# Forum:Hack Forums

Thread: Looking for brutally honest feedback on BrandForge

**Mxstermind** - *September 29, 2026, 10:18 am*

? loading encrypted image…
? loading encrypted image…
? loading encrypted image…

Looking for brutally honest feedback on BrandForge

Hey everyone,

I've just opened the BrandForge beta and I'd genuinely appreciate honest feedback on the design, first impression, value proposition, UX, user actions, trust, etc.

The problem:

AI makes building things easier than ever, but it can also consume your entire life. You keep prompting, changing things, starting over and eventually abandon the project — or end up with something you never actually wanted.

I've personally made 1000+ versions in Figma, hundreds while coding, and abandoned countless projects.

BrandForge is my attempt to break that cycle.

The concept:

Code You have an idea
?
AI helps discover + structure it
?
Project plan / milestones
?
Hand-picked specialist
?
Proposal
?
Accept / Decline / Counter
?
Agreement + funded escrow
?
Milestones + delivery
?
Payment on approval
Basically:

You bring the idea. BrandForge helps turn it into a finished project.

The beta is live, and I'm trying to build the smallest but strongest talent team first before expanding properly.

Designers, devs, reverse engineers, marketers, AI/automation people, etc. are all welcome to reach out if you'd like to be part of the early team.

What I'd especially like to know:
What was your first impression?

Do you understand what we do immediately?

Is the value proposition clear?

What would stop you from using it?

What would you change?

Don't sugarcoat it. Negative feedback is probably more valuable to me right now.

I've abandoned enough projects already. This one won't be abandoned.

Thanks for checking it out. https://brandforge.gg/

**CPA Exposé** - *September 29, 2026, 11:25 am*
I see no benefit to using your service, any signs of credibility, or previous work.

Website also has a very generic generated with AI look and feel.

It gives the impression you're just going to charge for AI generated deliverables that I could've made.

Explain more on the website why using AI all the way without professional oversight is not advisable and how your humans make a difference.

**Mxstermind** - *September 29, 2026, 11:59 pm*
(Sep 29, 2026 11:25 AM)CPA Exposé Wrote: *[CITE]* I see no benefit to using your service, any signs of credibility, or previous work.

Website also has a very generic generated with AI look and feel.

It gives the impression you're just going to charge for AI generated deliverables that I could've made.

Explain more on the website why using AI all the way without professional oversight is not advisable and how your humans make a difference.
Decisive feedback, thanks.

1. Signs of credibility and previous work: BrandForge exist since 2023, we have reviews and projects realized so all I have to do is integrate our previous history to the current new app.

2. Generic website: I'm using top frontend skills like impeccable, ui ux pro max, anti Ai slop but with

free models, this may explain it. I will do better.

3. Cost: I've changed the copy to make it differentiate us from for generic AI platforms, I will do better on presenting our value proposition.

4. Focus on value proposition: Great feedback, much appreciated.

**Punny** - *September 30, 2026, 2:42 am*
Too much going on cluttered

**7** - *September 30, 2026, 3:09 am*
Looks like most of the others to be honest. If you want i can help you with it? tbh I dont mean to be rude but it looks like the kinda online chat AI i wouldnt use i prefer the design of ChatGPT over claude and other like your one.

Im just being honest. I love anyone whos doing stuff but im not a fan of the color choice and the branding e.t.c

Like i have my whole orchestations ran from telegram ill show you some if you want

**Mxstermind** - *September 30, 2026, 5:05 am*
(Sep 30, 2026 03:09 AM)7 Wrote: [CITE] Looks like most of the others to be honest. If you want i can help you with it? tbh I dont mean to be rude but it looks like the kinda online chat AI i wouldnt use i prefer the design of ChatGPT over claude and other like your one.

Im just being honest. I love anyone whos doing stuff but im not a fan of the color choice and the branding e.t.c

Like i have my whole orchestations ran from telegram ill show you some if you want
Right, I'd appreciate help for sure. I understand it look the same ai gen chat and I have the same feeling about it but I'm improving.

I'd say adding light/dark mode help keep users like you better, I'll add it.

Sure hit me up @headstartup

**Paimon** - *September 30, 2026, 6:10 am*
you have to use anti slop skills bro or else gen ai makes the same 2 or 3 designs

**Mxstermind** - *September 30, 2026, 2:24 pm*
(Sep 30, 2026 06:10 AM)Paimon Wrote: [CITE] you have to use anti slop skills bro or else gen ai makes the same 2 or 3 designs
Since the beginning, I've been using them, frontend design from anthrophic, anti Ai slop, design guidelines, ui ux pro max, impeccable, basically tested the site on all of them. It's clean, I just haven't been creative on my prompts nor ask or shown exceptional visual. I'd say asking other gen ai to create better visual of the website might suggest creative idea but yeah, it'll hopefully be better than in the future. And btw, I've added a light mode and I must say It's exceptionally better for the eyes somehow

**ParanoidAndroid** - *October 6, 2026, 8:01 am*
As many have said, fix the UI/UX design; very AI generic and can look like the dime a dozen AI sites out there. Also, if I'm correct...your demographic is people that use AI, but to lazy to guide the AI through the process?...so your team will just continue the work with AI? I think most people either

are going to use AI to do the work themselves or just hire a development team.

Again, I like the idea of assisting, but just confused on the demographic and if its really the best group to go after. Good luck with everything though!