

Web-Store-DNA Operator Guide

How to use the Phase 0 kit to help build web stores

Bootstrap, observe, and draft — then graduate phases.
store-bootstrap (live launch) is Phase 3, not day one.

AUDIENCE Operators · founders · agent authors

30 GENES AVAILABLE	7 WORKFLOWS	10 SKILL PACKS	0→3 ROLLOUT PHASES
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- 01

Start with agent-readiness — one notify webhook, zero store write tokens. Prove schedule → run → digest before Shopify credentials exist.
- 02

Phase 0 helps you build stores by drafting listings, content, and CX replies under judges. It does not publish live or spin up Shopify yet.
- 03

Populate skills/store-atlas before store-health. Hosts still UNSET means probes have nowhere honest to aim.

SECTION I

What you can do today

Phase 0 honesty — observe and draft.

- Probe public agent-discovery surfaces (UCP, sitemap, robots) and citation readiness.
- Ingest read-only analytics/orders/tickets once vault tokens exist.
- Draft product listings, social posts, and CX replies — judged, not live.
- Compose owner digests and notify via the vaulted webhook.
- Cannot yet: live social publish, campaign activation, money movement, or end-to-end store-bootstrap (Phase 1-3).

SECTION II

Prerequisites

Platform and vault before first chromosome.

Bootstrap checklist

Need	Why	Where
AgentForge ≥ 4.54	Project publish + policy + transform nodes	Local :8010 or fleet AF
AGENTFORGE_API_KEY	afp_* project/runtime key	WebStoreDNA .env
Notify webhook	agent-readiness e2e proof	AF vault, project:web-store
Shopify CLI token (later)	store-health orders/analytics	Vault WSTORE_SHOPIFY_CLI_TOKEN
Clone + validate kit	Offline gene/workflow check	python3 scripts/validate.py

SECTION III

Bootstrap sequence (S1-S5)

The walking path before any write-scoped store token.

- S1 — Vault credentials with scope project:web-store. Start with notify only.
- S2 — Publish genes + workflows (af-publish / af_publish.py --slug web-store --layout scout). Confirm kit/validate green.
- S3 — Mount Phase 0 skills. Populate store-atlas hosts and citation queries first — leave nothing UNSET that probes need.
- S4 — Schedule agent-readiness. Confirm digest.summary and notify status=sent.
- S5 — Soak: ≥90% goal_met on readiness, then add Shopify read token and run store-health. Phase 1 go/no-go waits on soak evidence.

Operator commands

Step	Command / action	Success signal
Validate kit	python3 scripts/validate.py	Exit 0 — genes/workflows/skills consistent
Publish	af_publish.py --slug web-store --layout scout	Agents + workflows visible on AF project
Readiness run	Kick agent-readiness with hosts + queries	digest.summary present; notify sent
Store health	Kick store-health after Shopify token	MER/AOV/CR via transform; owner digest

SECTION IV

Draft pipelines that help you build

Use judged drafts as the merchandising workbench.

- listing-pipeline — extract attributes with claims manifest → draft-listing → judge-claims / originality / disclosure. Phase 0 stops at staged drafts in the artifact store.
- content-calendar — plan + draft-post variants under originality and disclosure judges. Nothing posts until Phase 1 publish-social.
- cx-inbox — pull tickets → quarantine → classify → draft-reply → judge-reply. Owner reviews drafts; send is Phase 2.
- Expert panel (brand / commerce / compliance) advises; it does not bypass judges or gates.

Phase 0 build assistance

Workflow	Helps you build by...	Stops at
listing-pipeline	Channel listing copy + structured attributes	Judged draft artifacts
content-calendar	Per-channel post/story scripts	Judged drafts + calendar digest
cx-inbox	Policy-grounded customer replies	Draft replies for owner
store-health	Truthful KPI picture (money vs behavior)	Owner digest / notify

SECTION V

Skills (epigenetics)

Tune behavior without republishing genes.

Mounted skill packs

Skill pack	Operator job
agentic-surface	Mounted epigenetics pack
ai-disclosure-matrix	Per-channel AI disclosure decisions
brand-voice-pack	Voice constraints for draft-listing / draft-post
cx-guardrails	Reply commitments and disclosure defaults
kpi-truth	Which source owns money vs behavior metrics
passk-eval	pass^k golden acceptance defaults
quarantine-rules	Injection scan ruleset for non-merchant text
site-compliance	Privacy, consent, a11y, price-display regimes
store-atlas	Hosts, citation corpus, store identity — fill before probes
taxonomies	Labels for classify (tickets, reviews, anomalies)

SECTION VI

Path to a live storefront

Phase gates — do not skip Class I actions.

Rollout map

Phase	Unlocks	Go/no-go evidence
0 — observe & draft	Readiness, health, judged drafts	Soak ≥90% goal_met; zero quarantine misses
1 — reversible publish	DRAFT products, feeds, social publish	Compliance skill + draft quality soak
2 — transact-adjacent	CX send, fulfillment, paced ads	Credential custody + sendrisk judges
3 — irreversible & gated	store-bootstrap, campaigns, money	AP2 closed mandates; launch judge green

- For a new store concept today: run readiness probes on competitors and your draft domain, draft listings under judges, and keep a digest trail. Do not claim a live agent-built store until Phase 3.
- Read the Agent Catalog for per-gene detail and the Architecture sample for genome theory and liability lessons (L11–L18).
- Sibling checkout used for this build: /home/wtthornton/code/WebStoreDNA

Confidential, prepared for NLT Labs stakeholders. Product and component names follow the NLT brand guide; internal checkout names appear only in operator builds.