

Vibe coding 101

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B2B ●
XS26

Nice to meet you



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**Building apps the way you
text your friends.**

Tell it, test it, tweak it.



hands up

**Who has already tried
vibe coding?**



vibe coding

- for rapid prototyping
- for idea testing & validation
- for building internal tools
- for building a business-case
- for fast iteration



When to **vibe code** vs. when to **really code**

Vibe code it

- **Internal tools** for your team
- **Prototypes** & PoC
- **Single-user** or small group tools
- You need it **fast** & accept rough edges
- **Front-end** on existing API/back-end
- Logic is relatively **simple**

Get a developer

- **Customer-facing** production apps
- **Data security** & compliancy
- Complex **integrations**
- High-traffic & **business-critical** flows
- **Performance**, reliability & maintainability
- Project will grow over time



Zero-code app builders

Lovable

replit

bubble

Base 44

FULL APPLICATION LIFECYCLE



CLAUDE CODE

Devin

Agentic Development



NO CODING SKILLS

PROFESSIONAL DEVELOPER

Design to code

Figma



Framer



GitHub Copilot

AI Coding Assistants

Google Antigravity

Windsurf

Claude

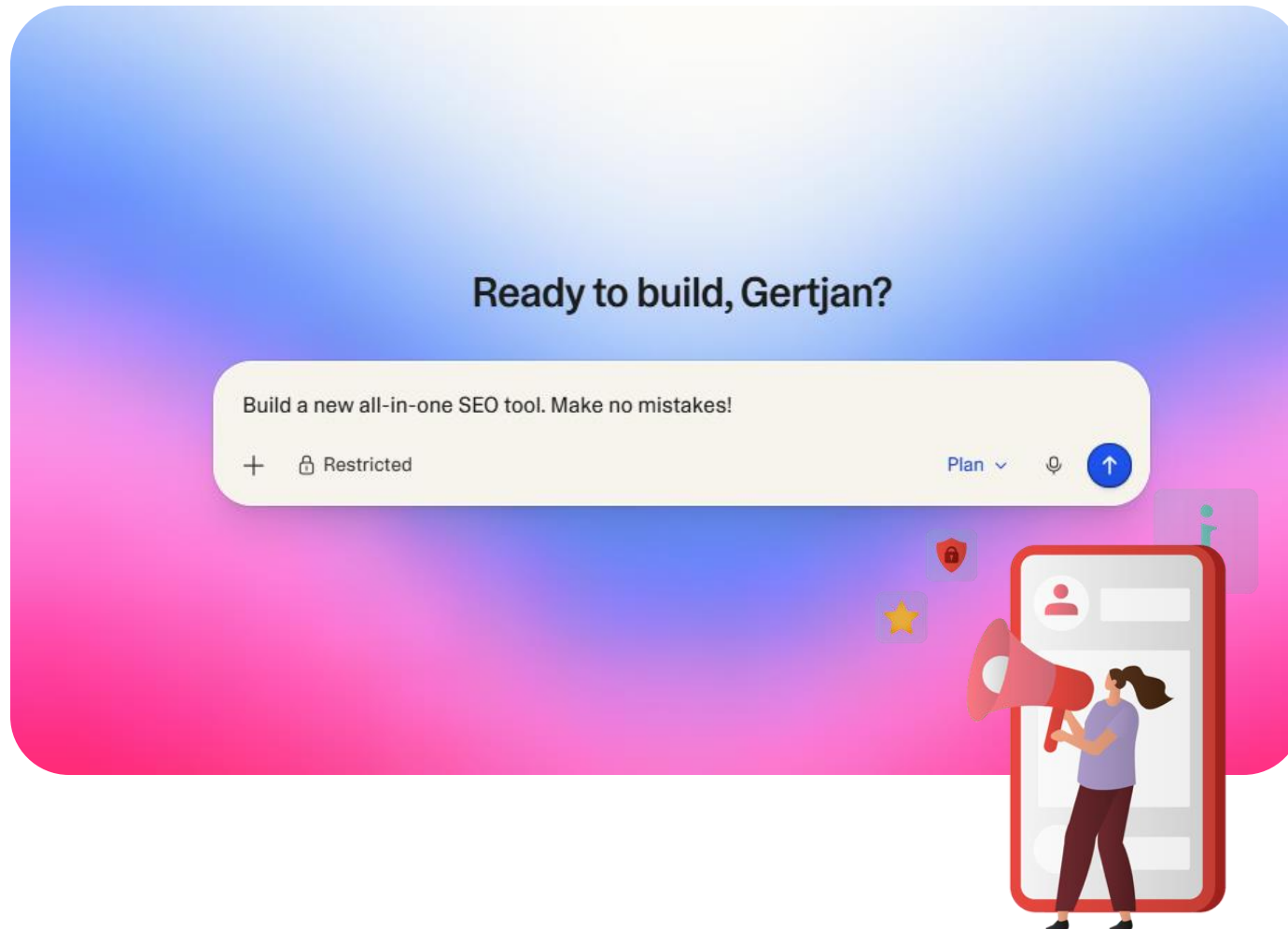
CURSOR

COMPONENTS

Vibe coding tips & tricks



Start with a good **briefing**



Build a good prompt

- 1 Goal
- 2 Data structure
- 3 User flow
- 4 Settings & users
- 5 Design
- 6 Integrations & technical details

Vibe coding tips & tricks



- 1 Think before building.
- 2 Be specific about output, otherwise AI will take shortcuts.
- 3 Every interaction consumes credits: use your GenAI tool to refine your prompt.
- 4 Don't restart, iterate! Lock in desired behaviour.
- 5 Small change or iteration? Use build mode. Big change? Use plan mode.



Let's get practical.

vibecoding-101.lovable.app



B2B EXPERIENCE SUMMIT

Vibe Coding 101

Build your first AI-powered tool. Discover vibe coding fundamentals for marketers & learn practical techniques you can apply immediately!

Open Lovable →

Jump to brief

On this page

- The Brief
- Get Started
- Starter Prompt
- Tips & Tricks
- Your Takeaways
- Contact

- Persona responds in character based on its profile
- Pitch mode: user submits a message and the persona scores it 1-10 with reasoning
- Chat history is saved and accessible from the persona card

Design

Clean and modern. Persona cards on the home screen. Simple chat interface per persona with a pitch mode toggle. Mobile-friendly.

Technical

- Supabase for persistence
- Use claude-sonnet-4-5 for persona chat and pitch scoring
