

# Surviving the Greenfield Blank Slate

## Product 1: ÉLAN

No codebase. No existing visual language. A one-paragraph brief.

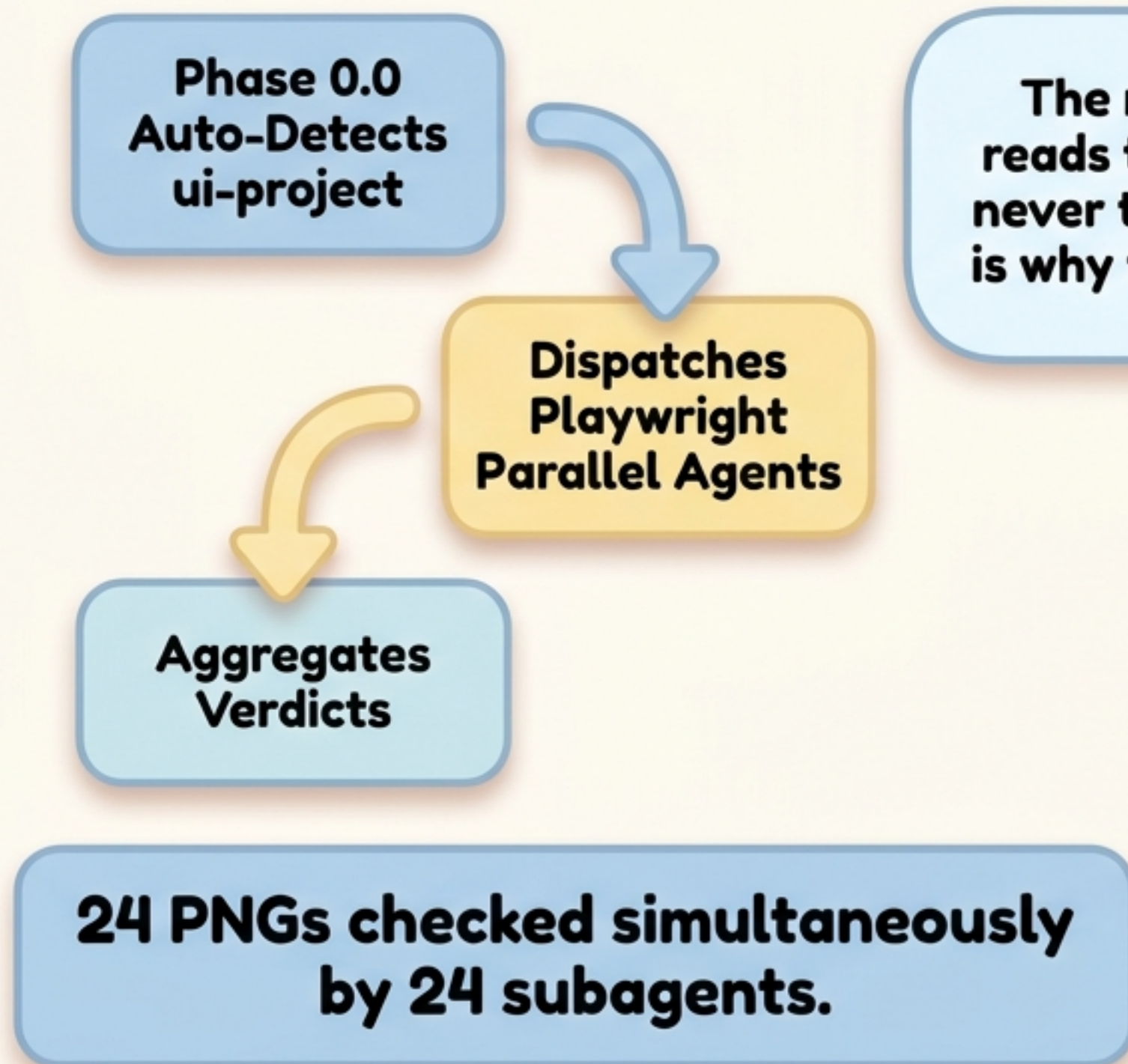
## Wide Exploration

The pipeline generates 6 distinct directions.

