

The one-man band

How I built Vouchernaut on my own: a quiet start in 2016, then a three-week rebuild in 2026.

DOUG SILKSTONE

PRODUCT

DESIGN

ENGINEERING

OPERATIONS



STARTED

January 2016, beside a paid search job

FIRST RUN

Alone, for six years

REBUILT

20 September to 12 October 2026

MY JOBS

Product, design, engineering, operations, content and partnerships

BUILT WITH

Specs, Claude Code agents, Codex for the art

LIVE AT

vouchernaut.com and brands.vouchernaut.com



— FOREWORD

Why I rebuilt Vouchernaut

I started Vouchernaut in January 2016, while I was on Vouchercloud's paid search team. I wanted to know whether a voucher site could win search traffic without a content team. It listed offers for more than 100,000 brands, each on a page generated from data rather than written by hand, and the site reached 250,000 sessions a month with no paid spend. I ran it alone for six years.

While it sat quiet, the industry it belongs to got a reputation problem. Coupon extensions were accused of taking credit for sales they hadn't earned, and in January 2026 three of the big affiliate networks acted against the best known of them. Brands began asking every voucher site the same fair question: would that sale have happened anyway?

I came back to answer it. As I put it at the time, "I'm on a mission to prove that small voucher publishers can add incremental value to brands, not just take credit for sales that would have happened anyway." So the new Vouchernaut couldn't be a list of codes. It had to help people before they choose where to buy, with comparison tools, guides and a shop whose price claims hold up, and it had to label every click it sends so a brand can see what it added.

On 20 September 2026 the repository was an empty starter. Twenty-two days later it held 772 commits, about 530,000 lines of code and fifteen live products, from store pages to a platform for brands. I did the product, design, engineering, operations and selling myself. Agents did most of the typing, across 203 Claude Code sessions and 615 subagent runs, while I wrote the specs, made the calls and reviewed the work.

The bit I'm proudest of is group cashback: clubs, schools and charities raising money from their supporters' everyday shopping. Each supporter picks the share their group gets, and the group's own page shows its goal and how close it is.

Doug

DOUG SILKSTONE · PRAGUE, OCTOBER 2026

CONTENTS

What's in this case study



CHAPTER 1

Ten Black Fridays

2016 to 2025: the original, and why I came back

05



CHAPTER 2

Three weeks

The rebuild, day by day, and how the work was split

09



CHAPTER 3

The product

Fifteen features, each with what I decided

13



CHAPTER 4

Design

The design system, the console and Vinny in clay

23



CHAPTER 5

Engineering

The architecture, the size of it, decisions worth telling

26



CHAPTER 6

Operations

Networks, platforms, infrastructure and the rules kept

30



CHAPTER 7

How I work

One person, many agents, and what that means for you

36

Foreword	02
----------	----

The short version	04
-------------------	----

THE FIFTEEN FEATURES

F01	Store pages and codes	15
-----	-----------------------	----

F02	The shop and price watch	15
-----	--------------------------	----

F03	Phone finder	16
-----	--------------	----

F04	Broadband checker	16
-----	-------------------	----

F05	Energy comparison	17
-----	-------------------	----

F06	What's On	17
-----	-----------	----

F07	Airport parking	18
-----	-----------------	----

F08	Software	18
-----	----------	----

F09	Guides with live blocks	19
-----	-------------------------	----

F10	Vouchernaut Weekly	19
-----	--------------------	----

F11	Discount hubs	20
-----	---------------	----

F12	Group cashback	20
-----	----------------	----

F13	Chrome extension	21
-----	------------------	----

F14	AI assistants	21
-----	---------------	----

F15	Vouchernaut for Brands	22
-----	------------------------	----

THE SHORT VERSION

The case on one page

Vouchernaut is a UK shopping guide with checked codes, a shop, comparison tools, guides and a platform for brands. I started it in 2016 and rebuilt it alone in 2026, doing every job, with agents doing most of the typing.

22 days

from an empty repository on 20 September to fifteen live products on 12 October 2026

772

commits on main, with 48 pull requests in the last five days

530_K

lines of code, 145,000 of them tests

203

Claude Code sessions and 615 subagent runs, directed from specs

EVERY JOB, ONE PERSON

Product

CHAPTER 3 · P. 13



Design

CHAPTER 4 · P. 23



Engineering

CHAPTER 5 · P. 26



Operations

CHAPTER 6 · P. 30



Selling

CHAPTER 6 · P. 35



LIVE ON 12 OCTOBER 2026

995	store pages, 513 live codes
5,220	products from 21 stores
103	phones, 235 SIM-only plans
21,087	What's On listings
76	researched guides
24,255	indexable pages

THE RECORD, IN DATE ORDER

JAN 2016	Started beside the Vouchercloud job	05
2016-2022	Ran it alone · 250,000 sessions a month	06
20 SEP 2026	First commit · an empty starter	09
26-27 SEP	Vouchernaut for Brands · and a Shopify app	22
9 OCT	The shop · products from store feeds	15
10 OCT	Phones, broadband and energy	16
11 OCT	What's On, parking, software, the Weekly	17
12 OCT	Discount hubs and the MCP server	20

— CHAPTER ONE · TEN BLACK FRIDAYS

Ten Black Fridays

Vouchernaut began in 2016 beside a paid search job, with software doing a content team's work. It ran for six years on three versions of the site and came back in 2026 with a point to prove.

01



IN THIS CHAPTER

Where it started

06

The site, year by year

07

Why I came back

08

— 2016 TO 2022 · THE ORIGINAL

Where Vouchernaut started

A side project that tested one idea: software could do a voucher site’s writing and win search traffic without a content team.

By day in 2016 I worked on Vouchercloud’s paid search team, running campaigns for an international voucher marketplace across fifteen sites. It showed me a voucher business from the inside: most of the work is finding offers, checking them and writing much the same page for the next store. I had already started handing that kind of work to software: the reporting tools I built there saved the team 240 hours a month.

Vouchernaut was where I tried the idea on my own business. It listed offers for more than 100,000 brands, and each brand’s offers became a page generated from the data rather than written by hand. That model reached 250,000 sessions a month with no paid spend and no content team, and I ran it alone for six years.

The first site was WordPress with an off-the-shelf coupon theme, a magenta rocket beside the wordmark and codes promised to be “out of this World”. Its earliest uploads are dated November 2016, the month of that year’s Black Friday. On 3 March 2017 it joined Awin, the network Vouchernaut still works with today. Awin is an affiliate network: it tracks a shopper’s click from a publisher to a store, and passes on the store’s commission when they buy.

Not every code came from a feed. The first homepage the Internet Archive kept, in January 2017, already listed naut2016, the site’s own code at Theatre Tickets Direct, and by 2018 the homepage led with “our exclusive discount code” there. A code like that took a conversation with the brand, and gave its readers something no other site had. Brands’ exclusives still lead Vouchernaut Weekly today, under “Only for Weekly readers”.

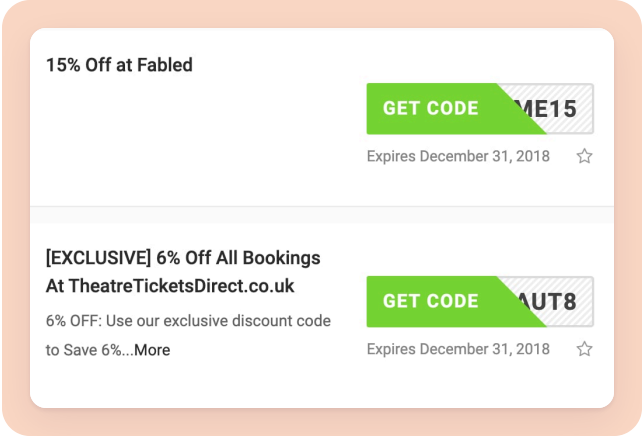


FIGURE 1.1 The WordPress homepage on 22 October 2018, leading with the site’s own code at Theatre Tickets Direct.

THE ORIGINAL, IN NUMBERS

100K+	brands, each with a page built from data
250K	sessions a month, with no paid spend
6yrs	run alone, with no content team
90%	margins over those six years

ALONGSIDE IT

2014-2016	Vouchercloud · paid search
2016-NOW	WithSeismic · my studio
2016-2018	Reach Robotics · marketing for MekaMon
2020-2023	Benson · founder and technical lead
Q4 2020	Photologo · Head of Growth, contract
2022-2023	Patrianna · built a game studio

— 2016 TO 2022 · YEAR BY YEAR

The site, year by year

The idea held for six years while the software under it changed three times.

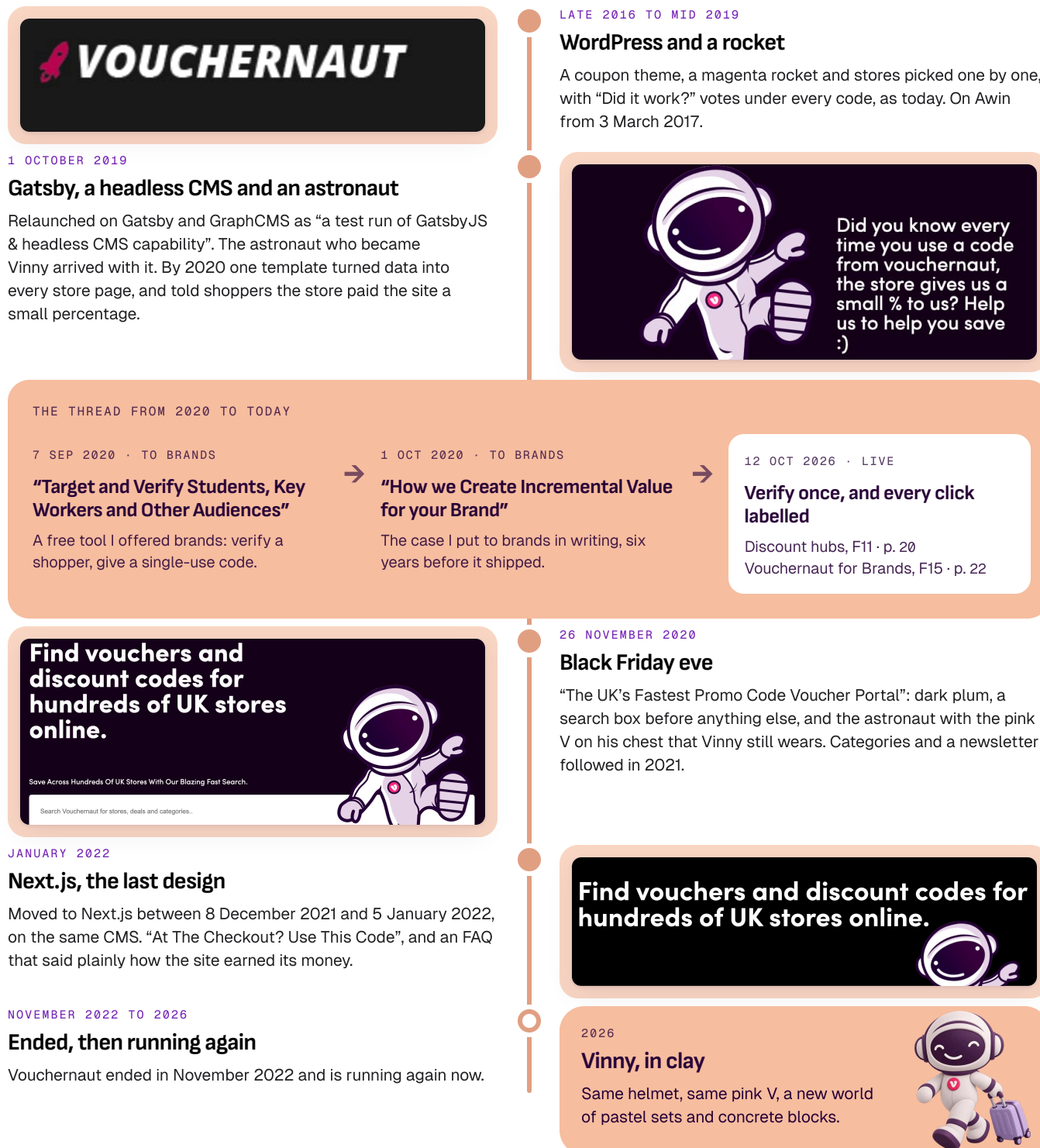


FIGURE 1.2 Internet Archive captures of 22 October 2018, 19 September 2020, 26 November 2020 and 27 May 2022.

— 2026 · COMING BACK

Why I came back

By 2026 networks, search engines and brands were all questioning voucher sites in public. Agents meant one person could build the answer.

