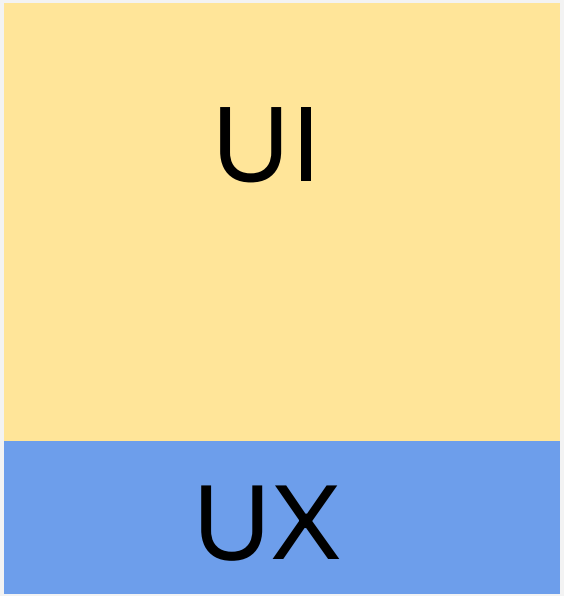
Welcome.

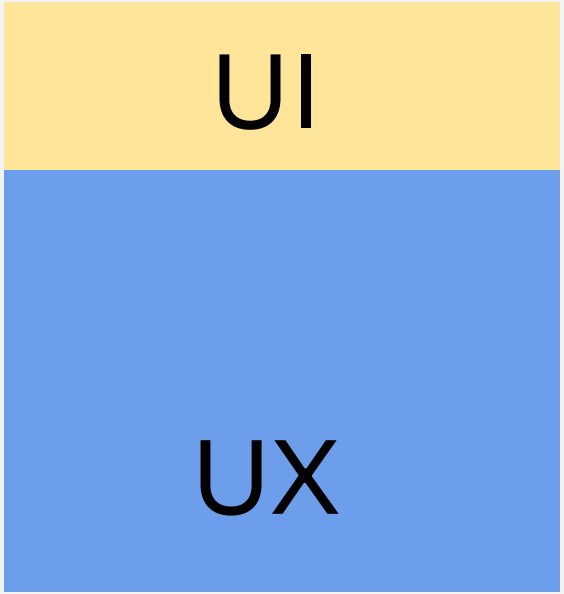
Fast, independent...useless?

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?





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improvise, adapt, overcome

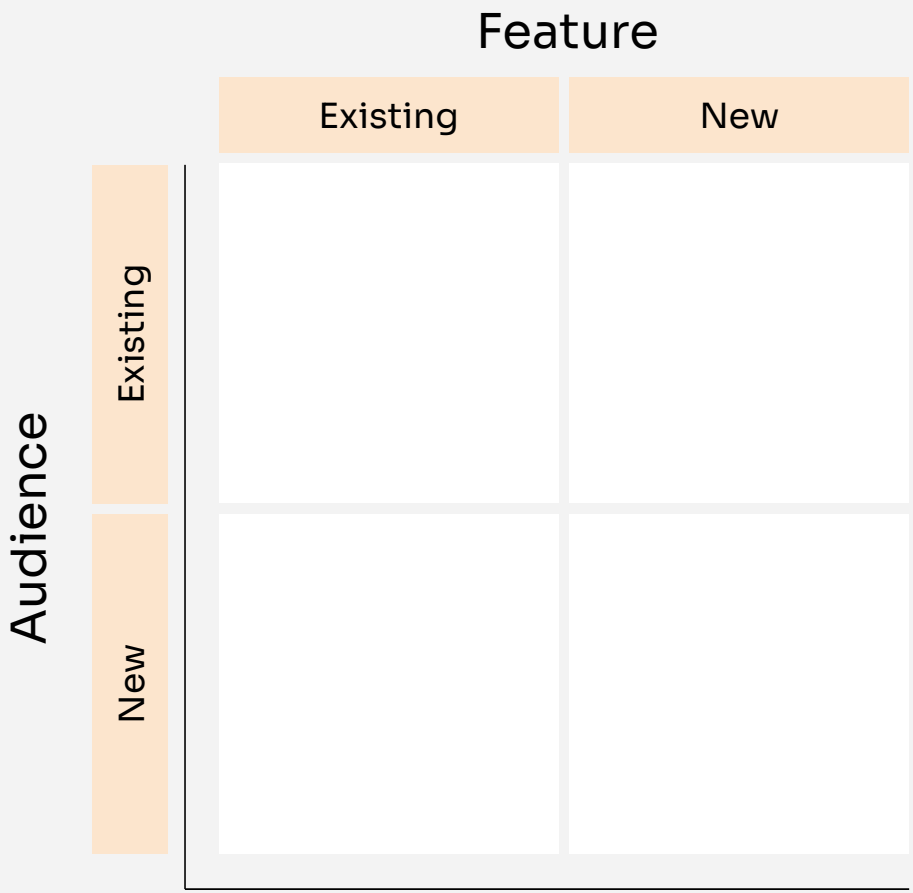
How many of you have started building something with AI in the last 6 months?

