

# AI Prototyping Workshop

## Conceptualize & Build a Working Prototype



CREATED & DELIVERED BY

Fadi Jawdat Hindi @



ORGANIZER



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OF THE YEAR



# Workshop Objectives

1. Helping you **develop** the required **components** to effective prototyping.
2. Experiment with **AI** to quickly **build** and refine your **prototype**.



# Workshop Flow & Timings



1 Hour

## 1 Developing Prototype Components

Empathy Maps  
Customer Personas  
Customer Journey Maps  
Exercise: Develop personas and maps



1 Hour

## 2 Building Prototypes

Low-fidelity prototypes  
AI Prototyping  
Exercise: Develop your Prototype



01

# Developing Prototype Components

Empathy Maps  
Customer Personas  
Customer Journey

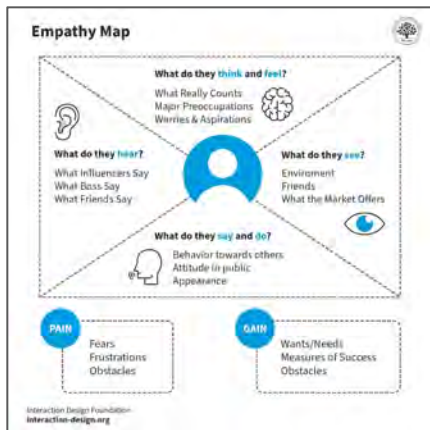


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# Empathy Maps, Customer Personas, & Customer Journeys

Customers Experience your Unique Selling Proposition (USP) during delivery and support.  
Put yourself in the shoes of your customer.  
Design for a great customer experience through delightful interactions.

## Empathy Map



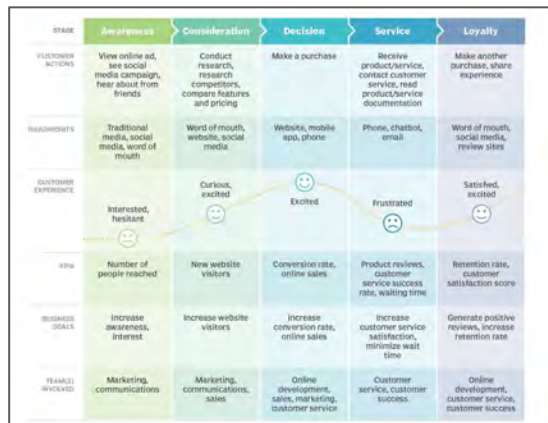
Step into your customers' shoes and understand them better.

## Customer Persona



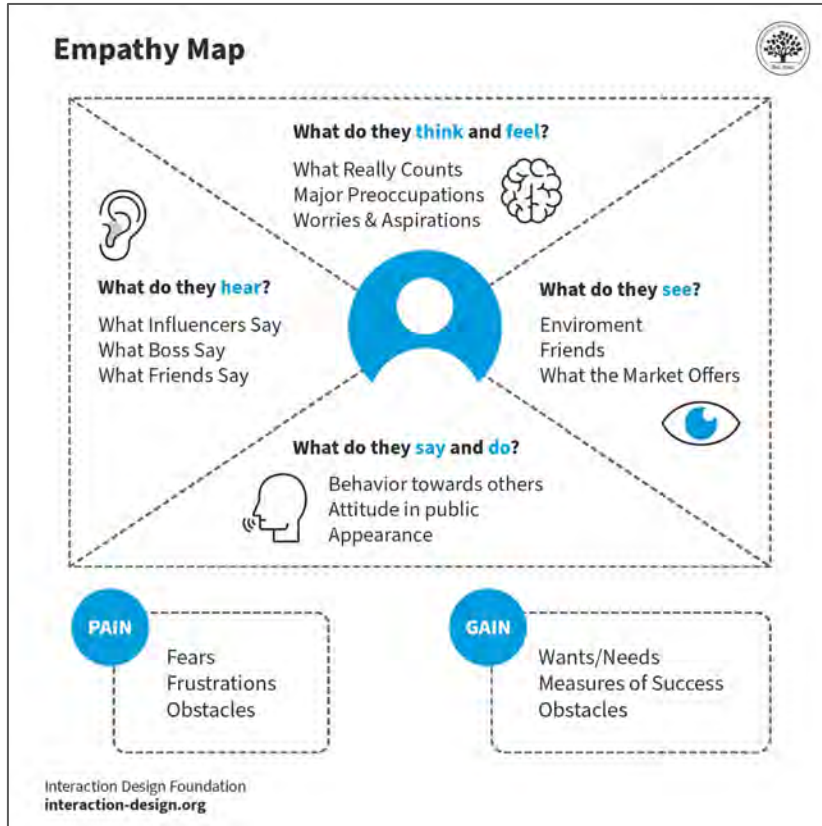
Create fictional customers that represent the different consumers of your product or service.

## Customer Journey Map



Detail the journey your customers will experience when they become aware of and start to interact with your product or service.

# Empathy Maps



Empathy maps play a vital role in building customer personas by giving **deeper insights** into the **emotions** and needs of target users.

Encourages empathy by focusing on what customers **think, feel, say, and do**. This deeper level helps teams understand customers' emotions, frustrations, and motivations.

Helps organize data gathered about customers and identification of patterns.

Highlights **pain points** and what are **gains** - guides product development & marketing strategies.

Provide a human touch and makes persona development not solely reliant statistics and data, but also include emotions and behaviors.

Source: Interaction Design Foundation

<https://www.interaction-design.org/literature/article/empathy-map-why-and-how-to-use-it>



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# Empathy Map - Example



Source: Moqups

<https://moqups.com/templates/planning-and-ideation/ux-research/empathy-map/>



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# Customer Personas

Name		
Picture	Bio	Goals & Frustrations
	Personality	Motivations
	Preferred Channels	
	Quote	Brands
Demographics		
Characteristics		

Develop one or more Customer Personas using the Empathy Maps.

Use a fictional name to help you associate it with a customer type.

Develop the information for the persona(s) through primary or secondary research.

