NEOFORGE
ENGINEERING

Vibing with Intent

A No-BS Guide to Getting Apps & Websites Built Right

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NeoForge Engineering
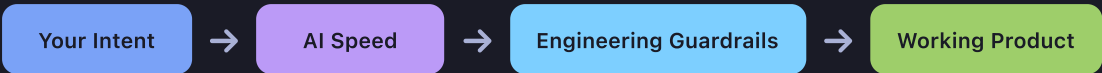
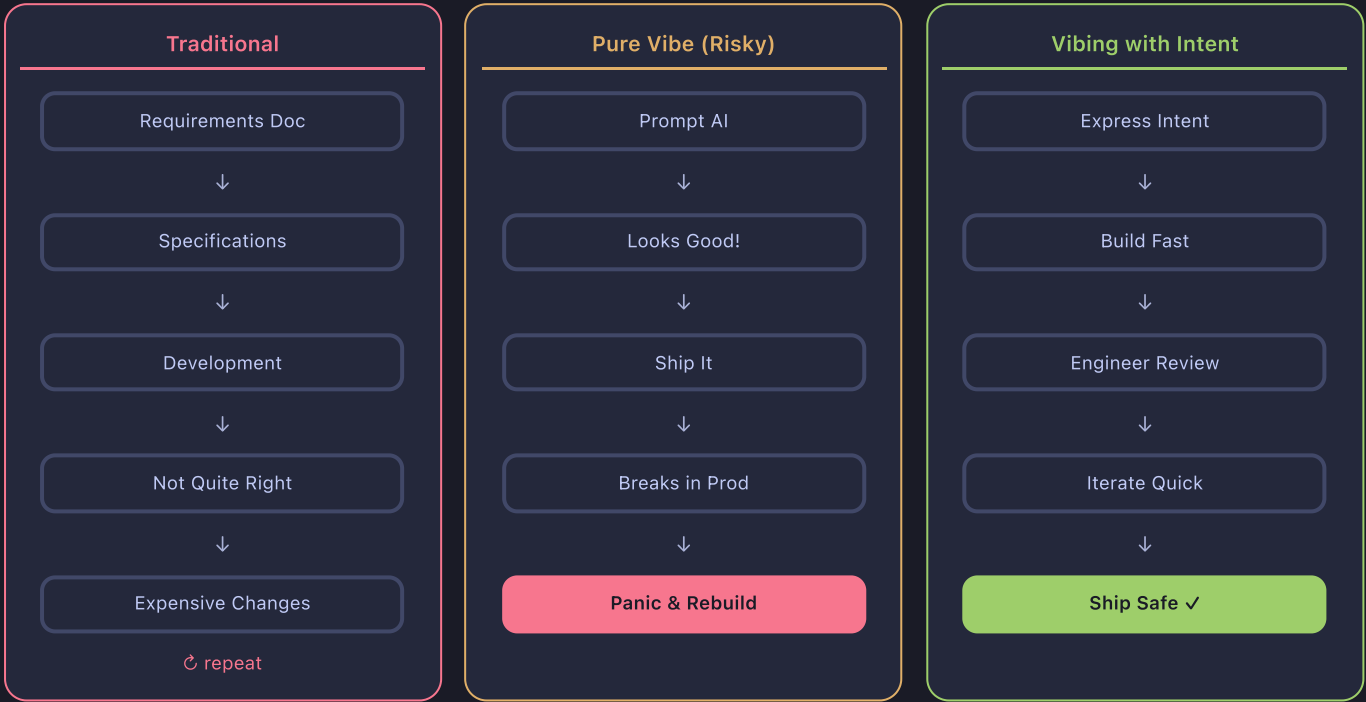December 2025

The Big Idea

You've probably heard of "vibe coding" — describing what you want to AI and watching it spit out code. It feels like magic. But here's the thing: **vibing without intent is just hoping for the best.**
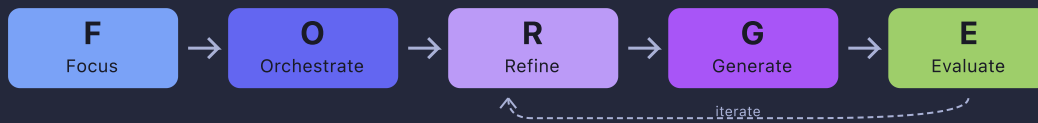
| Your Intent | → | AI Speed | → | Engineering Guardrails | → | Working Product |

Three Ways to Build Software

Traditional	Pure Vibe (Risky)	Vibing with Intent
Requirements Doc	Prompt AI	Express Intent
↓	↓	↓
Specifications	Looks Good!	Build Fast
↓	↓	↓
Development	Ship It	Engineer Review
↓	↓	↓
Not Quite Right	Breaks in Prod	Iterate Quick
↓	↓	↓
Expensive Changes	Panic & Rebuild	Ship Safe ✓
↻ repeat		

	Traditional	Pure Vibe	With Intent
Speed	Months	Hours	Days
Cost	$$$$$	$	$$
Security	Eventually	Nope	Built-in
Scales	Usually	Rarely	Yes
Outcome	"Not quite right"	"It broke"	"Exactly right"

The FORGE Framework

How we actually do this — five phases that turn your intent into working software.

