



Blueprint to Storefront

A 6-Day Sprint from Codebase to Consumer Product

Case Study: Extracting the product-building principles behind PanPanMao.

Days 5-8

The Subterranean Foundation

147

Transforming a functional monorepo into a psychological product requires connecting engineering discipline with consumer psychology.

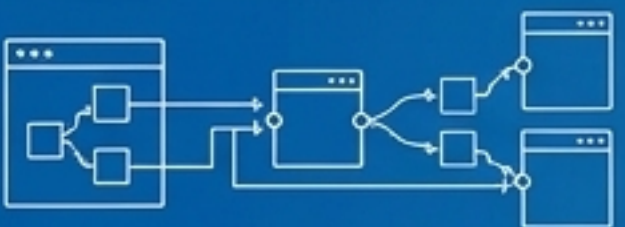
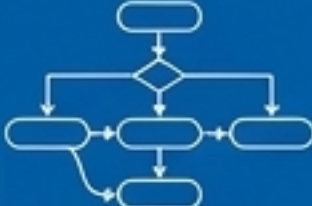
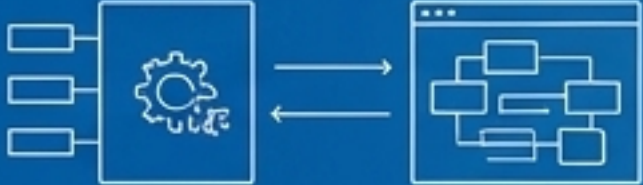
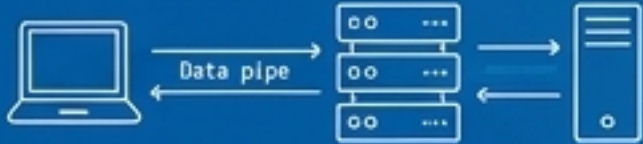
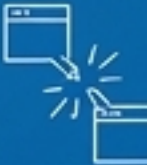
Days 9-10