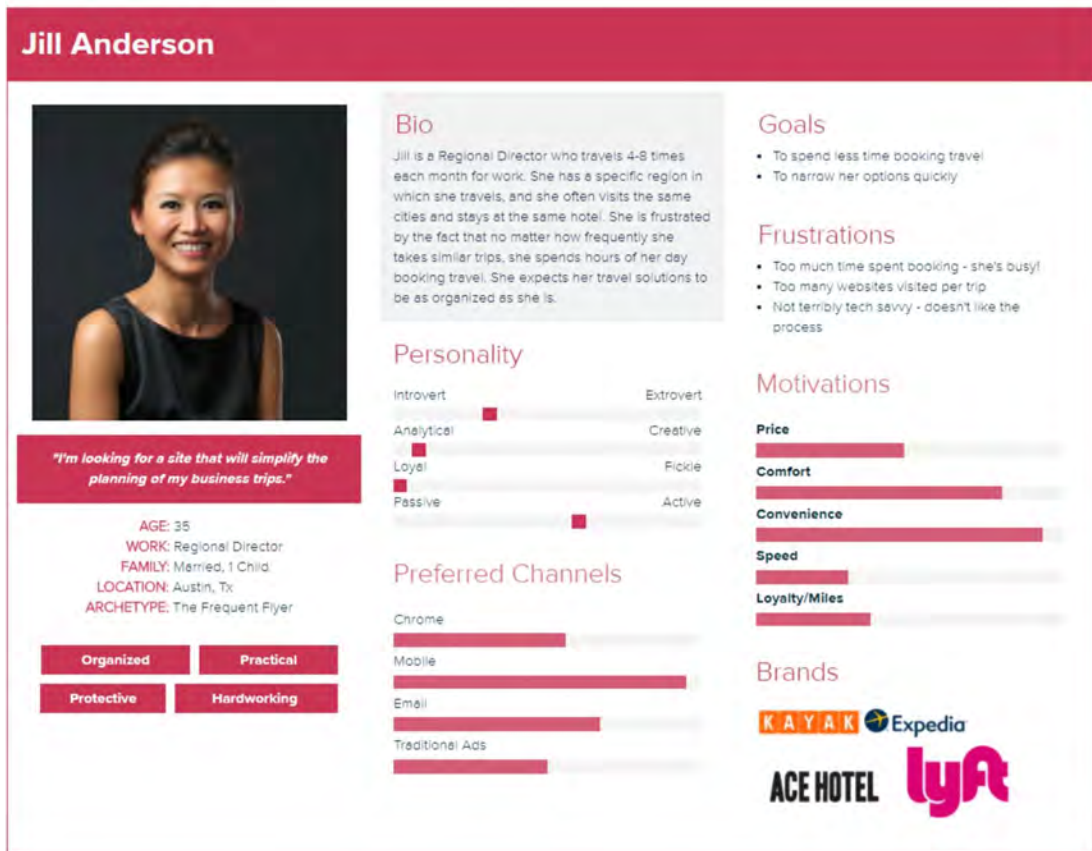
Reflect on your solution and problem scope deeply to uncover additional personas that may not be obvious.

**E.g. Bridal Planning platform failure to identify the primary persona.**





# Customer Persona - Example



The more time spent developing your personas, the stronger arriving to a good solution will be.

The different sections of the fictional personas will be used throughout your solution and prototype development. Without personas you have no clarity about your customers.

E.g. Finding commonality in the Brands favored by personas you develop can enable you to extract a theme for your solution.

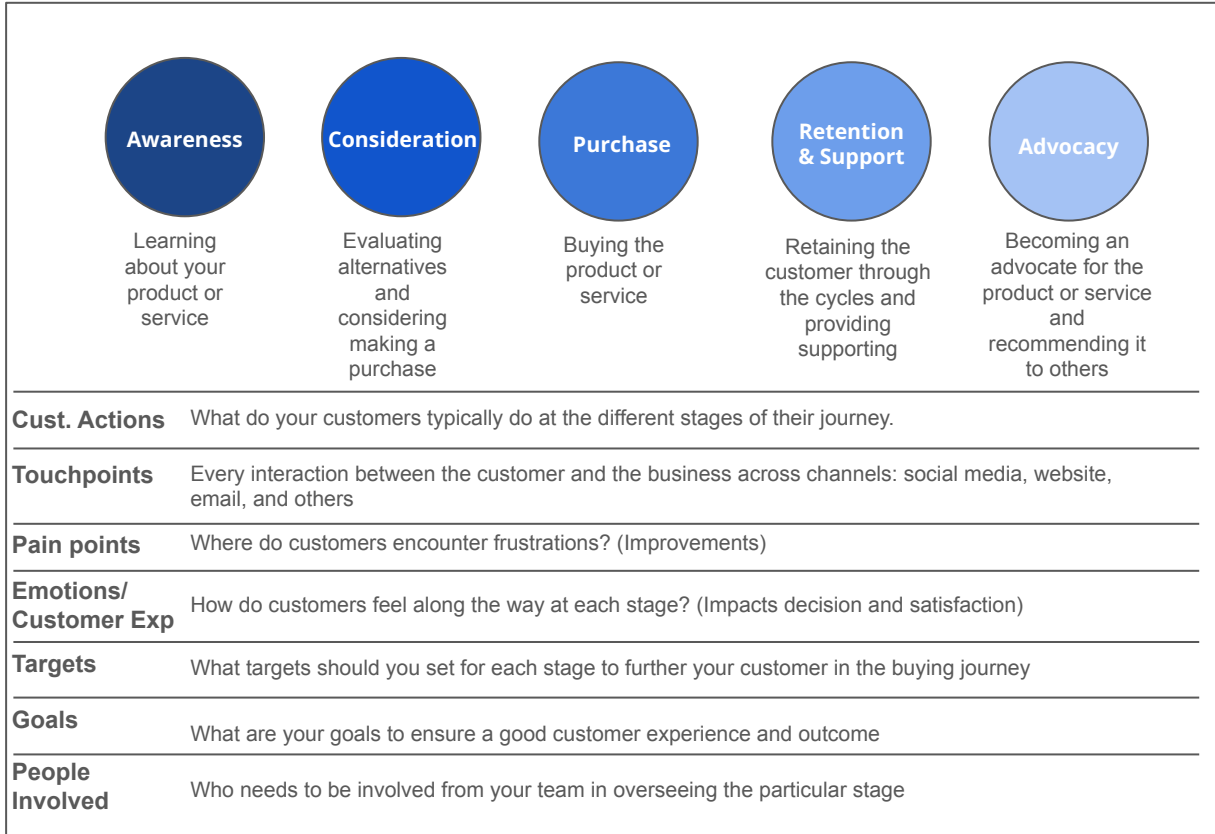
Source: Vistapoint

<https://www.vistaprint.com/hub/how-to-create-user-personas>



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# Customer Journey



Enumerates the **key stages** of the customers' buying journey.

