

How Catherine actually built Annsa.ai

The 7-step process, from defining the problem to a product that audits itself every morning



1 Start with the problem, not the tool

Before Figma, before Claude, the question was the same one she'd asked for 20 years across every role: what customer problem is this solving? Annsa exists because she kept hitting the same gap—founders drowning in feedback with no way to know what to build next.

Write your one-sentence customer problem down before you open any AI tool. If you can't state it in one sentence, you're not ready to prompt yet.



2 Define the **Job to be Done (JTBD)**. Everywhere the experience lives

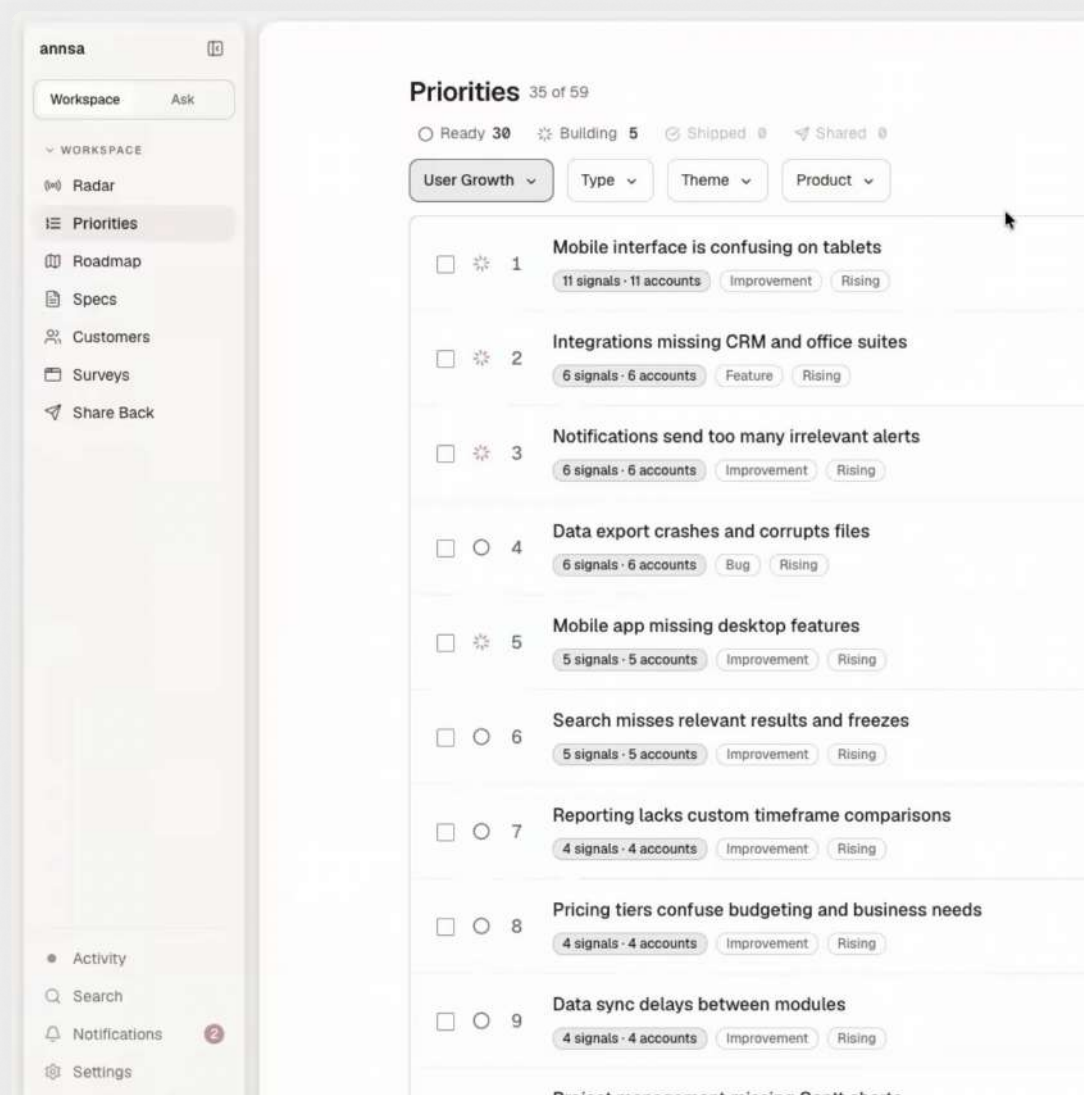
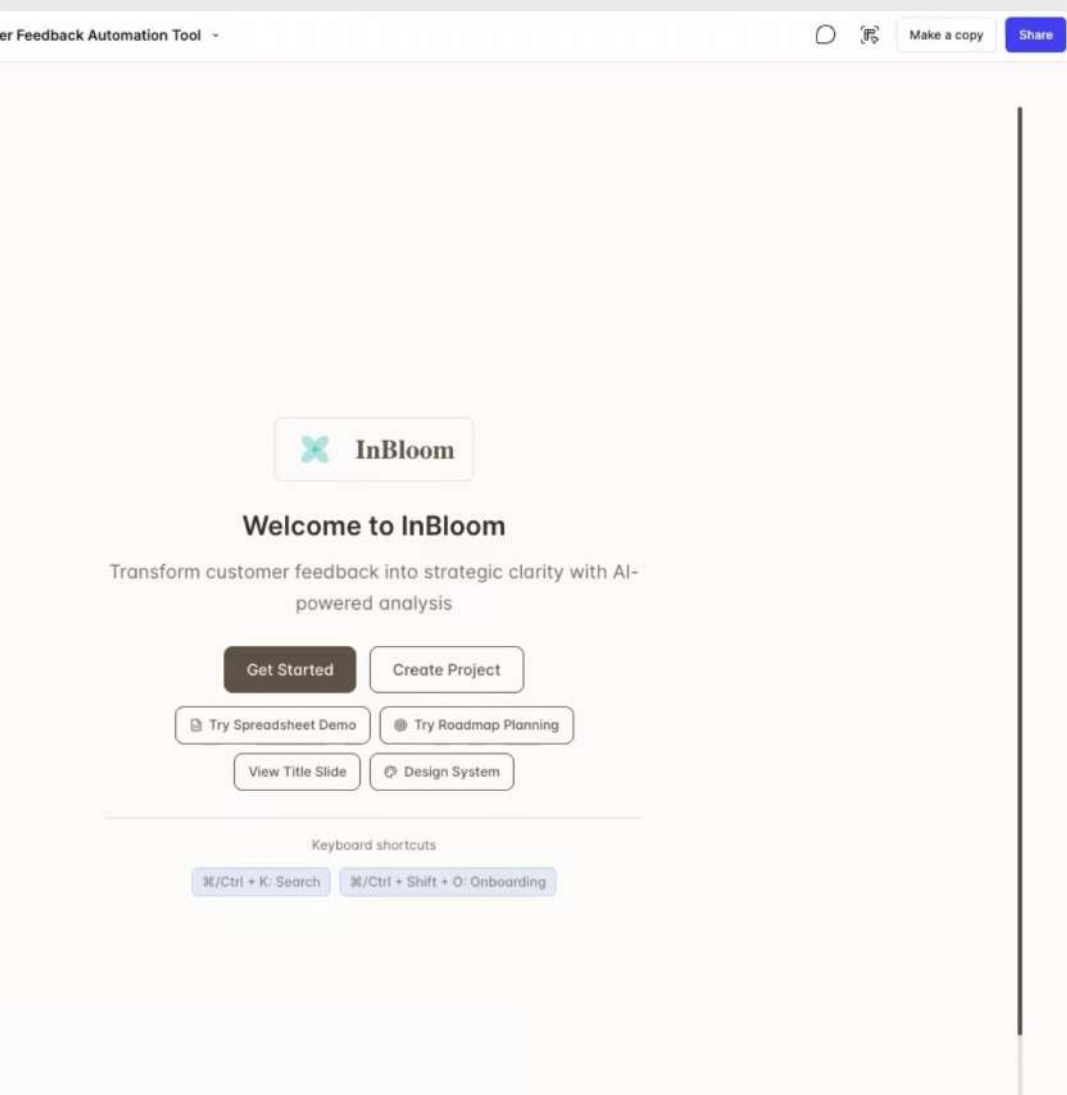
The job doesn't stop at the UI. Catherine mapped it across the product interface, her AI terminals, and every chat environment she works in—one continuous experience, not separate tools bolted together. Before you design anything, write down what "done" looks like for the person doing the job, then check whether your UI, your AI tools, and your chat all deliver it the same way.



