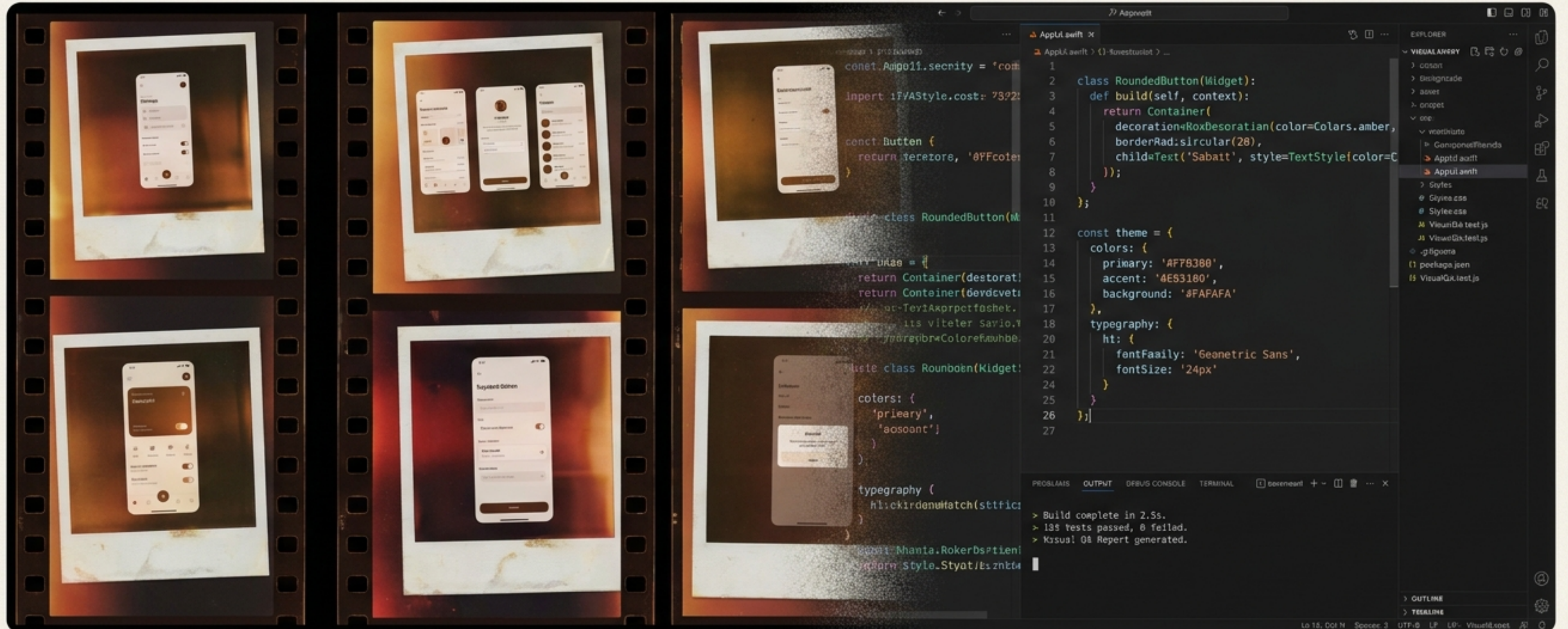


Six Directions in an Afternoon

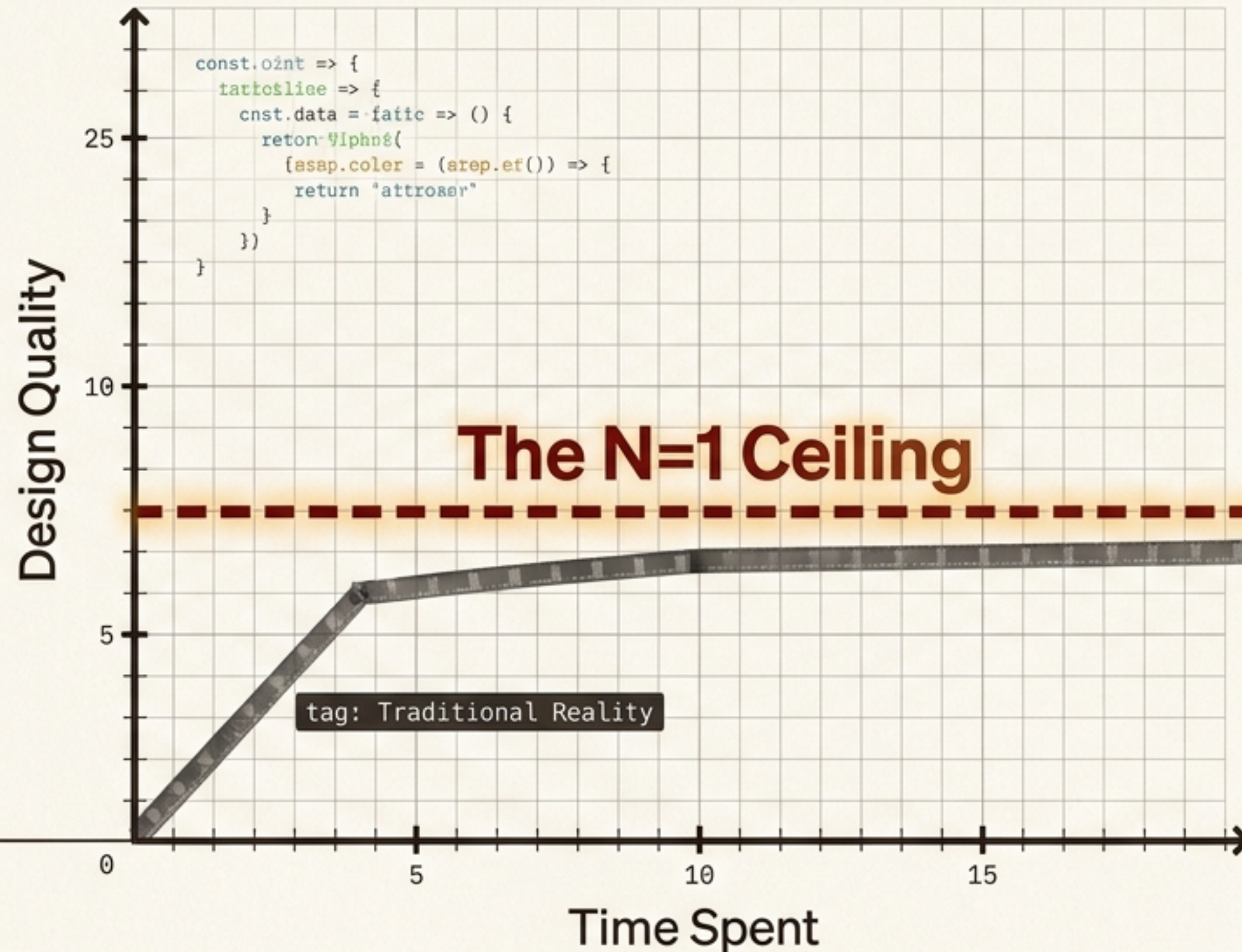
Using Claude Design to kill first-instinct bias and fully automate downstream visual QA.



