows.

## Who It’s For

* Product managers seeking speed, structure, and clarity
* Enterprise teams looking to standardize and scale discovery and design
* Engineering leaders who want better inputs and faster frontend execution
* Design systems teams who need automated consistency across applications
* Innovation labs and consultancies looking to reduce prototype turnaround time