

FREE STEP-BY-STEP GUIDE · GEORGE M. J. ZAK

# Build Your First AI App

*A free, clear guide to creating apps with Claude × Higgsfield – from idea to a live app anyone can open.*

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This is the exact process I used to build and launch two live AI apps in a few days – every step, every prompt, and every lesson. Follow it in order and you will end up with a real app at your own public link.

[jorgemjak.com/free](https://jorgemjak.com/free) · July 2026

# What this is

A practical, free guide to building a real AI app with two tools: **Claude** (the AI that does the building) and **Higgsfield** (the platform that generates the art, hosts the app, and gives it a public link). The process is a sequence of small, learnable steps – you describe, Claude builds, Higgsfield hosts. This guide walks the whole road in order: idea → design → build → polish → launch.

## WHAT YOU'LL HAVE AT THE END

A live web app at your own **yourname.higgsfield.app** link – something real you can send to friends, post on social media, and enter into contests.

## SEE IT LIVE – THE TWO APPS THIS GUIDE COMES FROM

**The Oracle** – a fortune-teller's mansion: [the-oracle.higgsfield.app](https://the-oracle.higgsfield.app)

**The Companion** – a goo pet that evolves: [the-companion.higgsfield.app](https://the-companion.higgsfield.app)

**The Higgsfield App Contest** – apps hub: [higgsfield.ai/supercomputer/apps](https://higgsfield.ai/supercomputer/apps) · prizes: [higgsfield.ai/supercomputer/apps?tab=prizes](https://higgsfield.ai/supercomputer/apps?tab=prizes)

## WHY YOU CAN MOVE FAST RIGHT NOW

All the groundwork in this guide is already done for you – the prompts, the order, the traps. That is what lets latecomers **fly in the final hours of a contest** instead of researching for weeks. And as I publish this, Higgsfield's CEO announced that **for 24 hours the entire platform is free for all users** – he joked it might burn their GPUs. If you are reading this in that window: stop reading slowly. Build.

## THE WHOLE ROAD IN 5 MOVES

1. Create your accounts and connect the Higgsfield MCP to Claude.
2. Ask Claude to map every capability the platform gives you (prompt in Step 0).
3. Run the Ideation Board prompt and pick the idea that's the most fun (Step 1).
4. Run the Build Kickoff prompt and ship the smallest working version (Steps 2–3).
5. Post your link with the contest hashtag and enter (Step 5).

## Step 0 – What you need (15 minutes)

- **A Higgsfield account** – sign up at [higgsfield.ai](https://higgsfield.ai). This is the AI-creative platform where your app will live: it generates the images, videos and audio inside your app, hosts it, and gives it a public link. The apps hub and the \$100,000 App Contest live at [higgsfield.ai/supercomputer/apps](https://higgsfield.ai/supercomputer/apps) (prize details under the **Prizes tab**) – entering a contest is the best forcing-function to actually finish.
- **Claude** – I built with **Claude Code** (the developer version that runs in a terminal), and that is the path this guide follows. If terminals scare you, start at [claude.ai](https://claude.ai) – the same thinking applies.
- **The connection between them** – Higgsfield provides an MCP connector (their site shows how to add it to Claude). Once connected, Claude can create apps, generate media, deploy, and manage your project on Higgsfield *directly*. This is the superpower: you describe, Claude builds, Higgsfield hosts.

### The step most people skip: validate the capabilities FIRST

The moment the MCP is connected – before any building – make Claude map out everything Higgsfield actually provides. This single conversation is what separates apps that fight the platform from apps that surf it. Paste this:

The Higgsfield MCP is now connected. Before we design anything:

1. List every tool and capability this MCP gives you – image models, video models, audio, app creation, deployment, databases, anything.
2. For each: what it does, roughly what it costs, and what it's best at.
3. Summarize: what kinds of app experiences are EASY here, what's possible-but-expensive, and what's not possible at all.

We will design the app INSIDE those rails – using what the platform is great at, not fighting what it can't do.

#### WHY THIS MATTERS

Both of my apps were shaped by this map. The fortune-teller paints every card with the platform's image models; the pet evolves through its video models. Design **along** what Higgsfield allows and every feature feels native. Design against it and you will drown.

## Step 1 – The Ideation Board (1 hour, the most important hour)

Do not start with your favorite idea. Start with **ten** ideas and let them compete. I call this the Ideation Board, and it is a single prompt. Paste this into Claude:

You are my creative partner for building an AI app on Higgsfield.  
You just mapped the platform's capabilities – keep them in mind.

Brainstorm 10 DIFFERENT app ideas with me. For each one give:

- Name + one-line pitch
- The core loop (what the user does again and again)
- The magic moment (the second the user smiles)
- How it uses AI generation meaningfully (not as decoration)
- Build difficulty: S / M / L

Rules: original ideas only (no copyrighted characters), fun within 30 seconds for a first-time visitor, and something a solo builder can ship in 2–3 days.