③ Build the brand before you build the screens

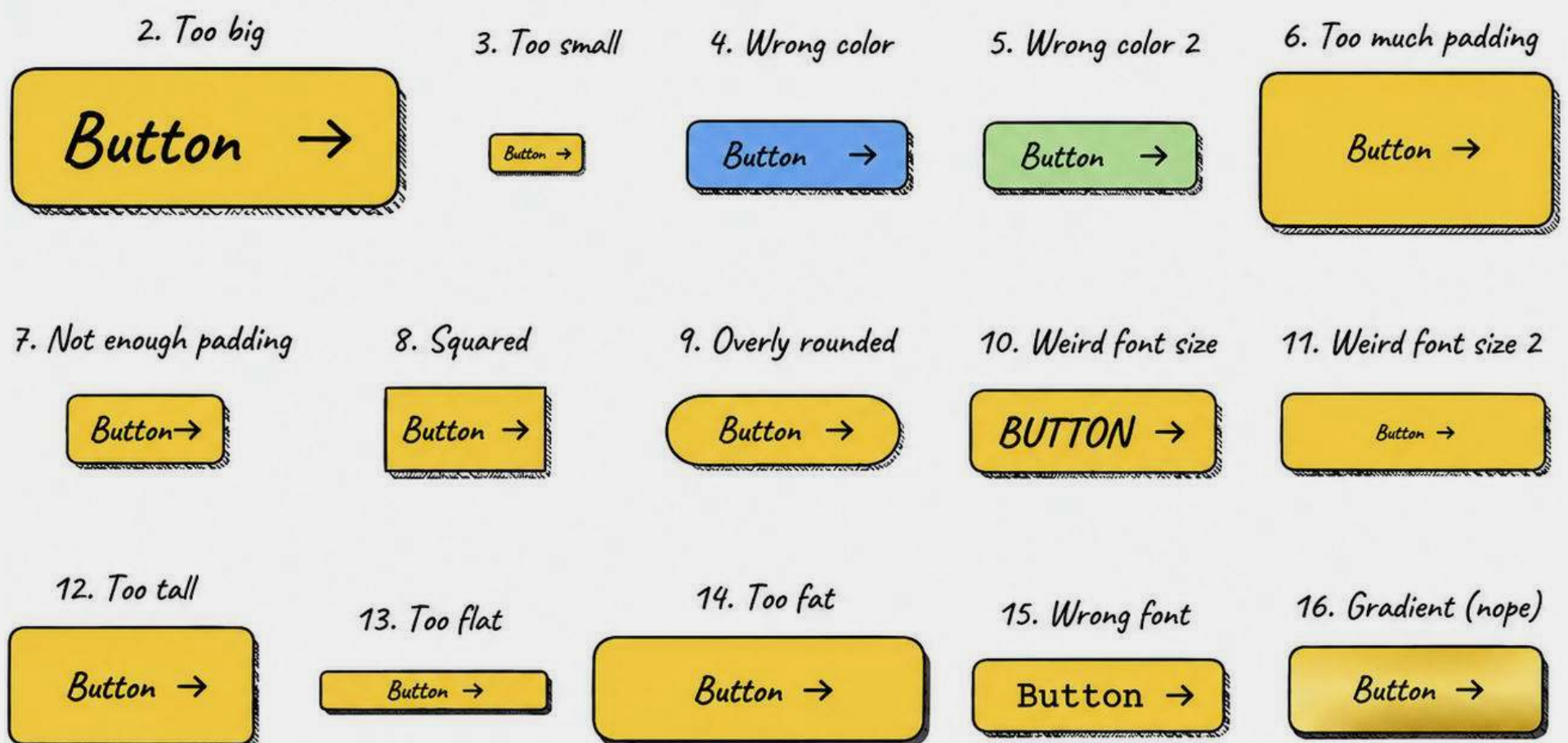
Annsa went through several names and identities—"In Bloom", then "Circuit", before Catherine locked a positioning that actually fit. That decision came before any component got built, not after. Before you generate a single screen, name it, position it, write down what it's not. A brand you commit to early is a filter for every decision that follows.

Before ➡ After



4 Design components with real options. And pick, don't settle

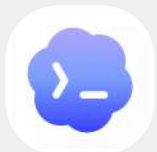
Buttons, checkboxes, accordions—each tested 8 to 10 ways before she locked one in. When Cursor handed Catherine 72 versions of a single button, she didn't ship the first one—she chose. Ask AI for a small, deliberate set of options against a stated constraint, then pick. Generating fast doesn't help if you don't build the muscle to choose fast too.



5 Get multiple agents to argue, not just one to agree with you

Claude, Codex, Grok, and Cursor all critique each other's work inside Paper before anything ships—a genuinely different point of view on every call, not just a second opinion from the same model. Put a different model between yourself and what you're about to ship. Where two of them disagree is exactly where you look closer.