N=1 is a design quality ceiling.

In solo-dev reality, testing a direction means building a prototype.

One variant = one day of work.



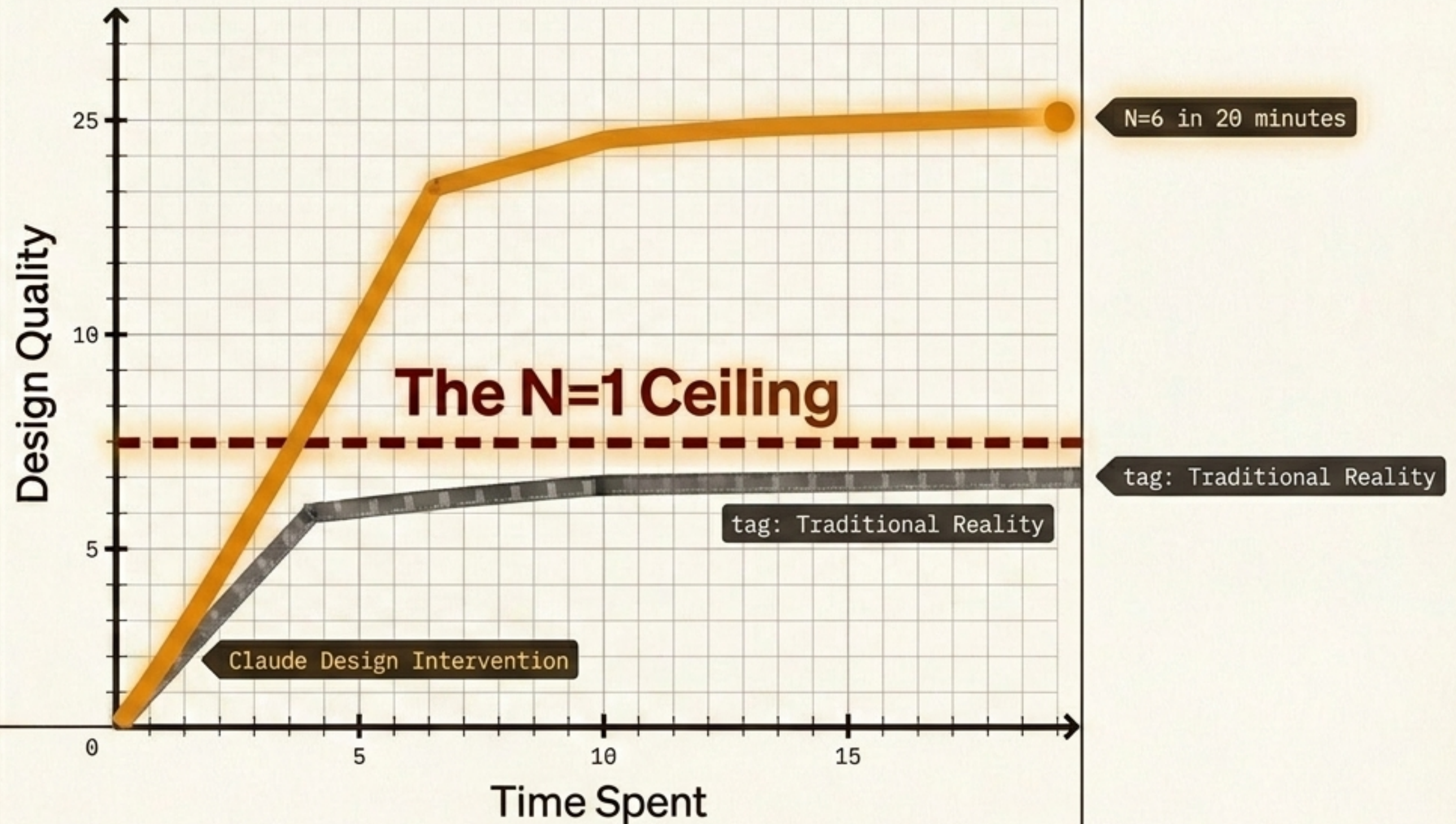
You default to N=1.