The networks and Honey

In December 2024 a YouTube investigation alleged that PayPal's Honey extension took credit for sales that creators and publishers had referred, and a class action followed that month. In January 2026 three networks acted. Rakuten Advertising removed Honey on 12 January. impact.com took it off its Discovery Marketplace and suspended its account. On 21 January Awinn said its investigation had "confirmed breaches of our publisher policies" and suspended Honey's payments and access to new programmes. The creators' case was allowed to proceed in June 2026, with no finding of liability. The doubt went wider than one extension: a measurement firm's 2023 case study had a global brand switch off its US cashback and rewards affiliates for seven weeks, with no change in revenue.

Search and assistants

Search had turned too: Google's site reputation abuse policy, enforced from May 2024, hit publishers' voucher sections hard. Then assistants started buying. OpenAI launched Instant Checkout in ChatGPT on 29 September 2025, and Google added agentic checkout

to US Search and AI Mode on 13 November 2025. A list of codes gives an assistant little; checked prices and full costs give it plenty, so Vouchernaut runs a server for assistants (F14, p. 21).

One person, at a team's scale

Agents changed what one person can build. My first attempt at a new Vouchernaut ran from 25 June to 15 July 2026 and was live by 11 July, with "verify once" as its promise. I kept its ideas and none of its code. The same way of working rebuilt Benson in ten days that autumn: I wrote the specs and made the calls, agents did the typing.

The point to prove

The claim I took to brands in 2020 still needed proving: that a small voucher publisher can add sales a brand would not otherwise make, and show its working, instead of collecting commission on sales already happening. As of 12 October 2026, no independent, published randomised test of UK voucher or cashback incrementality had been found. So the new Vouchernaut had three jobs.

ONE

Help before the choice

Comparison tools, guides and a shop that help people decide what to buy and where.

CHAPTER 3 · P. 13

TWO

Prices that hold up

"Down from" only after the old price held 28 days; no monthly price without its total.

F02 · P. 15

THREE

Every click labelled

Every click out carries one of ten channels, so a brand sees what sent the sale.

F15 · P. 22

20 SEP 2026 · 13:29

I made the first commit to an empty repository.

— CHAPTER TWO · THREE WEEKS

Three weeks

On 20 September 2026 the repository was an empty starter. By 12 October it held 772 commits and fifteen live products, built in two sprints of eight and five days from specs I wrote and calls I made.

02



IN THIS CHAPTER

Three weeks, day by day

10

How the work was split

11

The calls I made

12

THE TIMELINE

Three weeks, day by day

The code behind vouchernaut.com was written between 20 September and 12 October 2026: 772 commits on 17 of 23 days, mostly in two sprints.



FIGURE 2.1 Commits on main per day and what landed, 20 September to 12 October 2026, by author time, merges included. By last change, 52% of today's lines date from sprint one and 39% from sprint two.

Two sprints and the days between

The first sprint ran from 20 to 27 September and holds 463 commits, 60% of the total. Work from the first two days went into one 444-file commit on 22 September. The two biggest days were the brand product: planned in PRDs at 10:22 on 26 September, then built by a lead agent session running teammates through the backlog, 339 commits in 28 hours.

Between the sprints the work moved outside the code: joining brands' programmes, screening each approval before it got a page, and writing store pages, the first 76 of which went live on 1 October. From 7 October, every release that changes the database backs it up first.

The second sprint, 8 to 12 October, added 295 commits and most of what shoppers see today. Pull requests began on 8 October, and all 48 were merged in those five days.

When each product first appeared

22 SEP	Articles, store pages, Studio, codes, accounts
23 SEP	Cashback ledger and payouts, the extension
24 SEP	Design system, group cashback pages
25 SEP	Voucher offer cards, the /advertise rate card
26 SEP	Brands console, partner API, widget, Shopify app
27 SEP	In-store claims
7 OCT	A backup before every database change
9 OCT	The shop, from store feeds
10 OCT	Broadband checker, phone finder, energy
11 OCT	Polls, maps, price watch, the Weekly, What's On, airport parking, software, discount hubs
12 OCT	MCP server, press kit, the weekend email

THE METHOD

How the work was split

I wrote what to build and the rules it had to keep. Agents did the typing in parallel sessions, each in its own copy of the repository, and my calls were written down so the work kept to them.

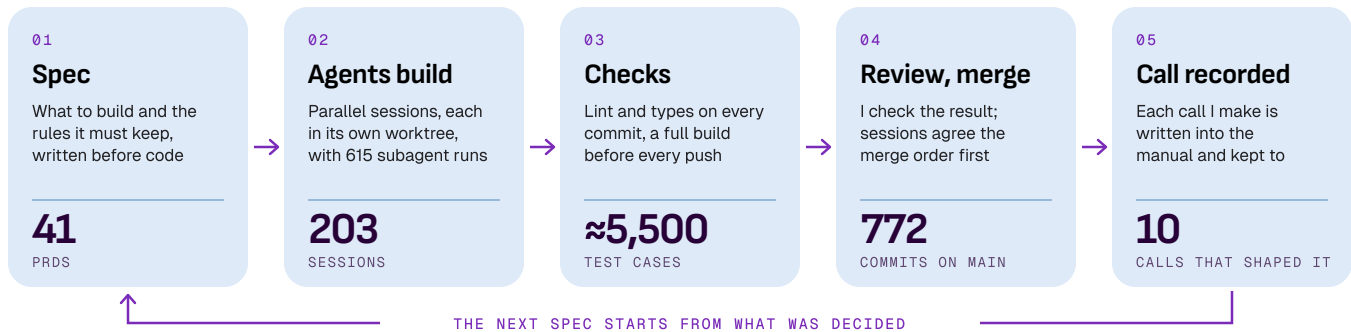


FIGURE 2.2 The loop every feature went through, with counts for the whole build to 12 October 2026.

Specs before code

Vouchernaut for Brands was planned in one commit at 10:22 on 26 September: a record of the decisions I had locked, a backlog, and numbered PRDs (product requirement documents). It was then built PRD by PRD over the next 26 hours. Every later feature got a PRD of its own, committed with its code or before it.

A written manual

The repository carries an operating manual that every session works from: for each feature, what it does, the rules it keeps for shoppers and the legal limits it stays inside. When I settle something it goes into the manual, so the next session keeps to it instead of deciding it again.

Sessions in parallel

A git worktree is a second working copy of the repository on its own branch, so several agent sessions can build at once without touching each other's files. The repository has seen 74 branch names, and 12 worktrees exist today. Before merging, sessions message each other to agree the order, so one piece of work never

lands on top of another. Across the build there were 203 Claude Code sessions and 615 subagent runs, helpers a session starts for one job.

Procedures and preferences

Work that repeats became a written procedure an agent follows, so a guide, a store page or a long PDF is made the same way and to the same standard every time. My preferences are written down too, from the voice of an article to pages that are open to search by default, so I correct something once rather than in every session.

Codex for the art

Codex, OpenAI's coding agent, ran 192 sessions in the repository between 7 and 12 October. It opened the first four pull requests, and it renders Vinny's clay scenes and the guides' covers to the house style I set.

Nothing merges unseen

I check each result against its spec before it merges. When the voice or the design is off it goes back with a note, and the note goes into the manual.

— WHERE THE JUDGEMENT WAS MINE

The calls I made

Agents wrote the code, but what Vouchernaut will and won't do for shoppers and brands was my call. These ten shaped the product most, and each is now a rule in the code or the manual.

01 Label every click

Every click to a store carries one of ten channels, so a brand can see what Vouchernaut added rather than take it on trust.

02 No price without its fees

A ticket seller shows no price until its fees are checked, and a car park shows the total for your dates or nothing.

03 Commission never sets the order

A provider that pays nothing is still listed, and every phone page explains how it ranks deals and that commission never changes it.

04 Only claims the history backs

"Down from" appears only after the old price held for 28 days, and a store's RRP is its full price, never its "usual" one.

05 Respect brands that refuse codes

Content-only stores list no codes and take no cash-back, because brands asked; a second switch keeps a store out of the extension.

06 A click only on a tap

The extension clicks only when a shopper taps, never on copying a code, and stands aside when another publisher referred them.

07 Mark every paid link

Every link that can earn commission in the phone, energy and broadband tools carries a visible Ad tag, so a shopper knows before tapping.

08 Plan before building

The brand product was locked decisions, a backlog and PRDs before any of its code, so the 85 sessions building it on 26 September worked to one plan.

09 Every page indexable

Stores, categories and hubs are open to search unless an editor opts out, since Search Console showed useful pages kept out of search.

10 Confident, and true

Copy for brands says what is live and why it helps them, in claims that hold up, and never grades itself.

WHAT THE AGENTS DID

The typing

- Wrote the code from my specs: about 530,000 lines, 145,000 of them tests
- Ran the checks and reviewed each other's work
- Researched guides and store pages from sources
- Rendered Vinny and the covers to my brief

WHAT I DID

The deciding

- Chose what to build, and when
- Read the law and networks' terms
- Made the calls above
- Corrected voice and design
- Approved what went live
- Kept passwords and keys



— CHAPTER THREE · THE PRODUCT

The product

Fifteen products share one catalogue of UK stores: codes and deals, a shop with price history, six comparison tools, guides, a weekly email, discount hubs, group cashback, an extension, an assistant connector and a platform for brands.

03



IN THIS CHAPTER

Stores, codes and the shop 14**Six comparison tools** 16**Shoppers and brands** 19

THE PRODUCT TODAY

One catalogue, fifteen features

Every feature stands on one catalogue of UK stores, and every tracked click leaves through its store’s one labelled link.

Vouchernaut helps people before they decide where to buy, not only at the checkout. On 12 October 2026 it held 995 store pages in 101 categories, 5,220 shop products, 103 phones, 80 energy tariffs, 21,087 things to do and 76 guides.

A store is created from its affiliate programme and named for the brand. Mobile retailers, energy suppliers, parking providers and ticket sellers are stores too, so their deals, tariffs and events hang from the same record. Every tracked click leaves through the store’s one link, labelled with one of ten channels, so a brand can see what each part of the site added.

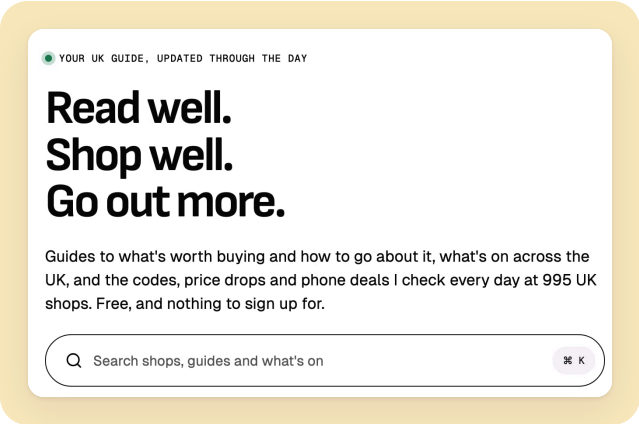


FIGURE 3.1 The homepage, 12 October 2026.