Claude  for context

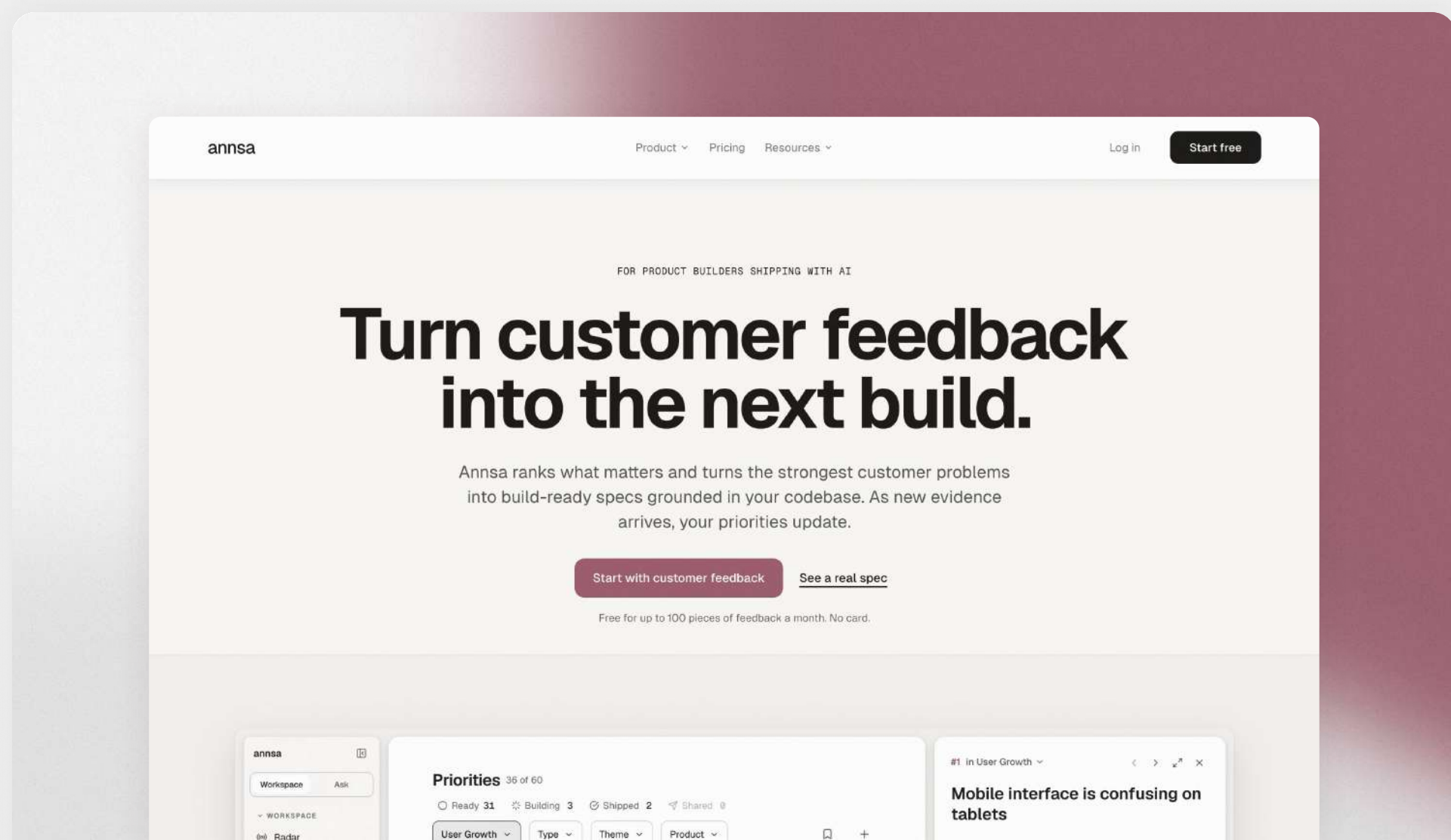
Codex  for visuals

Grok  to critique

Cursor  to run tests

6 Audit your own experience by hand first

Before she automated anything, Catherine built her review system manually—walking her own product for usability, friction, and heuristics, screen by screen. That manual pass is what taught her what "good" actually looked like. Do the audit yourself at least once before you hand it to a tool. You can't write a checklist for a bar you haven't calibrated by hand.



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Then let it run on its own

Once that manual pass was calibrated, she automated it—now it runs every morning across 100+ screenshots, scoring the product rough, competent, or professional, and flagging exactly what to fix or polish. Automate the audit only after you trust what it's checking for.

