

Welcome.



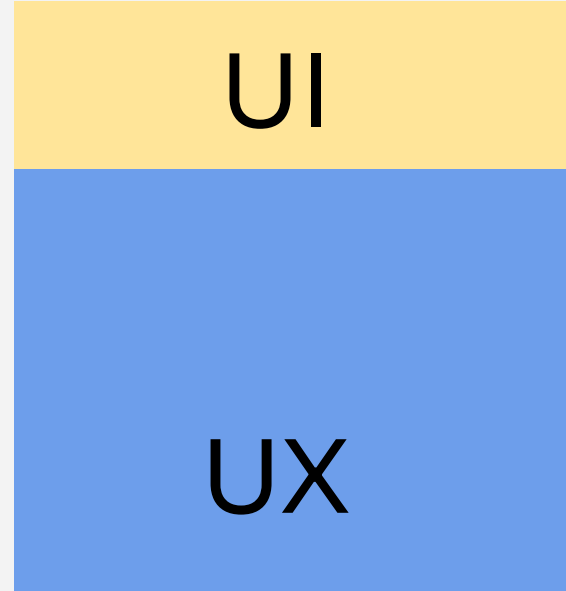
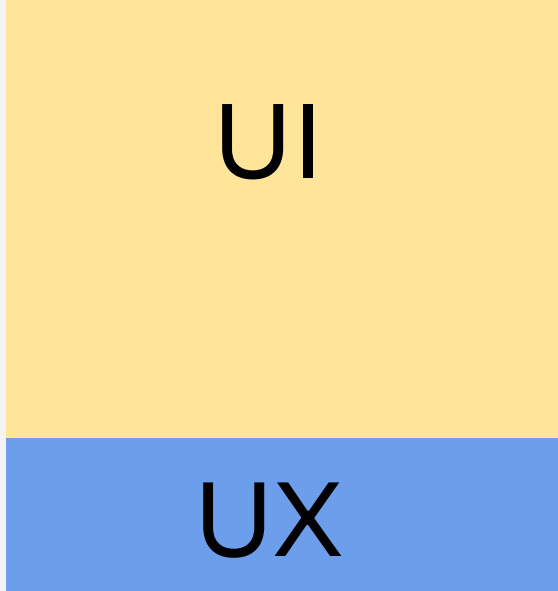
Fast, independent...useless?

