briitely
BRIITE SYSTEMS. BETTER BUSINESS.

FREE DOWNLOAD

Your AI Build Brief

Brief AI like a developer, and get what you actually wanted.

Most AI builds go sideways for one reason: the brief was in your head, not on the page. Fill this in before you open your AI coding tool.

1. **The goal** In one sentence, what does it do, and for whom?

2. **Who uses it** Each type of user, and what they need to get done.

3. **Must-haves for version 1** Five at most. Keep nice-to-haves on a separate "later" list.

4. **Pages or screens** List each one.

5. **Data** What gets saved, where, and who can see it.

6. **Connections** Other tools it talks to, like email, your CRM or payments.

7. **Look and feel** Brand colours, fonts, and one or two sites you like.

8. **Done means** Three checks you'll run to prove it works.

9. **Guardrails** What the AI must never do.

How to use it

Paste your brief into your AI coding tool. Ask it to ask you questions before it starts. Then build one page at a time, and test after each one.

Worked example: the Briitely AI quiz

The brief behind the quiz you just took.

The goal	A quiz on my own website that asks business owners where they are with AI, saves their answers and sends each person the right free download
Who uses it	Quiz takers, who need to finish in a few minutes on their phone; me, to see everyone's answers
Must-haves	Three short steps, scored on what people have actually done with AI; answers saved to my database; each person's level shown right after they finish; each contact tagged in my CRM by level
Pages	One page: the quiz, then each person's level and tips appear on that same page
Data	Name, email, AI level and every quiz answer, saved in Supabase and visible only to me
Connections	Sends each contact and their level tag to my CRM, which sends the follow-up emails
Look and feel	Briitely navy and soft yellow; Playfair Display and Nunito Sans; designed for phones first
Done means	I can finish it on my phone in under three minutes; my answers are saved; the right level appears, and the right email arrives
Guardrails	Never put database keys in the website code; ask before adding any new service; don't change existing pages on my site

Why the guardrails matter: AI coding tools are eager to help. Without limits, they may add services you didn't ask for or change things you didn't want changed. One line per guardrail is enough.