

RT LABS



MANUSCRIPT · OWNER'S EDITION

Quipp AI

A complete, fact-based audit of the codebase as it stands today.

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01 What Quipp AI Is

Quipp AI is a phone app that helps you figure out exactly what to say when you need to reach out to someone. You pick the person, answer a few quick questions about who they are and what you want, and Quipp writes you three ready-to-send opening messages so you never have to stare at a blank screen again. It works for every kind of reach-out: a romantic interest, a work contact, an old friend you lost touch with, a cold sales lead, or someone who went quiet on you. It is built for anyone who freezes up at the first message, not because they don't care, but because they don't know how to start.

02 The Pieces

Your product is really three things working together.

The phone app — the iPhone app your customers actually hold and tap. This is where they pick a contact, answer questions, and get their messages. It is the whole experience for them.

The website — your marketing pages at your web address. This is the "front window" that explains what Quipp does, shows it in action, and sends people to the App Store to download it. It also holds your privacy policy, terms, and support pages.

The behind-the-scenes brain — the part your customers never see. When the app needs to write a message, it quietly sends the details to a powerful writing engine, which crafts the openers and sends them back. This brain also keeps track of how many messages each person has used and handles the personality-matching that makes the words sound like the user.

03 A Walk Through Your App

THE PHONE APP

The welcome and sign-up screen

The very first time someone opens the app, they land on a simple setup screen. There is no password and no account to create, which keeps things friendly and fast.

Your name box — they type in their first name and tap "Let's Go." The app remembers this name and uses it later so the messages sound like they came from a real person.

Find my location (automatic) — right after the name, the app quietly tries to figure out their city using the phone's location. If it works, the next screen comes pre-filled.

City and state boxes — on the second setup step, they can confirm or edit the city and state the app guessed. Tapping "Use This" saves it, so later openers can naturally mention local touches. Tapping "Skip" moves on without saving a location. Either way, they land on the home screen.

The home screen

This is the app's front porch. It shows a friendly headline and a clear button to get started.

The gear icon (top corner) — taps through to Settings, where they can fine-tune how their messages sound.

The main "start" button — this is the big one. Tapping it begins the message-writing journey by taking them to the contact screen.

"Saved" link — opens a list of openers they bookmarked to reuse later.

"Threads" link — opens their saved conversations, so they can pick up an exchange they already started.

A one-time nudge — after someone has made a handful of openers, a gentle pop-up appears once, suggesting they set up their personality profile in Settings for more personal results. They can open Settings or dismiss it, and it won't keep nagging.

Step one: who are you reaching out to?

The first step of the journey asks them to name the person.

"Pick from Contacts" button — opens the phone's own address book. When they choose someone, the app pulls in helpful details (their name, job, company, and so on) to make the message more personal, and it remembers their phone number and email so the "send" buttons later can be pre-filled.

Type a name yourself — if the person isn't in their contacts, they can just type a name and continue. (In this case the app has no phone number or email to pre-fill later.)

Either path moves them to the next question.

Step two: what kind of person is this?

They tap a tile describing the relationship — romantic, professional, personal, cold outreach, or someone who went quiet. They tap one and the app slides forward on its own after a brief pause, so they see their choice register before moving on.

Step three (optional): where did you two meet?

This screen gives the writing engine richer context. They can tap a tile (like "at a conference" or "through a mutual friend") and add a short note. If they tap a tile and do nothing else for five seconds, the app moves

on automatically; if they start typing a note, it waits for them to tap "Next." There is also a "Skip" option. The note is capped at a short length, and the app remembers what they picked for that person next time.

Step four: what's your goal?

They tap a tile describing what they want out of the message — and the choices shown here are tailored to the kind of person they picked earlier. A work contact gets goals like "schedule a meeting"; a romantic interest gets goals like "get a date." It auto-advances after a brief pause.

Step five: what's the vibe?

They pick the tone — warm, confident, playful, and so on — again tailored to the relationship type. Auto-advances after a short pause.

Step six: how are you sending it, and the big moment

The final setup screen lets them choose the channel (text, email, phone, in-person, and more), then tap the button to generate.

The location chip — a small tappable tag that lets them control how much local flavor the messages include.