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

the core problem.

Power x 0 = 0

human judgement



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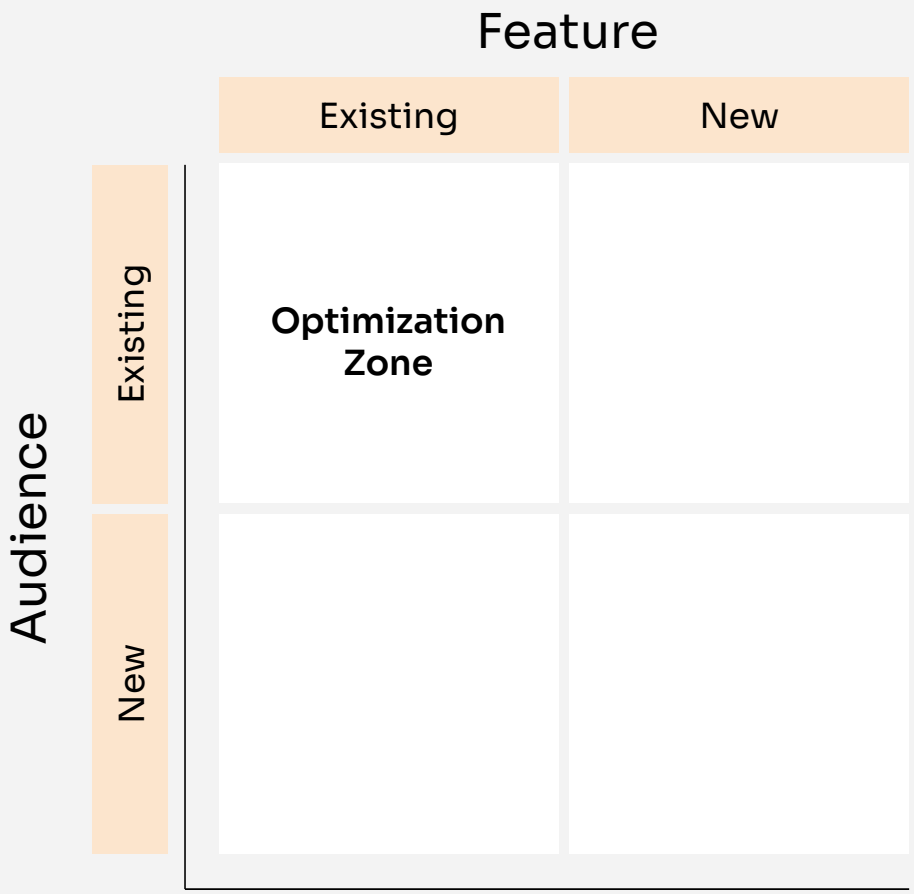