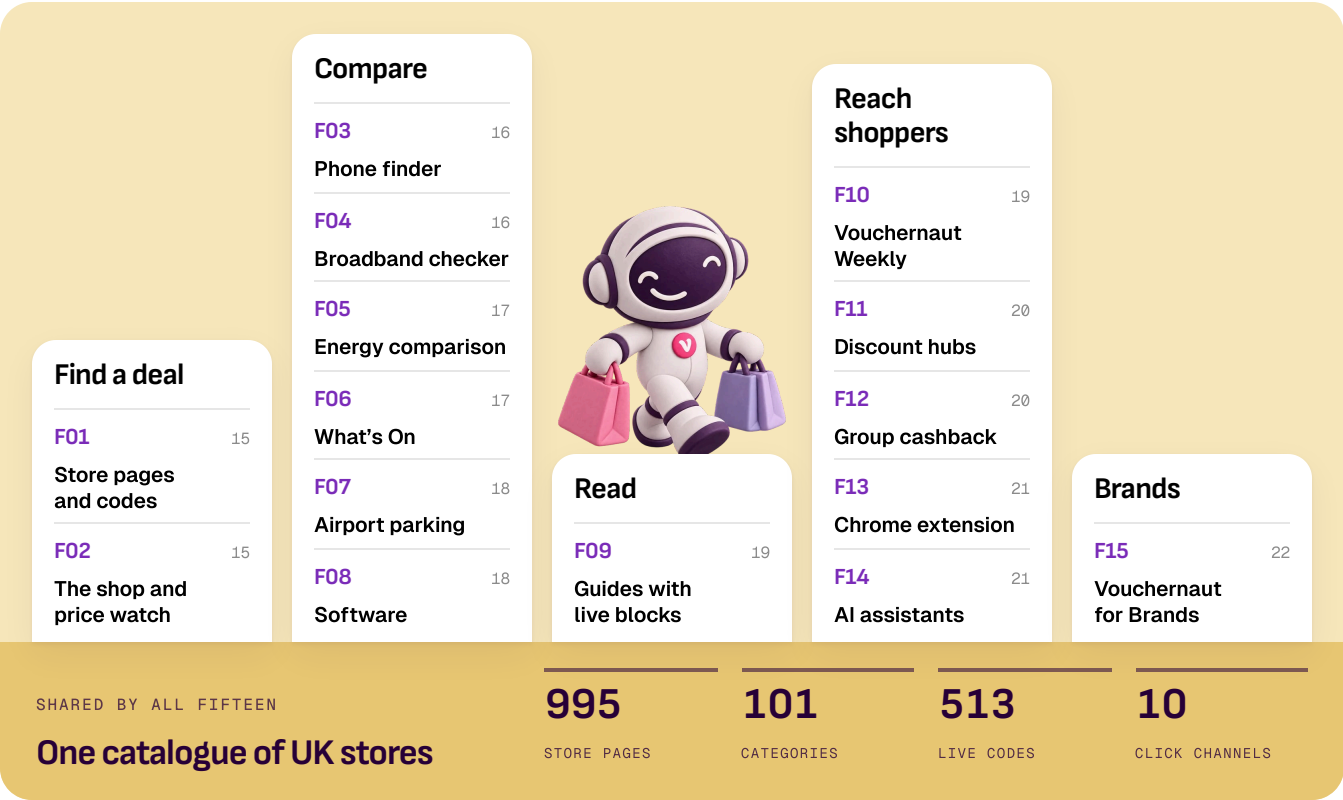


FIGURE 3.2 The fifteen features, grouped by what they do, on the catalogue they share. Counts from 12 October 2026.

F01

FIND A DEAL

Store pages and codes

vouchernaut.com/stores

LIVE SINCE

ON 12 OCTOBER

DATA

DIRECTORY

September 2026

995 stores, 513 live codes

Awin, every hour

18 categories

A researched page for every store, with every live code and deal. Each page says what the store sells and what to check before paying, then lists its codes and deals with end dates. Codes arrive from Awin hourly, and a repost never shows twice. Reveal code copies the code in the tap and opens a coupon page in a new tab, which counts down two seconds, then hands over to the store through the network’s link. The directory files all 995 stores under 18 categories.

THE DECISION

A brand that refuses code sites keeps a page with no codes, cashback or extension, saying it issues none. Its rules come before my listing.

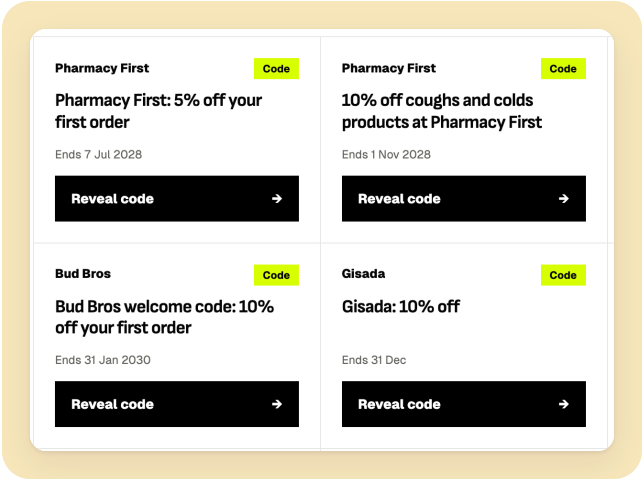


FIGURE 3.3 Codes on a category page, 12 October 2026.

F02

FIND A DEAL

The shop and price watch

vouchernaut.com/shop

LIVE SINCE

ON 12 OCTOBER

DATA

ALSO

9 October 2026

5,220 products, 21 stores

Store feeds, twice a day

14 collections, price drops

Products from the stores I cover, priced after each store’s best code. Feed rows become one product per page, variants grouped, and every price change is kept. Cards show the price after the best code the site can honestly read, and a barcode sold at several stores shows once, at the cheapest. Anyone can watch a price: a fall of 5% and £1 goes out in the next morning’s round-up, and /price-drops lists every drop, biggest first.

THE DECISION

“Down from” appears only after the earlier price held 28 days, and “Lowest in 90 days” only after 90 days of watching. A store’s RRP is never its “usual” price.

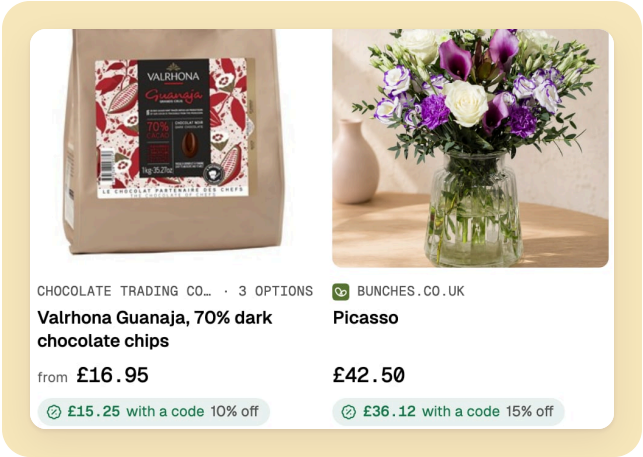


FIGURE 3.4 Code prices in the shop, 12 October 2026.

F03

COMPARE
Phone finder

vouchernaut.com/phones

LIVE SINCE

10 October 2026

ON 12 OCTOBER

103 phones, 235 SIM-only plans

DATA

Retailers' feeds, twice a day

RULES KEPT

ASA, CAP and the DMCC Act

Every phone in the retailers' feeds, priced by the whole contract. Phone deals are easy to make look cheap: a low monthly price, with the upfront cost and next April's rise in small print. The finder prices each phone by the lowest plan that matches your filters, and "Help me choose" turns a few questions into a ranked shortlist using only what the feeds can back. Every tracked link carries an Ad tag.

THE DECISION

A monthly price never appears alone. The upfront cost, length, total and seller sit beside it, and each announced rise sits under it in pounds, pence and the month it starts.

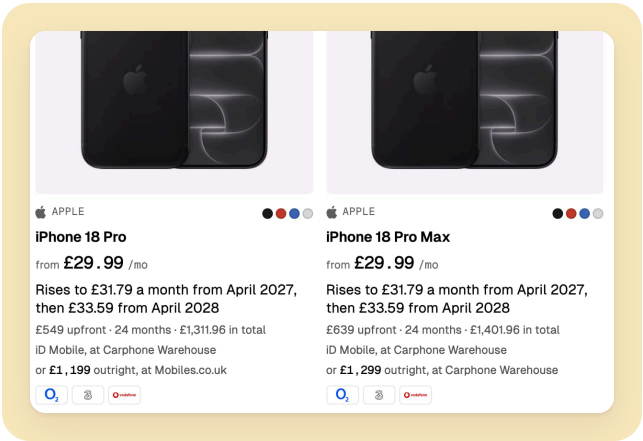


FIGURE 3.5 Two cards on vouchersnaut.com/phones, 12 October 2026.

F04

COMPARE
Broadband checker

vouchernaut.com/internet

LIVE SINCE

10 October 2026

COVERS

Every UK postcode

DATA

Ofcom, BDUK, postcodes.io

ALSO

30 social tariffs, contract reminders

What reaches any UK postcode, and who sells there. A postcode brings back the share of its premises on each speed band and what Project Gigabit plans to bring, then who sells there: Openreach providers everywhere but Hull, full fibre networks only where gigabit has arrived. The coverage is Ofcom's open data for about 1.74 million postcodes, refreshed with each of its releases.

THE DECISION

Commission never decides who is listed: a provider that pays nothing still appears. And broadband is only ever full fibre, part fibre or cable, never just "fibre".

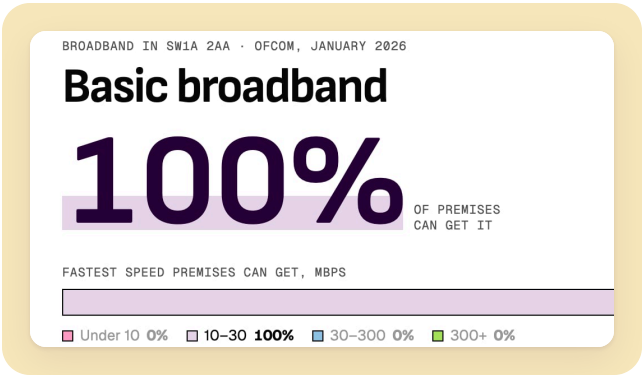


FIGURE 3.6 SW1A 2AA, from Ofcom's January 2026 figures.

F05

COMPARE
Energy comparison

vouchernaut.com/energy

LIVE SINCE

10 October 2026

ON 12 OCTOBER

80 tariffs, 7 suppliers

DATA

Suppliers' tariffs, Ofgem

COVERS

All 14 price-cap regions

Every tariff I can price, costed over your next 12 months against the cap. A postcode gives the price-cap region and whether the home is on mains gas. Each published tariff for that region, payment method and meter is costed day by day, VAT by fuel and date, cheapest first. A fix shows how far the cap must move before it stops being the better deal, and a worked sum under each table shows how its yearly figure adds up.

THE DECISION

The page names the suppliers whose prices I hold and those I don't. Commission never changes who is listed or the order; a supplier paying nothing gets a plain link.

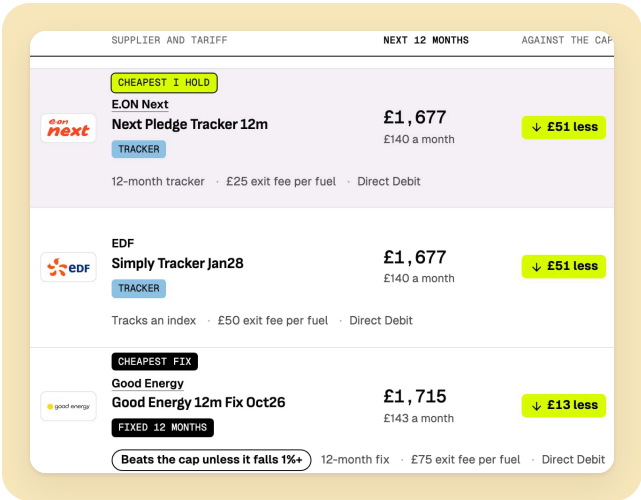


FIGURE 3.7 London's cheapest tariffs, 12 October 2026.

F06

COMPARE
What's On

vouchernaut.com/whats-on

LIVE SINCE

11 October 2026

ON 12 OCTOBER

21,087 listings, 86 places

DATA

Four sellers' feeds, 6-hourly

RULES KEPT

DMCC Act, section 166

Gigs, comedy, theatre and things to do in 86 UK places, from four sellers. Each place has a strip of days and its events beside a clustered map of the venues. Every act gets a line saying who it is, from Wikidata or else the seller, and music is sorted into styles, with raves, club nights and DJs under Underground. A show on many dates appears once, and a Friday email sends each reader the weekend in their places.

THE DECISION

Prices show only for sellers whose fees I've checked, on feeds under 36 hours old. Designated football matches never appear: advertising them is an offence.

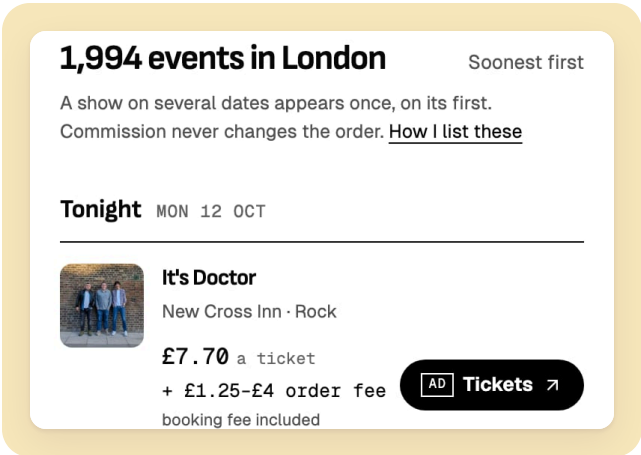


FIGURE 3.8 London tonight, fees shown, 12 October 2026.

F07

COMPARE

vouchernaut.com/airport-parking

LIVE SINCE

ON 12 OCTOBER

DATA

RULES KEPT

11 October 2026

64 car parks, 26 airports

Five providers, 6-hourly

CMA guidance on totals

Car parks at UK airports side by side, with the facts that change the cost. Each airport page carries facts checked against the airport’s own pages: its terminals, the drop-off charge and its free alternative, its own meet and greet, and clean air zones. Once you enter dates, only prices for that exact stay show, and a link opens the provider’s search for those dates where it accepts them. The Safer Parking mark shows only when the site is in the scheme’s own finder.