Whatever your first instinct is on Tuesday, you code. This is not a skill problem—it is a sample-size problem.

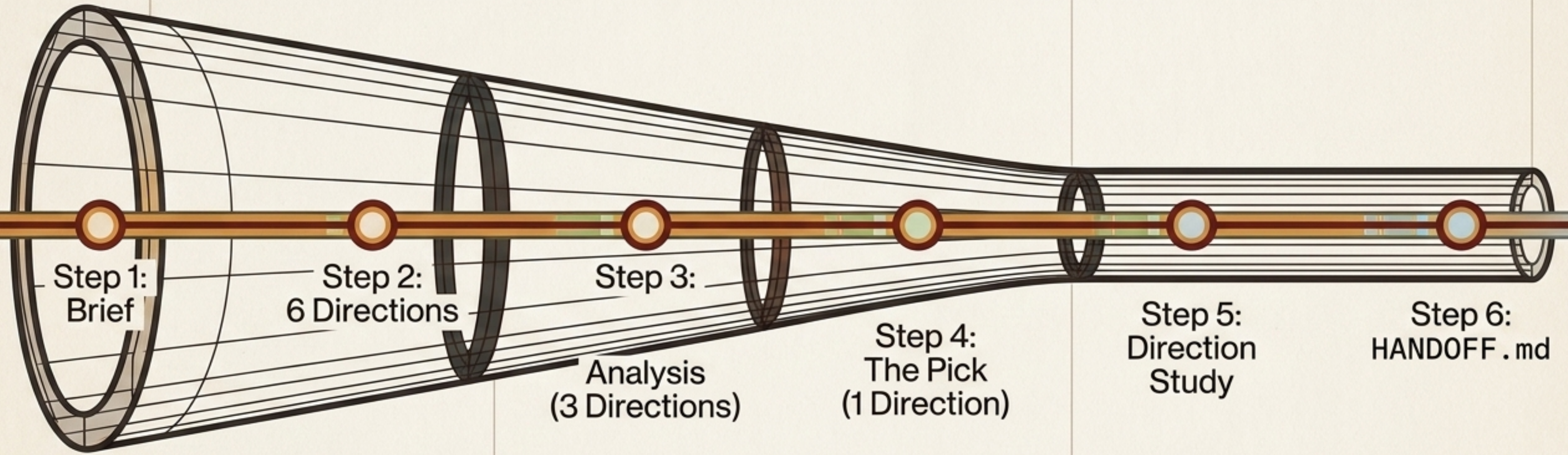
Escaping the N=1 sample-size trap.

Key Insight:

Claude Design collapses the time cost of exploration. N=6 gives a spread of distinct visual languages that N=1 cannot compete with.



