AI + BUSINESS INNOVATION

What should we build with AI?

From a business question to a working prototype - and a clearer view of what would need to work.

Strategy, people, and practical experimentation.

Exploring an AI idea? Let's make the important assumptions testable.

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THE SITUATION

An entrepreneur serving the real-estate sector wanted to explore how AI could change the business. We examined customer needs, his ambitions, and how operations could work if built from scratch around AI.

MY CONTRIBUTION

I facilitated user research and a shared understanding of the concept, then designed and built the full-stack web-app prototype: front end, back end, and generative AI features including chat, video and audio creation, and image editing. After initial prototype tests, we handed the work to a developer.

WHAT THE TESTS REVEALED

Some tasks could be automated. For others, human delivery was cheaper and better at the time of testing. The proposed end-to-end platform also faced a market-entry challenge: fitting existing agents' workflows would require integration with established platforms or competition with them.

WHY THIS MATTERS

A technically feasible prototype does not establish a viable business. This work made opportunities and constraints concrete enough to inform the next decision. A decision about replacing existing operations was still open at the last reported stage.

Anonymized client project | Strategy, user research, full-stack prototyping, and learning through testing.