Catherine created Fresh Eye, a skill for reviewing designs.
It is now open source on GitHub:
<https://github.com/CatherineWilliamsTreloar/fresh>

Verdict

- Page surfaces (CORE group): competent.

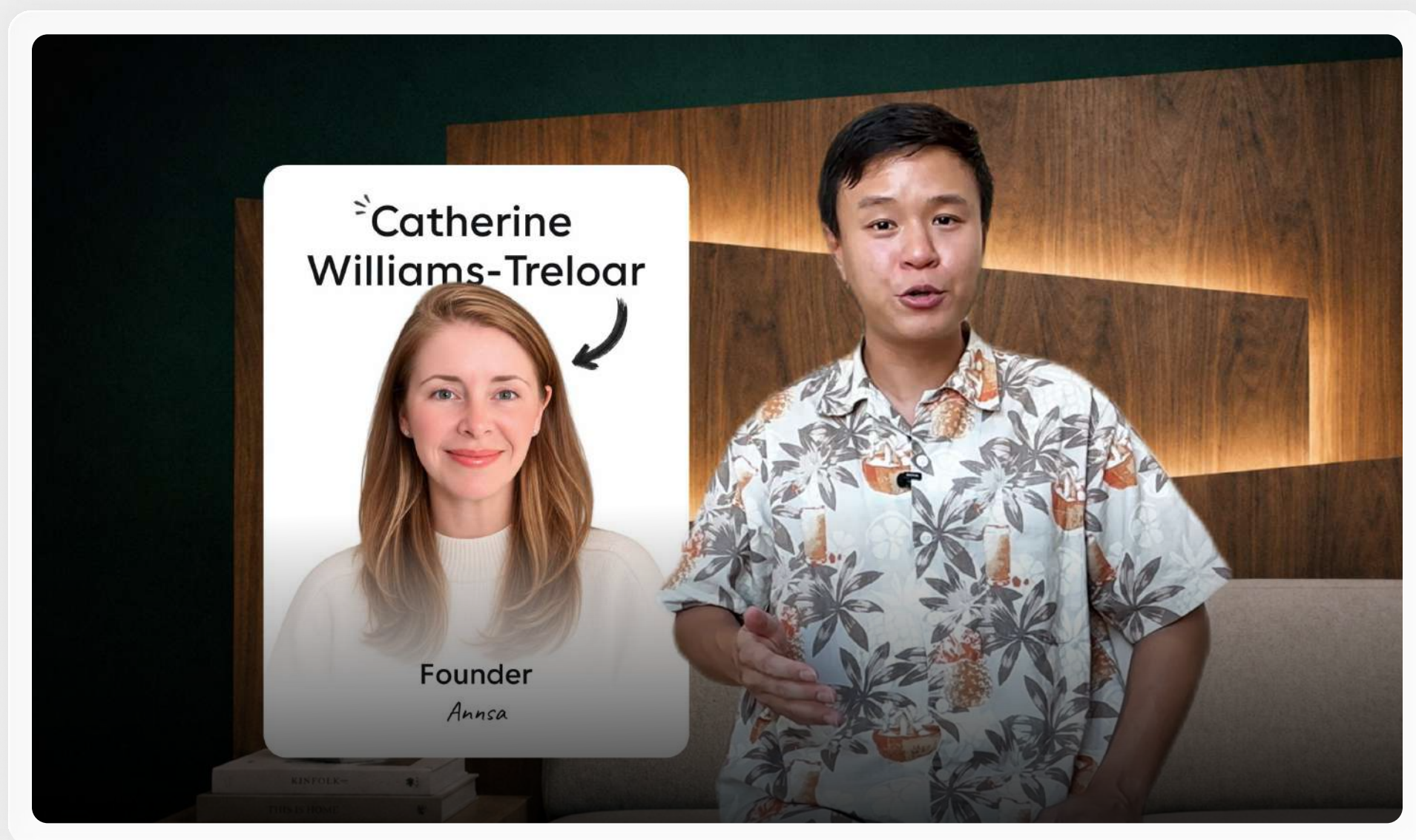
Individually:

Surface	Verdict
priorities	<u>competent</u>
priorities.alt	competent (byte-identical to priorities)
product-radar	professional
ask	competent
roadmap	rough 🗑️
briefs (Specs)	rough
share-back	competent

Hear the full conversation



youtube.com/@madebychip.design



Catherine opens her actual Figma Make file, including the early version she calls "embarrassing", and walks through building Annsa solo, with AI agents doing the heavy lifting. Follow for more solo builder breakdowns.