



Architect4Hire

PROOF OF CONCEPT · AI-AUGMENTED DEVELOPMENT

RecipeForge

An AI-driven content engine for food bloggers

Built for the food blogging community · **Robert Felkins**





THE CONCEPT

One guided flow — from a day's theme to a photorealistic photo, copy for *multiple* platforms, and a scheduled post.

That's the proof of concept. One screen. Two human decisions. Everything in between, automated — and none of the copy-paste, tool-switching, or lost files that usually live in the seams.

The content treadmill



One dish becomes multiple captions

Instagram wants a hook, Pinterest wants keywords, X wants under 280, the blog wants paragraphs. Every platform, its own voice.



The work is the seams

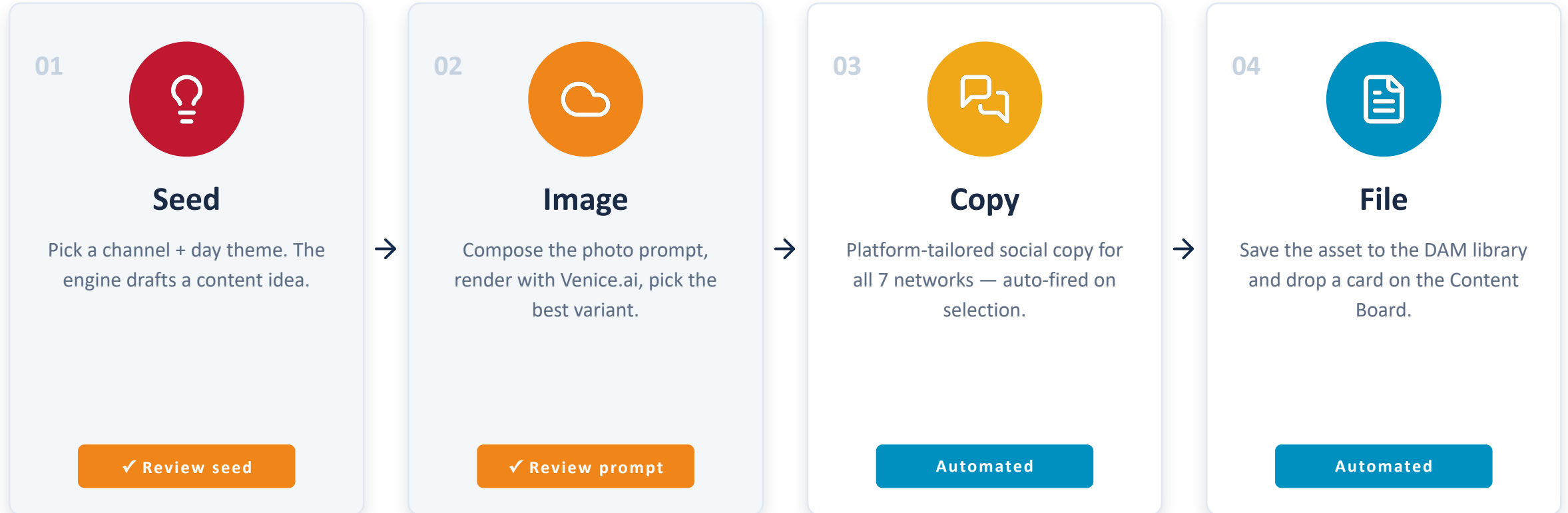
Generate here, store there, track in a spreadsheet, schedule somewhere else. The cost isn't any step — it's the copy-paste between them.