The Façade & Economy

100

TESTING STRATEGY MATRIX

DIAGNOSTIC PATHWAYS & RISK MITIGATION FRAMEWORK

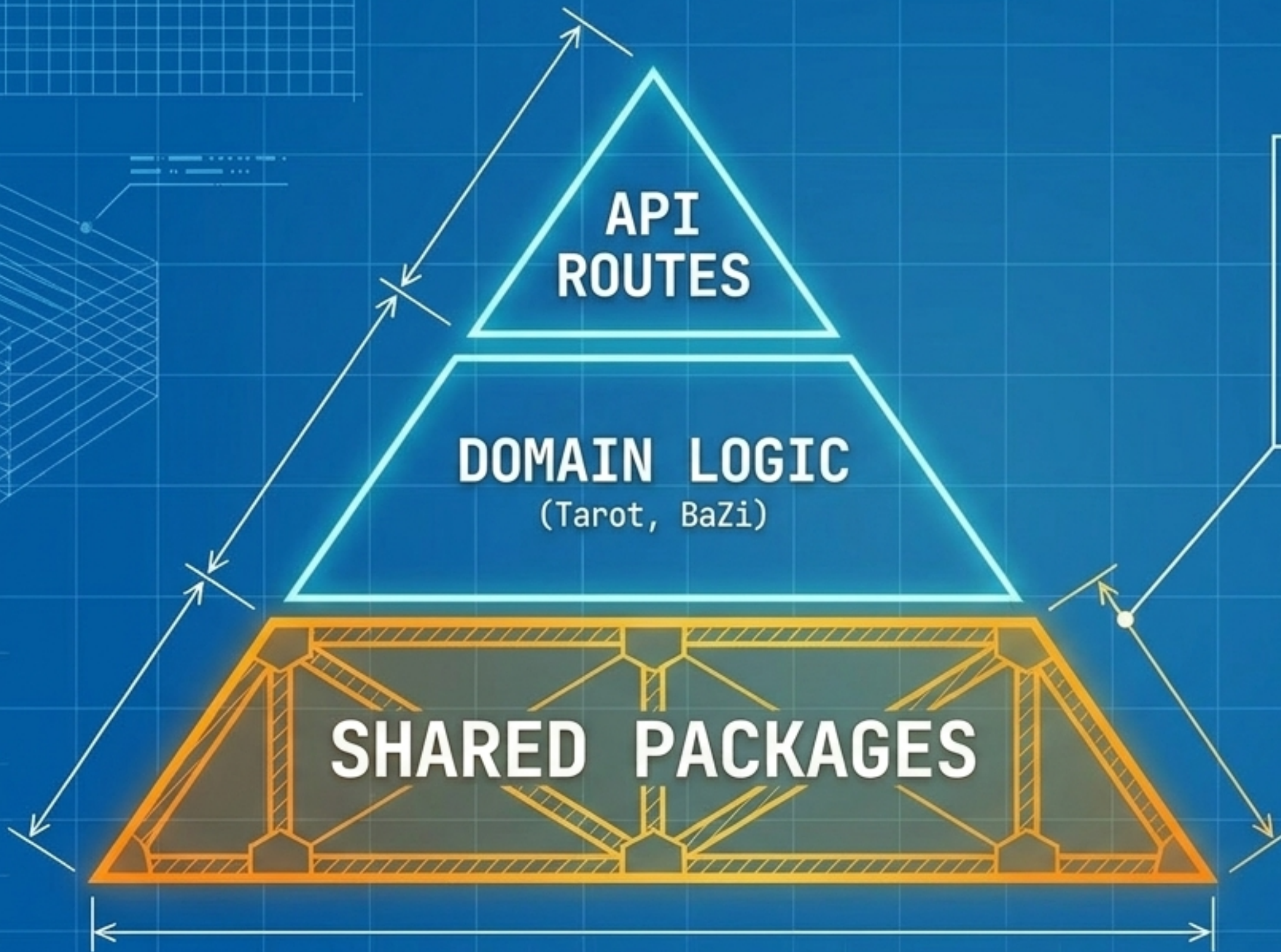
COMPONENT LEVEL	WHAT IS TESTED	THE RISK OF FAILURE	DEVELOPER APPROACH
SHARED PACKAGES 	API streaming, Supabase client, credit management	System-wide outage, free readings, or double-charged users 	Exhaustive path coverage 
DOMAIN CALCULATION 	BaZi calculations, Tarot draws, Liuren rolls	Unpredictable chart generation 	Deterministic Verification Verifying same inputs produce same outputs despite zero personal domain knowledge 
API ROUTE INTEGRATION 	Auth tokens, credit deductions, SSE event formats	Frontend/Backend mismatch 	Mocking and integration checks 



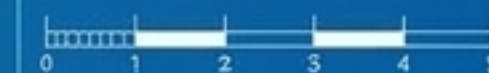
SCALE:
1:1

DRAWING NO:
TS-001

REVISION:
A



Priority is dictated by dependency blast radius. The base must be perfectly stable before building upward.



SCALE:
1:1

DRAWING NO:
TS-001

REV: 2020-1
A

15 Streaming Routes



createAIStreamResponse()



Successful
stream
completion.



Mid-stream errors
triggering
credit refunds.



Content filter
truncation.



SSE event
formatting.

36 specific tests
to secure the wall.

