

Welcome.

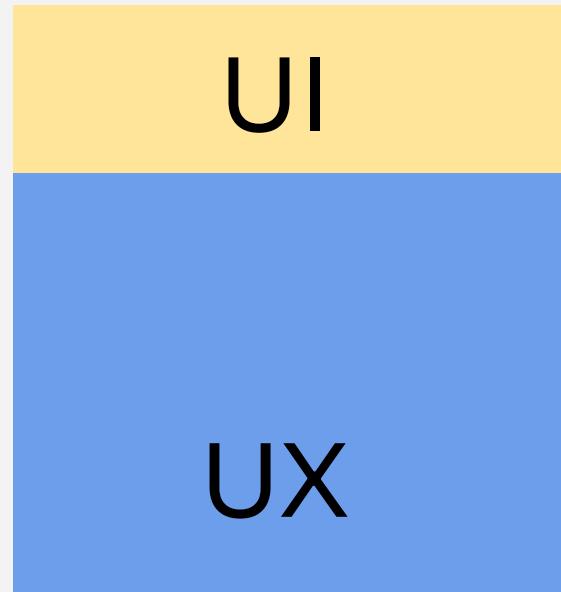
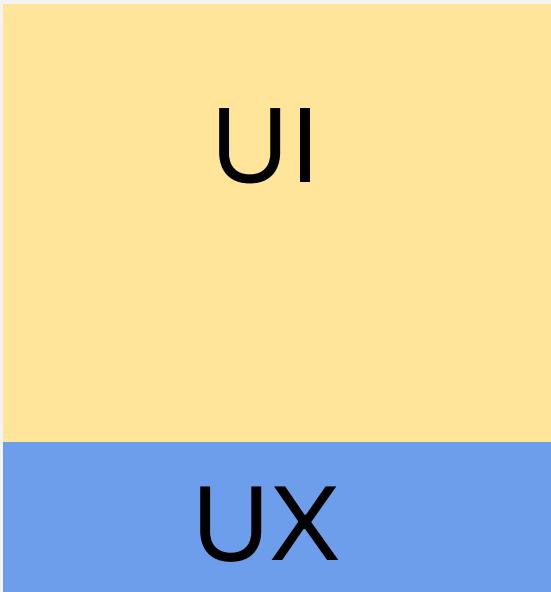


Fast, independent...useless?

Building stuff people actually wanna use.

Questions I get a lot:

- Will your job be replaced by AI?
- Your job will be replaced by AI, right?
- When will your job be replaced by AI?



improvise, adapt,
overcome

How many of you have started building something with AI in the last 6 months?

And how many of you talked to
a user before you started?

the core
problem.

