

Claude.ai: the app beyond code ♦

Projects, artifacts, memory, Research, skills and connectors: Claude's features on web, mobile and desktop for work that isn't (only) code.

Updated: July 2026 · Sources: support.claude.com and public material · Vol. 8 of the cheatsheet series · Features evolve fast and vary by plan: the up-to-date truth lives in the Help Center.

1. The product family

same Claude, different surfaces

Product	What it is	When to use it
Chat (web / mobile / desktop)	The conversational interface: every chat starts clean (plus memory), you steer step by step.	Questions, brainstorming, writing, document analysis.
Claude Cowork	The desktop agent for knowledge work: accesses a folder you grant it, reads/edits/creates files autonomously, runs multi-step tasks, coordinates subagents, and can use Claude in Chrome/Excel/PowerPoint as tools.	Delegating work on files (reports, reorganizations, paperwork), not conversing.
Claude Code	The developer tool: terminal, IDE, desktop and browser (the star of volumes 1-7 of this series).	Anything involving code and repositories.
Integrations	Claude in Chrome (browsing agent), in Excel (spreadsheets with cell-level citations), in PowerPoint (slides); the API and Claude Platform for building on top.	Bringing Claude into the tools you already use.

2. Projects

the context wall between one job and another

A Project is a dedicated workspace that keeps together **uploaded files + custom instructions + chat history** for one topic, without context bleeding across different jobs. Every new chat inside the project automatically sees those documents and follows those instructions: upload the style guide, reports or knowledge base once, and stop re-explaining from scratch.

How to use them well

- One project per client / topic / workflow: the separation is the value.
- **Project instructions** apply to every chat inside: tone, format, constraints, terminology.
- For large document bases, the project uses retrieval (RAG): Claude pulls the relevant passages instead of always loading everything.
- On Team/Enterprise, projects can be shared, with use/edit permissions.
- Projects can be imported into Cowork, where they gain local file access, scheduled tasks and connectors.

Projects vs Memory (they complement each other)

Memory handles who you are: preferences, role, background context that applies everywhere. **Projects** handle the files and instructions of one specific body of work. Together: Claude knows how you work *and* what you're working on, without you having to repeat it.

3. Artifacts

living outputs, not blocks of text

An artifact is **self-contained, reusable** content that appears in a side panel: documents, React components, HTML pages, SVGs, diagrams, small working apps. You iterate on them ("make the chart interactive", "change the palette"), edit them precisely, and editing an earlier message creates an **alternative version** of the conversation with its own artifacts — you explore different directions without losing work.

AI-powered artifacts ("an app in a prompt")

An artifact can **call Claude from inside itself** via a text API: adaptive quizzes, personalized coaches, games, generators. You describe the app, Claude writes the code, the app runs on Anthropic's infrastructure. When you **share** it, users authenticate with their own account and usage counts **against their limits, not yours**: whether 10 or 10,000 people use it, it's free for you. Artifacts also support persistent storage and connections to MCP servers. If something breaks, the "Try fixing with Claude" button copies the error into a message for diagnosis.

4. Memory and chat search

Claude that remembers you

Feature	What it does
Generate memory from chat history	Claude automatically extracts and saves important context from your chats: role, preferences, ongoing projects. Toggle in Settings → Capabilities.
Search and reference past chats	Claude can pull relevant details from your history into the current conversation ("what was that server I was fixing called?").
Control	View, edit, export and import what's saved from the settings; you can ask directly in chat to remember or forget something. Incognito conversations never touch memory.

Practical tip: open Settings → Memory and read what's written there. Fix what's inaccurate, add useful context: the more accurate the profile, the less you repeat yourself.

5. Web, Research and thinking

three gears for three kinds of questions

Tool	What it does	For which questions
Web search	Real-time searches with inline citations.	Current facts, prices, news, "who is currently the...".
Research	Agentic research: many searches, source reading, cross-referencing with your Workspace and connected integrations, structured report with citations.	Substantive multi-source questions: market analysis, state of the art, due diligence.
Extended thinking	Extended reasoning before answering.	Complex problems, math, planning, trade-offs.

6. Skills, connectors and the directory

extending the app too

Skills here too

Skills (packaged instructions, same concept as vol. 2) also exist in claude.ai: ready-made sets for specific tasks — sales, marketing, legal, finance — plus your own custom ones. Claude applies them when needed, for output consistent with the way you work.

Connectors (remote MCP)

Connectors link Claude to external services — Google Drive, Gmail, Calendar, Notion, Asana and many more — via remote MCP: Claude reads and acts on those systems with your consent. Browse them in the **directory** (claude.ai/directory) alongside skills and plugins. On desktop you can also add local MCP servers. Same golden rule as Claude Code: only connect what you trust.

► The recommended 15-minute setup

1. Settings → **Memory**: enable both toggles, read and correct your profile.
2. Create a **Project** for your main line of work: upload 3-5 key documents, write 5 lines of instructions (tone, format, constraints).
3. Connect 1-2 **connectors** you actually use (e.g. Drive and Calendar).
4. Enable **web search** and try **Research** on a real question from your work.
5. Ask for an **artifact** instead of a block of text next time you need something reusable: a document, a dashboard, a small tool.

Sources: support.claude.com (Help Center) and public Anthropic material · Availability and limits vary by plan (Free/Pro/Max/Team/Enterprise): check the Help Center.