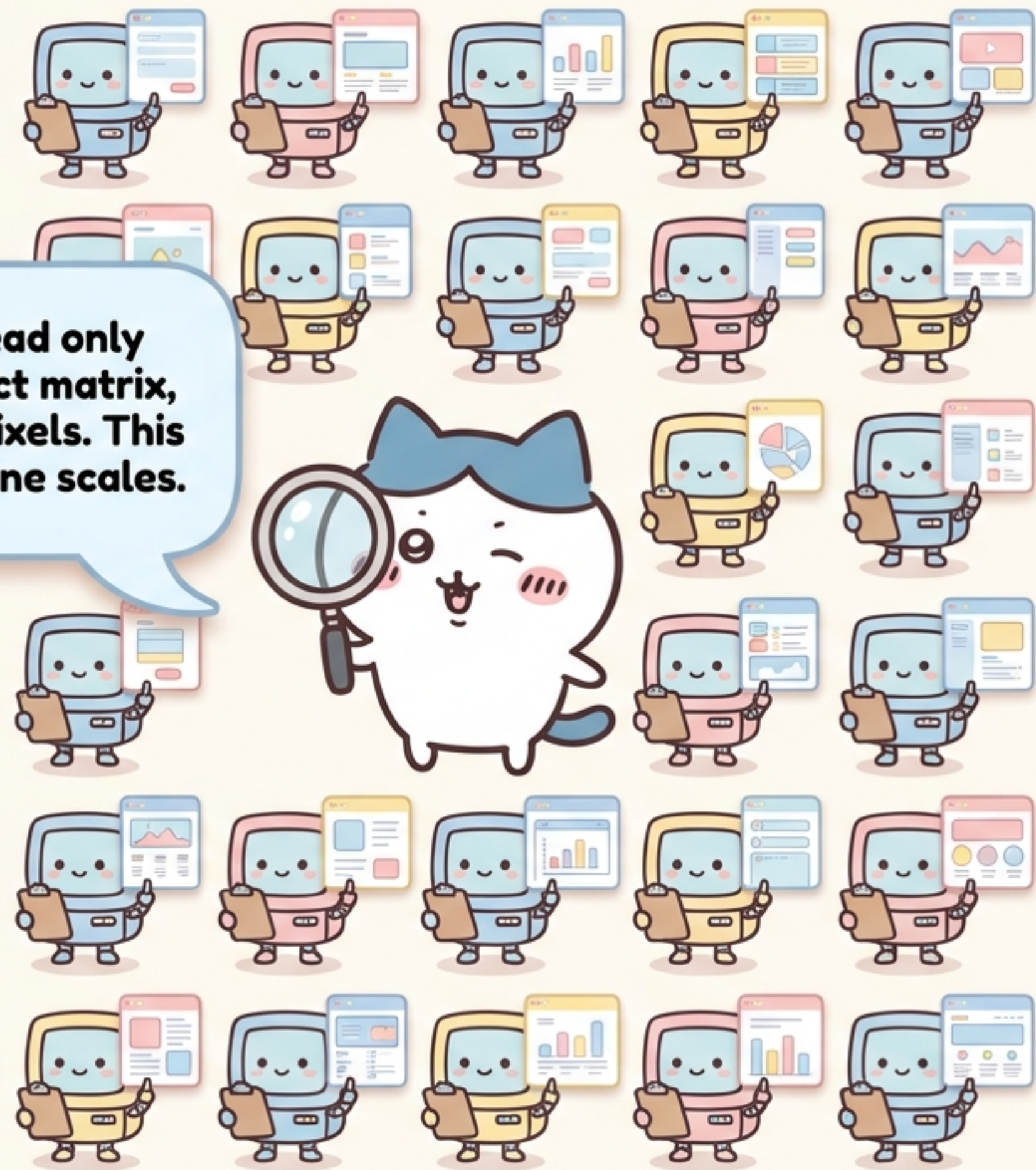
When you lack constraints, you pay for search-space variance.

Exploration is cheap (20 minutes) /  
Judgment is expensive (0.5 days).