Details the **customer experience** with a company, from initial awareness through to purchase and post-purchase support.






Helps businesses understand the **customer's perspective, needs, and emotions** at each step.

Provide insight to help companies **optimize experiences** and build strong, lasting customer relationships.

Provides a **framework for data collection**, collation, and developing insights against the journey.



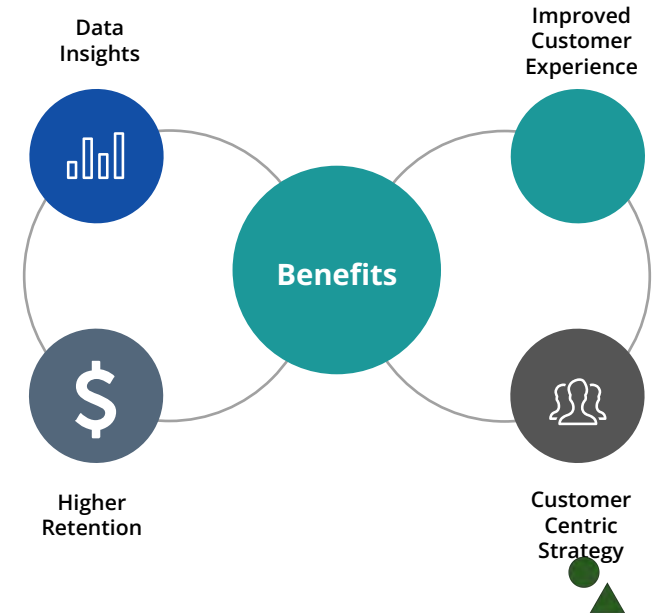
# Customer Journey - Example

STAGE	Awareness	Consideration	Decision	Service	Loyalty
CUSTOMER ACTIONS	View online ad, see social media campaign, hear about from friends	Conduct research, research competitors, compare features and pricing	Make a purchase	Receive product/service, contact customer service, read product/service documentation	Make another purchase, share experience
TOUCHPOINTS	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile app, phone	Phone, chatbot, email	Word of mouth, social media, review sites
CUSTOMER EXPERIENCE	Interested, hesitant 	Curious, excited 	Excited 	Frustrated 	Satisfied, excited 
KPIS	Number of people reached	New website visitors	Conversion rate, online sales	Product reviews, customer service success rate, waiting time	Retention rate, customer satisfaction score
BUSINESS GOALS	Increase awareness, interest	Increase website visitors	Increase conversion rate, online sales	Increase customer service satisfaction, minimize wait time	Generate positive reviews, increase retention rate
TEAM(S) INVOLVED	Marketing, communications	Marketing, communications, sales	Online development, sales, marketing, customer service	Customer service, customer success	Online development, customer service, customer success

Source: TechTarget

<https://www.techtarget.com/searchcustomerexperience/definition/customer-journey-map>

Better connect with your customers to create more meaningful, impactful, and delightful experiences.



# Exercise: To Customer Journey Map



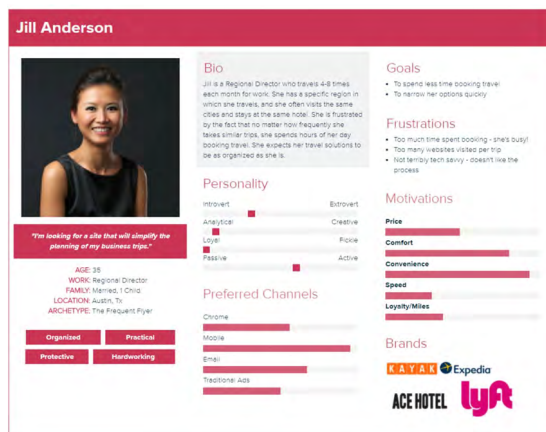
## 1 10 Minutes Empathy Map

1. Use a Flip Chart sheet
2. Divide into four sections
3. Build an Empathy map for one of your customer types



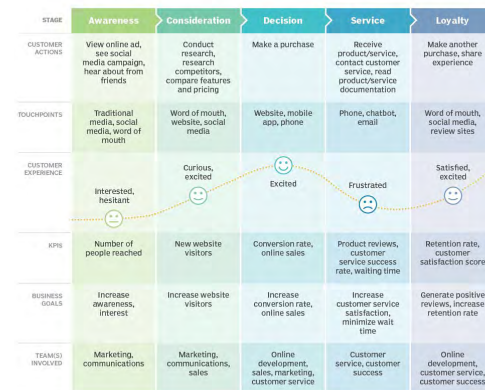
## 2 10 Minutes Customer Persona

1. Use a Flip Chart sheet
2. Using your empathy map build a customer persona



## 3 10 Minutes Customer Journey

1. Use a Flip Chart sheet
2. Build a draft Customer Journey Map

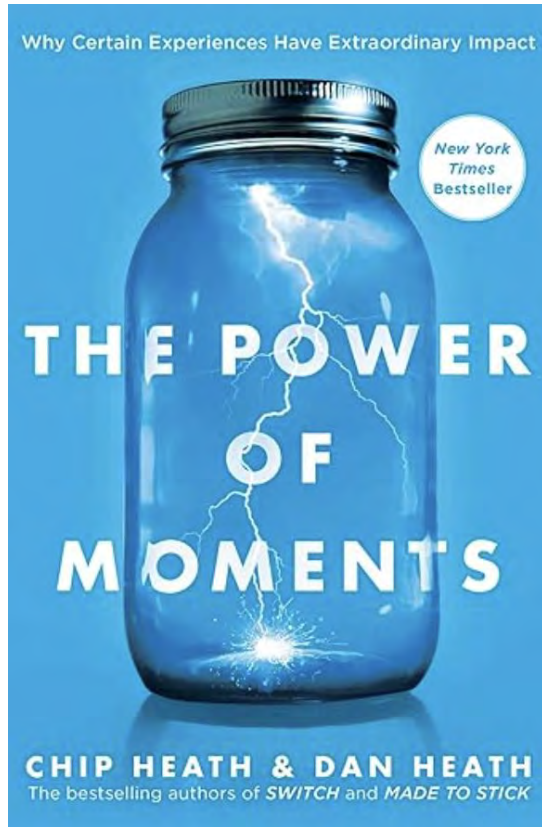


1. Discuss with your partner what you did - 5 Mins
2. Let your partner discuss what they did - 5 Mins

2 x 5 Minutes  
Critique & Feedback

4

# Book Recommendation



Provides a new perspective on the **five senses** and their interaction with Brand, Product, and Service.

