From Market Gap to Live Product in 20 Hours

How one business strategist built a full AI legislation tracking platform for Indiana businesses using Claude Code.

128	20 hrs	~$2-3	10,600+
Bills Tracked	Build Time	API Cost	Lines of Code

Harrison Painter | LaunchReady.ai | March 2026
ailawtracker.org

The Problem

AI regulation is accelerating. There are 128 active bills at the federal and state level right now that could affect Indiana businesses. But the only tools tracking this legislation are built for lawyers. Dense legal databases, paywalled analysis, no plain-English guidance.

Indiana business leaders who use AI, or whose teams do, had no resource designed for them. No way to understand what was coming, what it meant, or how exposed they were.

The Decision

I saw the gap on a Wednesday evening. By Friday night, the solution was live.

Not by hiring a developer. Not by commissioning an agency. I built it myself using Claude Code as my AI architect. Twenty hours of focused work across three days.

The question was not whether I could build it. The question was whether I could build something good enough to be the definitive resource for Indiana businesses navigating AI regulation.

[Level 5: Design Thinker]

> **About the 7 Levels**
> This case study references the 7 Levels of AI, a proficiency framework developed by LaunchReady.ai that maps how professionals progress from basic AI usage to full orchestration. Each level is defined by a human skill, not a technical one. The inline callouts show which level a specific decision or action represents. A full reference is included on the last page.

What I Built

ailawtracker.org is a free AI legislation tracker designed for business leaders, not lawyers.

The core: 128 bills tracked (19 federal, 109 Indiana) with daily automated updates. Every bill gets a plain-English summary, a risk rating from 1 to 5, and industry tags. No legal jargon anywhere.

[Level 4: Context Engineer]

The guides: Four compliance guides covering the full Indiana AI landscape, hiring obligations, a step-by-step compliance checklist, and the Illinois AI Act (which applies to Indiana employers who hire across state lines). 3,500+ words of original analysis on the pillar page alone.

The risk check: A 5-question assessment that gives any business a personalized AI compliance risk report in 2 minutes. The content is free. The personalized report requires an email.

The directory: 113 lawmaker profiles with photos, bios, committee assignments, and AI stance classifications. Every Indiana state legislator and relevant federal representative.

The map: 45 active and proposed data center projects across Indiana on an interactive map. Investment amounts, job counts, and status for each.

The automation: Daily bill sync pulls new legislation from Congress.gov and Open States, runs it through AI classification, and updates the site. Weekly newsletters go out every Monday. Zero ongoing human effort.

[Level 6: Systems Integrator]

10,600+ lines of production code. 150+ dynamic pages. Five external API integrations.

How It Happened

Day 1: The Foundation (March 19, ~6 hours)

Started at 4:20 PM with an empty scaffold.

By 5:01 PM, the entire core application was committed. Bill tracking, data pipeline, AI-powered summaries, filtering, and search. I defined what the platform needed to do and who it was for. Claude designed the technical architecture to deliver it.

[Level 4: Context Engineer]

The next decision was quality. The initial AI summaries used a cheaper model and read like Wikipedia entries. I evaluated the output, decided it was not good enough for the audience, and directed an upgrade to Claude Opus. The summaries got dramatically better.

[Level 2: Prompt Engineer]

Then the email system. I started with Kit's forms API, hit limitations, switched to their subscribers API. Built an automated weekly newsletter. Went through six iterations in an hour. On the sixth iteration, I caught a critical issue: the broadcast was set to send to my entire email list, not just AI Law Tracker subscribers. Fixed it before a single email went out.

[Level 3: Critical Thinker]

By 10:19 PM, the product was live, branded, and functional. Domain connected. Email system working. Design polished.

Days 2-3: Depth and Credibility (March 20-21, ~14 hours)

Day 2 added the About and Governance pages. Day 3 was where the product became comprehensive.

Morning: four compliance guide pages with full SEO markup. Five industry-specific pages. The interactive risk assessment tool with bot protection.

Afternoon: the lawmaker directory (113 profiles with photos sourced from official directories). The data center map (45 projects plotted on an interactive map). And the accuracy audit.

The accuracy audit is the part that matters most.

[Level 3: Critical Thinker]

I directed a systematic review of every piece of AI-generated content on the site. Found and fixed:

- An incorrect statute citation (740 ILCS 180 corrected to 820 ILCS 42)
- A bill marked as "proposed" that was actually signed into law in August 2024
- Penalty language for the Video Interview Act that AI had fabricated
- Six federal legislator bios with hallucinated committee assignments
- Broken photo URLs from Congress.gov

Then I published all of it. The accuracy page at ailawtracker.org/accuracy shows the methodology, the audit log, and the known limitations. Transparency is the whole point.

Final blended accuracy score: ~90/100.

What 20 Hours Actually Looks Like

Twenty hours sounds fast. It is fast. But it is not easy, and it is not passive.

AI did not build this while I watched. I made hundreds of decisions across those 20 hours. Every one of them required judgment that the AI could not provide on its own.

Research and strategic thinking (~4 hours). Before a single line of code existed, I had to understand the problem. Who is the audience? What do they actually need? What exists already and why does it fail them? What would make someone bookmark this site and come back? I researched every existing legislation tracker. They were all built for lawyers. That gap defined every design decision that followed.

Product design and architecture (~3 hours). What pages does this site need? What is the information hierarchy? How should bills be organized so a non-lawyer can find what matters to them? Where does the risk assessment fit in the user journey? What gets gated behind an email and what stays free? These are not technical questions. They are business questions. AI cannot answer them.