The "generate" button — this kicks everything off. The app shows a friendly cycling "calibrating..." message while it works, then takes them to the results.

The free-use gate — behind the scenes, the app checks whether they've used up their free openers. Free users get a small lifetime allowance; once that's gone, tapping generate shows an upgrade screen instead. This gate is clever enough that deleting and reinstalling the app does not reset the free count.

The results screen – openers

This is the payoff. They see three different opening messages written for their exact situation.

Each message card — shows the full opener (and a subject line if it's an email).

Copy button — copies the message to the clipboard so they can paste it anywhere.

Save button — bookmarks the opener to their Saved list for later.

Send button — opens the right app for the channel (Messages for a text, Mail for an email, the phone dialer for a call) with the message already filled in, using the contact's real number or email when available.

Translate — converts the message into another language right on the card.

Record — opens a practice studio (more on that below) so they can rehearse saying it out loud.

Thumbs up / thumbs down — lets them rate each opener. If they thumb-down several in a row, the app gently suggests adjusting their settings.

Regenerate — if none of the three land, this writes a fresh set.

"I sent this" — when they tap this on the opener they chose, the app shifts into follow-up mode and starts saving the conversation as a thread.

The results screen – follow-ups

Once they've sent an opener, Quipp coaches them through the rest of the conversation. It asks how the other person responded — positive, neutral, pushback, no reply, or a custom reply they type in themselves — and then writes the perfect next message for that exact situation. A small "heat meter" fills up as they move through the stages, and the app guides them through several rounds. At the end, a celebration card appears (complete with a little confetti burst) offering two choices: start fresh with a new person, or save and exit.

The practice studio (recording)

Reached from the Record button on any message, this is a full-screen rehearsal space. It shows the message as a teleprompter that scrolls as they speak, and lets them record either a voice clip or a video of themselves delivering the line. Afterward they can play it back, re-take it, save it to their photo roll, or share it. It's a confidence-builder before the real thing.

The Saved screen

A simple list of every opener they bookmarked. Each entry shows the person's name and a preview; tapping expands it to the full message with a copy button. They can delete any saved opener with a confirmation tap.

The Threads screen

A list of every conversation they've kept going. Each card shows a little icon for the channel (envelope for email, phone for a call, speech bubble for a text), the person's name, the date, and a snippet of the opener. Tapping a card reopens that conversation to continue it; pressing and holding lets them delete it.

Continuing a conversation (thread detail)

Opening a saved thread brings back the full coaching flow for that specific person. They tell Quipp how the other side replied, and it writes the next message — picking up right where they left off, even if they closed the app mid-way. After enough back-and-forth, or if the other person goes silent twice, it shows a warm closing message and an encouraging note.

The Settings screen

This is the control room for making messages sound like the user. From here they can:

Edit their name and location.

Adjust sliders for tone, length, and energy.

Change the app's language.

Enter personality test results (from any of nine well-known tests) so the writing matches their style — and rank them so the most important ones carry more weight.

Add their birthday (and optionally birth time and city) to unlock auto-calculated personality insights.

Set a "voice mix" by hand if they prefer fine control.

Tell Quipp things they never want said (an "avoid list").

Tap "**Tune Voice**", which sends all their personality info to the brain and compiles a custom voice profile that shapes every future message.

Clear their ratings, or **wipe all their data** entirely (with a confirmation), which resets the app as if freshly installed.

A small sync badge shows whether their settings are safely backed up across their Apple devices.

The personality test sheet

Inside Settings, adding a test result opens a tidy picker. They choose which test (MBTI, DISC, Enneagram, and so on), then enter their result using the right kind of input for that test — a single pick, a searchable list, or a ranked multi-select. A live preview shows the result before they add it, and the "Add" button only lights up once the entry is complete.

THE WEBSITE

The home page

This is your main marketing page. It opens with a sticky top bar holding your logo and an App Store download button that stays visible as visitors scroll. Below that:

The hero — your app icon, a punchy headline, and a download button with a "six free, on the house" reassurance line.

"Who Quipp is for" — six tappable cards (network marketers, the phone-shy, dating, job seekers, reconnecting, cold outreach), each linking to a dedicated page for that audience.