Gives you ideas on building delightful interactions throughout your customer journey from offline to online across channels.



# 03 | Building Prototypes

Low-Fidelity Prototypes & Wireframing  
AI Prototyping  
Exercise: Develop your Prototype





# Low-Fidelity Prototypes

- A basic and simplified version of a product or concept
- Focuses on essential functionality and user flow / no detailed design or visual elements
- Created with simple tools: paper sketches, wireframes, digital mockups
- Focus on structure and concept over fine details and aesthetics

## Benefits:

- Quick and cost-effective: Requires minimal time and resources
- Early feedback: Gather user and stakeholder insights early in the process before investing in high-fidelity designs.
- Simplifies complex ideas: Focuses on core functionality to clarify and prioritize essential features.
- Facilitates alignment: Creates a shared understanding
- Allows for easy modifications: Changes can be made swiftly, making it real easy to explore different design options.
- Reduces risk: Identifies potential usability issues early, reducing costly changes in later stages.
- Promotes fast creativity: Frees up the team to think broadly about functionality without diving into details.



Source: Decode

<https://decode.agency/article/low-fidelity-vs-high-fidelity-wireframes/>



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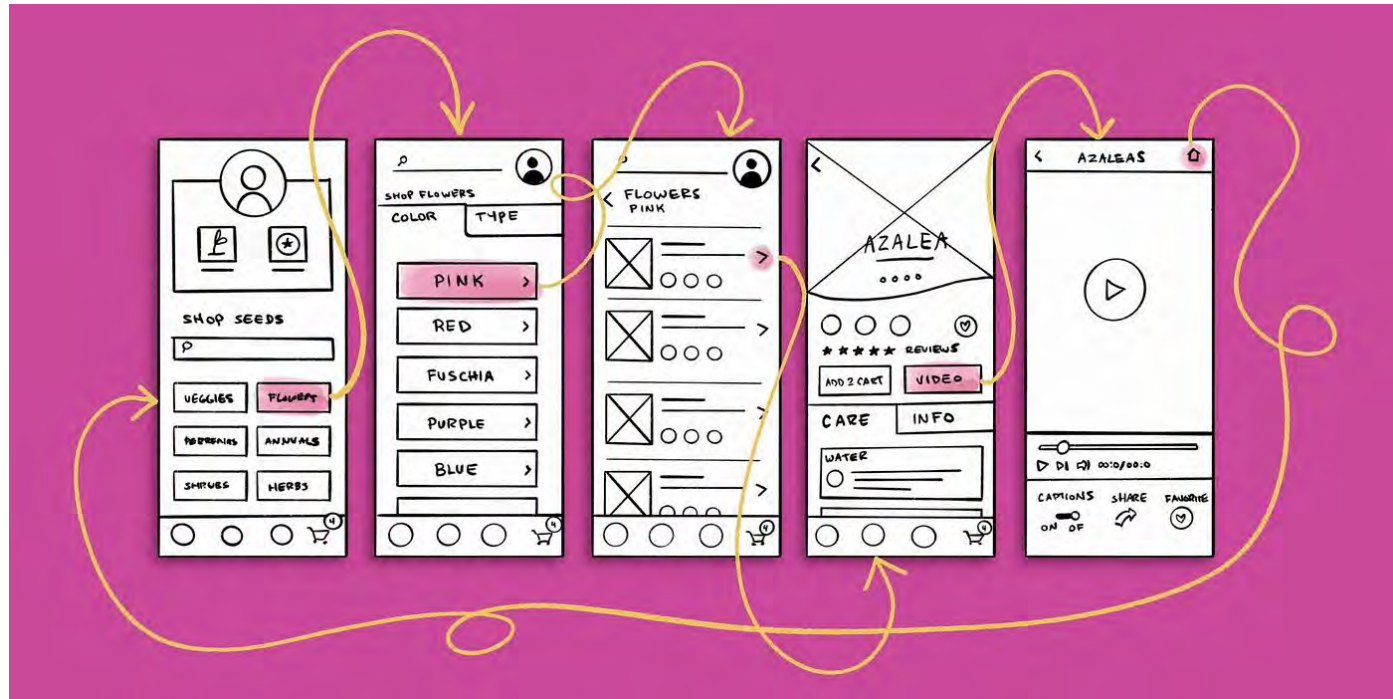




# Exercise: Low-Fidelity Prototype

## 20 Minutes

1. Use a Flip Chart sheet
2. Draw out your screens and use blocks for elements
3. Think through what's missing and what needs changing