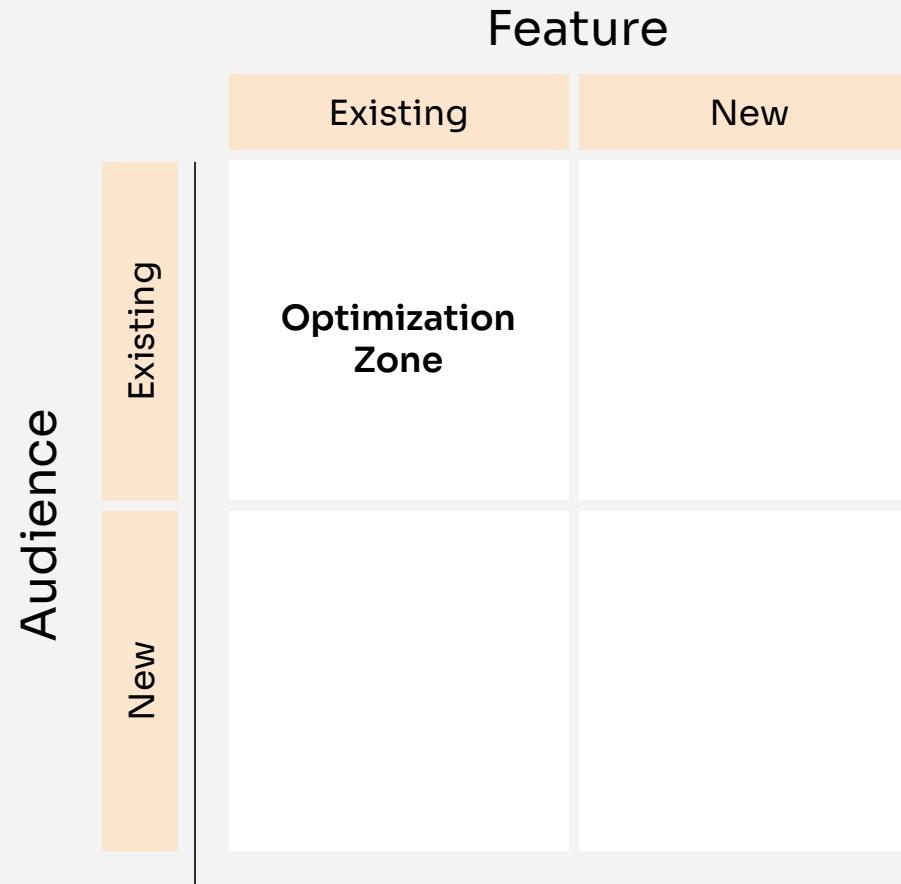
Power x 0 = 0

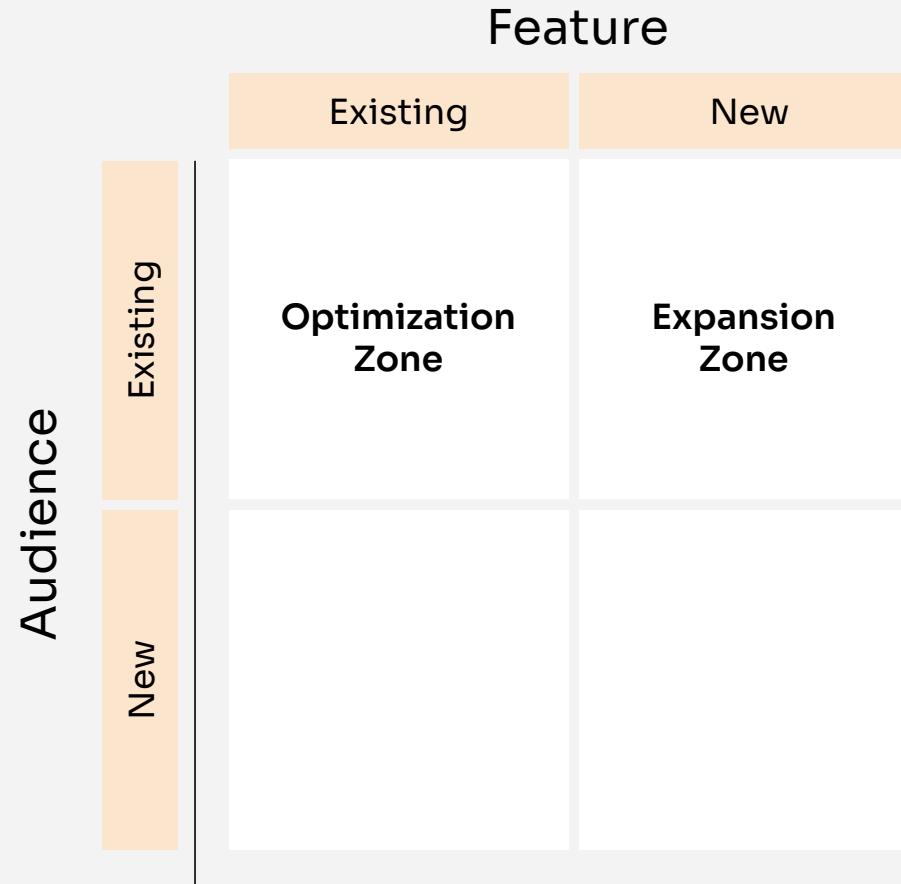
human judgement

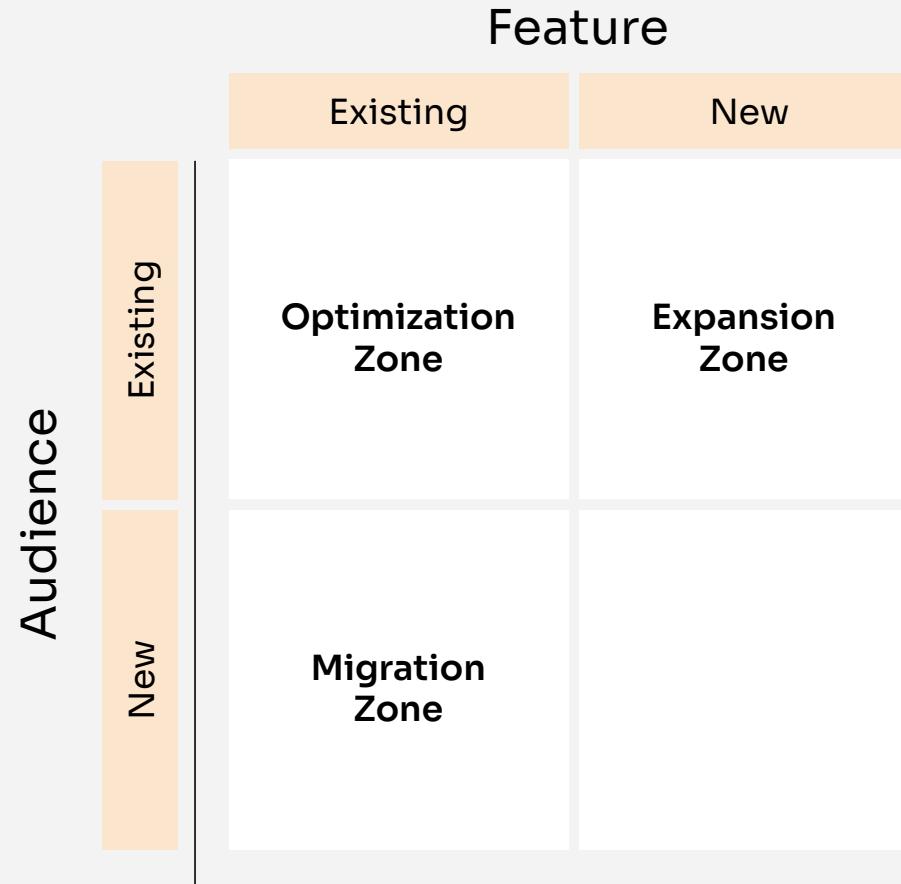


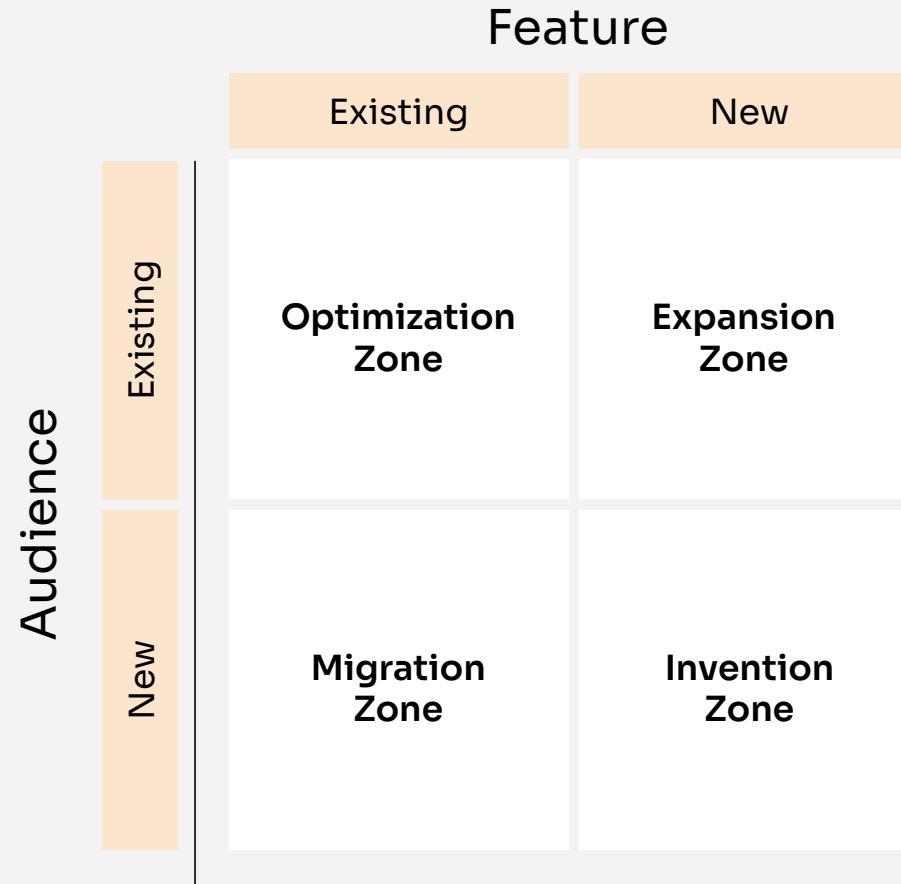
Feature

	Existing	New
Existing		
New		









Feature

Audience	Existing	New
Existing	Optimization Zone A/B Tests, Heatmaps and/or classic Usability Testing, Performance monitoring	Expansion Zone Painted door test User interviews Manual MVPs
New	Migration Zone Market Analysis, Competitor Research Smoke Test (e.g. Landing Page) Surveys	Invention Zone Interviews/Surveys Pre-Orders, Sign-ups (Evaluate the willingness to pay)

example

Feature

Audience	Existing	New
Existing	Spotify wants to improve their shuffle feature.	Spotify wants to add a live-podcast feature.
New	Spotify launching in a new country.	Someone building an AI music app from scratch with no listeners yet.

AI makes zone 4
feel more like zone 1.

More examples

TOMATO & REUBEN & BIG DIP

£1.25 1 ADD TO BASKET

SWEETEN THE DEAL

V Vegetarian G Gluten Free H Hot & Spicy



Melting Salted Caramel Cookies