The Divergence-to-Convergence Pipeline



Step 1:
Brief

Step 2:
6 Directions

Step 3:
Analysis
(3 Directions)

Step 4:
The Pick
(1 Direction)

Step 5:
Direction
Study

Step 6:
HANDOFF.md

Variance

Comparison → Commitment

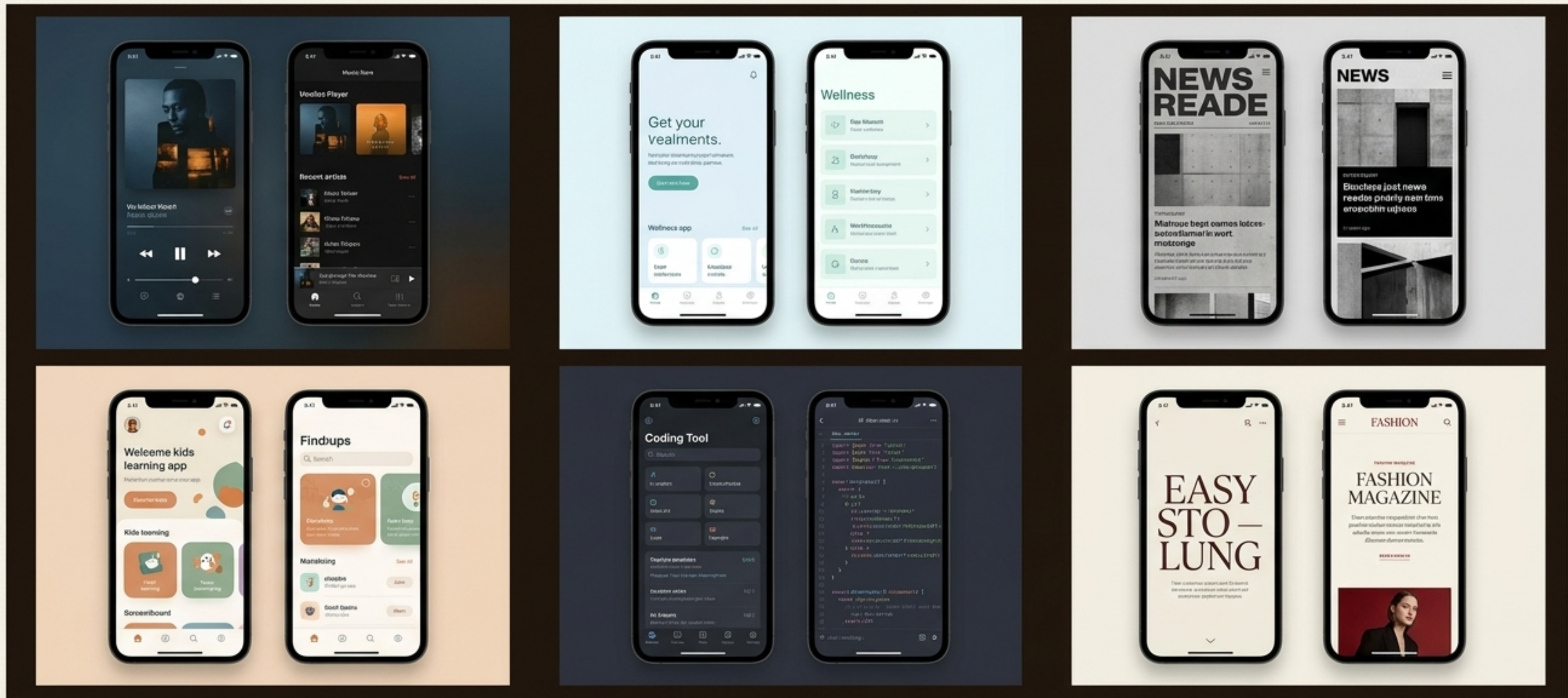
Verification

Inspiration/journal app for creators. Feel like a film darkroom - slow, intentional, tactile. Users 'develop' entries like film. The opposite of Instagram's infinite scroll.

Step 1 – The Brief (One Paragraph is Enough).

Key Insight:

Do not provide a feature list. Define the mood, reference points, and trade-offs.



Step 2 — Six-Direction Exploration

You are paying for variance. Half will be obvious misses. Half will have something.

This is the cheapest win in the pipeline. Expanding to N=6 forces you to see what's actually different between options.

Step 3 — Converge to Three (The Articulation Phase)

The tool picks the three strongest and writes a comparative analysis.

When three competing directions have distinct voices, you are forced to see **why they differ**, which enables a confident decision.