F Focus → O Orchestrate → R Refine → G Generate → E Evaluate

iterate

1. FOCUS — What Do You Actually Need?

Before writing code, we figure out your real intent. Not features — outcomes.

✗ "I need a website with 5 pages"

✓ "I need customers to find me and reach out"

The vibe check: If we can't explain why, we don't build it.

2. ORCHESTRATE — Map Out the Plan

Now we get practical:

- What needs to be built?
- What can wait until later?
- What tools make sense?
- Quickest path to useful?

No 50-page documents. Just a clear plan.

3. REFINE — Refining Solutions

We iterate on the solution until it's right.

- Your brand and vibe
- Customer expectations
- Technical constraints
- Where you're headed

4. GENERATE — Generating Artifacts

AI accelerates. Engineers validate.

Every artifact we generate gets:

- Security review
- Performance check
- Human eyes
- The "does this make sense?" test
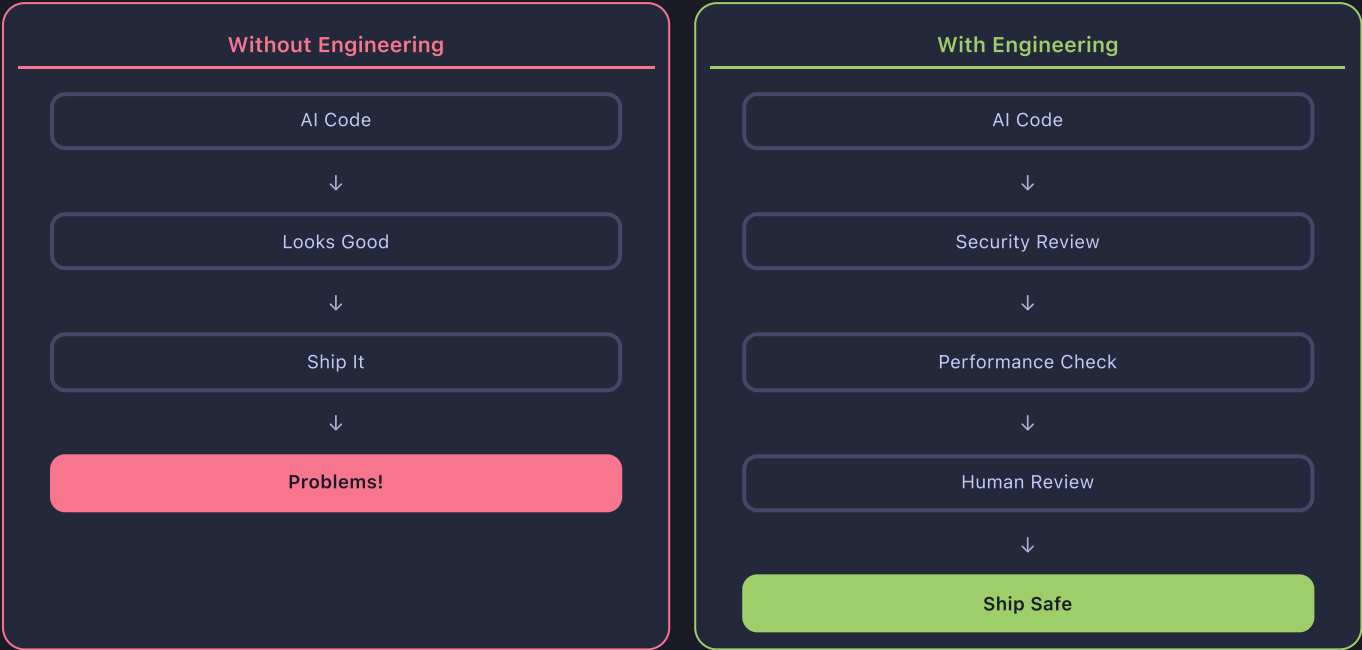
Speed without the sketchy parts.

5. EVALUATE — Did It Work?

We validate against the intent we captured during Focus. Does it deliver what you actually needed?

Yes → Ship it. No → Iterate back to Refine.

Why You Still Need Engineers

Think of AI like a nail gun. Incredibly fast. But give it to someone who's never built anything? Holes in wrong places. **AI multiplies expertise. It doesn't replace judgment.**

Without Engineering	With Engineering
AI Code	AI Code
↓	↓
Looks Good	Security Review
↓	↓
Ship It	Performance Check
↓	↓
Problems!	Human Review
	↓
	Ship Safe

What AI Crushes

✓ Generating code fast

✓ Creating initial designs

✓ Suggesting approaches

✓ Handling repetitive stuff

What AI Can't Do

✗ Understand your specific business

✗ Plan for when you 10x

✗ Think like a hacker breaking in

✗ Make judgment calls on tradeoffs

Pure Vibe Coding	Vibe + Engineering
Code that runs	Code that's secure
Works for you	Works for 1000 users
Data... somewhere	Data locked down
"It broke, now what?"	Built to evolve

Horror Stories

Learn from others' mistakes so you don't have to make them yourself.

