Social Butterfly AI™

Guide: Vision Core

Vision Core: what it is, and how to write a clear one

Updated 2026-11-06. https://socialbutterflyai.com/guides/vision-core

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What it is

Your **Vision Core** is a short, saved summary of the heart of your idea. It has four parts:

1. **Problem:** what is hard or annoying for people today
2. **Solution:** how your idea fixes it
3. **Audience:** who it is for
4. **Vibe:** how it should feel

The Extractor (your idea partner on the crew) asks simple questions in **The Core (Team Chat)** until those four parts are clear, then saves that summary with your idea.

Vision Core is the first step on your Quest Map. It is different from the Studio **App Blueprint & Feature Plan**, which is the build plan inside Vibe Coding Studio. You can shape a Vision Core with the crew, open Studio on its own, or do both. Neither path is a required gate for the other.

Why it matters

Later work (product plan, design, build) leans on this summary. A clear Vision Core helps the crew understand what you want. A fuzzy one leaves more guessing.

How to write yours

You need to be signed in. If chat asks you to verify your email before you talk with the crew, follow that prompt first.

1. Sign in at socialbutterflyai.com.
2. Open **Mission Control** in the left menu (your home screen).
3. In the idea box, type one or two sentences, or use **Speak Idea**.

4. Tap **Start Building**. The button also says **Send my idea to the crew**.
5. You land in **The Core (Team Chat)** with **The Extractor**. Answer in your own words.
6. When Problem, Solution, Audience, and Vibe are clear, The Extractor saves your Vision Core. The first step on your Quest Map lights up.

Other ways in

- Left menu **The Core (Team Chat)**, then talk to The Extractor.
- If you already have a project: the **Current quest** card or step 1 on the Quest Map.

Chatting inside your daily allowance does not use credits. Saving Vision Core rides that conversation. It is not a Studio plan or build charge.

Worked example (illustrative input only)

This is a **made-up** example of what *you* might type. It is not a real member, and it is **not** a sample of what the product will generate or save.

You might say:

> "I braid hair in Houston. Clients book me on Instagram DMs, texts, and Facebook, and I lose track. I want one booking link with deposits so people show up."

The four parts you are aiming for (your words, sharpened):

- **Problem:** Mobile braiders lose bookings when clients message on three different apps.
- **Solution:** One booking link with deposits and reminders.
- **Audience:** Mobile braiders in Houston.
- **Vibe:** Warm, polished, quick on a phone.

You do not need perfect wording on the first try. Tell The Extractor what to change.

Common mistakes

- **Skipping the people.** "An AI app for everyone" is too wide. Name real people you know.
- **Jumping to screens.** Buttons and colors can wait. Start with who and why.

- **Mixing Vision Core with the Studio plan.** Vision Core is the idea heart. The App Blueprint & Feature Plan is what Studio will build.
- **Waiting for perfect.** Messy sentences are fine. Clarity comes from the conversation.
- **Assuming you must finish Vision Core before Studio.** They are separate paths. Many founders still find Vision Core useful before a build.

Related Help

- Step 1: Your Vision Core
- Your Quest Map
- Team Chat with your crew
- Share your first idea

Not sure about your audience or their problem yet? The How to Turn Customer Pain Points into a Profitable Business Idea guide (Pain to Profit™) shows how to collect their real words and turn them into a clear offer you can bring to Vision Core.

Frequently asked questions

Is Vision Core the same as the Studio plan?

No. Vision Core is the heart of the idea: problem, solution, audience, and vibe. The App Blueprint & Feature Plan is the build plan inside Vibe Coding Studio.

Does saving Vision Core cost credits?

Chatting inside your daily allowance does not use credits. Saving Vision Core rides that conversation. It is not a Studio plan or build charge.

Do I have to finish Vision Core before Studio?

No. You can shape a Vision Core with the crew, open Studio on its own, or do both.

Who leads Vision Core?

The Extractor, in The Core (Team Chat). It is step 1 on the Quest Map.

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