Direction A

Font: Typewriter Monospace

Palette: Deep Reds & Blacks

Interaction: Tactile & Slow



Direction B

Font: Elegant Serif

Palette: High-Contrast Mono

Interaction: Light Emerging

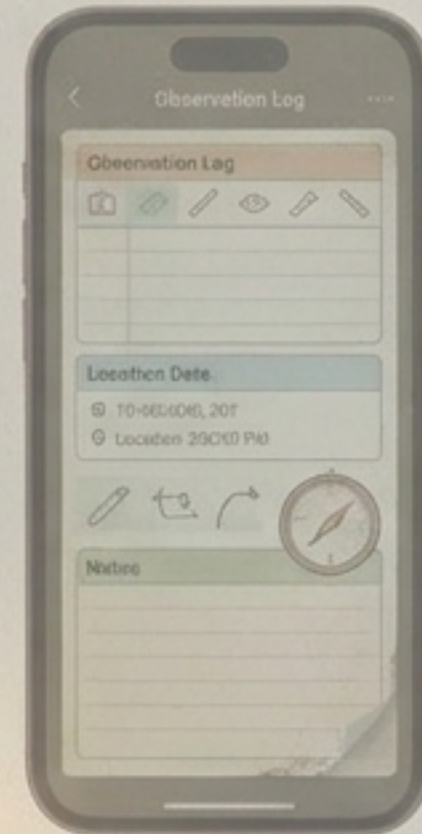


Direction C

Font: Utilitarian Sans

Palette: Earth Tones

Interaction: Field Journal



Step 4 — The Pick

(Taste is Yours to Exercise).

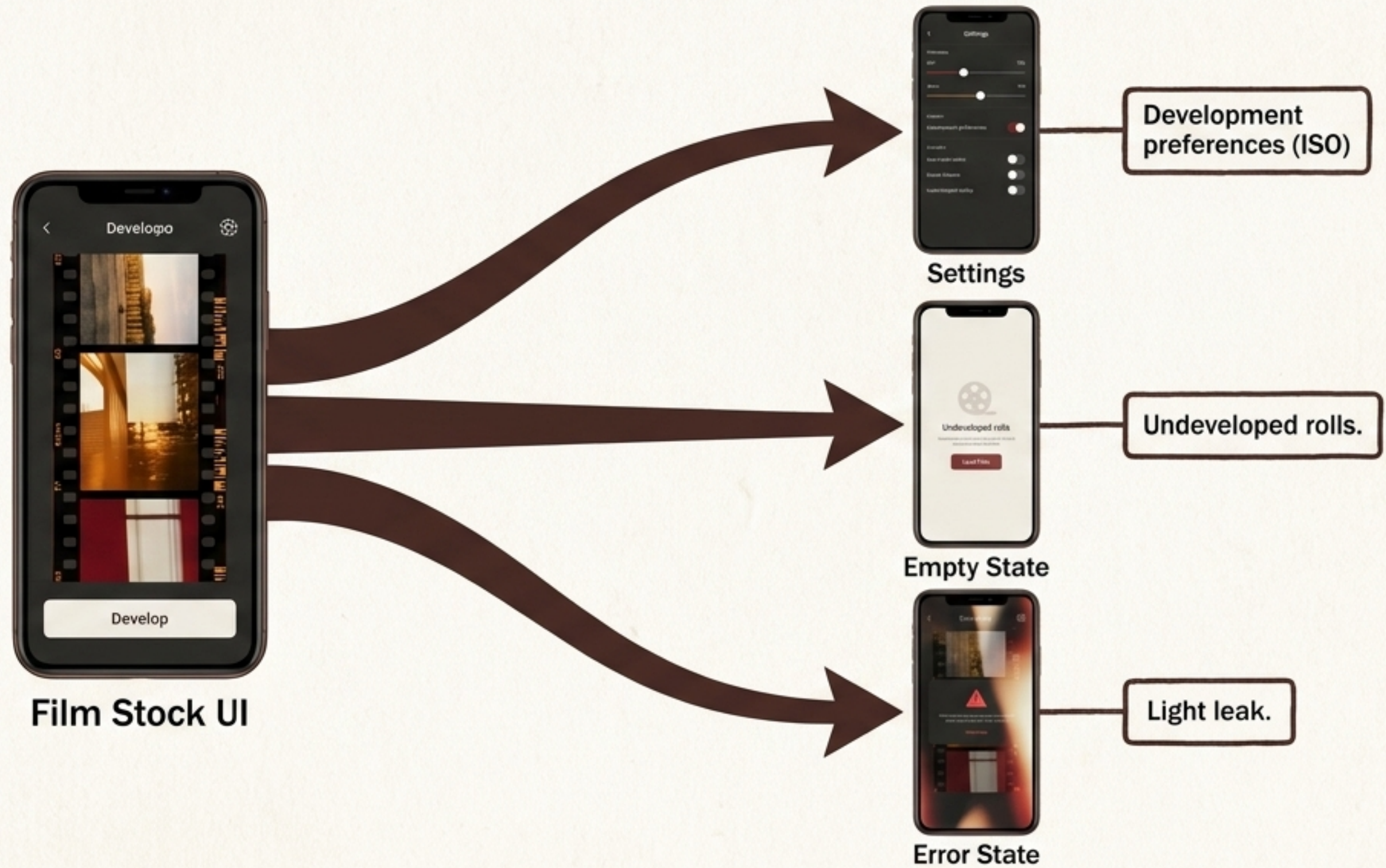
Claude can narrow six to three, but it cannot pick the winner. **It cannot tell you what fits your brand.**