Source: Medium

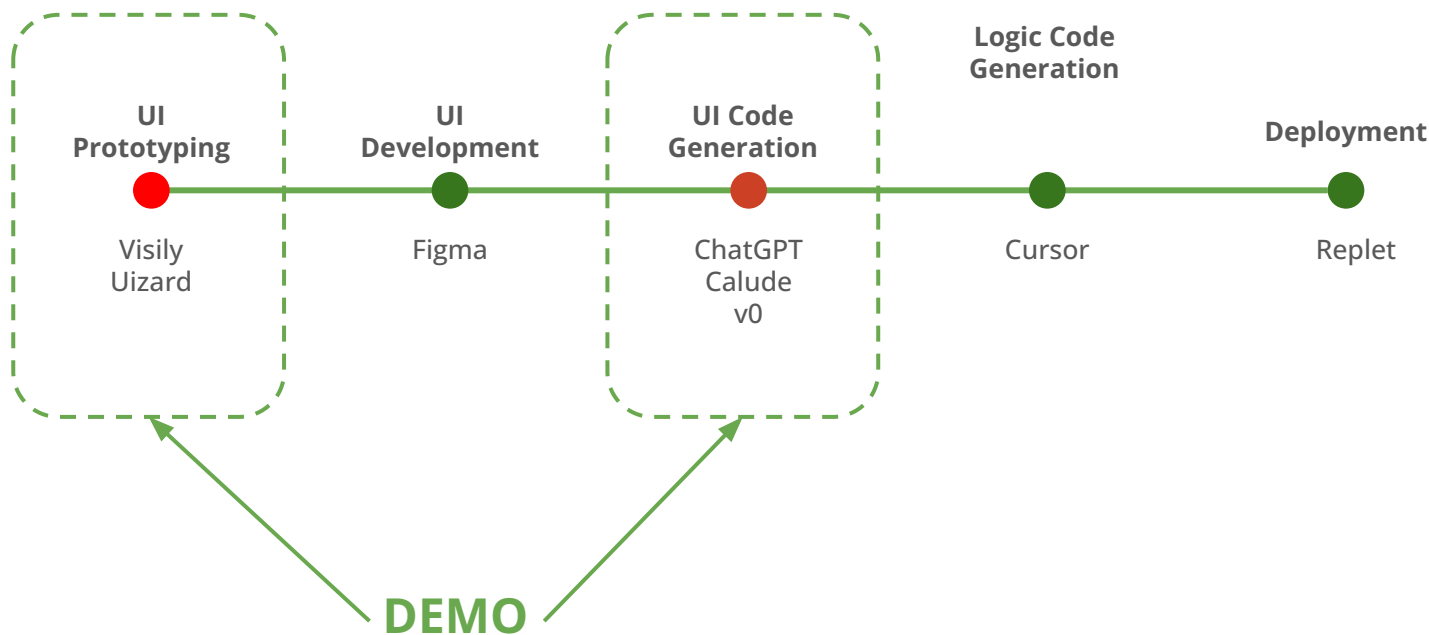
<https://medium.com/design-bootcamp/creating-wireframes-and-low-fidelity-prototypes-in-figma-for-the-google-ux-course-326a7e11fa60>



# AI Prototyping Tools Categories

Numerous AI tools can help you build Prototypes or MVPs.

New tools pop-up weekly and the trend is accelerating.



# AI Prototyping

There are numerous features based on the tool you choose.

Typical features for Prototyping using AI are shown here.

You can quickly brainstorm with AI generation to get a generative version of your idea.

To bring your concept to market, use the structure and components you developed to drive AI generation,

## Capabilities

1

AI Prompt to User Interfaces (UIs)

2

Low-Fidelity conversion to User Interfaces (UI)

3

Generating and using Themes

4

Prototyping Screen Flows

5

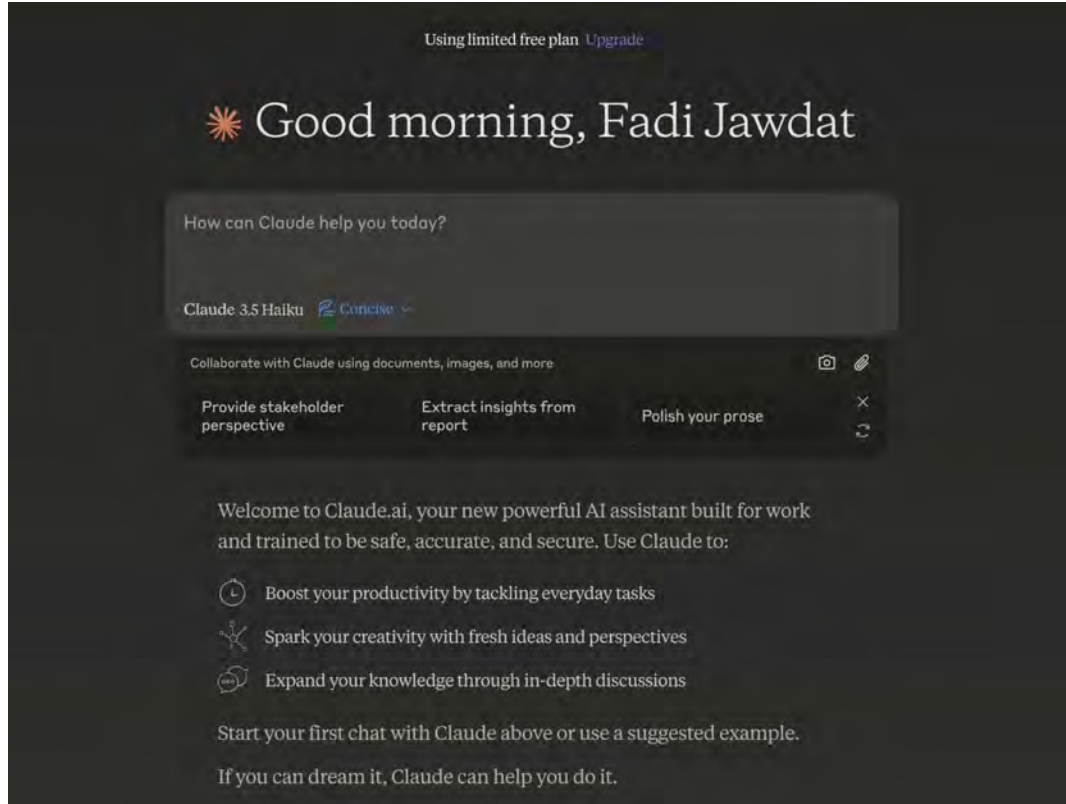
Design Reviews



# AI Prototyping [claude.ai]

Using Large Language Models (LLMs) to generate code & prototype

## PROMPTS



Create a prototype for travellers to leave notes in areas they visit with their recommendations for other travelers. We need a login screen with facebook, google, apple, or email. And i want you to suggest other screens and make it a working

Add a landing page with thumbnails for popular places, find images for the thumbnails. Add a feed below the thumbnails. Link the login screen and the landing page.