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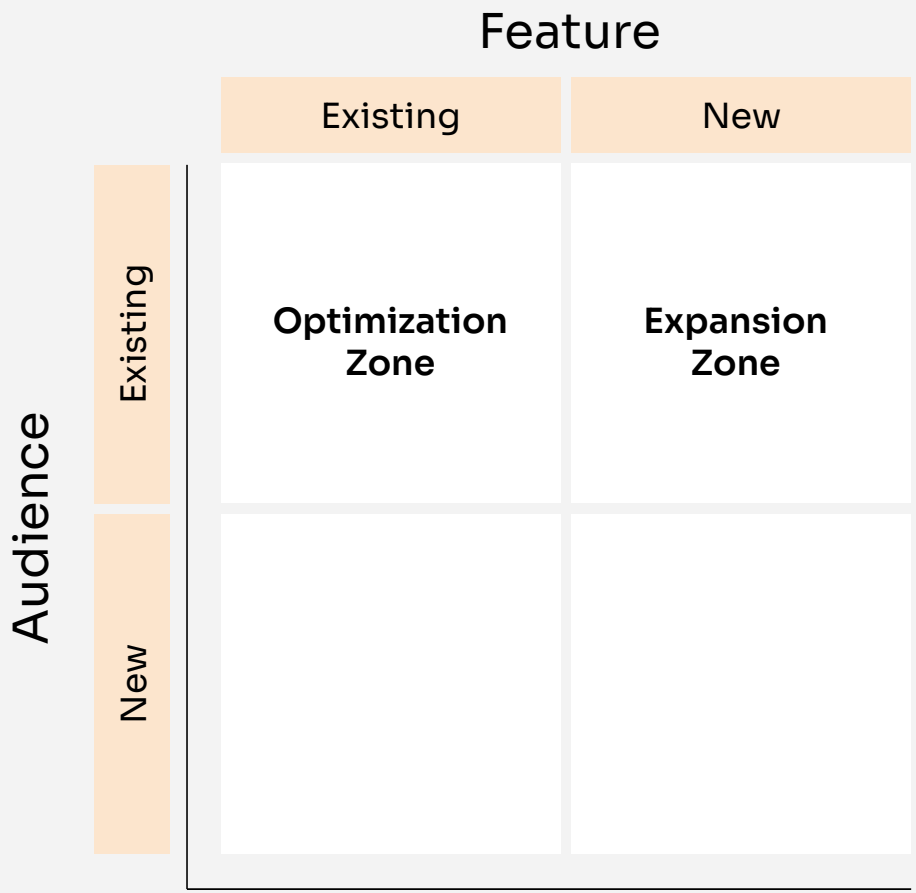

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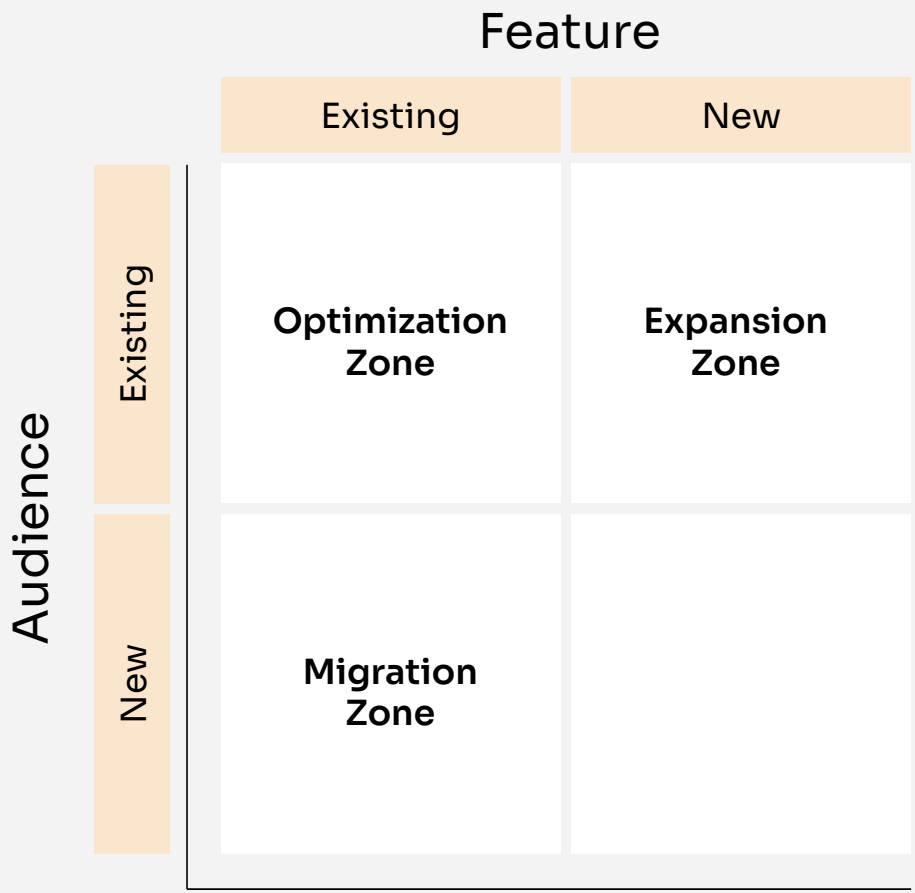