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

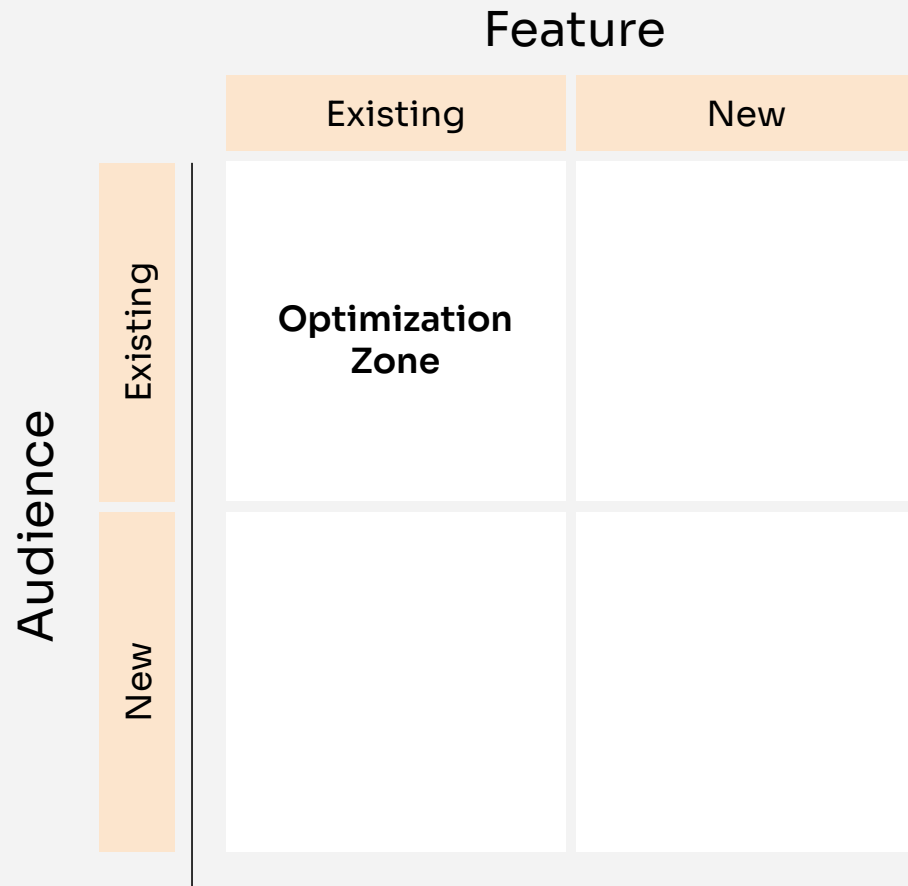
human judgement

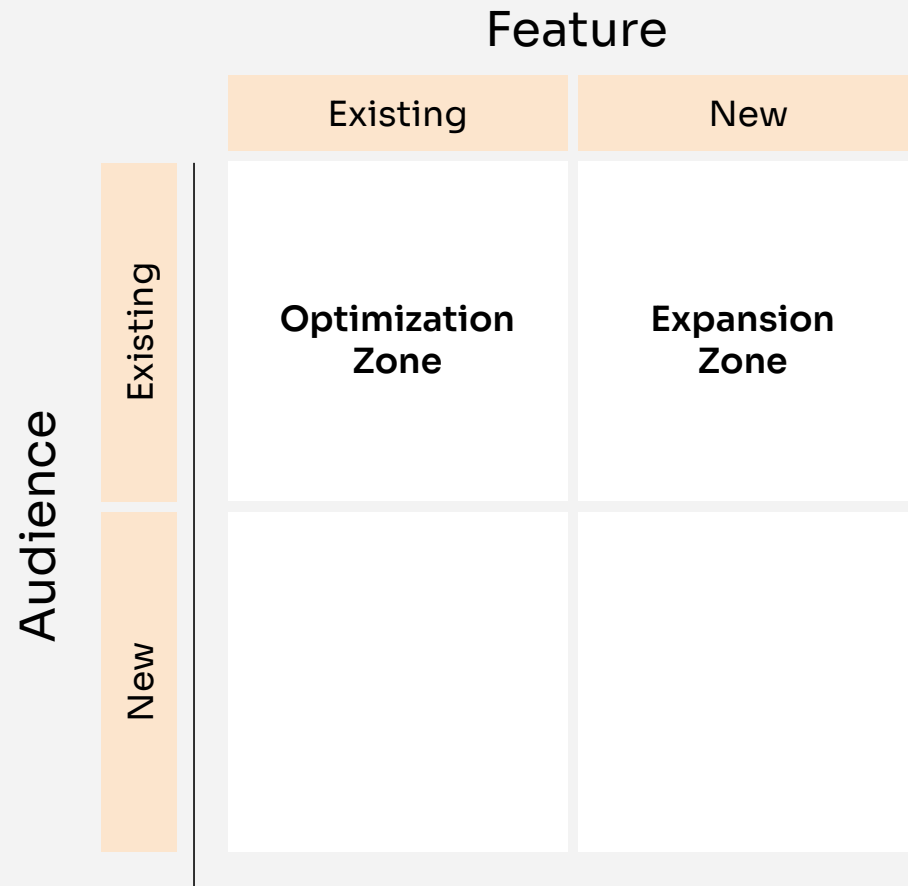


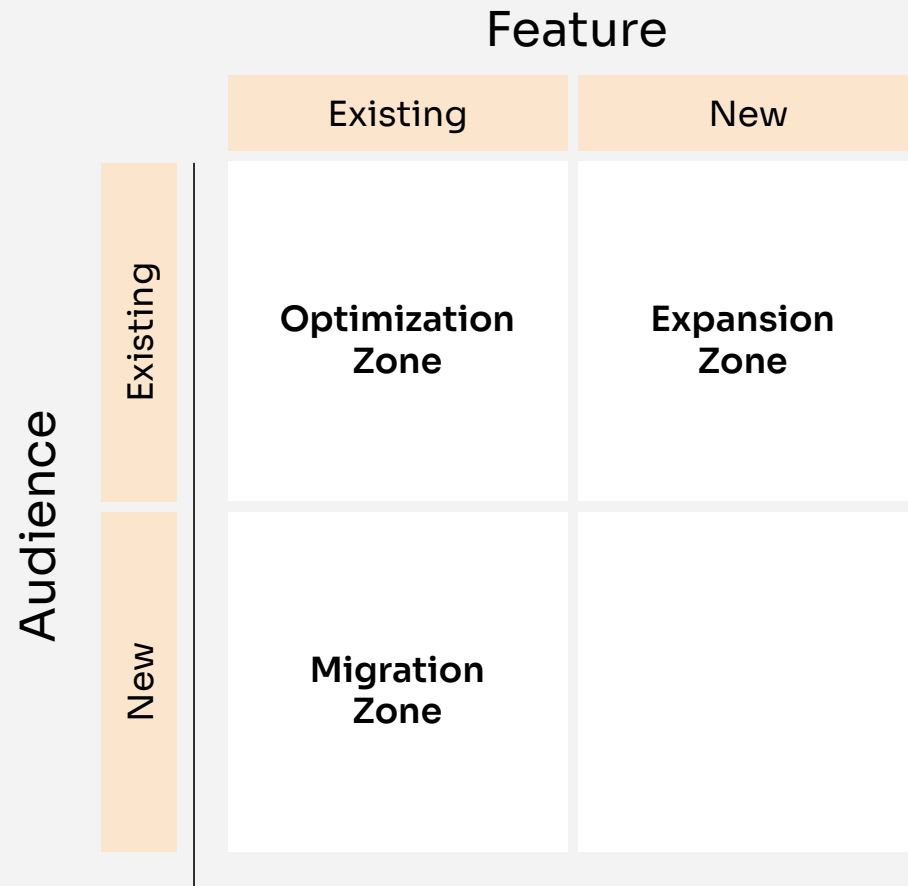


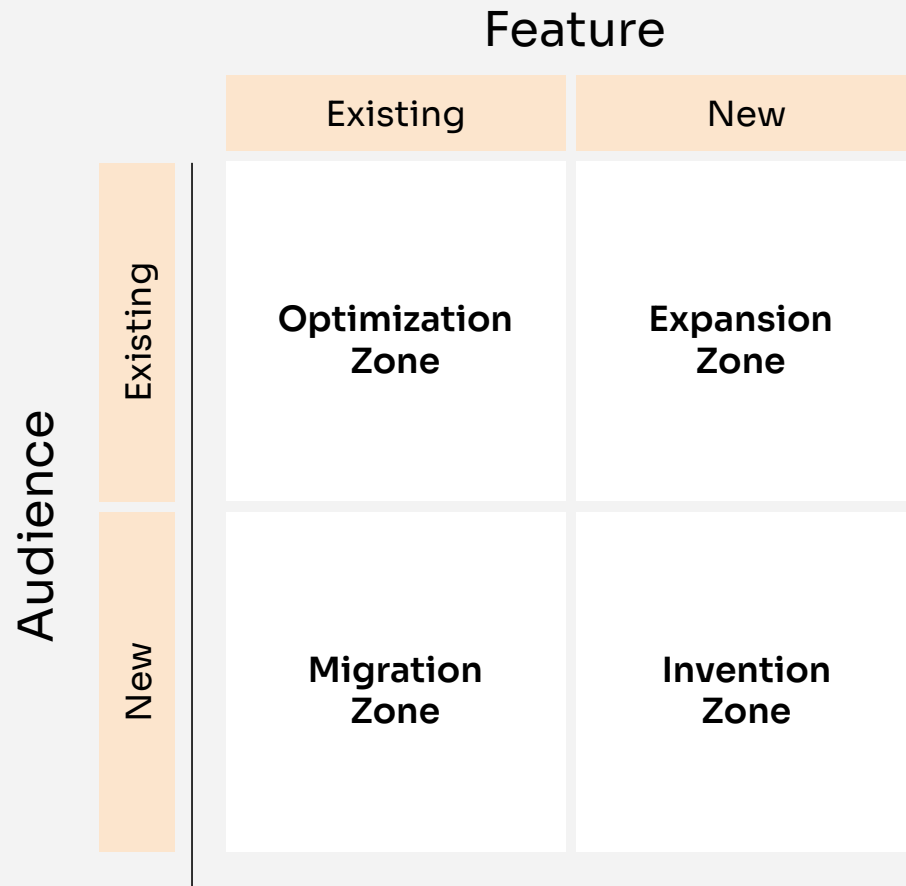
Audience

		Feature	
		Existing	New
Existing			
New			











Audience

Feature

		Existing	New
Audience	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



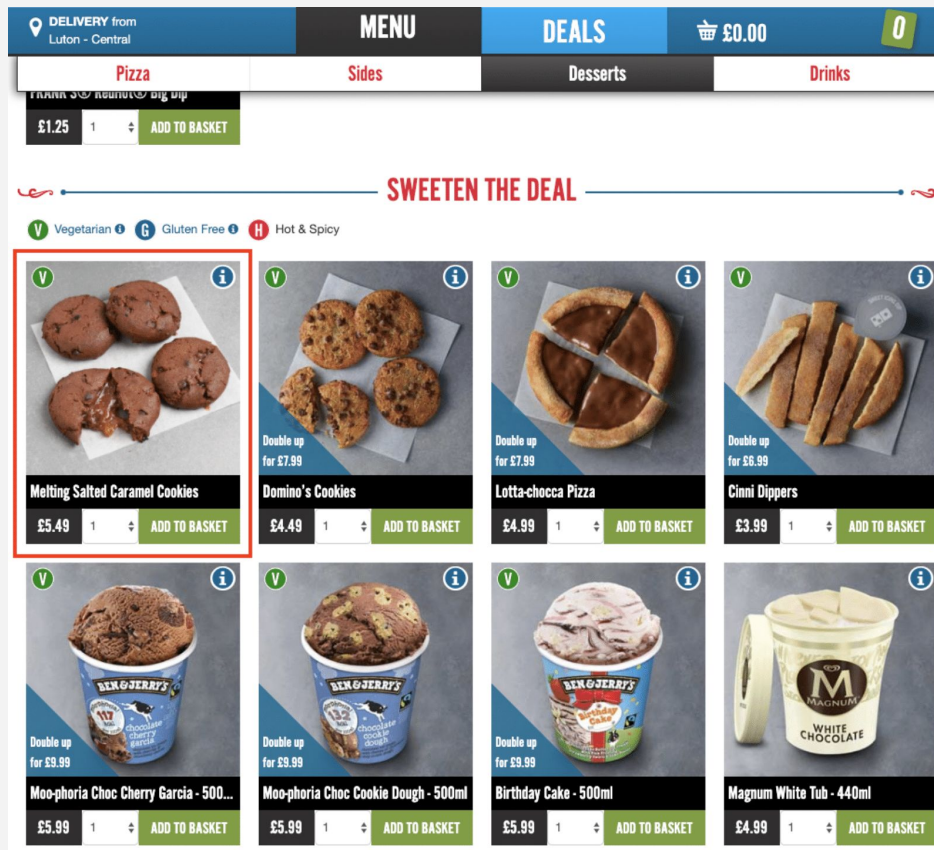
Audience