Every day, across channels

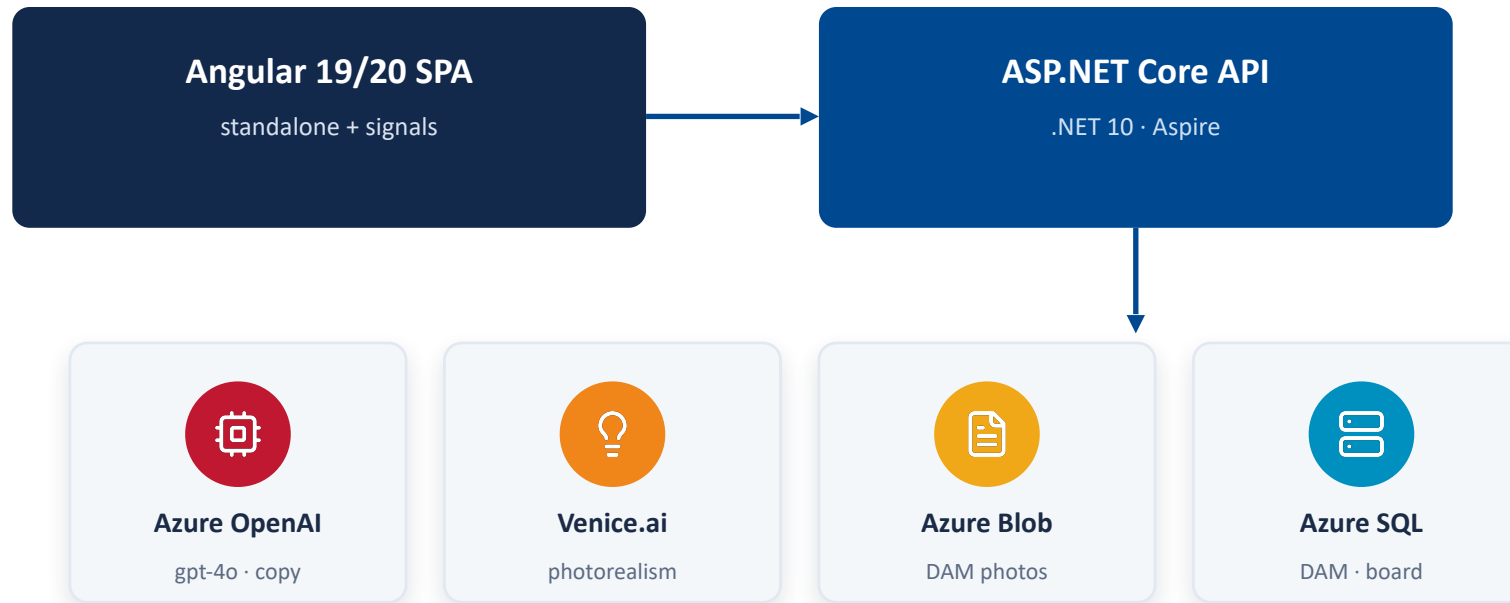
Comfort food, baking, grilling, plant-based, global. The treadmill doesn't stop, and it doesn't scale by working harder.

The pipeline — seed to scheduled



Two human checkpoints, by design — the seed and the photo prompt. Everywhere else, the machine moves on its own.

A right-sized Aspire stack



One `dotnet run` brings up the API, the Angular app, and an Aspire dashboard — health, logs, and traces. No microservices, no bus, no orchestration layer the workload doesn't have the problem for yet.



A prompt is a specification



Context

Load the real files. Make the model summarize the patterns to preserve — before it writes a line.



Plan

Propose the architecture in prose: the 9-step flow, the two checkpoints. Confirm before any code.



Execute · 7 layers

Types → template slices → methods → styles. Each layer small, reviewable, and constraining the next.



Verify

A PASS / FAIL checklist from the restrictions — the step that catches you reviewing a diff too fast.

The prompt library is the deliverable

The ~750-line pipeline component was built from a committed, layered prompt library that existed before the code — and ships in the repo beside it.



Plan before code

Context → Plan → Execute (7 layers) → Verify.
The plan is committed, versioned, and reviewed like the code it produces.



Tiered restrictions, with reasons

CRITICAL / IMPORTANT / PREFERRED — and every CRITICAL restriction carries the reason the plausible default is wrong here.



Verify: PASS / FAIL

Don't skip a checkpoint. All 7 platforms rendered. No *ngIf. No .subscribe for orchestration. Each check maps to a restriction.