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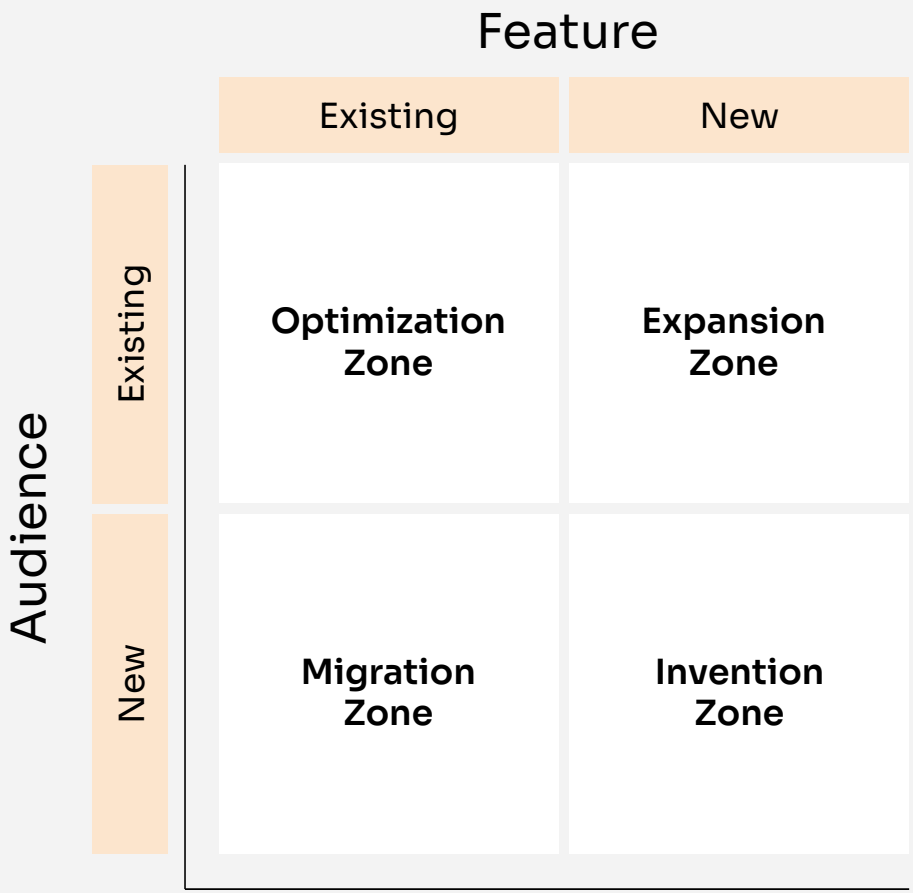