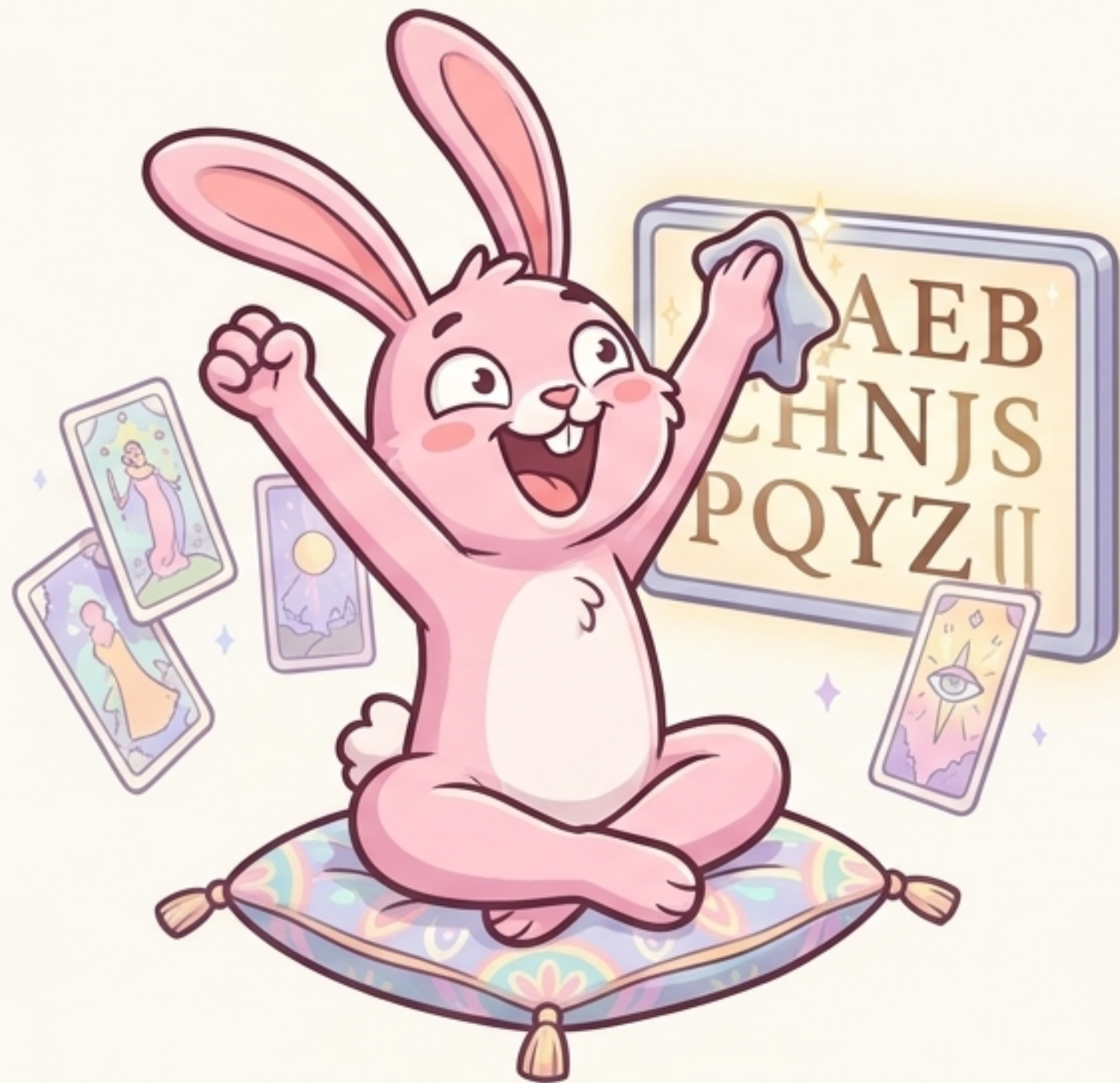
# The Immutable Anchor of Visual Verification



The main thread only reads the verdict matrix, never the raw pixels. This is why the pipeline scales.



# Polishing a Locked Brand DNA



## Product 2: Shichuan

Live app. 7 quirky categories (meditation, divination).  
Brand DNA is locked (Eastern, serif, earth-tones).

### ÉLAN

Approach:  
6 Directions  
→ Wide Net.

### Shichuan

Approach:  
1 Direction  
→ Deep Polish.

Skip the wide exploration phase entirely.  
Go directly into capturing brand-level  
tokens into HANDOFF.md.