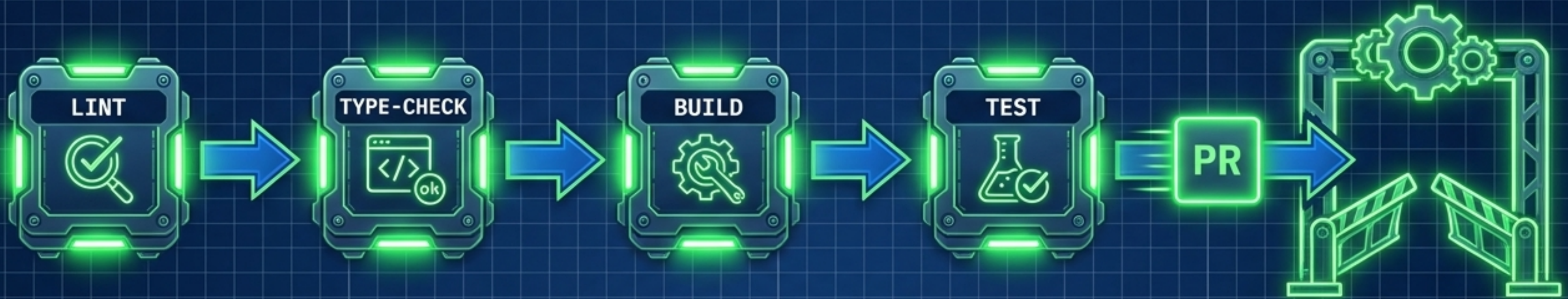
DRAWING

TS-001

REV

A

AUTOMATED CHECKPOINT GATE



For a solo developer, exhaustive CI/CD is not enterprise red tape. It is the dividing line between “I think this works” and “I know this works.”

DRAWING NO:

CI-003

REV:

A



Act II: Entering the Storefront

Days 9-10: 100 Commits to transform deterministic code into an approachable consumer brand.



Meet PanPanMao (盼盼猫) —
the calculating, fortune-telling cat.

Traditional Fortune Telling

User Perception

Intimidating, serious, potentially scammy.

Motivation to Share

Proof of "accuracy" (high friction).

Currency System

Fiat Currency (\$).

≡ PanPanMao (Cat Theme) ≡

User Perception

Approachable, cozy, harmless.

Motivation to Share

Fun and virality (low friction).

Currency System

Dried Fish Treats (小鱼干).

The brand decision was a product decision.
The cat theme actively lowers the psychological barrier to entry.

Thousand-year wisdom x Modern AI

Language Selector



English



中文 (简体)

中文 (繁體)

Generated by Claude during a brainstorming session evaluating 20 distinct options.

Full zh-CN/zh-TW/en i18n support across the platform, AI-translated and human-reviewed.

This 'cozy' vi was completely redesigned to dark luxury on Day 12. Too much warmth undermined the expected gravity of the fortune-telling domain.

Abstraction Friction Funnel

High Friction
Fiat Currency (\$)