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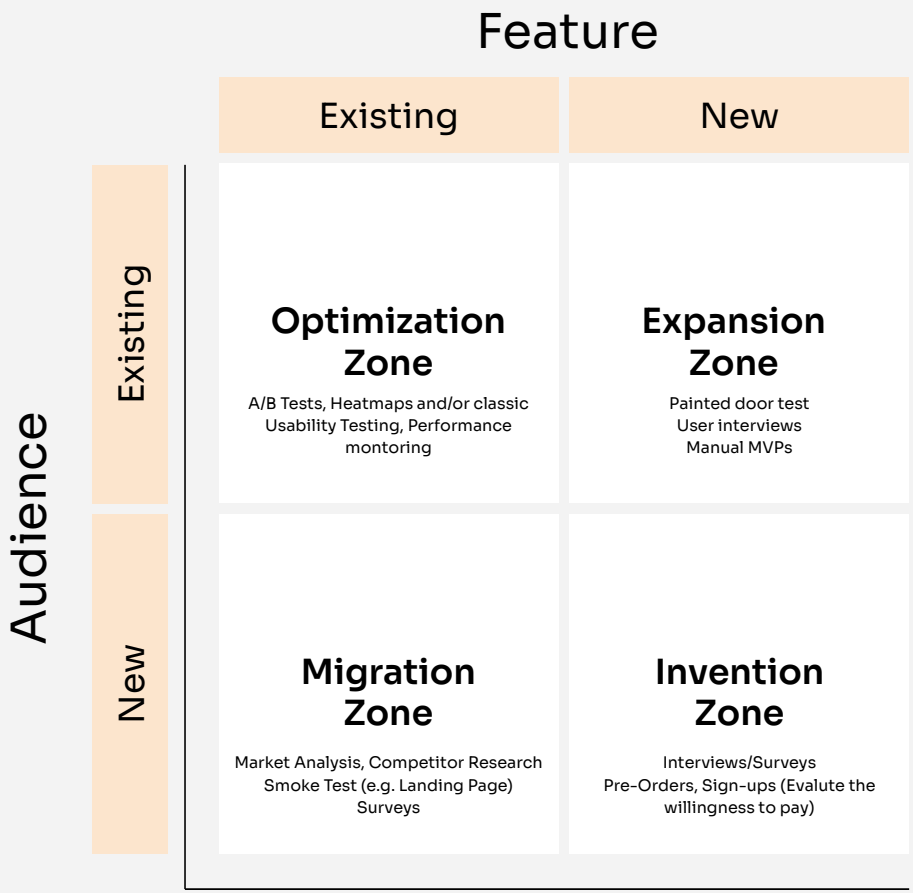

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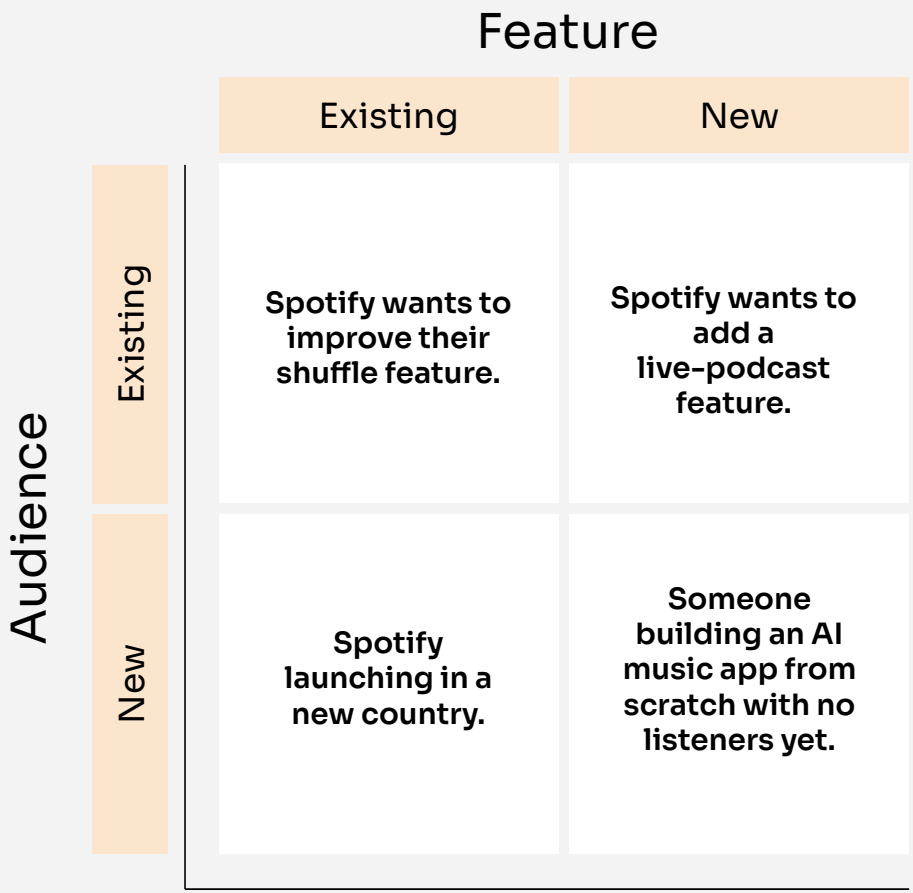
example



