

NODE_OUT Craft AI Discovery Playbook

Multi-Industry Conversation Maps for Guided Discovery

The Craft AI Method Overview

Core Principle: Never ask if they need help. Guide them to tell you where they're struggling through empathetic conversation and strategic redirection.

Framework:

1. **Empathy Hook** → Get them talking
 2. **Momentum Builders** → Keep them sharing
 3. **Strategic Redirects** → "How are you affected by..."
 4. **Organic Discovery** → They tell you what they need
 5. **Solution Bridge** → "That's interesting, what if..."
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ROOFING/CONSTRUCTION

Opening Empathy Hooks:

- *"Running a roofing company must be like conducting an orchestra while the weather keeps changing the music..."*
- *"I imagine coordinating crews, materials, and weather forecasts feels like solving a three-dimensional puzzle every day..."*
- *"The roofing business seems like it requires the patience of a saint and the reflexes of a day trader..."*

Momentum Builders:

- *"Storm season must completely transform how you operate..."*
- *"Material delivery timing probably has some... interesting challenges..."*
- *"I bet customer expectations around completion dates get complicated when Mother Nature has other plans..."*
- *"Managing crew schedules must feel like air traffic control sometimes..."*

Strategic Redirects (When Momentum Slows):

- *"How are you affected by... last-minute weather changes?"*

- *"How are you affected by... customers calling multiple times for project updates?"*
- *"How are you affected by... material shortages or delivery delays?"*
- *"How are you affected by... crew members calling in sick during peak season?"*

Pain Point Categories to Listen For:

- **Weather Dependencies** → Scheduling chaos, crew downtime, customer frustration
- **Communication Gaps** → Multiple status calls, misaligned expectations
- **Material Coordination** → Waste, delays, cost overruns
- **Documentation** → COCs, permits, insurance paperwork
- **Quality Control** → Callbacks, warranty issues, reputation management

Solution Bridges:

- *"You know what would be interesting? If weather changes automatically triggered customer notifications..."*
- *"I wonder if there's a way to make project status as visible to customers as it is to you..."*
- *"What if material ordering could anticipate your needs based on your pipeline..."*

RESTAURANTS/HOSPITALITY

Opening Empathy Hooks:

- *"Running a restaurant is like directing a live performance three times a day where the audience can walk out at any moment..."*
- *"The restaurant business seems to require the skills of a chef, therapist, accountant, and crisis manager all rolled into one..."*
- *"Food service must be one of the few industries where everything has to be perfect in real-time, every single time..."*

Momentum Builders:

- *"Staff scheduling must feel like solving a Rubik's cube blindfolded..."*
- *"Inventory management probably tells some fascinating stories about waste and efficiency..."*
- *"The difference between a smooth service and chaos probably comes down to a thousand tiny details..."*
- *"Managing food costs while maintaining quality must be like walking a tightrope..."*

Strategic Redirects:

- *"How are you affected by... no-shows during your busiest shifts?"*
- *"How are you affected by... suppliers delivering late or with wrong quantities?"*
- *"How are you affected by... health inspectors showing up unannounced?"*
- *"How are you affected by... staff turnover during training-intensive periods?"*
- *"How are you affected by... food waste from over-preparation or spoilage?"*

Pain Point Categories:

- **Staff Management** → Scheduling, training, turnover, communication
- **Inventory Control** → Waste, spoilage, ordering, cost management
- **Customer Experience** → Wait times, order accuracy, complaint resolution
- **Compliance** → Health codes, labor laws, safety protocols
- **Financial Control** → Food costs, labor optimization, profit margins

Solution Bridges:

- *"I wonder if there's a way to predict staffing needs based on historical patterns..."*
 - *"What if inventory could automatically adjust orders based on actual usage trends..."*
 - *"Imagine if customer feedback could trigger immediate operational adjustments..."*
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HEALTHCARE/MEDICAL PRACTICES

Opening Empathy Hooks:

- *"Medical practice management seems like practicing medicine while simultaneously running a complex business..."*
- *"Healthcare must be one of the few industries where you're helping people while navigating insurance companies, regulations, and technology all at once..."*
- *"Patient care and practice administration must feel like serving two masters who don't always agree..."*

Momentum Builders:

- *"Patient scheduling must be like air traffic control for people's health..."*
- *"Insurance verification probably has some... creative challenges..."*

- *"Managing patient communications while maintaining HIPAA compliance must require constant vigilance..."*
- *"The gap between appointment time and actual patient interaction probably tells an interesting story..."*

Strategic Redirects:

- *"How are you affected by... last-minute cancellations and no-shows?"*
- *"How are you affected by... insurance approval delays on urgent procedures?"*
- *"How are you affected by... patients calling with questions outside office hours?"*
- *"How are you affected by... referral coordination between multiple providers?"*
- *"How are you affected by... prescription refill requests during busy periods?"*

Pain Point Categories:

- **Scheduling Optimization** → No-shows, cancellations, wait times, efficiency
- **Insurance Navigation** → Pre-authorization, claims, payment delays
- **Patient Communication** → Appointment reminders, test results, follow-ups
- **Compliance Management** → HIPAA, documentation, audit preparation
- **Referral Coordination** → Provider communication, patient hand-offs

Solution Bridges:

- *"What if appointment confirmations could predict and prevent no-shows..."*
- *"I wonder if there's a way to automate insurance verification without losing the personal touch..."*
- *"Imagine if patient questions could be triaged and routed automatically..."*

LEGAL/PROFESSIONAL SERVICES

Opening Empathy Hooks:

- *"Legal practice seems to require the precision of a surgeon and the memory of a librarian..."*
- *"Managing cases, clients, and deadlines must feel like juggling while riding a unicycle..."*
- *"The legal profession appears to be drowning in its own documentation requirements..."*

Momentum Builders:

- *"Document management must feel like archaeology sometimes..."*
- *"Billing hours probably has some... interesting accuracy challenges..."*

- *"Client expectations around responsiveness must compete with deep work requirements..."*
- *"Case research and preparation time probably multiplies in ways clients don't see..."*

Strategic Redirects:

- *"How are you affected by... clients changing case scope mid-representation?"*
- *"How are you affected by... document discovery requests with tight deadlines?"*
- *"How are you affected by... court date changes and scheduling conflicts?"*
- *"How are you affected by... client communications outside business hours?"*
- *"How are you affected by... billable hour tracking and client transparency?"*

Pain Point Categories:

- **Document Organization** → Discovery, research, version control, accessibility
- **Time Management** → Billable tracking, deadline juggling, efficiency
- **Client Communication** → Expectations, updates, billing transparency
- **Case Coordination** → Multiple parties, deadlines, document sharing
- **Compliance & Ethics** → Bar requirements, confidentiality, audit trails

Solution Bridges:

- *"What if document organization could happen automatically as cases progress..."*
- *"I wonder if there's a way to make billable time tracking invisible to you but transparent to clients..."*
- *"Imagine if case deadlines could automatically coordinate across all involved parties..."*



MANUFACTURING/DISTRIBUTION

Opening Empathy Hooks:

- *"Manufacturing seems to require the precision of a Swiss watch while adapting to the chaos of global supply chains..."*
- *"Running production must feel like conducting a symphony where half the instruments might not show up..."*
- *"The manufacturing business appears to be about predicting the future while managing the present..."*

Momentum Builders:

- *"Quality control must be like being a detective and a fortune teller simultaneously..."*

- *"Supply chain coordination probably keeps you up at night..."*
- *"Equipment maintenance scheduling must compete with production demands constantly..."*
- *"Inventory management probably involves some creative mathematics..."*

Strategic Redirects:

- *"How are you affected by... equipment downtime during critical production deadlines?"*
- *"How are you affected by... supplier delays or quality issues?"*
- *"How are you affected by... rush orders that disrupt planned production schedules?"*
- *"How are you affected by... inventory carrying costs versus stockout risks?"*
- *"How are you affected by... quality issues discovered after shipment?"*

Pain Point Categories:

- **Production Planning** → Scheduling, capacity, efficiency optimization
- **Supply Chain Management** → Vendor coordination, inventory, logistics
- **Quality Assurance** → Testing, compliance, defect prevention
- **Equipment Management** → Maintenance, downtime, replacement planning
- **Order Fulfillment** → Customer demands, shipping, tracking

Solution Bridges:

- *"What if equipment maintenance could predict problems before they cause downtime..."*
- *"I wonder if there's a way to automatically balance inventory levels with demand forecasting..."*
- *"Imagine if quality issues could be detected and corrected before they reach customers..."*

Universal Conversation Techniques

The "Other Companies" Mirror:

"The [industry] company I worked with in [location] mentioned that their biggest surprise was..."

The "Seasonal/Cyclical Observation:"

"I bet [busy season/event] changes everything for you..."

The "Efficiency Curiosity:"

"I'm always curious how companies handle the gap between [process A] and [process B]..."

The "Gentle Problem Expansion:"

"That [current solution] sounds pretty streamlined. I imagine the only tricky part is when..."

Implementation Strategy

Phase 1: Listen & Learn

- Use empathy hooks to open conversation
- Deploy momentum builders to keep them talking
- Take detailed notes on specific pain points

Phase 2: Strategic Redirection

- When conversation slows, use "How are you affected by..." redirects
- Focus on industry-specific triggers
- Let them teach you about their unique challenges

Phase 3: Organic Discovery

- Pattern recognition from their descriptions
- Identify automation opportunities they've revealed
- Build solution concepts from their own words

Phase 4: Possibility Bridging

- Use "What if..." and "I wonder if..." language
 - Present solutions as collaborative discoveries
 - Frame technology as invisible enabler of their expertise
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The Craft AI Advantage

Traditional Approach: "Here's what our automation can do for you" **Craft AI Approach:** "Here's what your business could feel like with invisible technology support"

Result: Clients become co-creators of their solutions rather than prospects being sold to.

The magic: They end conversations saying "I never thought about it that way" instead of "Let me think about it."