CASE STUDY

# From Idea to Production: Building Intenora with AI-Assisted Development

How Aruvi Consultancy Services used AI-assisted development, Firebase, Stripe, APIs and modern web technologies to turn a product concept into a functioning subscription application.

Suganth Srichandramohan · Aruvi Consultancy Services Inc. · 2026 · Live product: intenora.com

## 1. The Challenge

Most productivity software helps people get more done. I am not sure that is always the problem. The harder question is whether the day is pointed at anything that matters. Task lists grow. Calendars fill. The North Star stays in a notebook, if it is written down at all.

I designed and built Intenora through Aruvi Consultancy Services. It is my product, not a client brief. I wanted a working proof that a consulting practice can take an idea through authentication, cloud data, payments, and production. The challenge was simple to say and messy to ship: connect a person's direction to what they actually do today.

## 2. The Idea

The product idea is a loop. Name a North Star. Set intentions for the months ahead. Turn those into goals. Break goals into daily actions. Reflect on whether the day matched the intention. Track that work across the areas of life a person actually cares about.

On the live site, Intenora describes itself as intent in the present moment (*inten* + *ora*). The public product currently includes North Star and intention setting, monthly and longer-term goals, daily actions, recurring habits, reflection and state management, six life areas the user defines, calendar-based planning, Google Calendar integration, accounts and sign-in, cloud sync, annual and lifetime payment options, a responsive desktop and mobile experience, and Health Metrics.

## 3. From Concept to Working Product

A static mockup would have been easier. I did not stop there. The work went through the full path a real product needs: a public site, sign-in, a payment gate, per-user cloud data, and a tracker people can open on a phone or a laptop.

The current flow on intenora.com is: create an account (Google or email), choose a plan, set intentions, then open the tracker. Access unlocks after Stripe confirms payment. Cloud sync is the point of the account, not an afterthought.

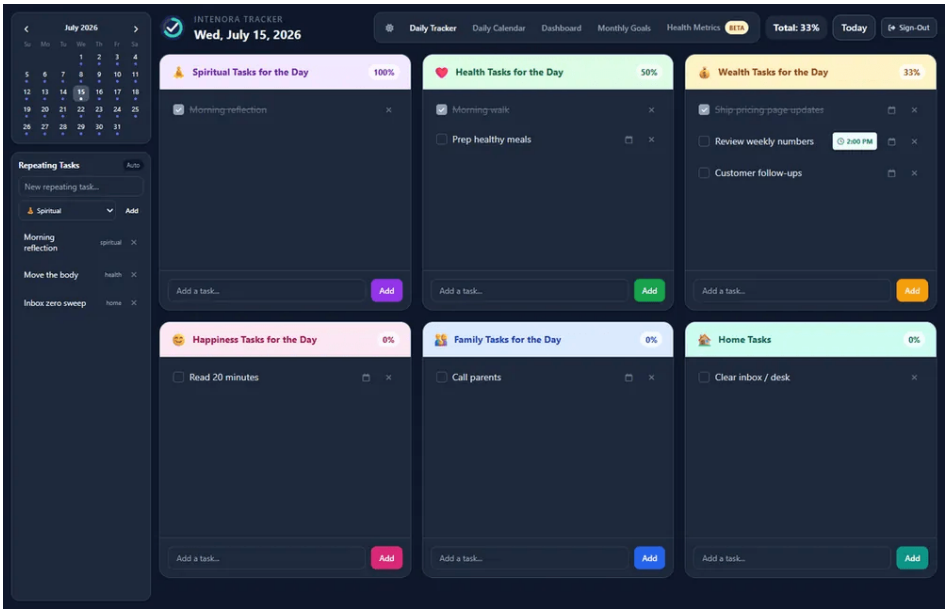


*Figure 1. Daily planning in the live tracker, grouped by life area.*

## 4. AI-Assisted Development

I used Grok Build to accelerate design, coding, debugging, and refinement. AI-assisted development. I still had to decide what the loop was, which services were necessary, what to leave out, and when a screen was good enough to ship. The model did not make those calls.

I am not a software engineer by training. Domain judgment, requirements, and a willingness to sit with a messy first version mattered more than a perfect stack diagram. AI compressed the distance between “this should exist” and “this runs in production.” It did not replace testing, architecture, or product calls.

## 5. Connecting Firebase and Authentication

The production app is a web application (HTML, CSS, and JavaScript) hosted on Firebase. User accounts use Firebase Authentication. Sign-in on the live site is Google or email and password (username is supported at sign-up as a lookup). Application data lives in Cloud Firestore.

