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1. Magic Mirror

Matthijs

He said “Personally, I like it,” meaning he likes the overall idea.

However, he has doubts about its feasibility as a prototype:

He stressed that from a prototyping point of view – having a clear end product in mind – this idea is still vague for them, and he is not sure how it can be turned into a clear, concrete prototype.

He gave an example:

- Yesterday they had a kickoff for onboarding 700–800 people on their generative AI passport.
- In the chat, suggestions came up like “could we have something like a sustainability counter in our tool,” visible for everyone, showing the impact of the AI solution on energy usage, for instance.

In his view, the mirror can be a way “to make this awareness possible on a personal level.”

But his doubt remains:

He does not really see yet how you envision this as a “more high-level prototype” rather than only the concept sketch you have now.

Later he emphasized again that:

If it is shown at a department/collective level (and not personalized), it could be a screen that shows “how good are we doing or how bad are we doing” as a department, based on metrics such as:

- prompt efficiency,
- energy,
- tool diversity,

and then show some “generic tips, actionable tips, not personalized” on top of that.

His explicit sentence was that the idea is: he stands in front of the mirror/screen and sees the departmental data and can see how good or bad they are doing on those metrics, and he sees general tips.

He said he likes that because it is “in your face” – you cannot really ignore it.

Thomas

About the mirror itself, he said that the data behind it is the part he likes:

- things like “prompt efficiency” and other measurements.

But he has difficulty with the “AI part” of it – the form:

It is hard for him to see how you can get to a quick prototype with that element of the mirror, the AI recognition/display part.

In other words:

He likes the idea of the measurement and the data, but sees implementing it as an actual “smart mirror” as difficult if you want a fast and simple prototype.

Jop

He emphasized that he thinks this idea “is very difficult.”

His own take is:

If the mirror is not personalized – so if when he looks in the mirror he does not see his own personal data – then it becomes easier for the ministry.

You can still get a message across and “provoke thought or imagination” without focusing on recognizing a person and showing that person’s data in a public space.

As an alternative suggestion, he said it could also be done in a simpler digital form, for example on the many screens that are already present in the ministry:

- A public screen that shows the message and visuals.

He stressed that:

Recognizing individuals and showing their personal information for everyone to see would be difficult, both technically and compliance-wise.

In his final ranking (explained later), he effectively put Magic Mirror in the same category as Digital Forest and Black Frame:

ideas that are interesting, but whose impact is not very clear to him and that feel more like “awareness/gamification” than practical tools that directly change behavior.

2. Digital Forest Wall

Matthijs

He described this idea as “interesting” because:

- It is a “collective effort.”
- It could be installed in a public space in the ministry and make visible how willing staff are to work together on growing this digital forest.

In his view:

This wall could show the “willingness of the staff to be involved in this and take personal action” on sustainability in a visible way.

But the main challenge for him is the back end of this solution:

- The games and interactive mechanisms need to be designed.
- These games need to be linked in some way to the forest wall.
- This linking – deciding what action leads to what change in the forest – introduces complexity.
- It requires involvement from multiple parties/teams.

His conclusion:

As a prototype, he likes the idea.

But if he has to rank them, he said he actually likes the first one (Magic Mirror) better – so for him Magic Mirror ranks higher than the Forest.

Thomas

He emphasized that:

The important element behind this idea is: “What behavior do you want to create?”

He gave an example:

- One behavior could be completing “sustainable quizzes.”
- But many other behaviors could also lead to new leaves in the forest.

The core question for him is: Which exact behavior do you want to reward with the leaves and the growth of the forest?

He said this is a key question “for all of the prototypes”:

Each prototype needs to clarify:

- what kind of change in behavior it wants to show,
- and then visualize that behavior (with a mirror, a forest, or one of the other visuals).

His emotional response:

He likes “the visual element” a lot.

For that reason, he said he likes this prototype “a little bit better than the last one” (Magic Mirror).

However:

He is aware of the difficulties in implementing it, both technically and organizationally.

Even so,

He feels that something where “everyone builds together to a positive future world” fits very well with the sustainability message, so he sees this idea as quite powerful.

Jop

In this part he explicitly said: “I agree with Thomas.”

So from his perspective:

- The digital forest is also attractive,
- he appreciates the collective/visual element,
- and he shares the same concerns about backend complexity and the lack of clearly defined target behaviors.

In his final ranking:

He described Digital Forest and Magic Mirror as “really interesting,”

but said he is not sure how big their impact in the organization would be; therefore he put them below Prompt Coach and the Dashboard.

He suggested that if you want to move in the direction of these three ideas (Mirror, Forest, Black Frame),

it might be best to take the strongest elements from each and combine them into one final concept.