Feature

		Existing	New
Existing	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



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>



Suchen



+ Erstellen



R

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!
Siegiers Media | B2B-SEO, GEO + SEA-Strategien
1181 Aufrufe · vor 3 Jahren

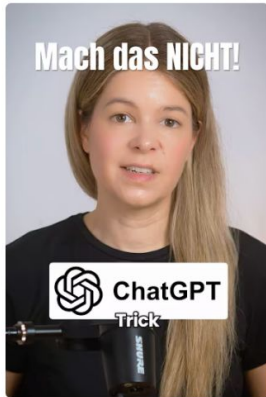


Google Gemini kann so viel mehr als du denkst
Felicia Simon
58.578 Aufrufe · vor 8 Tagen

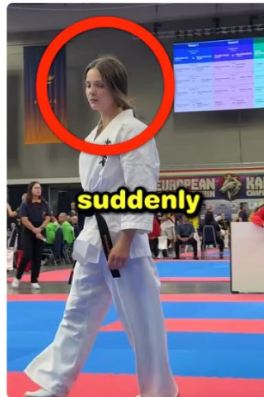


... der Arbeit! | Ungeskriptet

Shorts



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



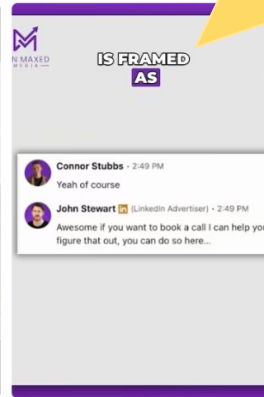
Sie hat die perfekte Rache genommen, ohne ein Wort zu sagen 🥋
14 Mio. Aufrufe



Kunde bringt Sparkasse Goldbarren
215.102 Aufrufe



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



Wie man verkauft, ohne nach dem Anruf zu fragen
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