- Generate avatars via DicedBear Avataaars (https://avataaars.io)
- Build the persona's system prompt dynamically from its profile fields

PROMPTING TIPS & TRICKS

Get more from every prompt.



Think before building

Plan the feature in your head (or in chat mode) before you write a single prompt. Clarify up front saves rebuilds later.



Be specific about output

Spell out exactly what you want. Vague prompts let the AI take shortcuts you didn't ask for.



Refine prompts with GenAI

Every interaction costs credits. Use ChatGPT or another tool to sharpen your prompt before sending it.



Iterate, don't restart

Lock in the behaviour you want step by step. Restarting from scratch wastes the context you've built.



Build mode vs. plan mode

Small change or quick iteration? Build mode. Big architectural shift? Plan mode first.

THE BRIEF


Your challenge for today.

Build an internal tool containing your company's personas, where you can chat with them to get insights or pitch marketing campaign ideas.

→ Got a different idea? Go for it.


README

Steps to get started.




01 Sign in to Lovable

Check your inbox — you've received an invitation email. Click the link and sign in with Google or GitHub to join the workspace.



02 Create a new project

From your dashboard, click + New project. Give it a name like persona-chat.



03 Paste the starter prompt

Drop the example prompt below into the chat, hit send, and watch your app come to life.

STARTER PROMPT

Copy. Paste. Ship.

Use this as your kick-off prompt. Then personalize it and iterate from there.

```
prompt.txt
Copy

Build a persona-based marketing advisor app in Lovable with Supabase for persistence

Goal
Users create marketing personas and chat with them to test messaging and get feedback from the customer's perspective. In pitch mode, the persona scores the user's message 1-10 with a short explanation.

Data structure
- Personas: name, role, industry, goals, pain points, communication style
- Chat history: stored per persona, revisitable

User flow
- Home screen shows all personas as cards
- User clicks a persona to open the chat
```

YOUR TAKEAWAYS

What did you learn today?

Drop a sentence, a word, an aha-moment. Your reflections help us shape future workshops.

Share one thing that stuck with you...

0/200

Save learning →

GET IN TOUCH

Questions? Let's talk.



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What did we learn today?



Want to learn more on how
to scale your CX efforts?

Keep experimenting. Reach out to build & scale.

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