

*Vibe-coding your way to a*

# WooCommerce store

Two ways. Same merchant. Sixty minutes.

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Dave Lockie · Automattic · WordPress Faro · 29 May 2026

# The deal

By 19:30 you will have seen:

Build one

## Bolt

Generates a WordPress theme from a brief.  
Design-first, then build the store.

Build two

## Claude Code

Designs and operates a real Woo store.  
Configuration-first, then design

*Same brand. Same brief. Two very different outputs. You'll know which fits which part of your work.*

Tonight's merchant

# ChilliMango

*chillimango.co*

A real backlog merchant (me). Small-batch fermented hot sauces from a rural Algarve garden in Loulé.

EST. 2021. Honey Monster is the current batch. Fermented mango, mixed chillies we grow ourselves and/or from the local market, honey, white miso, kaffir lime leaves. Ten jars only (all sold, sorry).

*This is real work. The store you'll see is one I'll ship after Friday.*

# Same brief. Two prompts.

*ChilliMango brand brief in. Two very different verbs out.*

## PROMPT 1 / BOLT

*"Build me a WooCommerce-compatible block theme..."*

- Theme files (PHP, theme.json, templates)
- Block theme spec, FSE-ready
- Brand palette, voice, products in prompt
- Deliverable: installable ZIP

**Verb: GENERATE**

## PROMPT 2 / CLAUDE CODE

*"Build a working store. Configure. Create. Run."*

- WooCommerce for Claude tools
- Configures store identity, shipping, payments
- Creates products, pages, policies from brief
- Runs readiness score, implements top fix

**Verb: OPERATE**

*01*

# Bolt

*Design-first. Twenty minutes. Live.*

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02

# Claude Code

+ *WooCommerce for Claude*

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*Engineering-first. Agentic. A real WordPress store.*

# Same merchant. Two outputs.

	<b>BOLT</b>	<b>WOOCOMMERCE FOR CLAUDE</b>
<b>Output</b>	WordPress theme files	A configured running store
<b>Mode</b>	Generates code	Operates the store
<b>Best for</b>	Scaffolding, design systems	Production builds, operations
<b>Knows your store</b>	No	Yes
<b>Who owns it</b>	You. Installable theme.	You. Running store.

Free goodies!

# The toolbox

- Bolt prompt pack
- Claude Code + Woo skill install
- Decision tree: which tool when
- Links to the official Woo skill

*[bit.ly/3RRKfPc](https://bit.ly/3RRKfPc)*



# What's actually different

CORE MCP

*Claude can talk to your store.*

WOOCOMMERCE FOR CLAUDE

*Claude can understand your store, and help you run it better.*

*Same difference between code that generates and code that operates.*

# Try this Monday

***1 hour***

Concept the store in Bolt

***2 hours***

Build the store in Claude Code

***1 week***

**Sell your first AI-transformed project!**

*Strategy. Growth. Experience. Agent-readiness.*

***The work AI can't do yet. But you can.***

# Questions?

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[bit.ly/3RRKfPc](https://bit.ly/3RRKfPc) ← the toolbox