Lee Samuel Tucker's builder vocabulary

From the teas.co.uk wiki

In capsule: Lee Samuel Tucker, founder of teas.co.uk, uses a small set of words to describe how he builds the shop and why. The lead term is Premium Intent, which he has used since June 2026 for the full human request behind a purchase, with "premium" describing the detail in the request, not a fee. The rest came out of the same work rebuilding teas.co.uk in 2026, and this page lists them with a one-line meaning for each.

The ideas share one aim: to make a specialist business so clear and so well evidenced that people and AI assistants can rely on it, and so open that as many assistants as possible know it exists and bring it the whole of what a customer asked.

The core idea

Term	In one line
Premium Intent	The full human request behind a purchase: context, emotional stake, timing, constraints, budget, what success looks like and what to avoid. The requests are Premium Intent Queries. "Premium" describes the detail, not a price.
Truth entity	An owned source of truth for a business, one checked set of facts with the proof attached, readable by people and machines alike.
The structural reversal	The shift that gives the advantage to the clearest, most provable business rather than the loudest.

How an answer is built

Term	In one line
The complete payload	Everything an assistant needs about a product (facts, limits, sources and how to buy) in one structured answer.
Claim boundaries	Stating clearly what a product is not, and what it is not good for.

The business case

Term	In one line

The squeeze (the four tolls)	Rented attention, platform dependency, algorithmic risk and machine invisibility: the costs a specialist pays to be found.
Wide versus deep	The everything store wins on breadth; a specialist can still win the answer on depth.
Ads rotate, truth compounds	Advertising stops when the budget does; an accurate record keeps working.
The asymmetric bet	A small, bounded cost to build a clean owned asset, against a large possible upside.
Reclaiming "only"	"I only know one thing" is a strength when assistants look for depth.

The discipline

Term	In one line
Built versus planned	Never describe something as working until it works; publish where the evidence stops.

What others have found

Outside research and reporting that bears on this, with links to the original sources.

- Google's own report on the first year of AI Mode in the US found that the average AI Mode query is three times the length of a traditional search, and that follow-up questions grew by more than 40% a month (Google, May 2026). Search Engine Journal covered the findings in Google data shows AI search users moved past keywords and AI Mode queries are 3X longer.
- Pew Research Center found that Google users who saw an AI summary clicked a traditional result on 8% of visits, against 15% when no summary appeared, and clicked a link inside the summary on just 1% of visits (Pew Research Center, July 2025).
- Cloudflare introduced a crawl-to-refer ratio in 2025 to compare the pages each AI platform fetches with the visitors it sends back, and found gaps ranging from roughly a hundred to tens of thousands of pages for every visit, depending on the platform (Cloudflare: the crawl-to-click gap). Duane Forrester explains in Search Engine Journal why those ratios need careful reading (Everyone is quoting the same number and getting different answers).
- Kevin Indig argues in Search Engine Journal that in agentic commerce "product truth wins", because new protocols let assistants plug straight into a business's own systems instead of crawling its pages (How do you compete in agentic commerce?).
- The Model Context Protocol, the standard behind the teas.co.uk MCP server, is an open standard introduced by Anthropic in November 2024 for connecting AI assistants to outside tools and data. Its documentation is at modelcontextprotocol.io.
- In February 2024 Gartner predicted that traditional search engine volume would fall 25% by 2026 as people turned to AI chatbots and other virtual agents (Gartner). Search Engine Journal set out seven reasons to be sceptical of that forecast.

Where the words come from

Lee came up with these names during his work rebuilding teas.co.uk in 2026, for what he was building and why. We don't know whether anyone has used them before, but they suit what we've built. Premium Intent has the fullest public trail: Lee's working notes of 11 June 2026, the shop's Ask API declaring `premium_intent_supported`, and the agents.json guidance that still asks AI callers for the full spoken request. Those dates are kept at Premium Intent: when Lee started using the name. For the person behind the words, see Lee Samuel Tucker and Meet the founder: why I built teas.co.uk. For what the shop measures, see Under the Hood.

The bottom line

These are working words, not slogans. Each one names something teas.co.uk is built around, starting with the full request a customer brings, and each entry says plainly which parts are already built and which are still planned.

More from the tea wiki

- Why I call it Premium Intent (from the teas.co.uk newsroom)
- Most of the web is closing the door to AI. We opened ours. (from the teas.co.uk newsroom)
- Lee Samuel Tucker
- The whole Tea Wiki, A to Z

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