3. Black Frame

Matthijs

He has a problem with the “manual” part:

In his recollection of your research phase, many people:

- were already aware of the negative impact and high consumption,
- but were “not willing to change.”

So in his view:

Simply giving insights like
“look, this is the number of interactions we’ve done”
does not necessarily make those insights “actionable.”

He pointed out that:

From Azure they already have many graphs:

- number of interactions,
- number of database calls,
- number of prompt requests,
- and even CO₂ estimations.

These graphs do give insight,
but the core issue remains: “What can you actually do with these insights?”

His conclusion:

In this prototype (Black Frame) he does not see the “actionability.”

Just showing the amount of usage, without connecting it to concrete behavior and action, is not sufficient in his eyes.

Thomas

He really likes the idea of “making people aware of the amount that they use it or the intensity that they use it,” meaning AI.

He explains:

In everyday use (for example, asking a question here or there), it is difficult to feel the “intensity of usage.”

His question is:

He is not sure whether it will work if employees themselves have to “draw the lines” or mark the board,
or whether it should be tracked in some other way.

But his main message is:

He stresses that bringing this behavior “to the front” is important,
and connects it to a key insight from your research:

- You have to “put people’s behavior to the front” because they are willing to change,
- but they are not aware of what they are doing or what the impact of their actions is.

Jop

He referred to the “manual drawing” part as a problem:

He said that you already discussed earlier that asking people to draw or mark every interaction on a physical board is difficult and not very practical.

As an alternative suggestion:

He said it popped into his head that you could make it “in some way like a Tetris screen that is filling up”:

- As more requests or interactions with the AI system come in, the Tetris-like screen fills up.
- Blocks pile up with each request/interaction.

The goal: to create awareness of the level of usage.

At the same time:

He explicitly said that among the first three prototypes (Mirror, Forest, Black Frame), Black Frame is “my least favorite.”

When Moses mentioned that sustainable actions could “knock off some blocks” on the Tetris screen,

Jop did not add further comments; the discussion simply moved on to other ideas.

4. Prompt Coach

Matthijs

He clearly said: “Yeah, I agree,” and that he likes this prototype.

What interests him is:

Some people always want results “regardless of the impact.”

So he is curious how you want to build into this tool the trade-off between:

- “fewer computations” (being more efficient/less resource-intensive),
- and “the end result being good enough.”

In other words:

Fewer computations do not automatically mean the quality of the answer is sufficient, and that tension/trade-off needs to be reflected in the design of the Prompt Coach.

Overall:

He likes this prototype,

and sees it as an “actionable prototype,” something that directly enables behavior change.

Thomas

He very explicitly said: “This is also my favorite so far.”

His reasons:

A tool that:

- helps people learn how to make better prompts,
- or lets them check their prompts and improve them,

directly changes people’s behavior.

That behavior change goes in the direction of “becoming more sustainable,”

even if users themselves are not thinking about sustainability and “just want to have better prompts.”

An important aspect for him is that:

Within the same tool you can, for example:

- show CO₂ usage (like the example of “0.32 grams of CO₂”),
- or use other types of impact metrics,

to show that what they are doing actually has an environmental effect.

He also feels that:

This idea fits well with “the things that we’re already doing at the department,”
so it aligns nicely with existing programs.

His summary:

For him, this prototype is a strong combination of:

- changing behavior,
- making the impact visual,
- and supporting ongoing initiatives in the organization.

That is why he sees it as very strong.

Jop

He first made a distinction between:

- “Prompt coach,” which suggests that “you’re getting taught how to prompt,”
- and “prompt library,” which is a slightly different thing – a collection of prompts that can be reused.

So in his mind:

Prompt Coach = training and coaching,

Prompt Library = a reusable repository of good prompts.

He said:

He finds both ideas “very interesting,”

and he thinks both are “very at the forefront of what we’re currently doing right now.”

On a personal level:

He said such a solution “would save me quite some time,”

and that he is very happy to see this one.

In his final ranking:

He said that in terms of impact,
Prompt Coach has the “highest impact.”

He emphasized that:

If both parts – the training/coach part and the library part – are combined in a smart way,
the result would be very valuable.

He also said that his personal preference is for “4 and 5” (Prompt Coach + Dashboard),
and he would like to see you add some elements from prototype 5 to prototype 4 to create a
strong tool/prototype.

5. Dashboard / GAIA-style Tool

Matthijs

His key question is:

“What is the bare minimum?”

Where can you start and “still deliver value”?

His proposed approach:

First build a minimal, usable version (a bare minimum) that already creates value.

If you see that it is used and successful, then, based on what you learn:

- iterate,
- and add new functionality over time.

His impression is:

The version you showed now looks like an “overblown end solution” –
a very full, final stage version.