Content strategy and writing (~4 hours). Four compliance guides do not write themselves. AI generated drafts, but I rewrote sections, restructured arguments, cut jargon, and made sure every paragraph served the reader. The pillar guide alone went through multiple rounds of editing. The risk assessment questions had to be carefully designed to produce meaningful, personalized results without requiring a law degree to answer.

Quality control and accuracy auditing (~3 hours). This is the part most people skip. AI-generated content contains errors. Period. I found fabricated penalty language, wrong statute citations, hallucinated committee assignments, and a bill marked as proposed that had already been signed into law. Every single piece of AI-generated content on the site had to be verified.

Design decisions and UX iteration (~3 hours). Button hierarchy. Mobile layout. Filter behavior. Card design. Font choices. Color contrast. How the activity feed should work. Whether to auto-advance users through the risk assessment or let them control the pace. None of this is code. All of it determines whether someone uses the site or bounces in 5 seconds.

Integration and automation design (~3 hours). Six email system iterations before it worked right. Catching the broadcast filter bug that would have emailed my entire subscriber list. Switching from Kit to Resend mid-build when the first tool hit limitations. Setting up daily sync automation and weekly newsletters. Making real-time decisions about tools, architecture, and tradeoffs.

The AI wrote the code. But the code only mattered because a human decided what to build, who to build it for, what quality bar to hold it to, and what mistakes to catch before they went live.

That is the difference between using AI and directing AI. Twenty hours of direction, not twenty hours of prompting.

What This Would Cost Traditionally

Approach	Estimated Cost	Timeline
Mid-level freelancer ($75/hr)	$6,000-10,000	3-6 weeks
US-based agency	$15,000-30,000	2-4 months
Harrison + Claude Code	**~$2-3 API cost**	**20 hours / 3 days**

The freelancer estimate assumes 80-130 hours of work: data pipeline, AI integration, frontend, guide content, risk assessment, lawmaker directory, interactive map, email automation, SEO, design, and QA.

Total Anthropic API spend for the entire build: approximately $2-3. Monthly operating cost: $6-36 depending on bill volume.

The Decisions That Shaped It

Indiana-first, not national. A national tracker would be shallow. An Indiana tracker could be the definitive resource. Depth over breadth.

Plain English, not legal language. This is the core differentiator. Every summary is written for a business leader who needs to know what a bill means for them, not for a lawyer who needs to cite precedent.

Free content, gated assessment. The guides and bill data are completely free. The personalized risk report requires an email. Give value first. Capture leads through something worth exchanging an email for.

Accuracy audit before distribution. AI-generated content needs human verification. I found errors. I fixed them. I published the methodology. If the tool is going to be a trusted resource, trust has to be earned with transparency.

Automate everything repeatable. The site updates itself. Bills sync daily. Newsletters send weekly. My ongoing time commitment is near zero. The 20-hour investment keeps compounding.

What This Means for You

This case study is not about building software. It is about speed to market.

I identified a gap on a Wednesday. By Friday, the gap was filled. Not with a prototype. With a production platform that updates itself, captures leads, and serves a real audience.

Any business leader could do this with the right skills. Not coding skills. Strategic skills. Knowing what to build, who it is for, and what "good enough" looks like. Directing AI rather than being impressed by it. Catching the mistakes it makes. Making the calls it cannot.

The AI wrote 10,600 lines of code. I made every decision that determined whether those lines were worth writing.

That is Level 6. The human is not in the loop.
The human IS the loop.

Tools: Claude Code (Opus 4.6), Claude API, Next.js 15, Vercel, Supabase, Tailwind CSS v4, GitHub Actions, Resend, Kit v3, Cloudflare Turnstile, Leaflet.js, Congress.gov API, Open States API, GA4

The 7 Levels of AI

A proficiency framework that maps how professionals progress from basic AI usage to full orchestration. Each level is defined by a human skill, not a technical one. At the top levels, the human dimensions matter more than the technical.

Level 1: Cadet (AI Aware)
You know AI exists and you have tried it. You type requests the way you would type into a search engine. The outputs feel hit-or-miss because they are.
Human skill: Self-awareness. Knowing what you do not know.

Level 2: Ensign (Prompt Engineer)
You give AI clear instructions with context, constraints, and format. Your results are better than most because your inputs are better.
Human skill: Structured thinking. You organize your thoughts before giving them to AI.

Level 3: Lieutenant (Critical Thinker)
You use AI as a thinking partner. You ask follow-up questions, stress-test ideas, and push back on weak answers. Most people quit when AI gives a bad answer. You iterate.
Human skill: Self-management. Frustration tolerance and persistence when AI underperforms.

Level 4: Commander (Context Engineer)
You manage the conversation itself. You know when to start fresh, how to carry forward what matters, and why a clean session with good context beats a long one with a full memory.
Human skill: Systems awareness. You see the conversation as a system with constraints and limits.

Level 5: Captain (Design Thinker)
You design AI experiences for others. You think about what data AI needs, how workflows should be structured, and how to scope access responsibly.
Human skill: Design thinking. You work backward from the outcome and design the system to produce it.

Level 6: Admiral (Systems Integrator)
You document your best AI processes into reusable workflows. Your results are consistent because the system is consistent. You build infrastructure that compounds.
Human skill: Stakeholder navigation. Building AI systems for organizations requires trust and buy-in.

Level 7: Mission Director (AI Orchestrator)
You chain workflows into pipelines that run with minimal human intervention. You design feedback loops. You change how organizations work. The job of the future is yours because you are the most human, not the most technical.
Human skill: Inspirational leadership. Culture change and psychological safety at scale.

Find your level.

Take the free AI Proficiency Assessment at assess.launchready.ai

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