Why ÉLAN chose Film Stock:

The metaphor extended naturally. Users have a "roll of film" they "develop" to reveal entries.

Step 5 – Pressure-Testing the Metaphor

If the metaphor breaks at screen 7, find out now before implementation.



☰ HANDOFF.md ×

```
{
  "typography": {
    "h1": {
      "fontSize": "3.0rem",
      "lineHeight": 1.2,
      "fontFamily": "ElegantSans-Bold"
    },
    "body": {
      "fontSize": "1.0rem",
      "lineHeight": 1.5,
      "fontFamily": "GrotesqueSans-Regular"
    }
  },
  "colors": {
    "primary": "#D9A066", // Photograph
    "secondary": "#A62B2B", // Darkroc
    "background": "#F5F2E6", // Alabas
    "text": "#262626", // Charcoal
    "accent": "#85C285" // Soft Green
  },
  "components": {
    "button": "directions/Button.jsx",
    "card": "directions/Card.jsx"
  }
}
```

Step 6 — The Lock (HANDOFF.md).

The design system is no longer a Figma file. It is a machine-readable markdown artifact and directions/*.jsx reference components, checked directly into the repo.

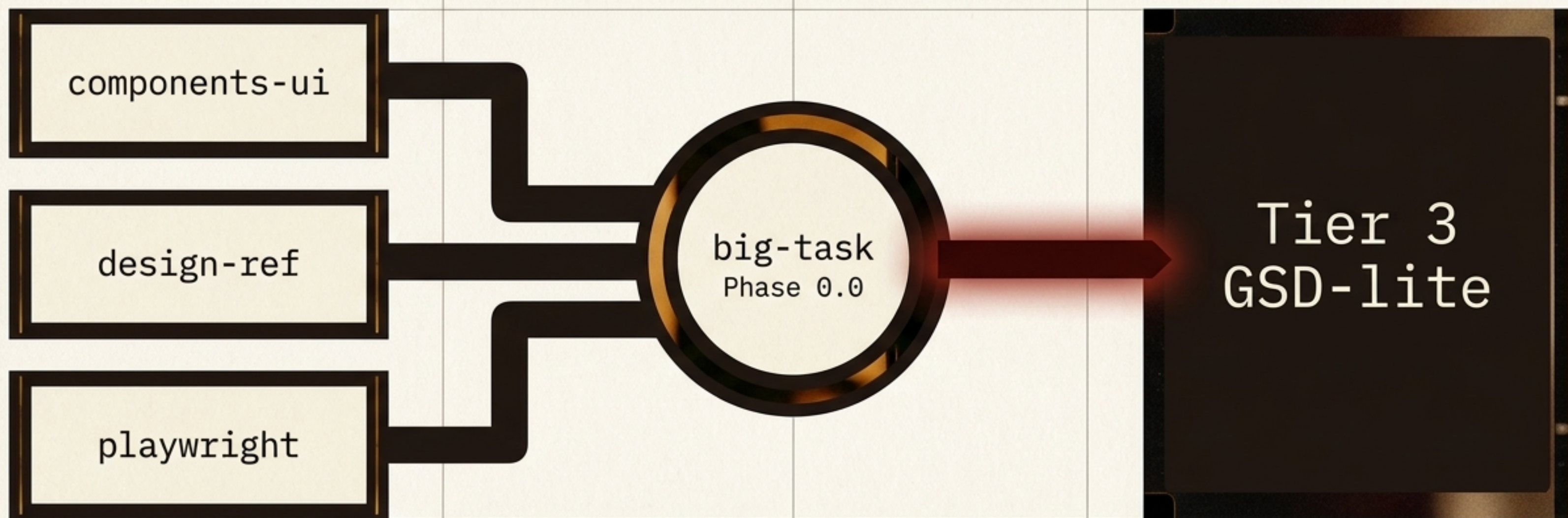
This becomes the absolute source of truth for everything downstream.

The N=1 vs. N=6 Paradigm.

