

# Welcome.

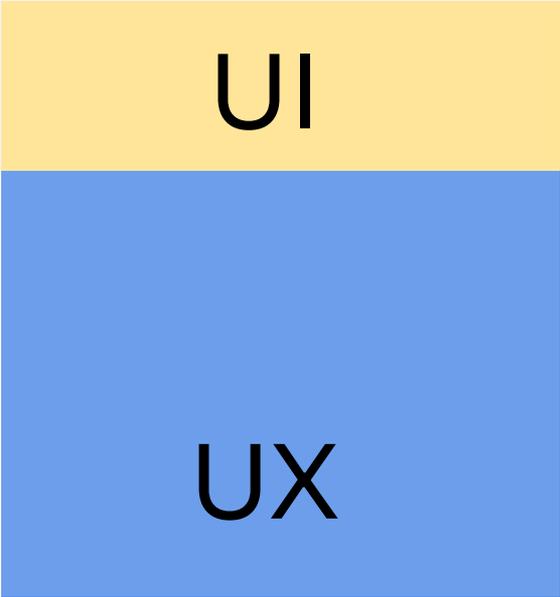
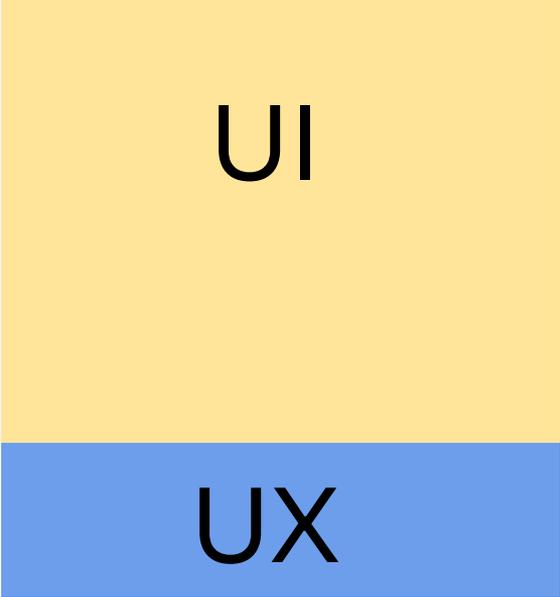


# Fast, independent...useless?

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.**

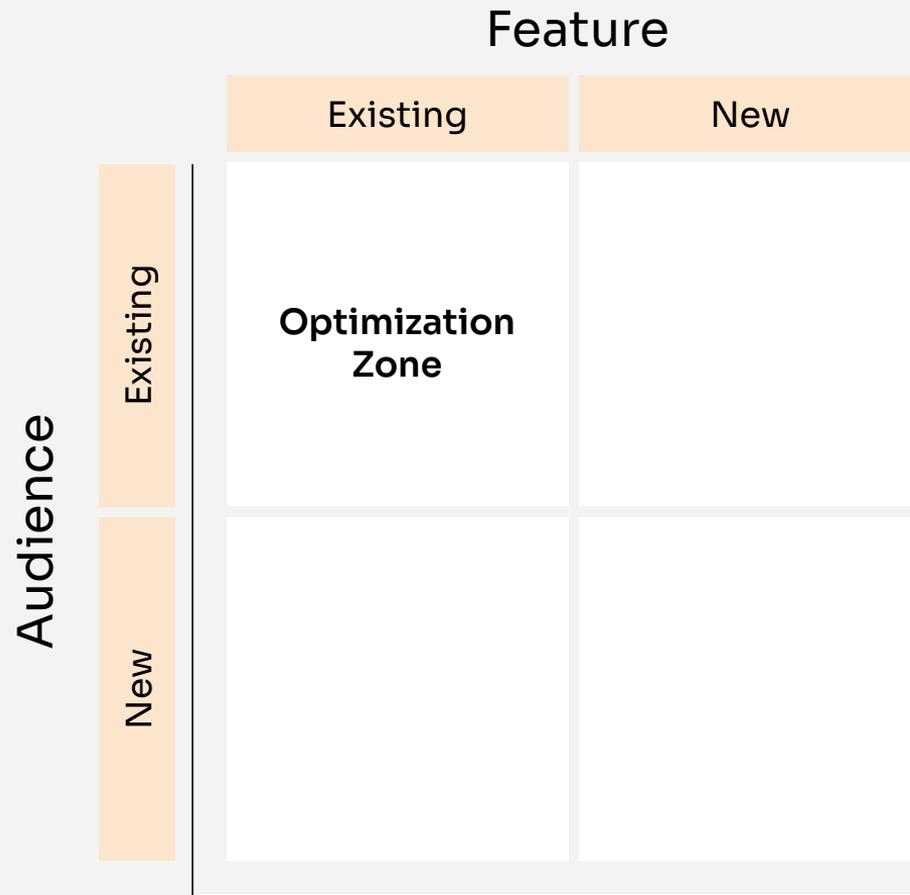
Power x 0 = 0

# human judgement



# Feature

		Feature	
		Existing	New
Audience	Existing		
	New		



# Feature

		Existing	New
Audience	Existing	Optimization Zone	Expansion Zone
	New		



# Feature

		Feature	
		Existing	New
Audience	Existing	<b>Optimization Zone</b>	<b>Expansion Zone</b>
	New	<b>Migration Zone</b>	