THE DECISION

A price shows only when it is the full price for your dates, with booking fees included and charges paid on the day added in. An unknown charge means no price.

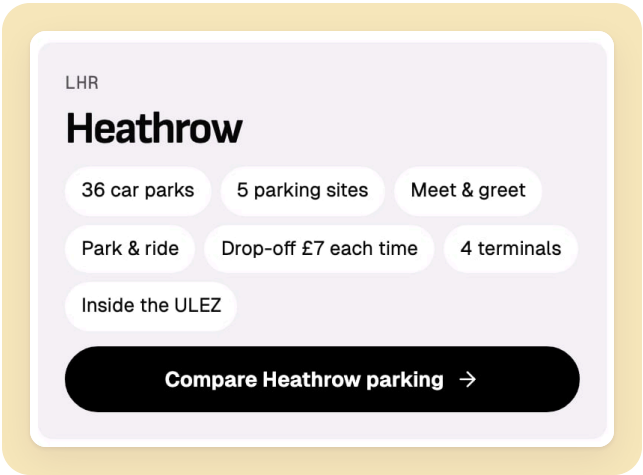


FIGURE 3.9 Heathrow’s card, 12 October 2026.

F08

COMPARE

vouchernaut.com/software

LIVE SINCE

ON 12 OCTOBER

DATA

PROGRAMMES

11 October 2026

73 tools, 16 categories

Makers’ own pages

Dub, links checked 6-hourly

Apps and AI tools compared by what they do, what they cost and what users say. Each tool’s page is laid out like a phone’s: screenshots, plans as tiles with a monthly or yearly switch, the free plan or trial, pros and cons and any discount. Research agents wrote each profile from the maker’s own pages. Every tool’s link is checked every six hours to make sure it still reaches the maker.

THE DECISION

Prices stay in the maker’s currency, dated the day they were read, never converted. Review scores appear only as read on the review site’s own page, linked and dated.

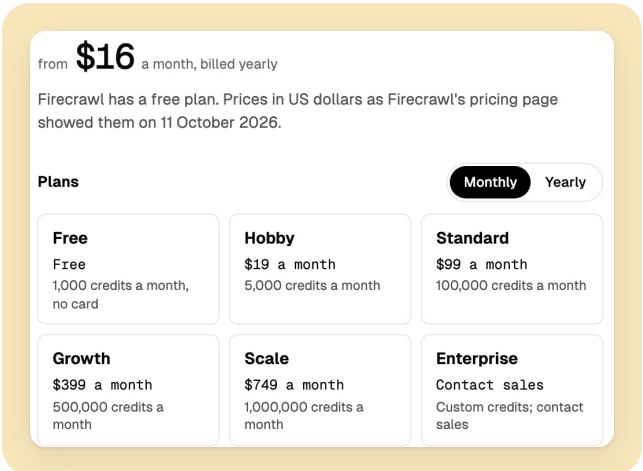


FIGURE 3.10 Firecrawl’s plans, 12 October 2026.

F09

— READ

vouchernaut.com/article

Guides with live blocks

FIRST GUIDE

22 September 2026

ON 12 OCTOBER

76 guides in six sections

BLOCKS

Shop, phones, maps, polls

RESEARCH

A skill and agents in parallel

Long reads with the live product inside them. Agents research each guide with the method I first built for my Dinners With Friends blog. One line of Markdown drops in the site’s own data: shop products at their code prices, a phone with every announced rise, walks on a hill-shaded map, a poll readers answer in place. Blocks read live data as the page renders, so an October guide shows today’s prices.

THE DECISION

Every save checks the blocks: a product off sale, a phone the finder doesn’t sell or a missing place is flagged, and no poll result is quoted under 100 answers.

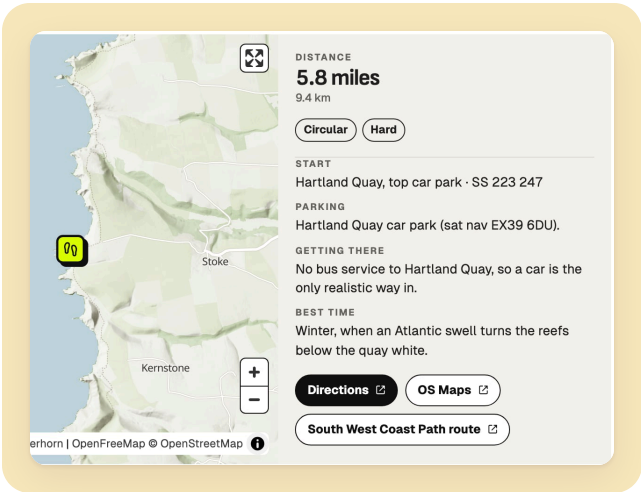


FIGURE 3.11 A walk card in a guide, 12 October 2026.

F10

— REACH SHOPPERS

vouchernaut.com/weekly

Vouchernaut Weekly

LIVE SINCE

11 October 2026

SENDS

Thursdays, 7am London time

BUILT FROM

Live drops, codes, sales

CONSENT

Double opt-in, words kept

An email that assembles itself from what the site has checked. Two days before each Thursday, the engine drafts the edition from live data: prices down at least 10% and £3, new codes, offers about to end, the next sale and fresh guides. It reassembles hourly and sends on its own only with four deals or more. Each reader’s copy leads with their own stores, and every signup keeps the exact words ticked.

THE DECISION

Nobody gets more than one deals email a day, however schedules and lists overlap. It’s one rule every schedule shares, so a new one can never double up.

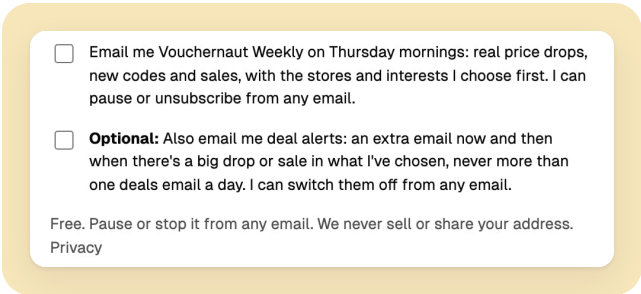


FIGURE 3.12 The signup’s two boxes, 12 October 2026.

F11

REACH SHOPPERS

vouchernaut.com/discounts-for

Discount hubs

LIVE SINCE

12 October 2026

HUBS

Six groups, one check

CHECK

A six-digit email code

LASTS

12 months on an account

Prove who you are once, and your group's offers open in a tap. Six hubs gather the discounts stores keep for students, NHS staff, blue light workers, teachers, the forces and key workers, each saying who checks it. Where a brand takes my check, a shopper enters a six-digit code sent to their university or work email, and members keep the proof for 12 months. The same proof then works on hubs, store pages and the extension.

THE DECISION

I verify as Vouchernaut, so the proof belongs to the shopper, not a brand: no brand can look up someone who reached it only through Vouchernaut.

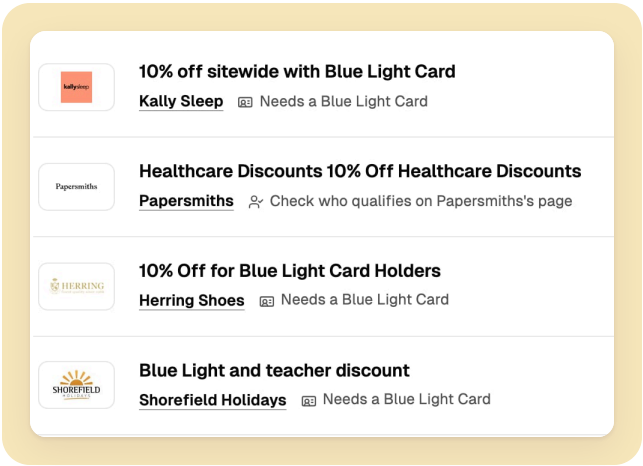


FIGURE 3.13 Offers on the NHS hub, 12 October 2026.

F12

REACH SHOPPERS

vouchernaut.com/group-cashback

Group cashback

LIVE SINCE

24 September 2026

GROUP PAGES

A page, QR poster, share card

MONEY

A double-entry ledger

PAYOUTS

Two people for every one

Cashback a club, school or charity can share in. A member joins a group and picks the share of their cashback it gets, changing it for future orders whenever they like. Each group has a page with a join button, share links and a printable QR poster. Underneath sits a double-entry ledger built on 23 September: totals count only cashback a shop has confirmed, and a payout needs one person to ask and a second owner to approve.

THE DECISION

Anyone can publish a group page; only one an editor verifies as the organisation's own gets the tick, the registered charity badge and a place in search.

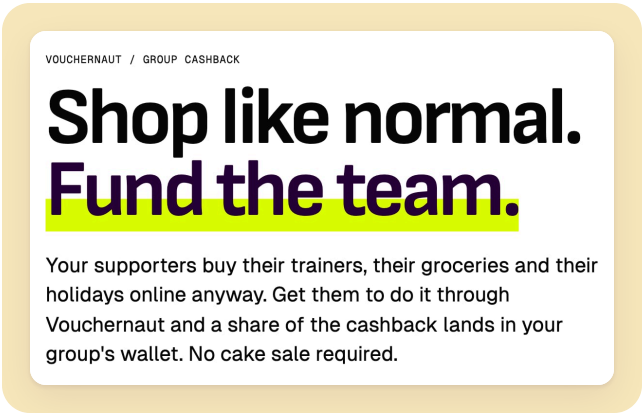


FIGURE 3.14 The group cashback page, 12 October 2026.

F13

REACH SHOPPERS

vouchernaut.com/extension

FIRST RELEASE

VERSION 1.1.0

MATCHES

STEPS ASIDE

23 September 2026

Submitted 12 October

973 stores, on the device

For every network's links

Codes beside the promo box, and nothing behind the shopper's back. The extension matches the site you're on against its store list on the device, and asks only about a store that matches. At the basket it offers that shop's codes, fills the promo box, presses Apply and asks whether the code worked. Signed in, a shopper activates cashback, and can share it with a group, in one tap. Version 1.1.0 went to review on 12 October.

THE DECISION

Only a shopper's tap sends a click, never copying or applying a code; and where another publisher referred them, it stands aside for the session and at least an hour.

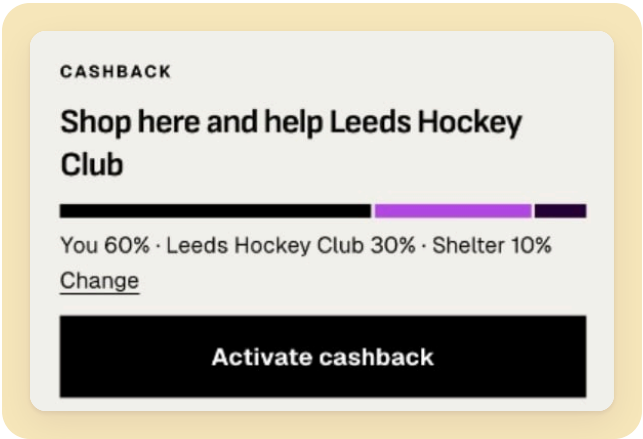


FIGURE 3.15 The panel, as drawn for the store listing.

F14

REACH SHOPPERS

vouchernaut.com/mcp

LIVE SINCE

TOOLS

LISTED

ASSISTANTS

12 October 2026

13, all read-only

The official MCP Registry

ChatGPT, Claude and more

Live codes and prices for the assistants people already ask. MCP, the Model Context Protocol, lets assistants such as ChatGPT and Claude call outside tools. Vouchernaut's server gives them 13 read-only tools, from store codes and price drops to phone deals, What's On and parking. Each answers from the same data as the site, so an answer always matches the page. It joined the official MCP Registry in the early hours of 12 October.

THE DECISION

Every item an assistant hands out carries my tracked link, marked affiliate with a disclosure, never a bare retailer address; tool descriptions state facts, not instructions.

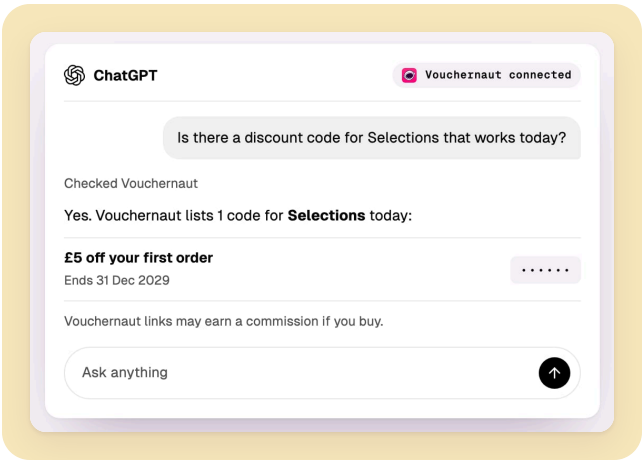


FIGURE 3.16 The homepage's chat example, 12 October 2026.