Whereas he also sees elements in the dashboard that, even on their own, would be valuable as
a starting point.

His conclusion:

If you want to go forward with this prototype, he suggests:

- create a minimal, feasible, value-adding version,
- then design a roadmap for extending and enriching it.

He also suggested that:

You should use metrics and performance data that you already have from the Azure platform as a starting point.

Thomas

From his perspective:

This prototype is “the most comprehensive version” compared to the others.

Its main value is the idea that:

- you do usage analytics,
- relate that usage to impact (energy, water, CO₂, etc.),
- and then define behaviors and goals based on that.

He sees this as “the basis for all these things” and a strong foundation for all prototypes.

He said that:

“The data and data analysis that go underneath” this tool are what will make each other prototype good as well.

If you can move “from data to action,” that is where the value lies for such a prototype.

However, his critique is:

What is shown in the video is still “a dashboard,”

and in terms of excitement it is “the least exciting of the five prototypes,” even though it is by itself a visualization.

His suggestion:

He would like to see “a combination” here:

- fewer metrics,
- more visualization,
- and a link with the more visual/creative ideas (forest, mirror, etc.).

So he imagines a common analytical core combined with more compelling visuals from the other concepts.

Jop

During the first introduction of this prototype:

He said he did not have much to add at that moment and “ceded his time” to his colleagues.

But in the final ranking:

He said that his preference is for “prototypes 4 and 5,”

and he proposed to integrate some capabilities of 5 (dashboard/GAIA-style overview) into 4:

Having an overview like GAIA next to the Prompt Coach would be “really interesting” to him.

At the end:

As advice, he told you that if you have conflicting thoughts or discussions within the team about ideas or priorities,

you should feel free to contact Matthijs, or Thomas, or himself so they can help you move forward quickly.

6. Final Ranking and Overall Conclusions

Matthijs

For him, the first three prototypes (Mirror, Forest, Black Frame):

- are more like an “exercise” or gamification around willingness to change – they test how willing people are to change, but the actual action still needs to happen elsewhere.

The problem is:

From your earlier research you know that many people are actually **not** willing to change.

Therefore:

He sees tools that give people a ready-to-use way to change their behavior – like a Prompt Coach with good, proven, possibly more sustainable prompts – as more “actionable.”

He particularly likes Prompt Coach and considers it a behavior-change-oriented tool.

About the Dashboard:

He likes it,

but insists that you should:

- start with a minimal valuable version,
- then design a development roadmap,
- and use Azure data as a starting point.

Thomas

- **Prompt Coach:**
 - He explicitly said it is “my favorite.”
 - Reason: it enables real behavior change, visualizes impact, and aligns with existing programs.
- **Digital Forest:**
 - For him, it is the most visual and one of the strongest concepts in terms of sustainability messaging.
 - He likes it “a little bit better” than the mirror,
 - but he sees significant implementation challenges.
- **Black Frame:**
 - He likes the idea of showing the intensity of use,
 - because it reveals how much people use AI throughout the day – something they are usually not aware of.
- **Dashboard:**
 - He sees it as the analytical backbone for all prototypes,
 - but on its own it is “the least exciting” and needs more compelling visuals and simplified metrics.

In a combined future:

He would like to see Prompt Coach and Digital Forest connected:

- The positive impact of better prompts at an individual level

- being visualized collectively for departments as a large forest-style image.

Jop

He suggested using criteria such as:

- ease of use,
- ease of implementation (time-wise),
- impact.

His conclusions:

- Highest impact: **Prompt Coach (prototype 4)** – including both the training/coach part and the library part.
- He would like to see **Prompt Coach (4)** and **Dashboard (5)** combined into a prototype that both encourages better prompts and offers a higher-level GAIA-style overview.

About the other prototypes:

- **Digital Forest** and **Magic Mirror**:
 - “really interesting,”
 - but he is not sure about their concrete impact in the organization.
- **Black Frame**:
 - among the first three prototypes, this is his “least favorite.”

If you want to go in the direction of prototypes 1–3,

he suggests seeing what you can take from each and merging those elements into one final concept.

Final advice

Matthijs:

- He liked the concepts,
- and especially saw Prompt Coach and the Dashboard as action-oriented.

Thomas:

- He emphasized that they will look at the prototypes with a focus on feasibility and what can actually be experimented with and implemented,
- but he told you to “keep the creativity going.”
- Even if they give a lot of practical feedback, ideas like the mirror and the forest are valuable from a creative and conceptual point of view, so you should not lose that creativity by focusing only on implementation constraints.

Jop:

- He said these ideas are “super cool,”
- and that he is looking forward to seeing what you will come up with in the next weeks as a combined/final prototype.
- He stressed that whenever your team gets stuck in decision-making, they are available and willing to help you move forward.