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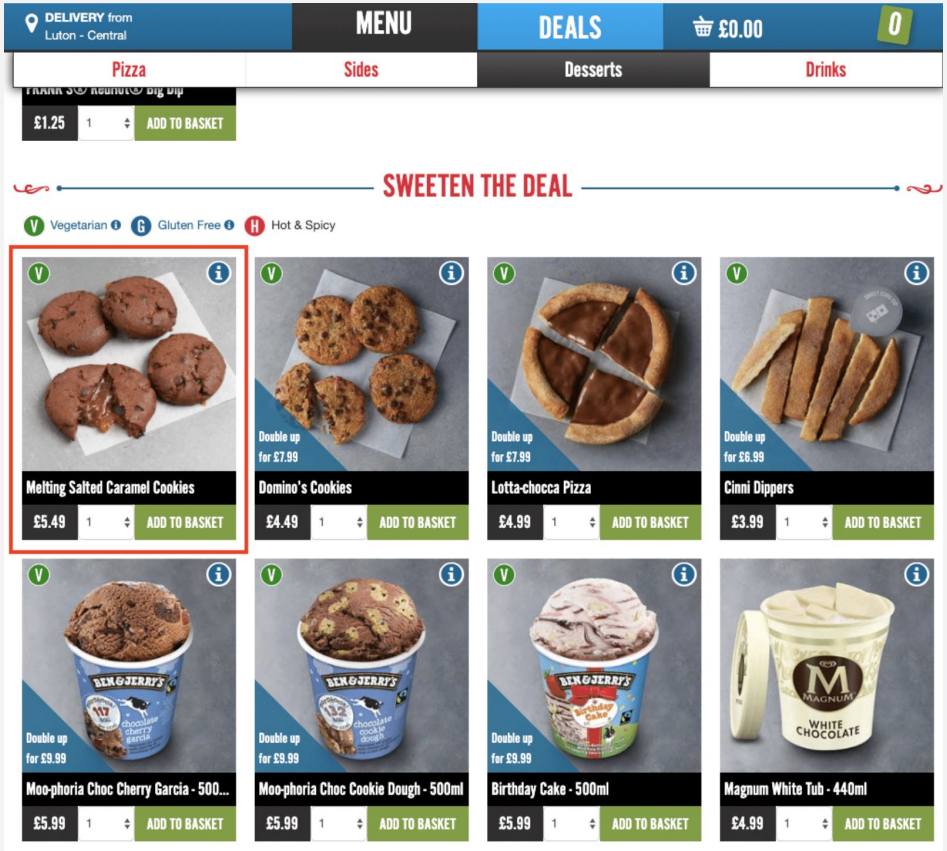
AI makes zone 4 feel more like zone 1.