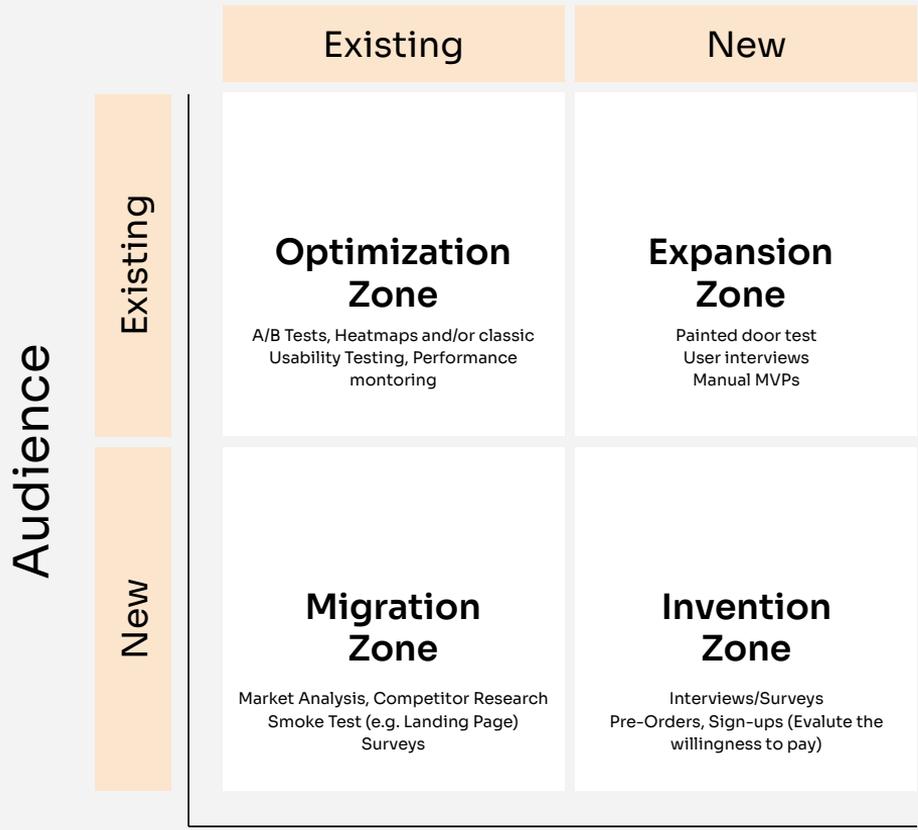


# Feature

		Existing	New
Audience	Existing	<b>Optimization Zone</b>	<b>Expansion Zone</b>
	New	<b>Migration Zone</b>	<b>Invention Zone</b>



# Feature



# example



# Feature

		Feature	
		Existing	New
Audience	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



DELIVERY from Luton - Central

**MENU**

**DEALS** £0.00 0

Pizza Sides Desserts Drinks

THANKS SO MUCH! Big dip

£1.25 1 ADD TO BASKET

**SWEETEN THE DEAL**

V Vegetarian G Gluten Free H Hot & Spicy

**Melting Salted Caramel Cookies**

£5.49 1 ADD TO BASKET

**Domino's Cookies**

Double up for £7.99

£4.49 1 ADD TO BASKET

**Lotta-chocca Pizza**

Double up for £7.99

£4.99 1 ADD TO BASKET

**Cinni Dippers**

Double up for £6.99

£3.99 1 ADD TO BASKET

**Moo-phoria Choc Cherry Garcia - 500ml**

Double up for £9.99

£5.99 1 ADD TO BASKET

**Moo-phoria Choc Cookie Dough - 500ml**

Double up for £9.99

£5.99 1 ADD TO BASKET

**Birthday Cake - 500ml**

Double up for £9.99

£5.99 1 ADD TO BASKET

**Magnum White Tub - 440ml**

Double up for £9.99

£4.99 1 ADD TO BASKET

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>

Alle Podcasts Musik Live Sketch-Comedy Fußball Kürzlich hochgeladen Neu für dich



**ZIB** Ki-Entwickler Peter Steinberger wechselt zu Open AI | ZIB2 vom 16.02.2026  
Zeit im Bild  
85.448 Aufrufe · vor 21 Stunden



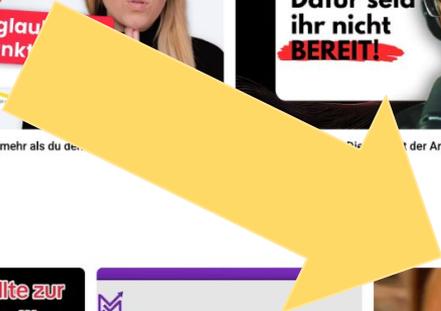
**S** B2B Marketing einfach erklärt: Das solltest du wissen!  
Siegerts Media | B2B-SEO, GEO + SEA-Strategien  
1181 Aufrufe · vor 3 Jahren



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



**U** Ungekriptet  
Dafür seid ihr nicht BEREIT!  
... der Arbeit! | Ungekriptet



**Shorts**



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



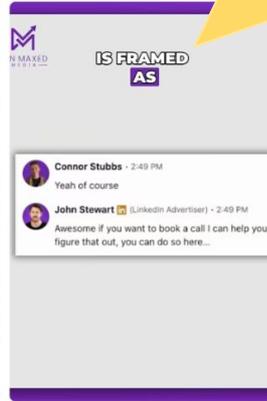
**S** Sie hat die perfekte Rache genommen, ohne ein Wort zu sagen  
14 Mio. Aufrufe



**K** Kunde bringt Sparkasse Goldbarren  
215.102 Aufrufe



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



**I** Wie man verkauft, ohne nach dem Anruf zu fragen  
372 Aufrufe



**J** Jürgen von der Lippe darf man nicht provozieren  
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