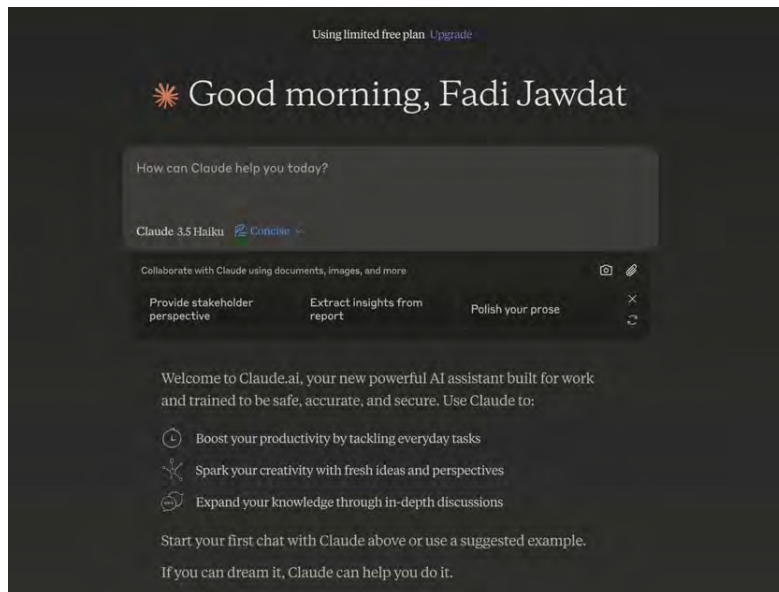
Add a profile pic on the landing page and a hamburger menu on the left hand side. Activate the logout button from the hamburger menu to go back to the login screen. Take me to the login screen.



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Using Large Language Models (LLMs) to generate code & prototype

## DEMO

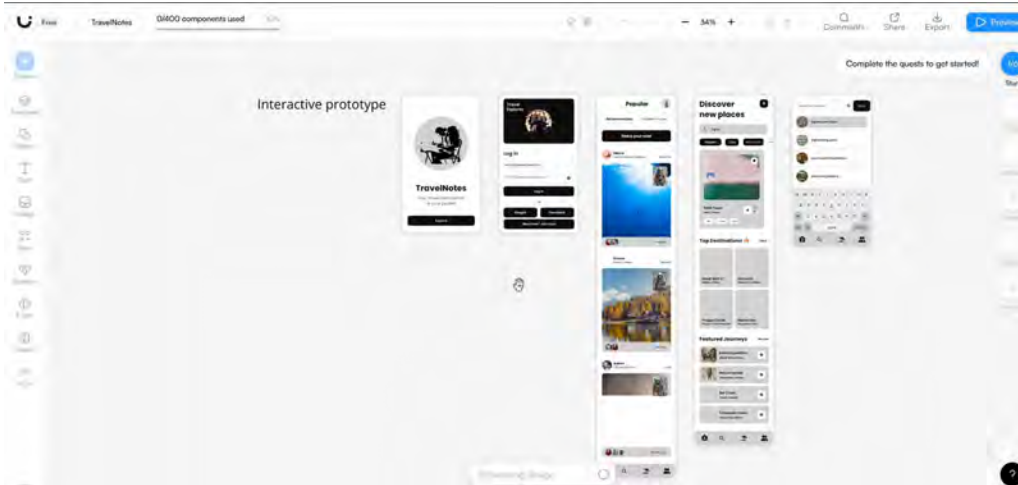


# AI Prototyping [uizard.io]

Using Text Prompts to generate Working prototypes

## PROMPTS

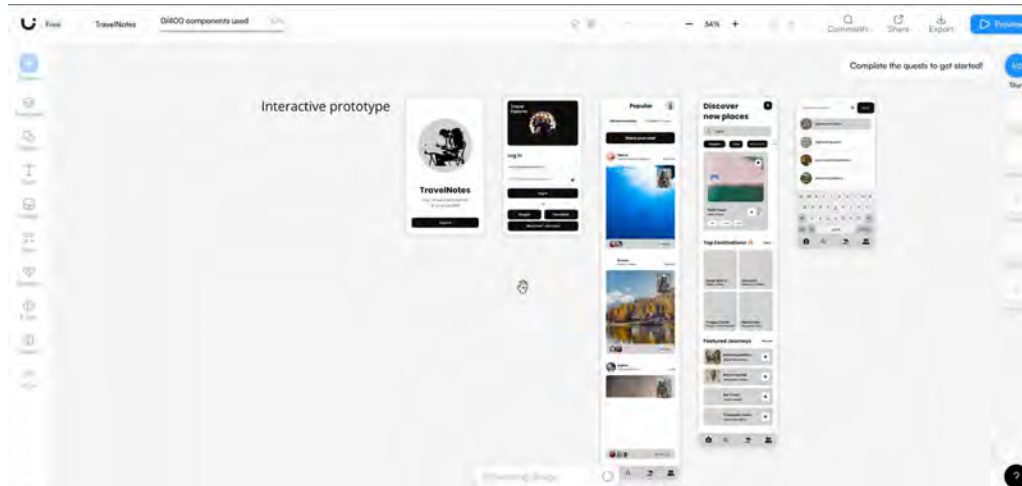
- Create a prototype for **travellers to leave notes** in areas they visit with their **recommendations** for other travelers. We need a **login screen** with facebook, google, apple, or email. After login, the user is taken to a **landing page** with thumbnails on most popular places with images from those cities. Then there is a **feed** after the thumbnails with messages from users of the app posting notes. There should be a profile pic on the upper right hand corner and a **hamburger menu** on the left upper corner. Suggest other screens to make this a functioning user friendly application.



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Using Text Prompts to generate Working prototypes

## DEMO





## **Exercise:**

Create free accounts with Claude and Uizard and practice converting your low-fidelity prototypes to working ones.