F15

BRANDS

brands.vouchernaut.com

Vouchernaut for Brands

LIVE SINCE

27 September 2026

PLANNED AS

28 numbered PRDs

PLANS

Free, £89 or £199 a month

RUNS IN

Console, widget, API, Shopify

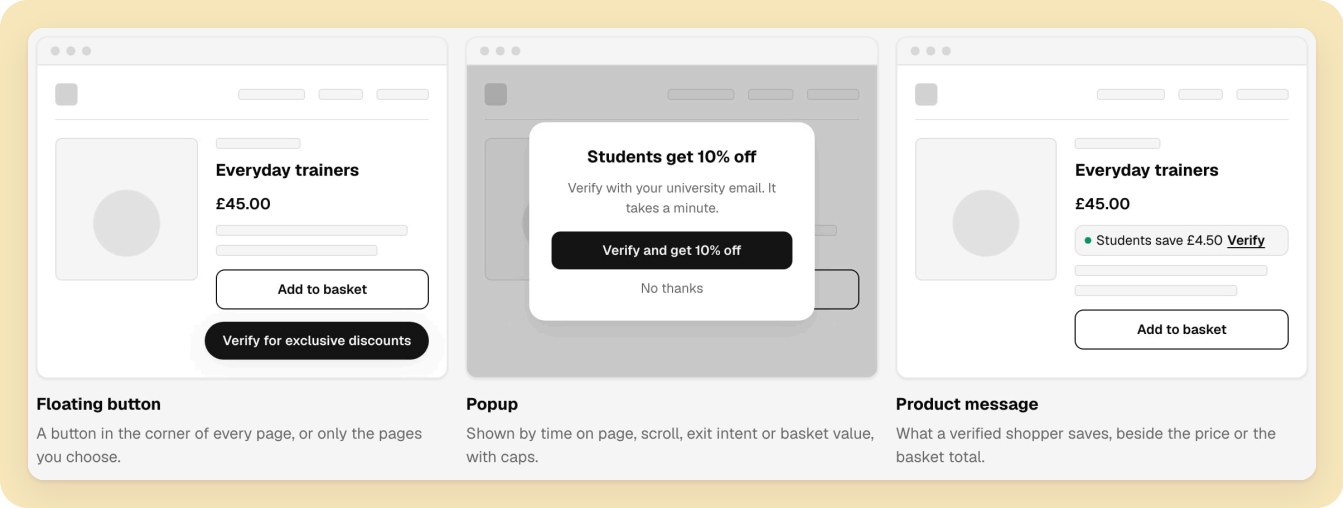


FIGURE 3.17 Placements as brands.vouchernaut.com shows them: a floating button, a popup and a product message, 12 October 2026.

The engine behind the discount hubs, for brands to run on their own sites. I planned it in one commit on the morning of 26 September: a decisions file, a backlog and numbered PRDs, the product requirement documents. Agent teams then built it PRD by PRD over the next 26 hours, from a lead session I directed. A brand signs up at brands.vouchernaut.com, adds one script, a tag manager tag, its Awin MasterTag or the Shopify app, and its shoppers prove they belong without leaving its page. Its own site publishes the plans, an install guide for each route and a self-serve start. The console, the widget and the Shopify app alone come to about 89,000 lines of code.

THE DECISION

A brand never pays twice for one shopper: a verified offer claimed on Vouchernaut through its affiliate link earns commission and isn't billed, and the Free plan runs on that commission alone.

WHAT A BRAND GETS

Console	Campaigns, codes, roles, two-factor sign-in and an audit row for every change.
Widget	One script under 40 KB: email codes, partner checks, and a proof reused only with consent.
Placements	A floating button, popup, banner and product messages, with rules for pages, devices and baskets.
Offer hub	The brand's verified offers as a page it can host, with structured data.
Orders, reports	Orders matched to the code or visit behind them, and a funnel from first view to redeemed order.
Plans, billing	Free, Growth, Scale and Enterprise, billed by card or through Shopify.
Shopify app	A theme embed and checkout extension; installing sets up a starter student offer in test mode.

— CHAPTER FOUR · DESIGN

Design

I was the designer too: the site's tokens and the phone page's language, a second system for the brand console, and Vinny, the mascot, remade in clay.

04



IN THIS CHAPTER

One language, written down 24

Vinny, from flat to clay 25

The console, measured 24

THE DESIGN SYSTEM

One language, written down

Tokens and primitives with a page of their own, one model page for everything new, and a measured second system for the brand console.

The system started on 24 September, four days into the build, with a design-system page and Vinny's colours as tokens. It lives in one stylesheet, documented at /design-system under three rules. Use a token, never a hex value: plum for Vinny's visor, mist behind pictures, lime in small doses. Reach for a primitive before writing feature CSS. Let a component's own classes win.

Every new public page copies one model, the phone product page. It carries the hardest content on the site: a monthly price that must never stand alone, with its rises, upfront cost and total beside it. A pattern that holds there holds anywhere, so What's On and airport parking were built in its language.

THE PHONE PAGE'S RULES, ON EVERY NEW PAGE

- 01 A mist stage behind every picture
- 02 Geist for reading; Geist Mono only for labels and prices
- 03 Option tiles for choices, hairline rows for lists
- 04 Small black pill buttons; lime never on a button
- 05 A 3px black rule over each section
- 06 Short facts as mist pills, not stat tiles

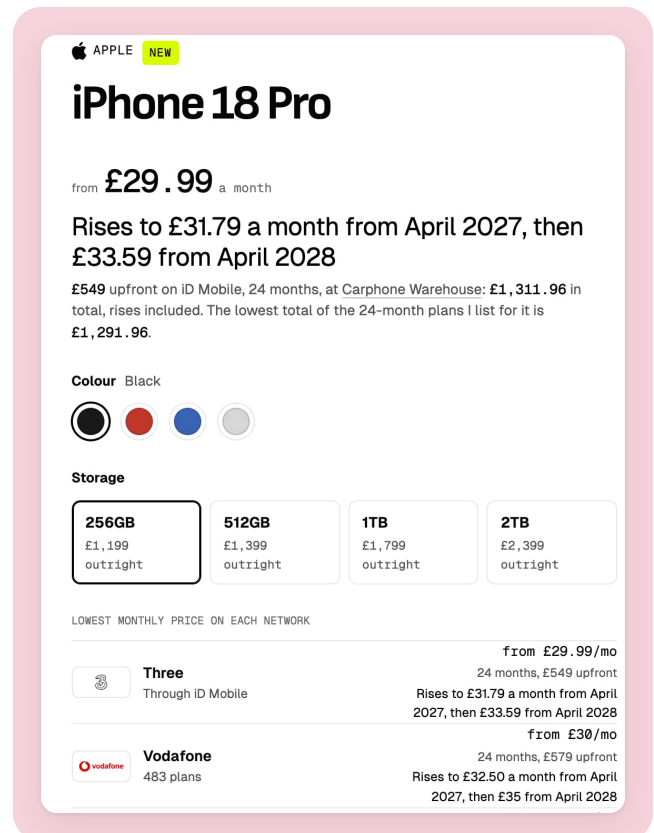


FIGURE 4.1 The model page: the buy column of vouchernaut.com/phones/apple-iphone-18-pro, 12 October 2026.

The console, measured

The brand console runs on a second system of its own, set down on 26 September from measurements rather than guesswork: 118 tokens and 30 typed React primitives, with a design-system page of their own. Nobody types a value the system knows. Countries, currencies, time zones and colours are picked from lists, and long forms fold into sections that open on the field that needs attention.

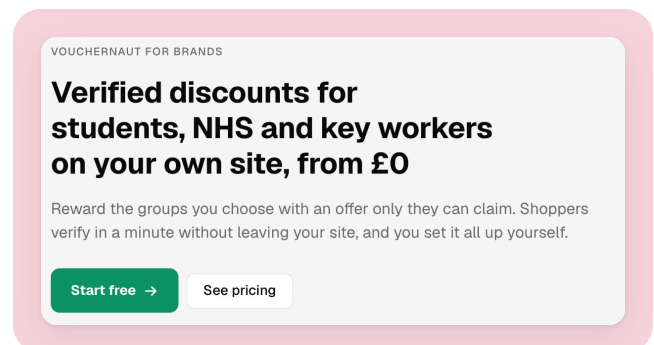


FIGURE 4.2 The console's system on brands.vouchernaut.com, 12 October 2026.

VINNY THE VOUCHERNAUT

Vinny, from flat to clay

On 12 October I named the astronaut in the logo Vinny and moved him into clay: one sculpt, two approved references, and every pose held to them.

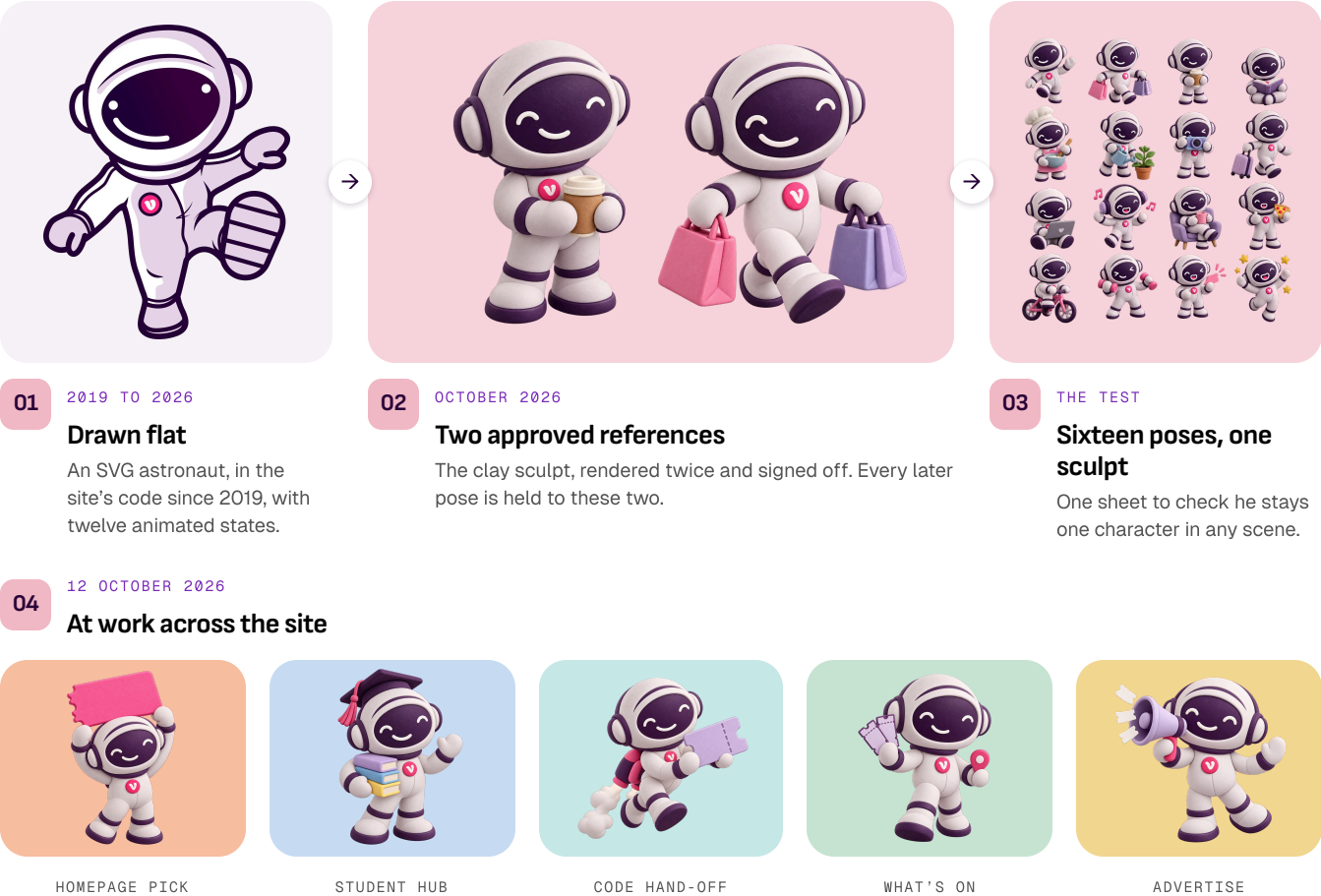


FIGURE 4.3 From the flat SVG to clay: the references, the pose test and feature art as shipped on 12 October 2026.