More examples



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%2C%20the%20Domino's,reliable%20insights%20and%20high%20rewards

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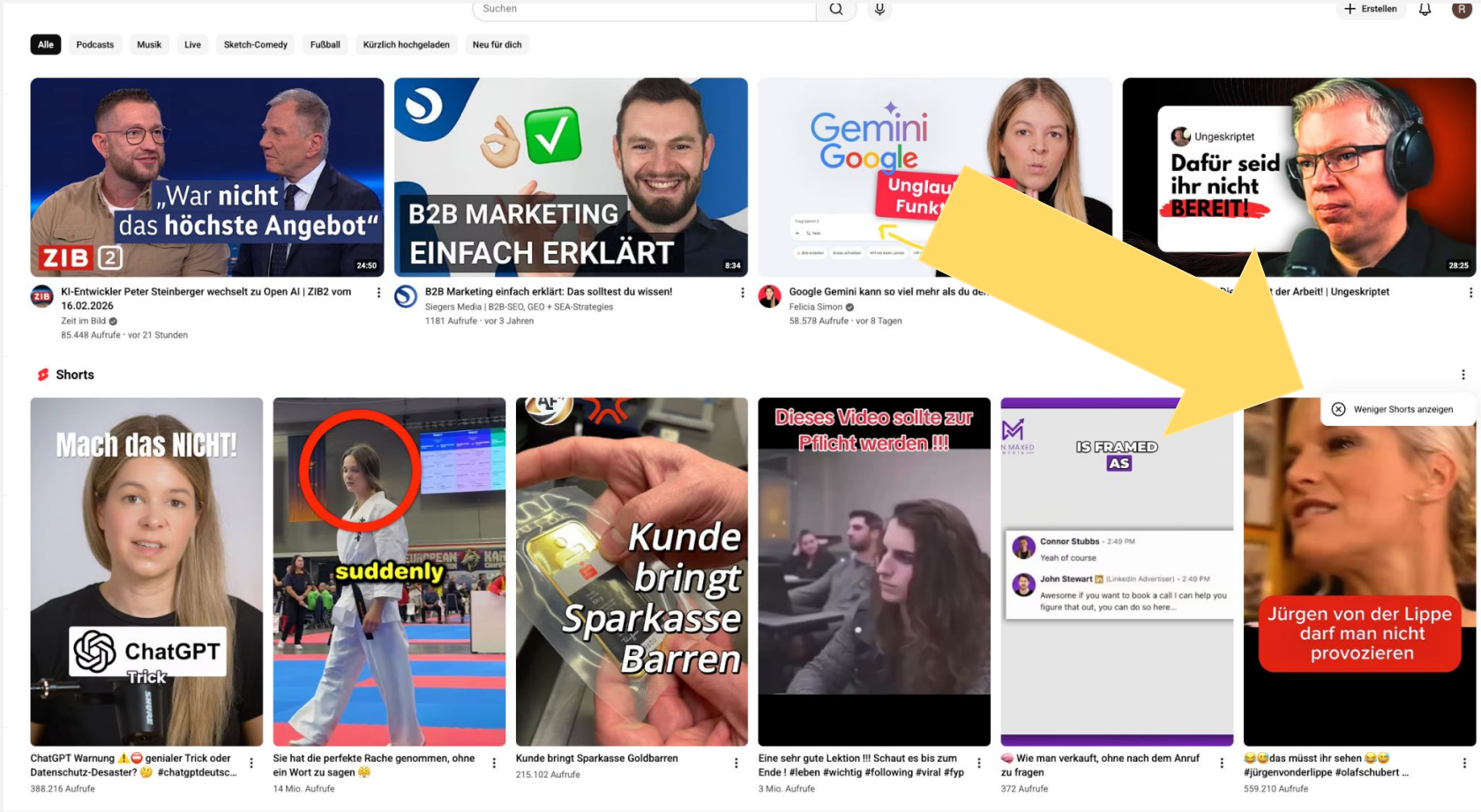

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practical takeaways

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