Security rules keep that data per user: a signed-in person can read and write only their own user document. Google Calendar tokens are not readable from the browser; Cloud Functions using the Admin SDK handle that path. That is a boring sentence. It is also the difference between a demo and something you can ask a stranger to trust.

## 6. Integrating Stripe and Payments

Pricing on the live site is currently an annual subscription ($9.99 / year) and a time-limited lifetime option ($19.99 once, listed through the end of 2026). Checkout is Stripe. Access is supposed to unlock only after Stripe confirms payment, not because a button was clicked.

A Cloud Function receives Stripe webhooks and writes payment status onto the user record. That is unglamorous plumbing. It is also why this is a product instead of a prototype: accounts without a working payment path are still a demo.

## 7. Connecting Google Calendar

Planning splits when the calendar lives in another app. Intenora connects Google Calendar so Google events can appear in the day, and so Intenora blocks can update Google Calendar. OAuth and the calendar API run through Firebase Cloud Functions, not as a secret sitting in the browser.

Outlook sync is listed on the site as next, not current. This case study does not treat it as shipped.

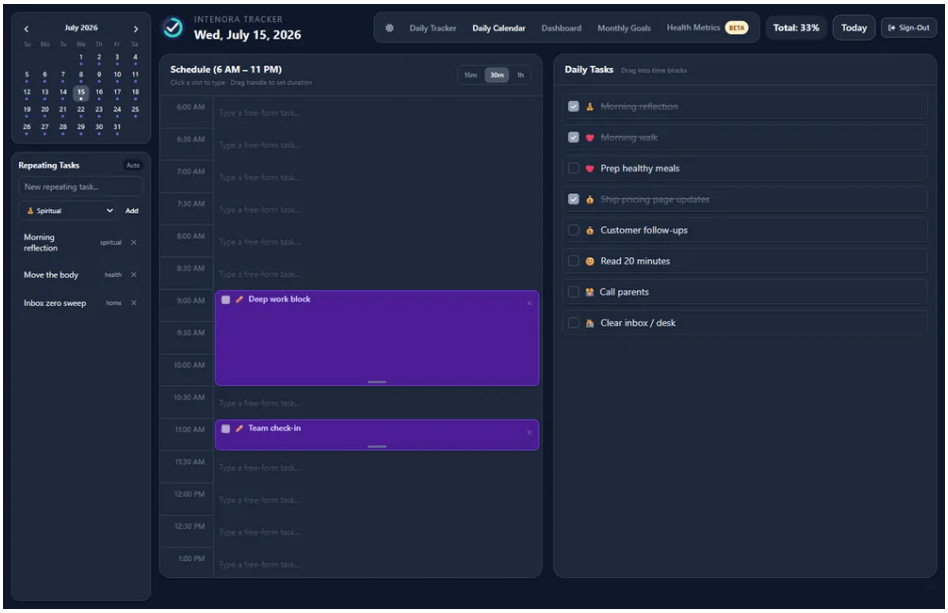


*Figure 2. Calendar-based planning with Google Calendar connected.*

## 8. Designing the User Experience

The tracker has to work as a daily habit, not a consulting slide. Dark and light themes, a day view by life area, monthly goals with subtasks, recurring items, a yearly completion view, reflection (emotional and mental state, importance, triggers), and Health Metrics (sleep, glucose, eating window, energy, and personal markers) are in the live product. The public site walks through the same loop on desktop and on a phone.


*Figure 3. Yearly completion by life area in the tracker.*

## 9. From Prototype to Production

Production here means a public URL, Firebase Hosting, Cloud Functions in us-central1, live Stripe checkout, and Firestore rules that assume real accounts. You can sign in. You can pay. I am not attaching user counts or revenue.