	Traditional Solo-Dev Reality	Claude Design Reality
Search Space	Narrow (N=1)	Wide (N=6)
Time Cost per Variant	1 Day	3 Minutes
Primary Constraint	Implementation Speed	Human Taste
Handoff Artifact	External Figma	Repo-Locked MD

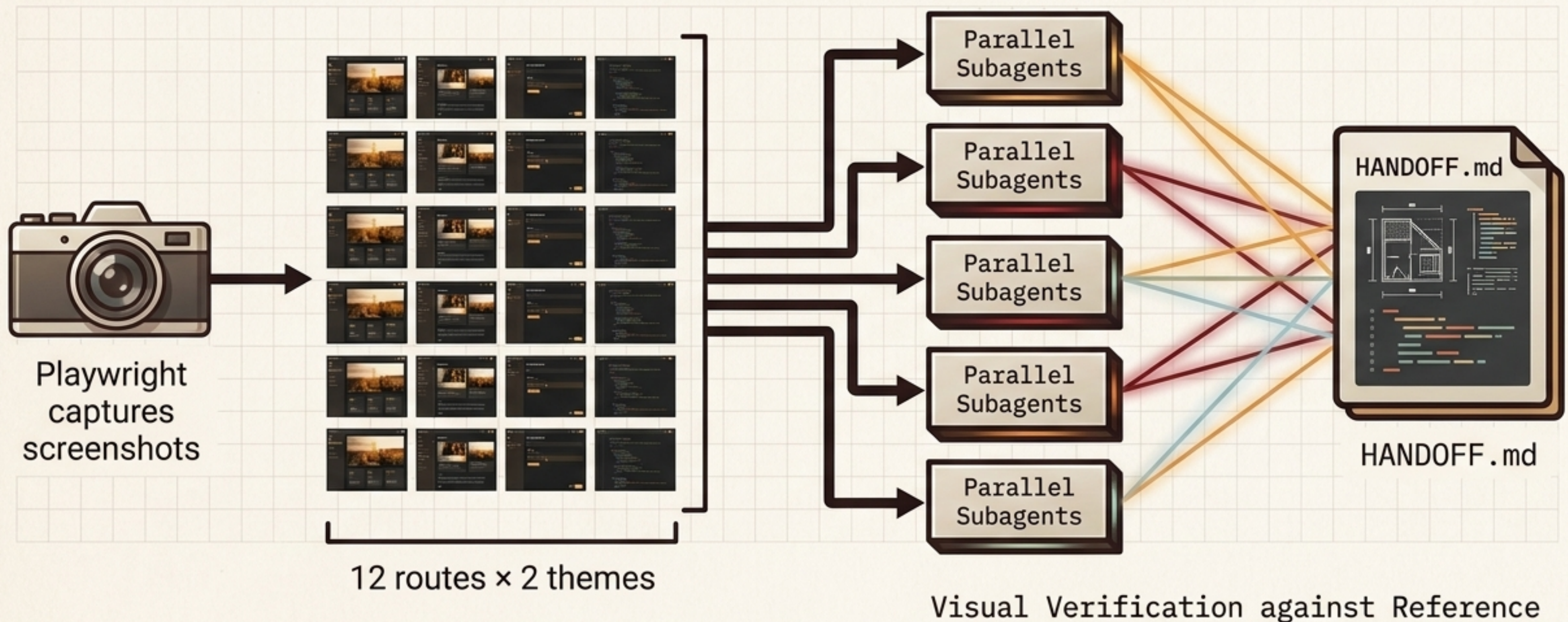
Big-Task Takes Over

Detecting `HANDOFF.md` triggers the `ui-project` profile. This skips the standard planning ceremony and routes implementation directly through subagent-driven development.




Phase 2g: The Visual Verification Engine

Key Insight: Main thread doesn't touch the images. Parallel subagents compare rendered pixels directly to the locked reference design, evaluating ≤ 200 tokens each.



The Verdict Matrix.

Key Insight: The fidelity is high because verifiers compare pixels to a locked reference. They don't ask 'does this look good?' (which LLMs blindly agree to), but 'does this match HANDOFF.md?'

PASS	FLAG	BLOCK
	<div data-bbox="1246 887 2079 1277"><p>! WARNING</p><p>Spacing / Color alignment</p></div>	<div data-bbox="2215 887 3048 1277"><p>! ALERT</p><p>Auto-opened fix task</p></div>

Capability Breakdown.