The Café That Crashed

50 people order at 8am. System crashes. Orders vanish.

Problem: Built for one user.

The Portal That Got Hacked

Client data shows up on the dark web.

Problem: No security review.

The Store That Got Fined

GDPR request comes in. $25k fine.

Problem: No compliance.

The Math That Matters

DIY Vibe Coding	Vibe + Engineering
Build: $600	Build Right: $4-6k
↓	↓
Security Breach: $4,000	Compliance Built-in
↓	↓
Performance Fixes: $2,500	Maintenance: Minimal
↓	↓
Compliance Fine: $25,000	**Total: $4-6k**
↓	Peace of mind included
Rebuild: $6,500	
↓	
Total: $38,600+	
Plus reputation damage	

Doing it right once costs less than fixing it twice.

Spotting the Real Deal

Green Flags

Before they build:

- ☐ Ask about your business goals
- ☐ Want to know your customers
- ☐ Talk about growth & scaling
- ☐ Mention security unprompted
- ☐ Clear pricing with scope

While building:

- ☐ Regular updates
- ☐ Let you test early
- ☐ Plain English explanations

Red Flags (Run Away)

✕ "AI builds it automatically — that's why we're cheap"

✕ Zero questions about your business

✕ Never mention testing or security

✕ Vague pricing ("we'll figure it out")

✕ Can't explain decisions simply

Questions to Ask Before Hiring Anyone

"How do you use AI?"

Good: "AI accelerates our work, but engineers review everything."

Bad: "AI does the work. We just prompt it."

"What happens when my business grows?"

Good: Specific talk about architecture, scaling, databases.

Bad: "We'll figure it out when we get there."

"How do you handle security?"

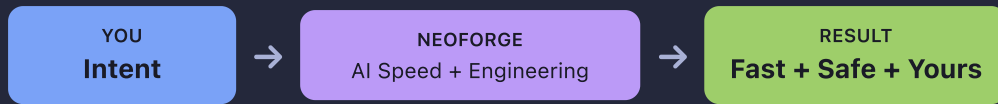**Good:** Specific practices — encryption, auth, testing.

Bad: "It's on AWS so it's secure." (That's not how it works.)

"What's included in the price?"

Good: Clear scope. What's in, what's out.

Bad: Vague promises and "it depends."

How We Do It at NeoForge

| YOU
Intent | → | NEOFORGE
AI Speed + Engineering | → | RESULT
Fast + Safe + Yours |

Our Process (FORGE in Action)

Focus: What you actually need. Outcomes, not features.

Orchestrate: Plan what to build, in what order.

Refine: Iterate on solutions until they're right.

Generate: Create artifacts. AI accelerates, engineers validate.

Evaluate: Validate against the intent we captured. Ship or iterate.
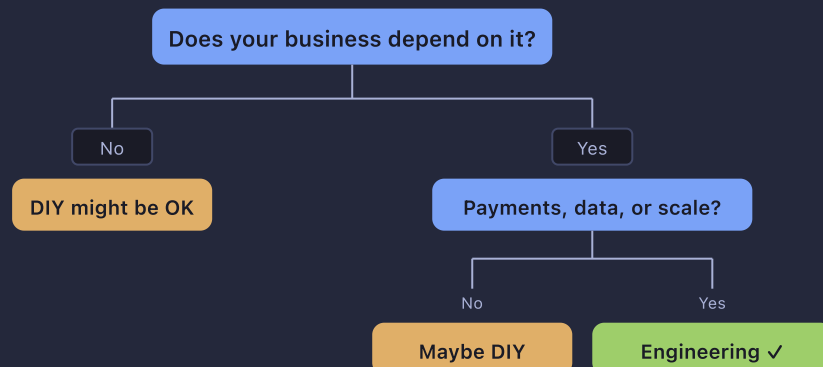
What You Get

Service	Timeline	USD	AED	GBP
Landing Page	24-48 hours	$799	2,933	£639
Multi-page Website	3-5 days	$2,499	9,180	£1,999
Mobile App	3-7 days	$999+	3,671+	£799+
Full MVP	10 days	$6,999+	25,721+	£5,599+

Everything Includes:

- Engineer-led development (AI-accelerated)
- Mobile-responsive design
- Security baked in
- You own the code
- 30 days of support
- Fixed pricing — no surprises

Is This Right for You?

Does your business depend on it?
- No → DIY might be OK
- Yes → Payments, data, or scale?
  - No → Maybe DIY
  - Yes → Engineering ✓

The Bottom Line

Vibe coding is real. AI can build things fast. That part's not hype.
But vibing without intent is just hoping.
And vibing without engineering is just gambling.

Combine all three — intent, AI, engineering — and you get something that works.

Fast. Reliable. Yours.

Ready to Vibe?

1. Head to **neoforge.co/contact**
2. Tell us what you need
3. Get a fixed-price proposal

No pressure. No jargon. Just a straight answer about whether we're the right fit.

Email: hello@neoforge.co
Web: neoforge.co
Book: neoforge.co/contact