## 04 | Closing Thoughts



<https://coral-thrush-7f4.notion.site/AI-Prototyping-Workshop-142168440d75808fac97f3d53a708fa1?pvs=73>

x

## AI Prototyping Workshop - Handouts

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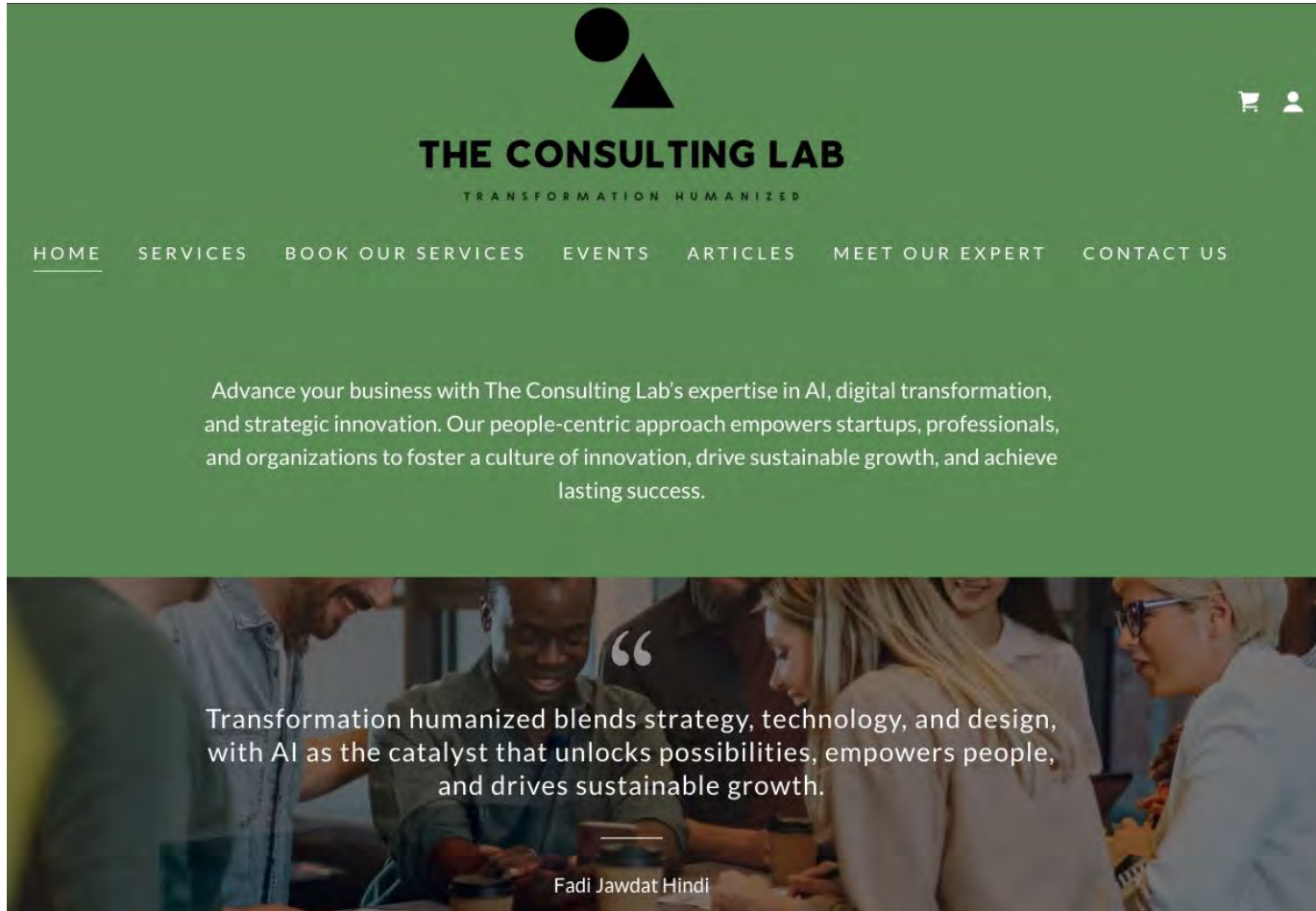