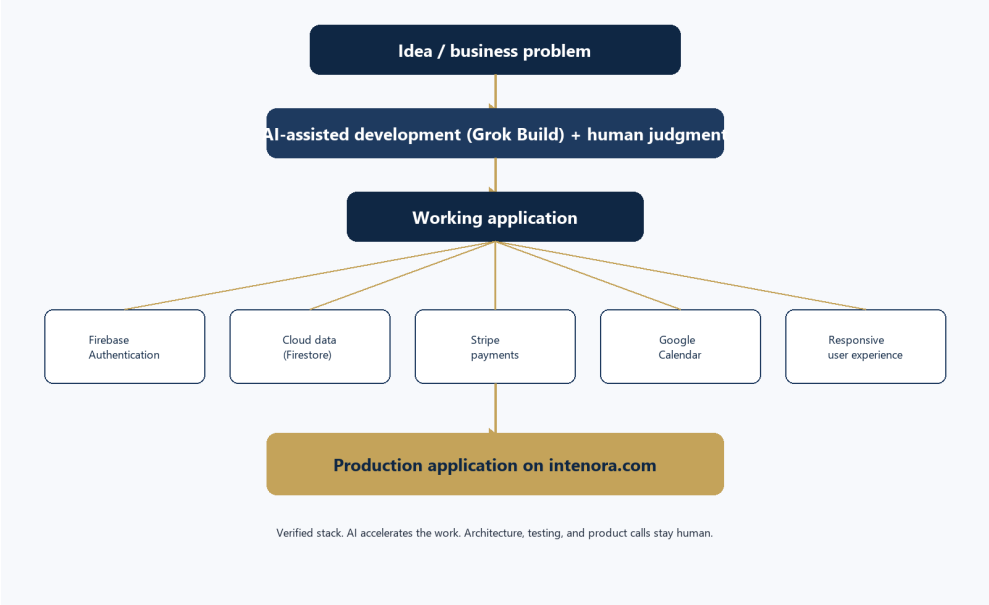


*Figure 4. The path from idea to a production application, with only services that are actually in the product.*

| Layer | What shipped (verified) |
|---|---|
| Hosting | Firebase Hosting at intenora.com |
| Auth | Firebase Authentication: Google and email/password |
| Data | Cloud Firestore; per-user read/write rules |
| Server logic | Firebase Cloud Functions (Stripe webhooks, Google Calendar OAuth and API) |
| Payments | Stripe checkout; annual subscription and lifetime option |
| Calendar | Google Calendar integration (Outlook listed as next) |
| Build method | AI-assisted development with Grok Build; human architecture and testing |

## 10. What This Demonstrates for Businesses

Plenty of people have a repo. I would not sell this as “I built an app.” For a business owner or a professional-services firm, the more useful reading is that a consulting practice can:

- Translate an idea into a working digital product people can sign into.
- Break a fuzzy life-planning need into a loop that software can hold.
- Use AI to accelerate development without treating AI as a substitute for architecture or judgment.
- Connect several services (auth, cloud data, payments, an external calendar API) into one system.
- Implement authentication and payments rather than stopping at a prototype.

- Iterate in production (Health Metrics and State Management moved from beta to live on the public site).
- Take a concept through implementation and deployment.

For a business owner or a professional-services firm, that is the gap that usually kills AI experiments: the distance between a workshop and something customers, staff, or you can actually use.

## 11. Beyond the Technology

AI is most useful when it is tied to a real process or user need. Before any model or cloud console, the questions were ordinary consulting questions:

- What problem are we solving?
- Who experiences it?
- What does the desired workflow look like?
- What information does the system need?
- Which parts should be automated?
- Where should humans remain in control?
- Which technology components are actually necessary?

Intenora is an example of combining business analysis, process thinking, AI-assisted development, and technology implementation. The stack is in service of the loop. I tried to keep it that way, even when it would have been easier to add another screen.

## 12. Lessons Learned

- Payments and auth are the line between a prototype and a product. Draw that line early.
- Per-user data rules are not a later hardening step. They are the product.
- AI will happily generate a screen. It will not tell you Outlook is not shipped yet.
- A public site that lists “next” features is more honest than a case study that pretends they are live.
- Iteration in production (beta to live) is part of the work, not a failure of the first release.

*“AI can shorten the distance between a business idea and a working solution. Successful implementation still requires business analysis, process thinking, architecture, testing, and human judgment.”*

## 13. How Aruvi Consultancy Services Can Apply the Same Approach to Help Solve Your Business Problems

The same shape of work applies when the “product” is not a consumer tracker. A campaign module on a law firm CRM. A staff tool that must stay on the network. A workflow that needs a login, a payment, or a calendar. The ingredients stay similar: name the process, bound the first module, use AI to move faster, keep humans on architecture and review.

If you have a process, a workflow, or a product idea you would like to test the same way, I am glad to talk it through.

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Live product: https://intenora.com/ · This document is a consulting case study of Aruvi’s own product work, not a client engagement. Capabilities described were checked against the live site and codebase at the time of writing.