Generated art drifts: ask twice and you get two different characters. So the sculpt is fixed down to the ear pods and the V badge, every new pose is held against the two references, and one that doesn't read as the same Vinny is made again. Nothing of the flat astronaut was thrown away: the plum visor and pink V badge came with him into clay, and his colours are design tokens. On the site he keeps to rules: one Vinny a screen, house spaces only, never a sponsor's.

WHERE HE WORKS

Discount hubs	A Vinny for each of the six groups
Feature art	Homepage, code hand-off, What's On
Press kit	21 poses and 8 scenes to download
Brand guide	The cover of the 66-page guide
This book	Every chapter opener, at work
His palette	Tokens at /design-system/mascot

Engineering

About 530,000 lines of code, built in 22 days, stay manageable when the structure is plain: one codebase, one database, one package of shared rules, and releases that back the data up before they change it.

05



IN THIS CHAPTER

How the pieces fit

27

The size of it

28

Decisions worth telling

29

— ARCHITECTURE

How the pieces fit

One API and one worker share one Postgres database, and six surfaces read that API, from the site and the brand console to AI assistants.

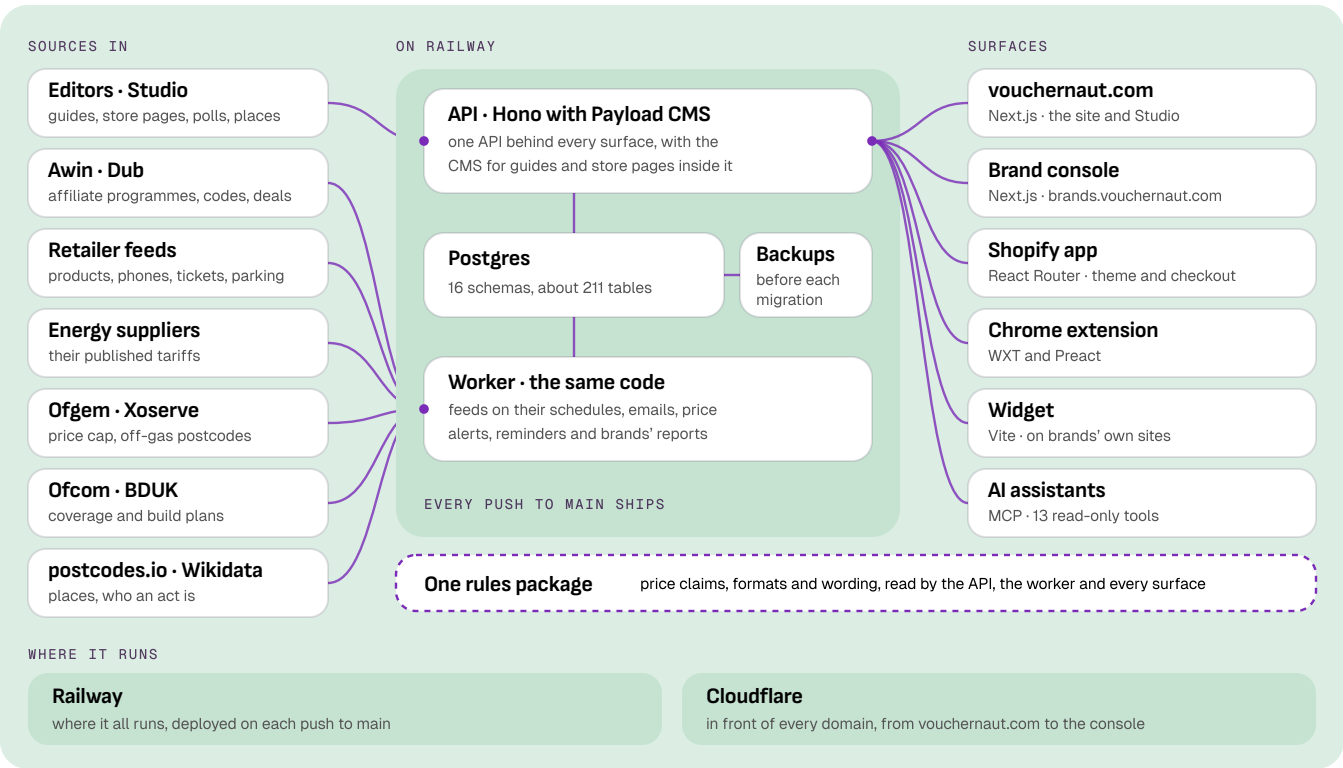


FIGURE 5.1 How Vouchernaut fits together on 12 October 2026. Editors, feeds and public data come in on the left, the API and the worker share one database on Railway, and six surfaces read the API.

Everything lives in one Turborepo that deploys to Railway on every push to main. The API is Hono with Payload CMS in the same process, so the guides and everything the feeds bring in share one Postgres database, split by area into 16 schemas. A worker built from the same code runs the feeds, the emails and brands' reports.

Any rule two surfaces need lives once, in the shared package. And every outside party has a Fake: billing, identity checks, SMS, CRM sync and parking quotes all run end to end in development, so moving to a real provider is a setting, not a rewrite.

THE STACK ON 12 OCTOBER 2026

Next.js	the site, Studio and the brand console
Hono	the API, with OpenAPI docs for partners
Payload	the CMS for guides, inside the API
Drizzle	14 schemas, 97 migrations
TypeScript	every app and package
Better Auth	accounts, teams, two-factor sign-in
Vitest	about 5,500 test cases
WXT	the extension, with Preact
React Router	the Shopify app

IN NUMBERS

The size of it

On 12 October 2026: about 530,000 lines of code, more than a quarter of them tests, and a worker that runs nine feeds and checks by itself.

530_K

lines of code, 466,704 of them TypeScript, not counting blanks or comments

5.5_K

test cases in 553 spec files, 145,420 lines of tests, all run by one command

211

Postgres tables in 16 schemas, built by 142 migrations

554

API routes, 50 of them in the documented partner and widget APIs

WHERE THE LINES ARE

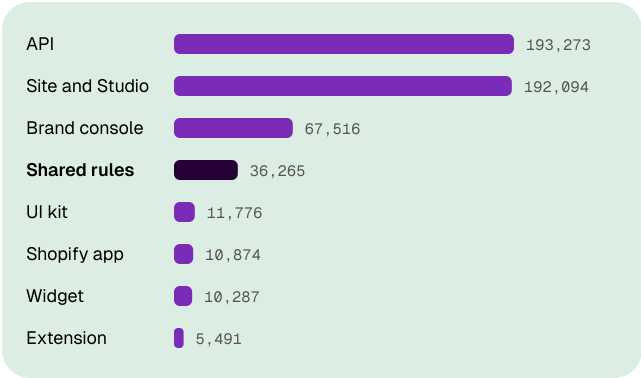


FIGURE 5.2 Code lines by app, counted with cloc on 12 October 2026. The shared rules package is the fourth largest.

ALSO COUNTED

Commits on main	772 in 22 days, one committer
Pull requests	48, all merged 8–12 October
Migrations	97 Drizzle, 38 Payload, 7 Shopify
Site routes	80 public, 11 for members
Studio	49 screens for editing
Shared rules	71 entry points, 50 spec files
Assistant tools	13, all read-only
Sitemap sections	18
Agent sessions	203 Claude Code, 615 subagent runs

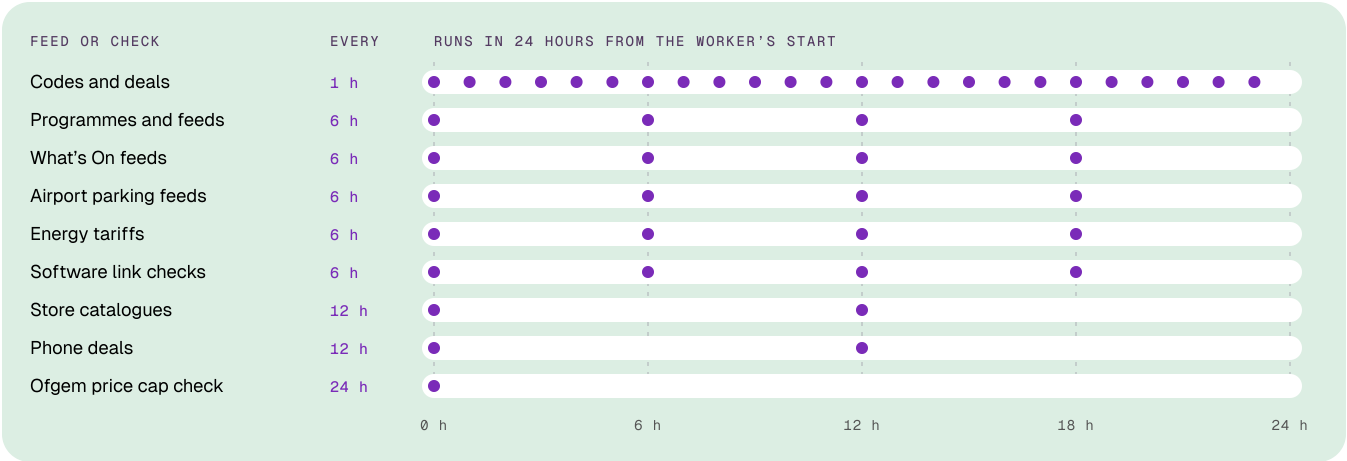


FIGURE 5.3 The worker's day, as set in code on 12 October 2026. Beside these, price alerts and contract reminders go out every 15 minutes, brands' reports roll up every 10 and the email engine checks its editions every minute.

— DECISIONS

Decisions worth telling

Most of the engineering is ordinary. These six calls aren't: each keeps a promise to shoppers, brands or networks in code rather than in a policy, so nobody has to remember it.



1 One rules package

The API, the site, Studio, the brand console, the widget, the extension and the Shopify app all import one shared package: 71 entry points holding price-claim wording, the phone finder's query format, What's On's categories and the polls' "one in three" maths. More than 700 files read it. When I change what counts as a price drop, the SQL, the page and the copy move together, because none of them keeps a copy of the rule.

3 The law, written as code

Pricing rules are easiest to keep when the code can't break them. The 28-day hold behind "down from" is set once, and read by both the query that finds drops and the copy that words them. Every phone price rise is drawn by one piece of code, in pounds, pence and month, straight under the monthly price it changes. A car park's on-the-day charges are read from its feed's own words, so they join the total the CMA expects, or no price shows.

5 One click policy

Every network and the Chrome Web Store has its own rules for extensions. I took the strictest of each and made one: a shopper goes through a Vouchernaut link from the extension only on their own tap, for something they get from it, and never while another publisher's referral stands. One rule decides every click the extension sends, so a new screen can't add one of its own, and the site publishes it for networks to check.

2 Money as integers

No price is ever a float. Catalogue prices are pence, and the database refuses a zero, because a feed's 0.00 means "priced on the store's site", not free. Energy goes further: rates are integers in millionths of a pound before VAT, since suppliers publish four decimals of a penny, so 26.5956p a kWh is stored as 265956 and VAT is added by fuel and date. Brand orders are minor units too.

4 Releases that back themselves up

I deploy several times a day, so a backup on every deploy would be noise. Instead, every release that changes the database backs it up first, and a release whose backup fails doesn't go out. Background jobs wait until the database has caught up with their code before they start, so nothing runs against a half-changed database, and a shopper never meets a page built on one.