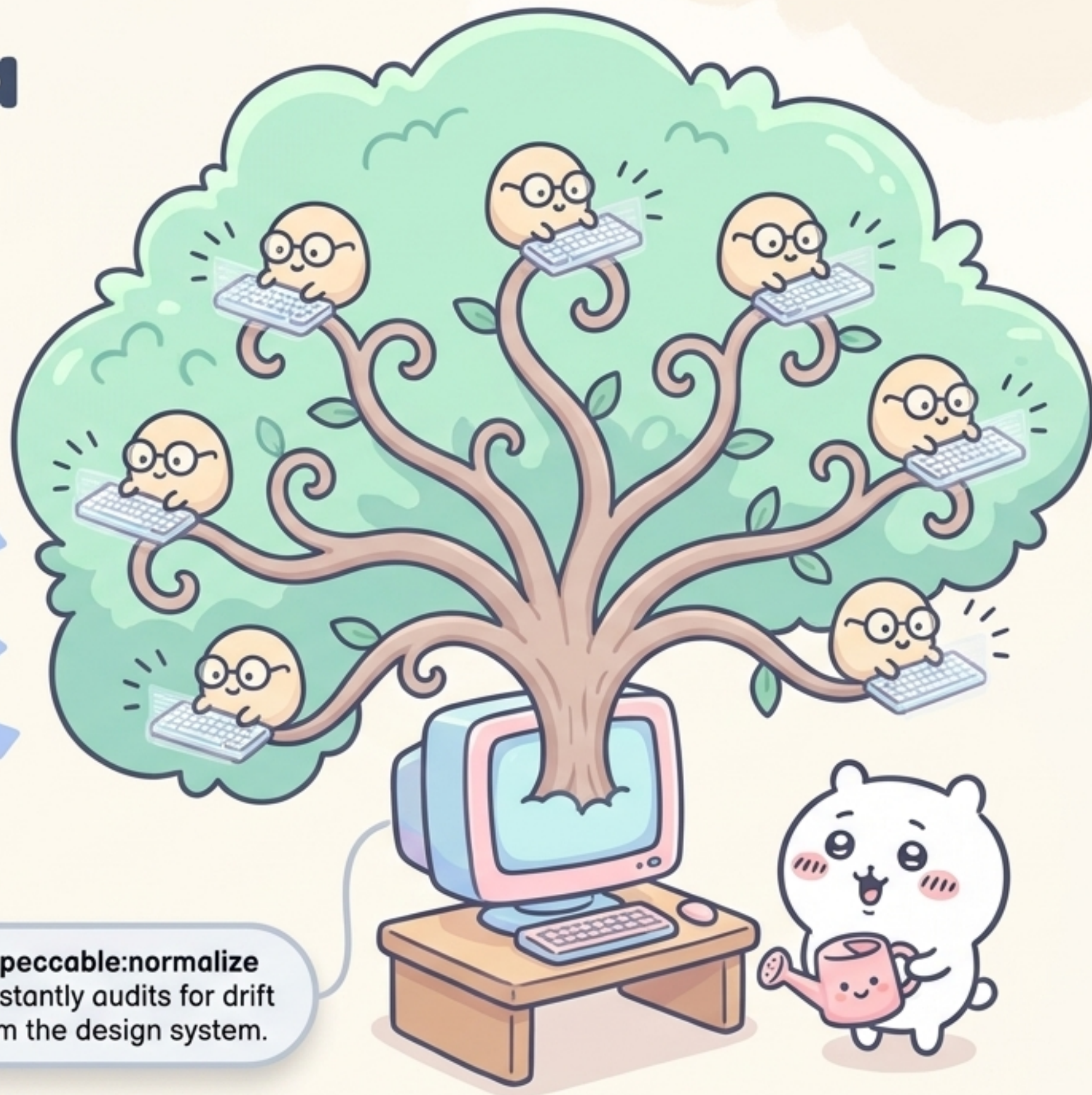
# Safe Migrations via Parallel Worktrees

**The Problem:** A disruptive V2 redesign shipped all at once would break existing users.

**Auto-routed to Tier 3 GSD-lite**  
Subagent Policy: **parallel-worktree**

**1 Category = 1 Phase = No**  
Merge Conflicts across the 7  
distinct branches.

**impeccable:normalize**  
constantly audits for drift  
from the design system.



# Three Expressions from One Brand DNA

## Product 3: Panpanmao

Monorepo (Bot, Web, Dashboard, Mobile). Complex dependencies (Supabase, payments).



纸本 (Paper/Cream)

- Approachable onboarding

夜观 (Nightwatch/Indigo)

- Divination gravitas

现代 (Modern/Jade)

- Dashboard clarity

## The Product is the Shape

Phase 0.0 detects the monorepo, auto-routes to Tier 4 (full GSD) via gsd-autonomous, and seamlessly manages 96 parallel PNG verifications (4 surfaces  $\times$  3 expressions  $\times$  8 routes).