£5.49 1 ADD TO BASKET

Double up for £7.99
Domino's Cookies

£4.49 1 ADD TO BASKET

Double up for £7.99
Lotta-chocca Pizza

£4.99 1 ADD TO BASKET

Double up for £6.99
Cinni Dippers

£3.99 1 ADD TO BASKET

Double up for £9.99
Moo-phoria Choc Cherry Garcia - 500ml

£5.99 1 ADD TO BASKET

Double up for £9.99
Moo-phoria Choc Cookie Dough - 500ml

£5.99 1 ADD TO BASKET

Double up for £9.99
Birthday Cake - 500ml

£5.99 1 ADD TO BASKET



Magnum White Tub - 440ml

£4.99 1 ADD TO BASKET

32 % of users
preferred salted
caramel oder
chocolate orange.

1 Year of product
development saved

<https://conversion.com/blog/unlocking-insights-the-power-of-painted-door-tests/#:~:text=Before%20the%20test%C2%20the%20Domino's.reliable%20insights%20and%20high%20rewards>

[Alle](#) [Podcasts](#) [Musik](#) [Live](#) [Sketch-Comedy](#) [Fußball](#) [Kürzlich hochgeladen](#) [Neu für dich](#)

KI-Entwickler Peter Steinberger wechselt zu Open AI | ZIB2 vom 16.02.2026
Zeit im Bild
85.448 Aufrufe · vor 21 Stunden



B2B Marketing einfach erklärt: Das solltest du wissen!