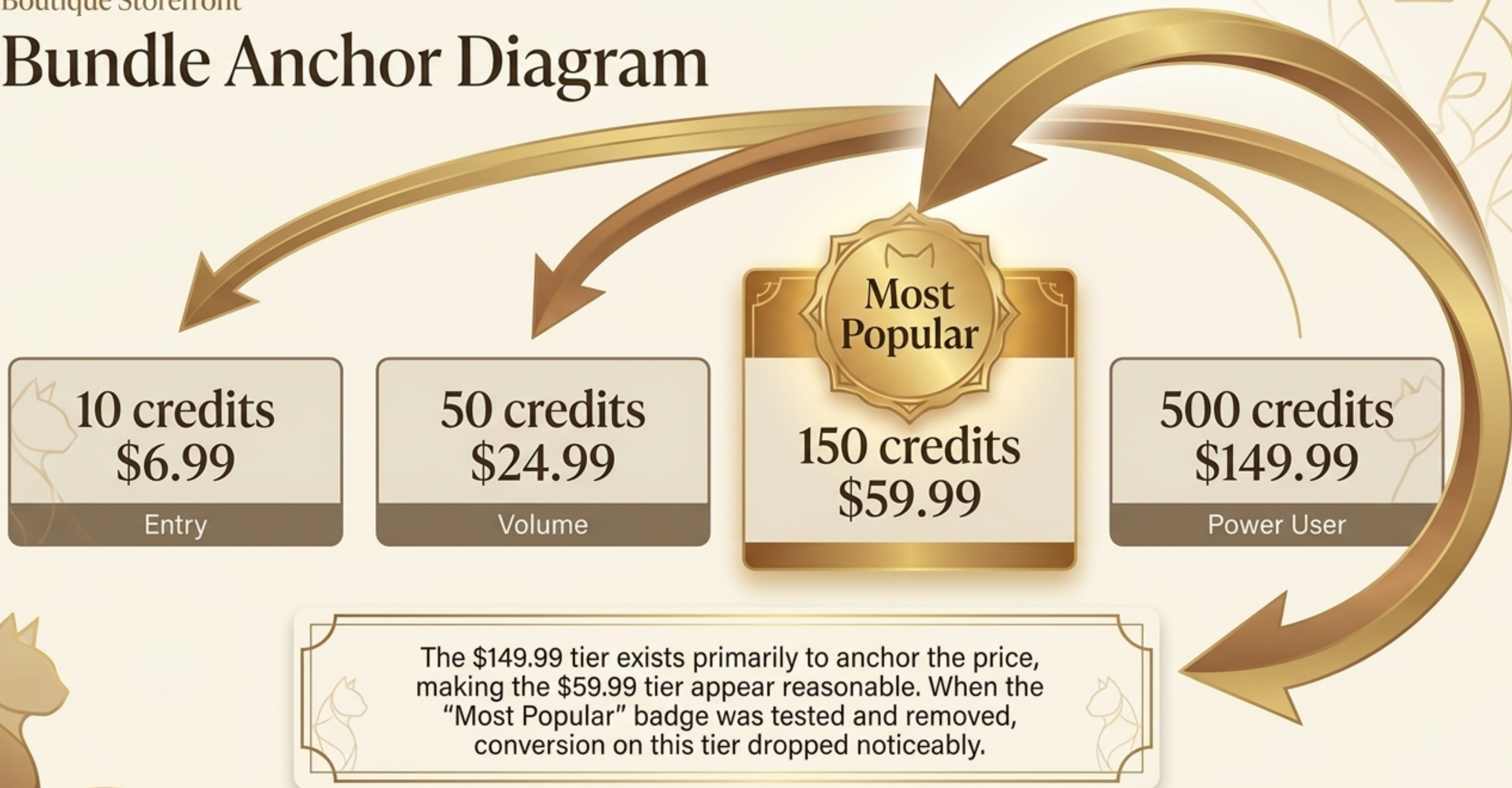
Medium Friction
Generic Digital Tokens
(Credits)

Low Friction
Thematic In-Universe Rewards
(小鱼干 / Dried Fish Treats)



The credit abstraction matters. A user is far more willing to spend 5 fish treats to feed a fortune-telling cat than they are to authorize a micro-transaction dollar amount.

Bundle Anchor Diagram





147
Backend
Commits

Deterministic testing,
Vitest, CI/CD

**Rigorous engineering
buys creative freedom.**

100
Frontend
Commits

Brand pivots, currency
renaming, Stripe
psychology

Without the deterministic testing foundation built in Days 5-8, the rapid psychological product pivots executed in Days 9-10 would have collapsed the application.

The **Agility**

Changed themes across 6
separate apps.

Renamed credit currencies
to “fish treats”.

Mass-updated UI copy.



The Safety Net



The Vitest suite silently caught three
critical regression bugs during this
refactor that would have otherwise
shipped to production.

Testing is an investment that pays out its returns in immediate refactoring speed.



1. Testing is an investment, not a cost.

It provides the architectural confidence required to alter product direction at high speed.



2. Brand is a product decision, not just marketing.

A thematic wrapper alters consumer psychology, changes user interaction, and dictates virality.



3. Pricing is psychology, not math.

Friction is managed through thematic abstraction and strategic anchoring, not just unit economics.