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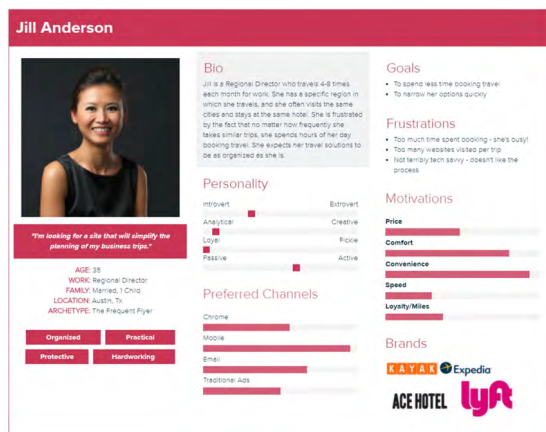
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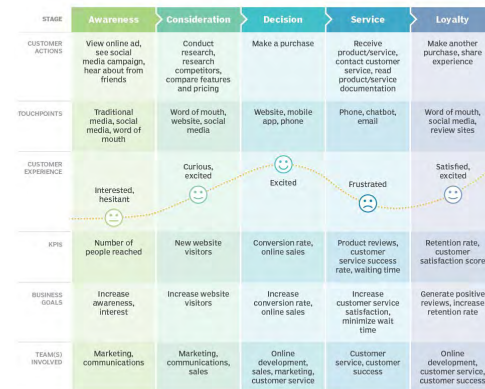
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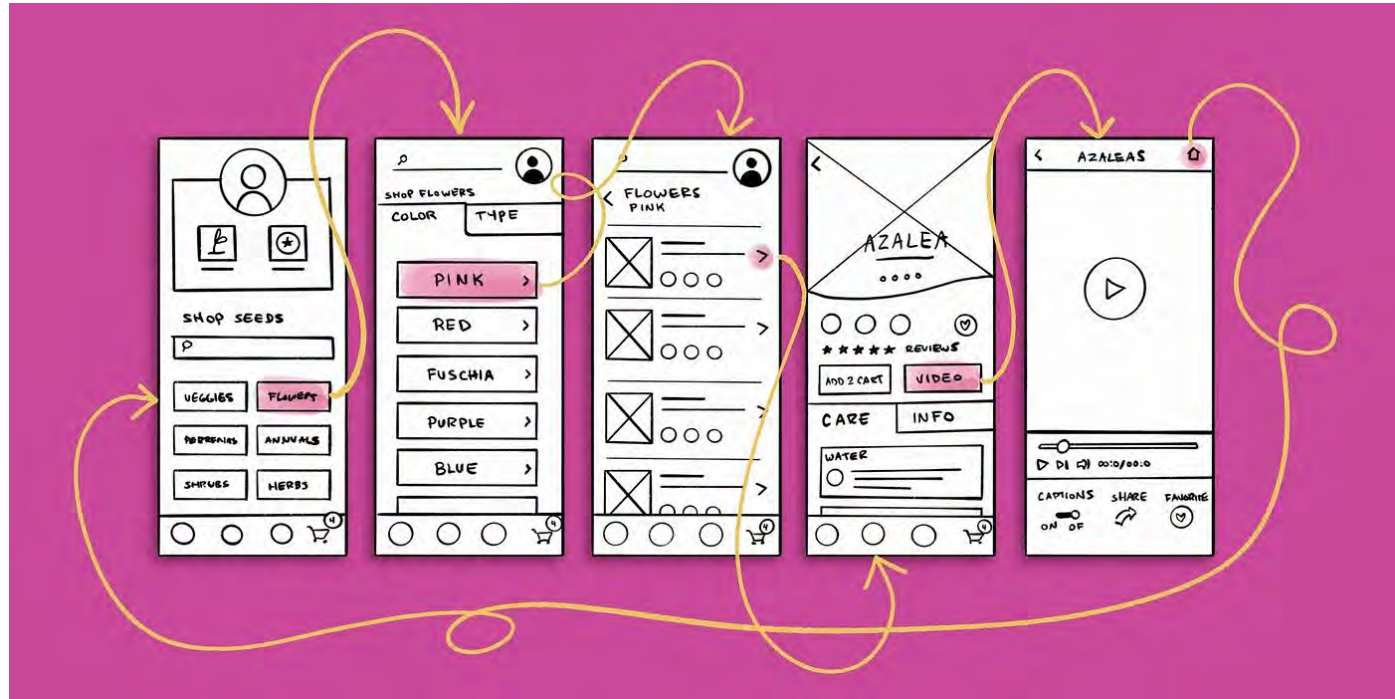
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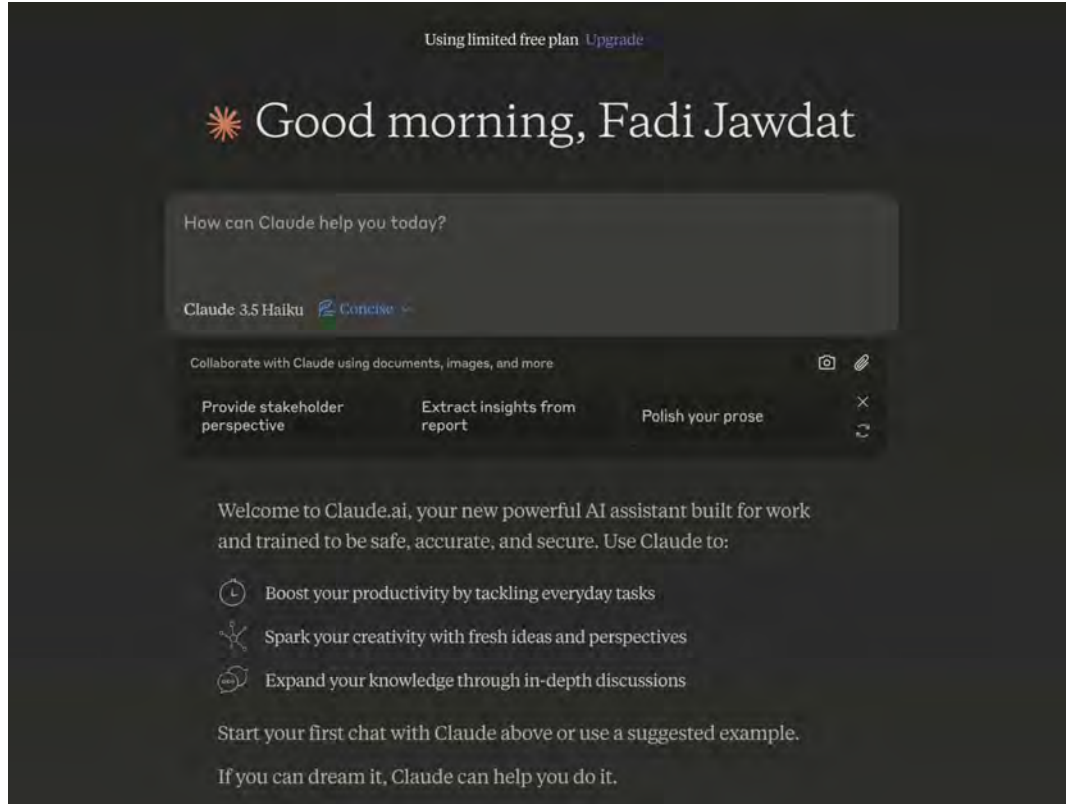
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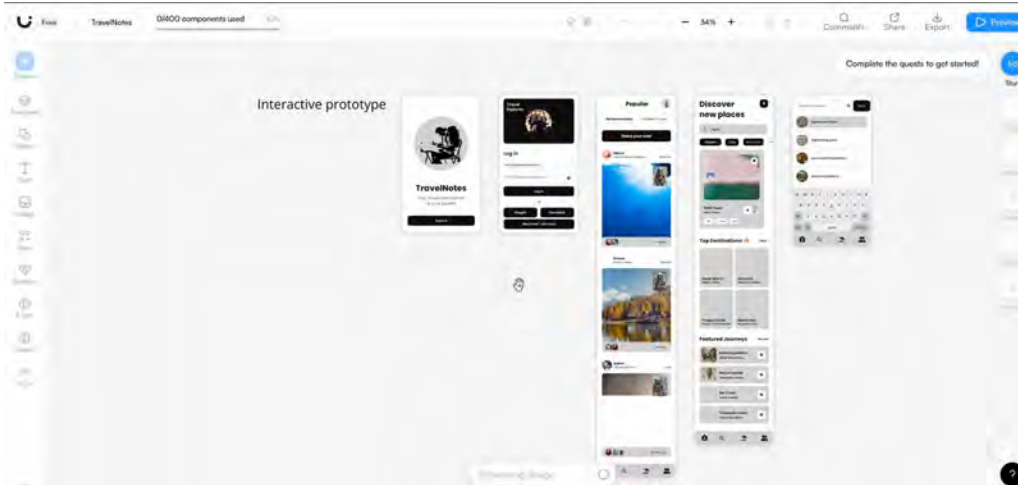


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