Siegers Media | B2B-SEO, GEO + SEA-Strategien
1181 Aufrufe · vor 3 Jahren



Google Gemini kann so viel mehr als du denkst! Ein Testbericht der Arbeit! | Ungeskriptet



Ein Testbericht der Arbeit! | Ungeskriptet

Shorts



ChatGPT Warnung 🚨 genialer Trick oder Datenschutz-Desaster? 🤔 #chatgptdeutsch...
388.216 Aufrufe



Sie hat die perfekte Rache genommen, ohne ein Wort zu sagen 😂
14 Mio. Aufrufe



Kunde bringt Sparkasse Goldbarren
215.102 Aufrufe



Eine sehr gute Lektion !!! Schaut es bis zum Ende ! #leben #wichtig #following #viral #fyp
3 Mio. Aufrufe



Connor Stubbs - 2:49 PM
Yeah of course
John Stewart [LinkedIn Advertiser] - 2:49 PM
Awesome if you want to book a call I can help you figure that out, you can do so here...

372 Aufrufe



😂 das müsst ihr sehen 😂
#jürgenvonderlippe #olafschubert ...
559.210 Aufrufe

practical takeaways

Actionable steps

- Before building: What problem is this solving and for whom
- While building: Schedule short check-ins
- As a habit: separate “can we build this” from “should we build this”
- Lastly: Don’t use speed as a metric

Let's connect

