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Data & AI

AI for Design, Prototyping & Experimentation Workflows Playbook

Using AI to prototype faster without skipping the validation that makes prototyping useful

- Practitioner
- Intermediate
- Template Included

- Administrator
- 09 October 2021
- 3 minute(s)

Overview

A framework for using AI in design, prototyping, and experimentation workflows — accelerating prototype generation and iteration speed while maintaining genuine user validation discipline, avoiding the risk of AI-accelerated prototyping producing more iterations without corresponding increase in genuine learning.

If AI can generate prototypes much faster, does that automatically

mean faster genuine product learning? Not automatically — prototype generation speed is only valuable if paired with correspondingly rigorous user validation; generating many AI-assisted prototypes without adequate validation discipline can produce a false sense of

iteration progress without genuine learning behind it.

Where does AI add the most genuine value in prototyping workflows?

Accelerating the generation of prototype variations for testing, freeing more time and resource for the validation and learning phase that actually produces genuine product insight, rather than just producing more prototypes without corresponding validation investment.

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