Public: github.com/architect4hire/brandforge · [docs/SCRUB-PIPELINE-PROMPTS.md](#)

What the PoC proved



The whole loop works from one screen

Channel + day → image → 7-platform copy → filed asset + tracked card. The seams are gone.



Two checkpoints are enough

Automating everything except the seed and the prompt keeps judgment where it changes the outcome — and nowhere it doesn't.



The prompt library is reusable leverage

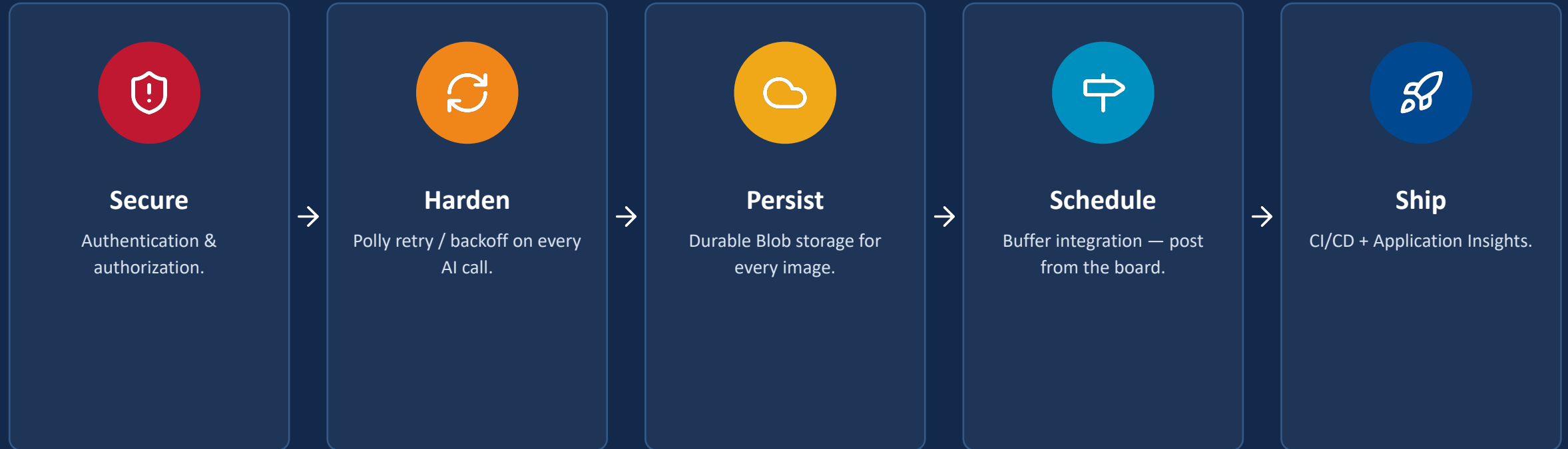
The next component and the next contributor start from a specification, not from archaeology.



Honest about being a PoC

Sized to prove the concept, with a documented path to production instead of a costume of being finished.

From PoC to production



A PoC that names its own next steps is a PoC you can actually make a decision about.

What the PoC took

Phase	Allocation (rate)	Notes
Context + Plan	Architect: 4h @ \$75/h	Load references, summarize patterns, agree the flow
Execute • 7 layers	Architect: 8h @ \$75/h	Types → template → methods → styles, layer by layer
Integrate AI + DAM + board	Architect: 8h @ \$75/h	Wire OpenAI, Venice, DAM library, Kanban board
Verify + polish	Architect: 8h @ \$75/h	PASS/FAIL checklist, styles, Aspire wiring
Total	Architect: 28h / \$2,100	~\$2,100

Plus consumption: Azure OpenAI + Venice.ai per-generation, Azure SQL + Blob (dev tier). Illustrative rates; production hardening (auth, resilience, CI/CD) is a separate scope.



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LET'S TALK

Questions?

Push on the concept, the architecture, the prompt library — the whole build is public.

github.com/architect4hire/brandforge



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