"How it works" — a clean three-step walkthrough.

"What makes Quipp different" — six feature highlights.

A brand story section — explaining the voice-tuning philosophy.

A video gallery — nine short demo clips showing the app in real scenarios.

Pricing — three plan cards (weekly, monthly, annual), with the annual plan highlighted as the best value, plus a note linking to the fair-use policy.

A final call-to-action — one more download button, with an "Android coming soon" note beside it.

A footer — links to your other pages and a current-year copyright line.

The six audience pages

Each of the "Who Quipp is for" cards leads to its own landing page (dating, job search, network marketing, reconnecting, contact resistance, cold outreach). Every one follows the same warm pattern: a headline that names the visitor's specific struggle, a few empathetic paragraphs, three example openers in a styled card, a three-step explainer, and download buttons at the top and bottom. They're written to catch people searching for help with that exact situation.

The download page

A focused page with your app icon, a headline, the App Store button, and a greyed-out "Android" placeholder that isn't active yet.

The privacy page

A full, plainly-written privacy policy in eight sections covering who you are, what data is and isn't collected, how contacts and camera/microphone access work, how subscriptions are handled, and how to reach you. It emphasizes "no account, no ads, no tracking."

The support page

A help hub with a contact email (and a two-business-day response promise), five always-visible frequently-asked questions, response-time info, and app details.

The terms page

Your full terms of service in twelve numbered sections, including a clear fair-use policy that spells out the monthly and hourly limits and what happens when someone hits them.

04 What's Working, and What Isn't Yet

Solid and working

The whole opener-writing journey — pick a contact, answer the questions, get three tailored messages — works end to end.

The follow-up coaching, with its stages and celebration card, works.

Saving openers, saving conversations, and reopening them works.

The personality system, including the nine tests, ranked weighting, "Tune Voice," and birthday-based insights, works.

The free-use limit and the upgrade/paywall flow work, including the clever reinstall-proof free counter.

Translation, the practice recording studio, and the "own up I used a translator" message all work.

Settings syncs across the user's Apple devices, so their name, tests, and saved threads follow them from iPhone to iPad.

The entire marketing website — home page, all six audience pages, privacy, terms, support, and download — is complete and polished.

Not finished or not wired up yet

The iMessage add-on shows an empty screen. Your app includes a small extension meant to live inside Apple's Messages app, letting users tap a recent opener and drop it straight into a chat. The screen that displays those recent openers is built and ready — but the main app was never set up to hand its openers over to it. So in practice, anyone who opens the Quipp panel inside Messages today will always see the "generate some openers in Quipp first" empty message, no matter how many openers they've made. It's a finished room with no door connecting it to the rest of the house.

Voice and video as send channels are labeled "coming soon." When choosing how to send a message, "voice" and "video" appear in the list but are marked as not yet available, so users can't actually pick them.

A rare double-charge risk after a server restart. There's a safety net that prevents a user from being charged twice if they accidentally tap "generate" twice in quick succession. That net works normally, but if the behind-the-scenes brain happens to restart at that exact moment, the net briefly forgets — meaning, in a very narrow window, a duplicate tap could be counted twice. It's an edge case, not an everyday problem, but it hasn't been hardened yet.

No crash alarm in place. If the app ever crashes for a real user out in the world, you won't get an automatic alert about it. Nothing tells you it happened, so problems could go unnoticed until someone complains.

A couple of small website rough edges. Two of the "where we met" options on the marketing side use a slightly inconsistent internal format, which could cause a display hiccup if the site is ever shown in another language. It does not affect English visitors today.

05 The Honest Bottom Line

Overall, Quipp is a genuinely finished, shippable app — and in fact it has already been submitted to the App Store. The core promise (you pick a person, answer a few questions, and get three ready-to-send openers, then get coached through the whole conversation) is fully built, polished, and working, and the personality-matching that makes it sound like the real user is its strongest, most differentiating feature.

The most important thing to fix first is the iMessage add-on: it's the one piece that looks done but quietly does nothing, so any user who tries it will hit a dead end — connecting it to the main app would turn a hollow feature into a real one. After that, putting a crash alarm in place would give you eyes on any problems your real users run into.