6 A bad feed never empties a page

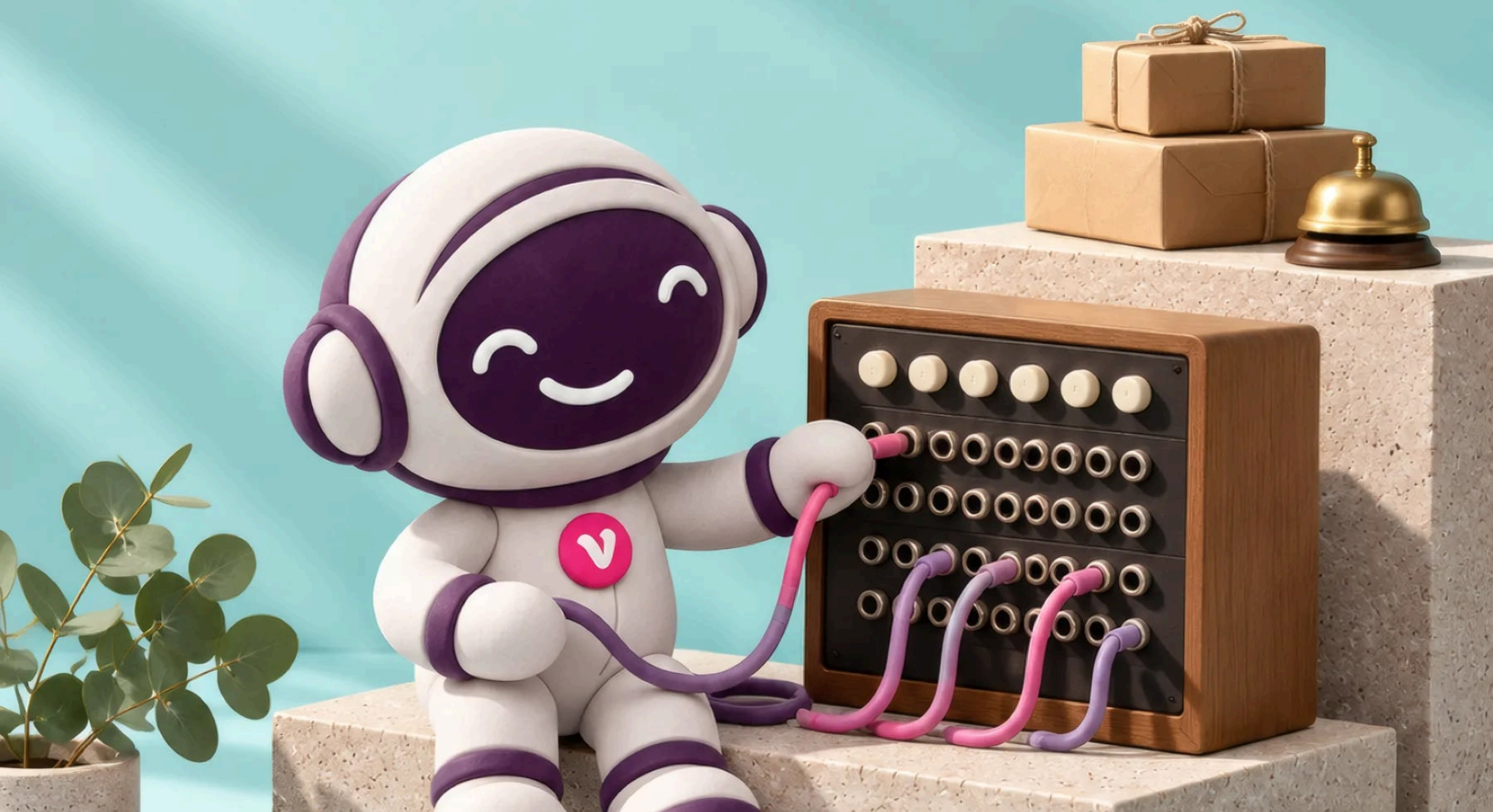
Retailers' feeds fail, arrive empty or change overnight. When an import fails or comes back with nothing, the store keeps what it had, so a shopper never lands on an empty shop because one file went missing. Before each import a few of the store's photos are tried, and when most won't load, its products take the network's own copies. Products without a photo sort after those with one.

— CHAPTER SIX · OPERATIONS

Operations

Every tracked link depends on a network that accepted the site, a server that stays up and a rule that is kept. I joined the networks, released the extension and the Shopify app, ran the servers and pitched brands myself.

06



IN THIS CHAPTER

Networks and platforms

31

Servers, schedules, rules

33

Going to market

35

— AFFILIATE NETWORKS

Joining the networks

A voucher site sees a brand's codes only once that brand's programme accepts it. Vouchernaut is a publisher on Awin, and on Dub for software, and every approval takes the same path to a page.

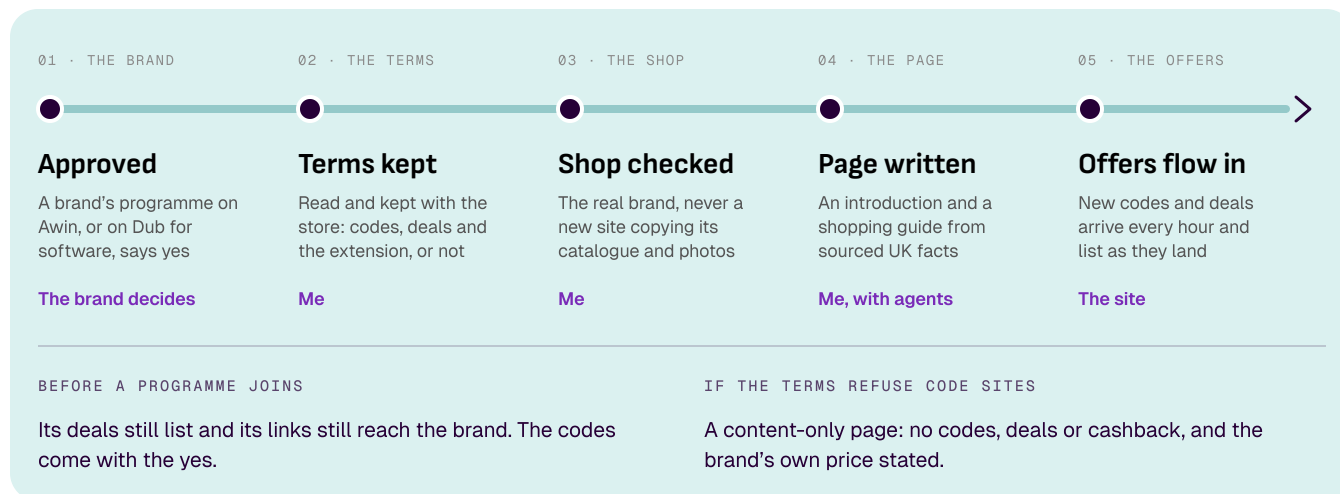


FIGURE 6.1 How a joined programme becomes a store page on Vouchernaut, October 2026.

An affiliate network tracks a sale from a publisher's link to the brand's checkout and pays the publisher a commission. Brands accept publishers programme by programme, and each programme's terms say where its codes may appear. Most of Vouchernaut's links run through Awin. A programme that hasn't accepted yet still carries shoppers: its deals list and its links reach the brand, and its codes arrive once it says yes.

From approval to page

An approval publishes nothing by itself. Its terms are read first and kept with the store, because they decide what the page may carry. Then the shop is checked, so a new site copying a real brand's catalogue, photos and prices never gets a page. Only then is the page written and published, and from that day its codes and deals keep themselves current, though a deal that states no saving waits for me. Commission never changes which offers show or in what order.

Brands that refuse code sites

Some brands welcome publishers but not voucher sites. They still get a page, content-only: no codes or deals, no cashback, no place in the browser extension, and a plain line saying the brand issues no codes and its own site's price is its price. Brands that allow codes on the site but not in extensions keep their codes, and the extension leaves them out. Each switch is set from the terms before the page goes live (p. 12).

Software, through Dub

Software makers mostly run referral programmes on Dub. The software section opened on 11 October with 21 programmes, each with a store page, its new-user deal and a link that is checked through the day, so no page sends anyone to a dead end. They sit in a software section of their own, apart from the shops.

— RELEASES

Platforms and stores

Shopify, Chrome and the AI assistants each review what they carry, so each got a release process of its own.

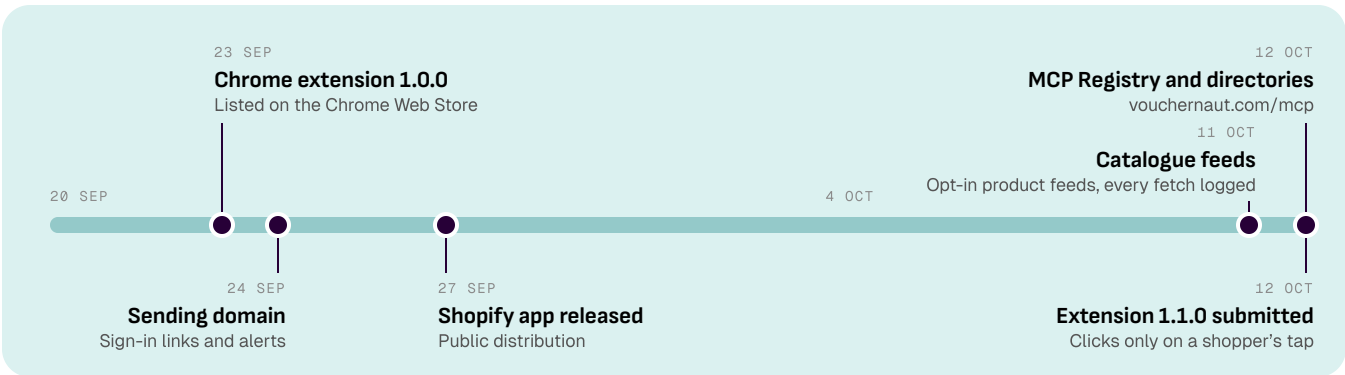


FIGURE 6.2 Releases and listings on outside platforms, 20 September to 12 October 2026, on one scale.

Shopify

PARTNER APP · 27 SEP

Shopify's app template became an admin, a theme extension and a checkout extension, released on 27 September as a Partner app any shop can install. A new shop starts with a students' offer in test mode, the theme embed and product messages ready, and a checklist on its home screen; live mode follows once the brand is verified. The app answers Shopify's privacy requests and has a written incident procedure.

Chrome Web Store

1.0.0 · 23 SEP

Listed by WithSeismic under Shopping as "Vouchernaut: codes & cashback", the extension went out as 1.0.0 on 23 September with a 32-second film made for the listing. Version 1.1.0, built to the click policy on p. 29, was submitted on 12 October with a changelog drawn from commit notes.

AI assistants

MCP REGISTRY · 12 OCT

The official registry of MCP servers, the standard way assistants call outside tools, has listed vouchernaut.com/mcp since 00:58 Prague time on 12 October. That day I submitted it to Claude's connector directory and Meta's two connector programmes and built a ChatGPT plugin package. Directory rules shaped the tools: their descriptions state facts and give no instructions, and every paid link is marked as one, with the commission disclosed.

Email

SENDING DOMAIN · 24 SEP

Sign-in links, price alerts, contract reminders, the Weekly and What's On go out from the site's own sending domain, set up on 24 September. Every list is double opt-in and keeps the words of the box that was ticked, every email has a one-click unsubscribe, and an address that bounces or complains is sent nothing more.

Catalogue feeds

INFRASTRUCTURE · 11 OCT

Product feeds for shopping catalogues shipped on 11 October. A feed lists nothing until an editor names what it covers, starts as a draft, and takes only items a shopper can buy now, from stores whose programme is joined and whose terms allow it. Each fetch is logged, and a struck-through price is only one the site's own price history backs.

INFRASTRUCTURE

Run by one person

A worker keeps the schedules and public datasets feed the comparison tools. What reaches me is the work that needs a person.

It runs on Railway behind Cloudflare, and every release that changes the database backs it up first. Every merge to main deploys itself, so a change I review in the afternoon is live that afternoon. Between 10 and 12 October 44 pull requests were merged, many from agent sessions running side by side (p. 11).

Most of the running is on a schedule. The worker drafts and sends the emails, reads every feed again and forgets data once it is past its date. What's left is mine: approvals, store pages, what each email leads with and each new public data release.

WHEN	WHAT HAPPENS	WHO
Every hour	New codes and deals arrive from the networks; any that state no saving wait for me	WORKER, THEN ME
Every few hours	Shop products, phone deals, energy tariffs, What's On and airport parking read again	WORKER
Every day, 9am	Price-drop round-ups and contract-end reminders, each address at most once	WORKER
Every day	Ofgem checked for a new price cap; expired requests and old data forgotten	WORKER
Tuesday, 7am	Thursday's Weekly drafts itself from live data and reassembles hourly	WORKER
Midweek	Releases, several a day; guides and store pages researched and written	ME, WITH AGENTS
Thursday, 7am	The Weekly sends itself with four or more deals; brands get their report	WORKER, THEN ME
Friday, 8am	What's On this weekend, to readers of each place they chose	WORKER
Every week	Group organisers' summaries, sent only when something happened	WORKER
As they arrive	A new approval's terms read, the shop checked, then a store page	ME
New releases	Connected Nations, BDUK and Ofgem's cap loaded as each is published	ME

FIGURE 6.3 The operator's week in October 2026, from the schedules in the code and the routines on record.

PUBLIC DATA LOADED INTO PRODUCTION, 10 OCTOBER 2026

Ofcom Connected Nations	2026-01	About 1.74 million postcodes	Each postcode's share of homes by broadband speed, and the colours on the checker's map
Building Digital UK premises	2026-05	About 1.55 million postcodes	What's coming to each postcode: gigabit now, a network's own plan, Project Gigabit or nothing planned
Ofgem cap, regions, gas	Annex 9	14 cap regions	Each region's cap, and whether a postcode has mains gas, from Xoserve's off-gas register

New releases come each spring, summer and December (Connected Nations) and about every four months (BDUK), and each is loaded when it appears.