What it excels at

Widening the search space early (N=1 \rightarrow N=6)

Maintaining visual coherence within a direction

Generating machine-readable handoffs

The polish layer (font pairing, tracking)

Where it breaks

Picking for you (requires human taste)

Inventing genuinely novel aesthetics (rearranges known space)

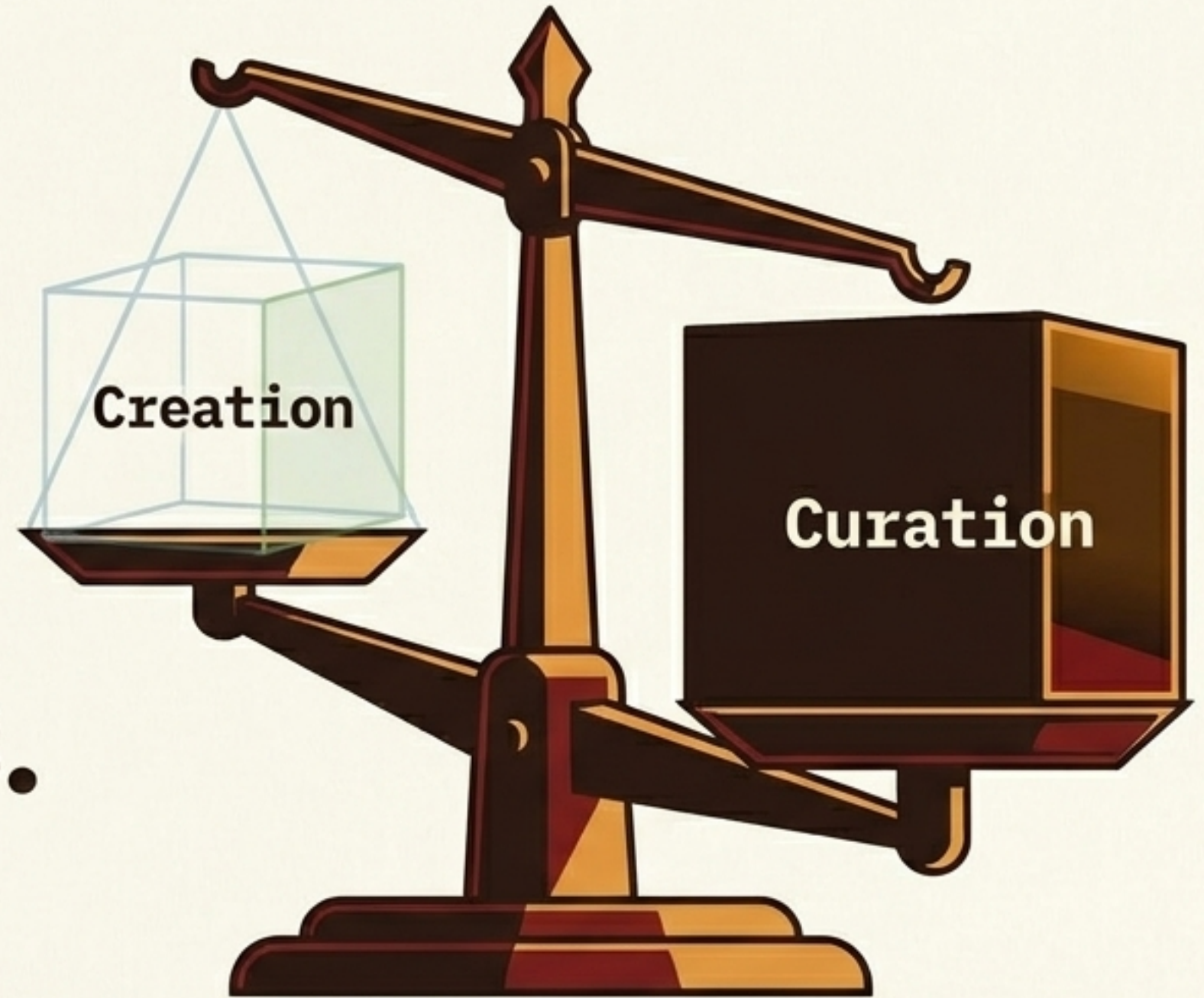
Vague briefs ("make it nice" = generic outputs)

The New Division of Labor

Machine Responsibility	Human Responsibility
Generating the spread (Variance)	Writing the brief (Intent)
Maintaining visual coherence (Consistency)	Picking the winner (Taste)
Pixel-perfect verification against spec (Execution)	Validating the metaphor's durability (Direction)

Taste Scales, Execution Automates.

AI does not replace the designers taste; it collapses the cost generating options.



Key Insight:

By removing the N=1 time constraint, your job shifts from producing pixels to **directing and curating** them. Design transitions from an external image reference into a version-controlled, machine-readable contract.

The ROI of Articulation.

20 Minutes
(Brief) = **20 Hours**
(Exploration)

Key Insight:

If you are solo or a small team, Step 2 (Divergence) is the most transformative part of this workflow.

Everything downstream is incremental optimization. Killing first-instinct bias is the true leap in product quality. Spend the 20 minutes on the brief.