Then score all 10 on: originality, instant fun, generation-per-use, and buildability (1–5 each). Show me a table. Recommend your top 2 and argue for them.

### HOW TO CHOOSE

Pick the idea that scores highest on **instant fun** – not the one that sounds most impressive. My winning apps were "a fortune-teller's mansion" and "a goo pet you feed with photos." Simple loops, instant smiles. The clever ideas lost to the fun ones every time.

## Step 2 – From idea to design (1-2 hours)

Before any building, make Claude write two short documents. This is the step everyone skips, and it is why apps die half-built.

- 1 The Vision Brief** – one page: what the app is, who it is for, the core loop, the magic moment, and what is deliberately OUT of scope for version 1.
- 2 The Design Spec** – the screens (keep it to 2–4), what is on each one, and what every button does. Ask Claude: *"Design this like a product designer. Then cut everything that isn't needed for the first playable version."*

### THE RULE THAT SAVED ME

Ship the **smallest playable loop** first. My pet app launched with: adopt → feed → evolve. Adventures, souvenirs, mini-games – all came later, one layer at a time, each one deployed and tested before starting the next.

## Step 3 – Build with Claude (the fun part)

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- **Kick off** with: *"Read the vision brief and design spec. Create the app on Higgsfield and build the first playable version. Deploy when it runs."* With the MCP connected, Claude scaffolds the project, writes the code, and deploys to your live link.
- **Iterate in small rounds.** One feature per request. "Add the feeding flow" → test it live → "now add evolution." Big multi-feature requests produce big multi-feature bugs.
- **Test on your phone constantly.** Most of your visitors arrive from social media on mobile. Every round: open the live link on your phone before asking for the next feature.
- **Let the platform do the generating.** Higgsfield's models paint the cards, animate the pet, film the trailers – inside the app, per user. That is what makes an AI app feel alive versus decorated.

## Step 4 – Polish the first 30 seconds

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Here is the biggest lesson from real users: **people do not know what to do when they open your link.** They are not stupid – your app is just new. Fix it on screen, not in the caption:

- A one-line welcome that says what this place is. (This was my biggest real-user feedback: visitors opened the app and did not know what to do first.)
- One glowing, obvious first button. Not five options – one.
- Let visitors try something real *before* any sign-in.
- Sound off by default. A first visit should be calm.
- A small "first steps" hint ribbon for first-time visitors – mine tripled how far people got.

## Step 5 – Launch & share

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- Post your app link publicly (X, Instagram, TikTok, YouTube) – with the contest hashtag if one is running (mine was **#HiggsfieldApp**).
- Vertical 9:16 video shows apps best. Record real screens – never fake the UI.
- Enter the contest the moment your post is live. Do not wait for perfect; deadlines do not.
- Then keep building in public: every improvement is another post.

## The 10 best practices I learned building two apps in days

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**1 • Fun beats clever.** The idea that makes a stranger smile in 30 seconds wins against the idea that impresses other builders.

**2 • Map the platform before designing.** Validate every capability the Higgsfield MCP offers, then design along what the platform allows – not against it.

**3 • Write the vision down before building.** A one-page brief costs an hour and saves days of wandering.

**4 • Smallest playable loop first.** Every feature after version 1 is a bonus layer, deployed separately.

**5 • One feature per iteration.** Small asks → small bugs → fast progress.

**6 • Real art, real screens.** Generate your app's art with the platform, and promote with real screenshots. Audiences smell fake UI instantly.

**7 • Mobile is the launch surface.** If it isn't smooth on a phone, it isn't done.

**8 • Onboard on screen, not in the caption.** The app itself must answer "what do I do?" in one glance.

**9 • Original IP only.** Invent your own characters and worlds. It is safer, it is yours, and juries reward it.

**10 • Enter early, polish forever.** Submitted and improving beats perfect and unsubmitted. I entered, then kept shipping polish until the deadline hour.

## Appendix – the Build Kickoff Prompt

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We are building "[APP NAME]" – [one-line pitch].

Attached / below are the Vision Brief and Design Spec. Read them.

Plan the smallest playable version: list the 3–5 features it needs, and explicitly park everything else for later.

Then: create the app on Higgsfield, build that first version with clean mobile-first UI, and deploy it. When it's live, give me the link and a 5-point checklist of what to test on my phone.

Rules: original IP only • one glowing primary action on the first screen • a visitor must experience something real before sign-in • sound off by default.

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Written by George M. J. Zak after building The Oracle (the-oracle.higgsfield.app) and The Companion (the-companion.higgsfield.app) with Claude Code and the Higgsfield MCP – two live apps, built and entered in the Higgsfield App Contest within days. More free playbooks: [jorgemjzak.com/free](https://jorgemjzak.com/free) • The full archive: [jorgemjzak.com/vault](https://jorgemjzak.com/vault)