— COMPLIANCE

The rules the product keeps

Regulators, Chrome, the networks and the brands all set rules. Each one is written into the product once, so every page keeps it.

THE RULE	WHERE IT COMES FROM	WHAT THE SHOPPER SEES
ADVERTISING AND CONSUMER LAW		
Every tracked link tagged Ad and marked sponsored for search engines; paid spaces say Sponsored	ASA and CAP guidance on affiliate marketing	A small Ad beside any link that may earn, and Sponsored on every paid space
Superlatives cover only what's listed, and each phone page says how it ranks deals	The CMA's guidance on the DMCC Act	"How I rank these" on every phone page: commission never sets the order
A ticket price only once the seller's fees are checked, and none from a feed over 36 hours old	DMCC Act, section 230; CMA209	A price with the booking fee in it, or none
No tickets for designated football matches: Scottish domestic games only, labelled resale	Criminal Justice and Public Order Act 1994, s.166	Only Scottish league and cup games, each marked as resale
DATA OWNERS AND LICENCES		
Where Ofcom's API data shows: its descriptors word for word, its notice beside it, nothing kept past a month	Ofcom's API terms of use (2025), clause 4.2	Ofcom's own words for each speed and signal, with its notice beside them
Never "fibre" alone: full fibre, part fibre or cable	Ofcom's wording since 2024	Each provider named for the line that reaches the home
Open data credited with its notices: Connected Nations, BDUK, Ofgem, Xoserve	Open Government Licence	The source and its licence beside its figures
CHROME, THE NETWORKS AND THE BRANDS		
A link, code or cookie only after the shopper acts, for their own benefit, with the programme disclosed	Chrome Web Store affiliate ads policy (2025)	Nothing is sent until they tap, and copying a code sends nothing
The extension stands down for the session, and at least an hour, when another publisher sent the shopper	Awin's rule 4; CJ, Rakuten, Impact and Dub	No extension panel on a visit another site sent them on
Each programme's terms read before its page goes live; stores can be content-only or kept out of the extension	Brands' own programme terms	A content-only page says plainly that the brand issues no codes
Assistant tools state facts, give no instructions and mark every paid item as paid	AI assistants' directory rules	An assistant's answer says once that a link may earn commission
PRIVACY		
Double opt-in, the exact words of every box ticked kept, one-click unsubscribe on every email	UK GDPR and PECR	A confirmation email first, and a one-click way out of every list
Export, withdrawal and erasure for shoppers; a breach reported to the ICO within 72 hours	UK GDPR; Articles 33 and 34 for breaches	A page to download or erase what the site holds about them

+6

Three are my own: energy rates as prominent as the yearly cost with no claim to cover every supplier, poll results only from 100 answers, and clean shared links. Three more are in chapter 5 (p. 29): the 28-day rule for "down from", phone price rises under every monthly price, and parking totals with the day's charges in them.

— GOING TO MARKET

Finding readers and brands

Readers come through guides and a weekly email. Brands come through a rate card, a press kit and a 66-page guide.

FIGURE 6.4 The booking planner on vouchernaut.com/advertise, with two November weeks picked, 12 October 2026. Nothing is reserved until I book it.

Readers arrive through guides: 76 were published by 12 October. Each starts from what UK shoppers search for and from sourced facts, answers the question first, and carries live shop grids, maps and polls in the copy, the way I wrote my *Dinners With Friends* blog.

Vouchernaut Weekly went live on 11 October: Thursdays at 7am, assembled from what the site checked that week, with each reader's own stores and watched prices on top. A brand can send an exclusive for an

edition; it leads under "Only for Weekly readers", and the brand gets its store's report back.

Brands book from the rate card at [/advertise](https://vouchernaut.com/advertise), live since 25 September: the homepage lead space at £195 a week, featured partners at £95 and category tenancies at £35. The planner shows which weeks are taken, prices the weeks around Black Friday at £495 and turns a brand's picks into an order to email or copy.

Press kit

VOUCHERNAUT.COM/PRESS · 12 OCT

Dated figures, a paragraph to copy, Vinny in 21 poses, logos, colours and type, and an 82 MB download

Brand guide

66 PAGES · 12 OCT

Researched chapters, clay art and real UI



Takeover preview

ANY STORE · ONE HOUR

A brand sees its own store in every sponsored space, in its browser only

How I work

I brief and approve the spec, agents do most of the typing and I review the work. The calls that need a person stay mine: what to build, how it looks, what the law allows and what gets published.

07



IN THIS CHAPTER

One person, many agents

37

What stays with me

38

Working together

39

ONE PERSON, MANY AGENTS

One feature through the loop

What's On was planned, built and released on 11 October 2026, then taken further the next day. Step by step, it shows where the agents worked and where the calls were mine.

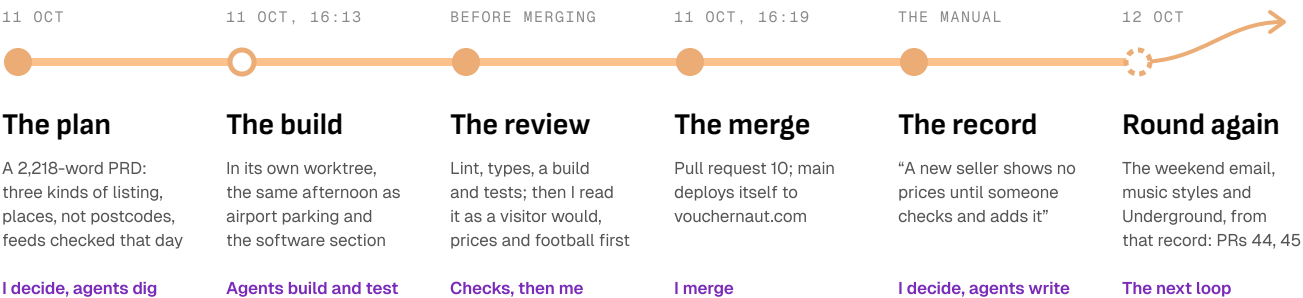


FIGURE 7.1 What's On through the loop, 11 and 12 October 2026. Filled stations are my calls; the ring is the agents' own.

What's On began as a plan, as every feature here does. Its PRD, the product requirement document, runs to 2,218 words and opens with four aims: useful first, honest about prices, safe in law and fast. The sellers' feeds were checked the day it was written, so the plan rests on what each feed actually holds.

The decisions in it are mine. A listing is one of three kinds: an event on one date, a show with a run of its own, or an experience bookable any day. Places beat postcodes, so about 90 towns, cities and areas get pages, and a show's dates fold into one listing with a tile for each. The plan already held the legal limits on football and ticket fees (p. 34).

Agents built it in a worktree of its own, the same afternoon as airport parking and the software section. Its first commit landed at 16:13 and the pull request merged six minutes later. Before that I read it as a visitor would, starting with the prices and the football. A price that leaves out a fee, or a match the law keeps off the page, goes back to the agents with the reason, and the reason goes into the record.

Then the record. The project's written manual gained a What's On section holding each of those rules, so later work starts from them, and the next day's work began there: the Friday weekend email and music styles in pull request 44, then raves, club nights and DJs filed under Underground in 45. By 16:37 on 12 October it listed 21,087 events, shows and things to do in 86 places.

THE TOOLS

Claude Code

Builds, tests and reviews, and runs teammates in parallel when a backlog is long.

Codex CLI

A second agent for parallel work, and for art: Vinny's clay renders and guide covers.

Skills

Routines written once and reused: working a backlog, researching a guide.

Worktrees

Each session on its own branch and copy of the code, so several features build side by side.

— WHERE THE LINE SITS

What stays with me

Agents are quick at work that has a right answer. Questions without one, such as what a brand will accept or what a regulator means, stay with me.

I KEEP

Product calls. Which ideas get built. “Verify once” was an Awin listing of mine in September 2020; it shipped as the discount hubs on 11 October 2026.

Taste. Vinny’s move from a flat drawing to clay, the house style of the art and the voice of every page.

The law. Every tracked link carries a visible Ad tag and is marked sponsored in its code, and every sign-up keeps the exact words of the box that was ticked.

What goes out. A poll result is quoted only after 100 answers, and each programme’s terms are read before its store page goes live.

Money and inboxes. The rate card, from £35 a week for a category to £195 for the homepage lead, and a cap of one deals email a day for every reader.

I HAND OVER

Typing. About 530,000 lines of code, 145,000 of them tests written alongside each change, all from my specs.

Research legwork. Sourced UK facts, regulators’ guidance and each network’s rules, gathered before a guide or a feature is planned, then checked by me.

First drafts. Store-page copy, guides, emails and the brand guide’s chapters, which I edit.

Repetition. One change carried across every page it touches, and the same checks run before every merge.

Follow-ups. Scheduled agent tasks that check back on a date, such as whether an app store’s review has finished.

— A DAY IN THE BUILD

Sunday 11 October 2026

118	15	21	203
commits on main	hours with a commit	Claude Code sessions	subagent runs

The agents wrote what landed. The calls around it were mine: porting my Dinners With Friends research method, so guides start from sources (pull request 7); showing an airport car park’s price only when it is the full price, fees included; and drawing a walk’s route only from the file its own page publishes. What’s On went round the whole loop that afternoon (page 37).

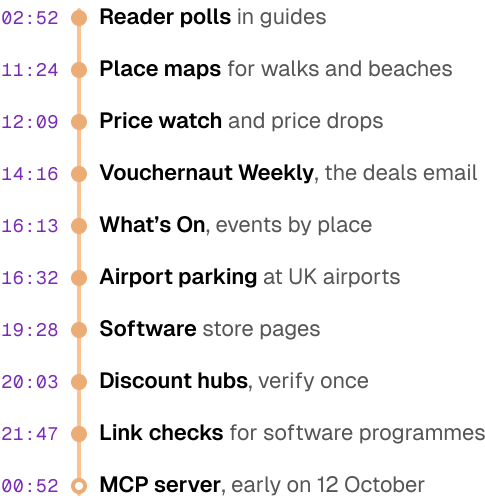


FIGURE 7.2 First commits on 11 October 2026, Prague time.

— WORKING TOGETHER

What this means for your project

None of this is specific to vouchers. Your project would run on the same loop, in your repository, with me answerable for every decision and every release.

THREE WAYS TO WORK WITH ME

01 · CONTRACT

Embedded in your team

I own a product area or its technical delivery inside your team, through release and review, with responsibilities and review points agreed before I start.

02 · PROJECT

A defined build

A bounded audit, implementation or product build, with deliverables, dependencies, fee and delivery window agreed in writing. Discovery, if it's needed, is scoped on its own.

03 · FIXED PRICE

The Revenue Loop Sprint

Ten business days, £12,000 fixed, for an established B2B software product: one activation, retention or payment problem, a tested change in production and a 30-day evaluation plan.

HOW I'D RUN YOURS

- 01 **Agree the problem and the number.** What should change for your customers or revenue, and how we'll know it did.
- 02 **Write the spec and the manual.** PRDs and a decisions record you can read, and a written manual of your rules that every agent session works from.
- 03 **Build in parallel, inside your process.** Agents on their own branches, through your tests, review and CI.
- 04 **Review and release.** I review each change before it merges, and stay through QA, release and monitoring.
- 05 **Leave the record behind.** Specs, tests, the manual and the decision log stay with your team.

THE SAME LOOP, ELSEWHERE

10_{days}

for Benson, my coupon-extension blocker, from an empty repository to a relaunch on 4 October 2026: 44 specs, 836 commits.

100₊

client engagements at WithSeismic, my studio since 2016, for clients including Framer, Contra and The Motley Fool.



Tell me what you need owned

Send me the problem, the team and the part you want one person to answer for. I'm in Prague and work onsite in London or remotely, on engineering contracts and selected permanent roles.

withseismic.com

doug@withseismic.com

— WORK WITH ME

Doug Silkstone

I design products, build them, find their customers and run the business behind them. If your team needs one person to own that whole path, let's talk. I'm based in Prague and work remotely or onsite in London.

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Vouchernaut is run by Douglas Anthony Silkstone, a sole trader registered in the Czech Republic (IČO 10911243). Prague, Czech Republic. Figures are dated 12 October 2026 and come from the Vouchernaut repository and vouchernaut.com's public pages.

Set in Sofia Sans, Geist and Geist Mono. Store, brand and network names in the screenshots belong to their owners and are shown only to document the work. Vinny's scenes were made for this book.