

A cougar is the central focus, standing in a forest. The image is overlaid with a teal gradient and large, thick yellow geometric shapes: a circle on the left, a triangle on the top right, and a square on the bottom right. The text is white and centered.

RAPID PROTOTYPING

Input Climathon 2024
Rethink Innovation

Agenda:

Why & When

How

Tools

Co-Piloting with AI

What is prototyping?

πρῶτος (prōtos): first

τύπος (typos): image, archetype

Tools:



<https://www.rethink-innovation.ch/climathon>

[illegible]

Who



Rethink Innovation



SCHWEIZERISCHE NATIONALBANK
BANQUE NATIONALE SUISSE
BANCA NAZIONALE SVIZZERA
BANCA NAZIUNALA SVIZRA
SWISS NATIONAL BANK



RE
THINK



Stadt Zürich



Why

Think of a dog







Common understanding



Team dynamics



Hand-mind connection



Asymmetry Criticism - Creativity

WHAT IS ALL STUPID, SILLY, UNPLEASANT ABOUT THE
FLIPCHART MARKER?
LET IT OUT!



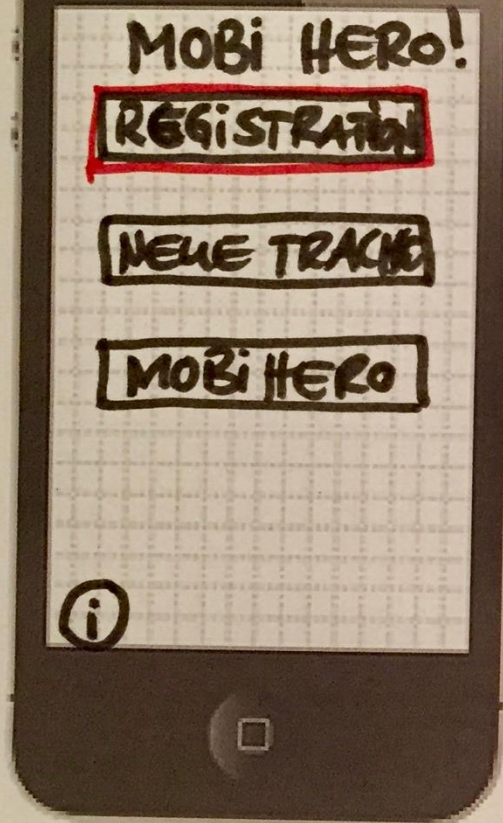
THE (CREATIVE) PROCESS

1. THIS IS AWESOME
2. THIS IS TRICKY
3. THIS IS SHIT
4. I AM SHIT
5. THIS MIGHT BE OK
6. THIS IS AWESOME

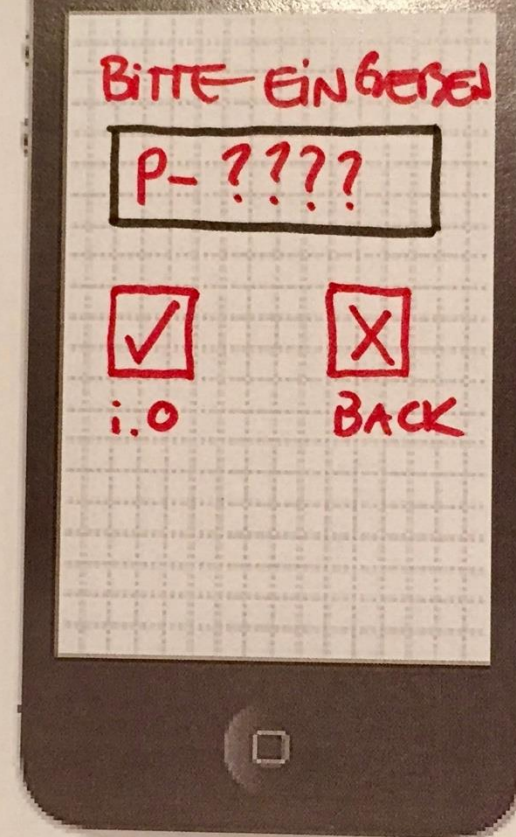
Test your assumptions



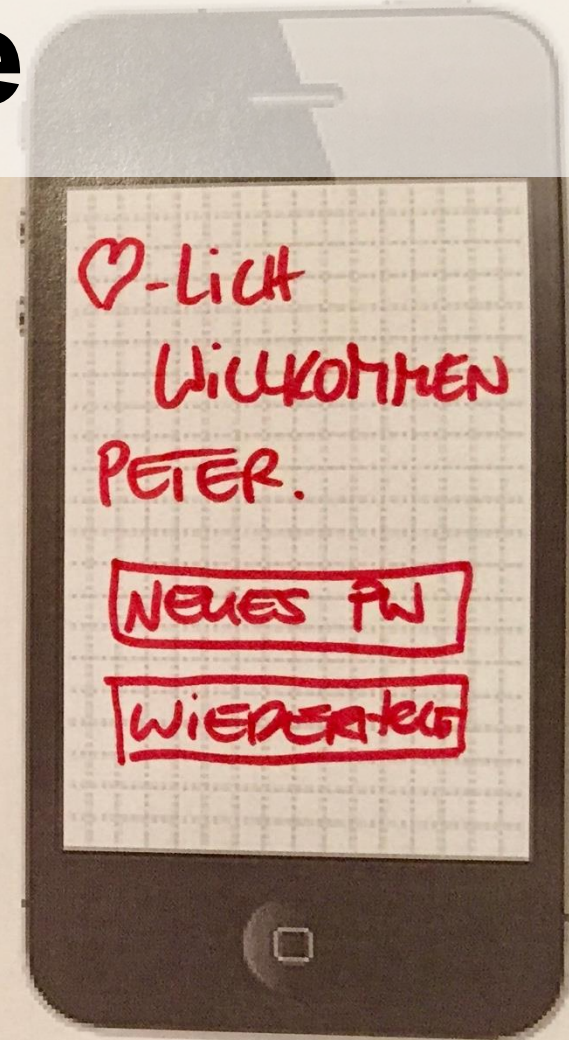
① Specific and tangible



PROJECT	SCREEN
<input type="text"/>	<input type="text"/>
VERSION	DATE
<input type="text"/>	<input type="text"/>



PROJECT	SCREEN
<input type="text"/>	<input type="text"/>
VERSION	DATE
<input type="text"/>	<input type="text"/>



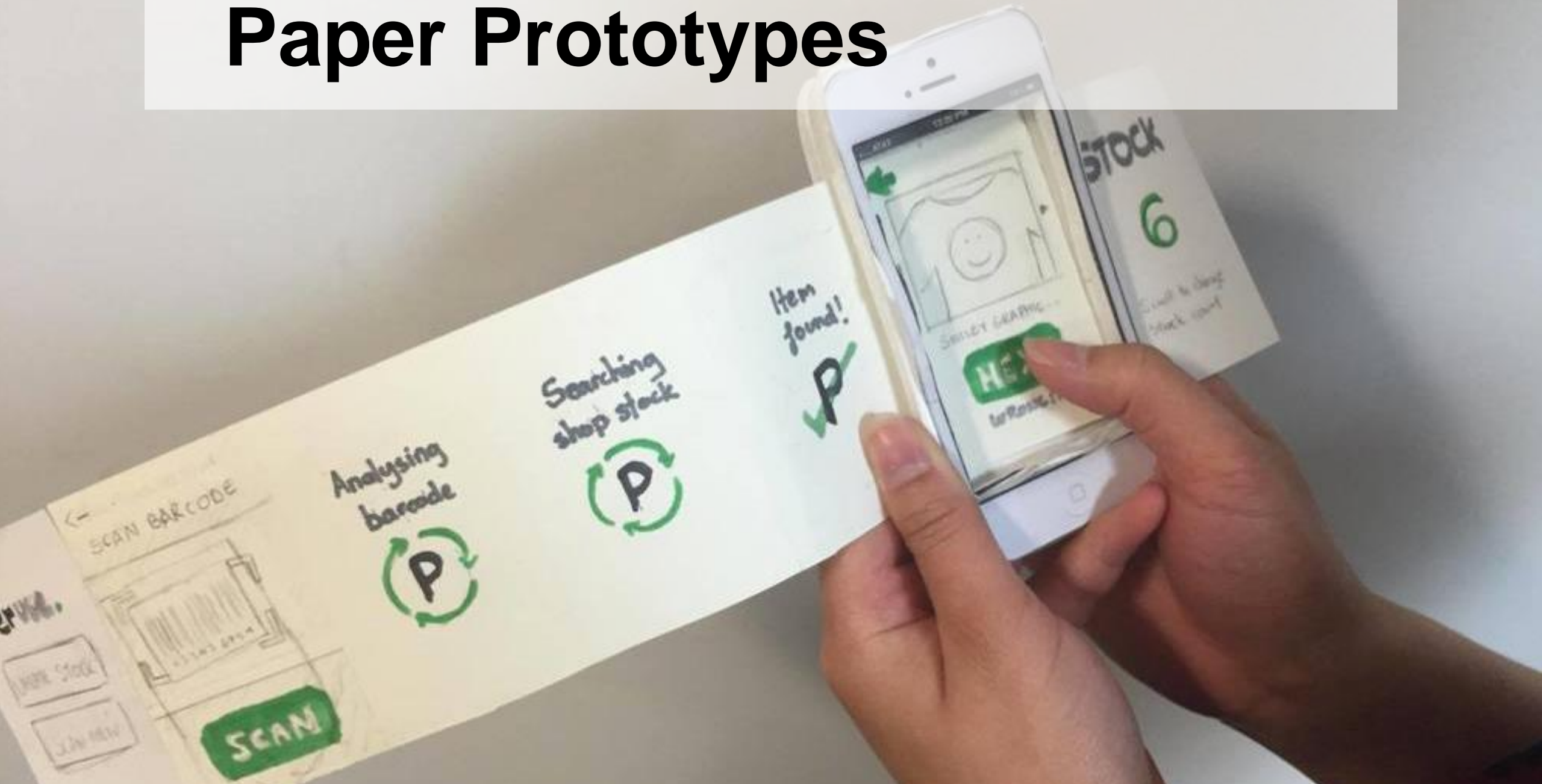
PROJECT	SCREEN
<input type="text"/>	<input type="text"/>
VERSION	DATE
<input type="text"/>	<input type="text"/>

How

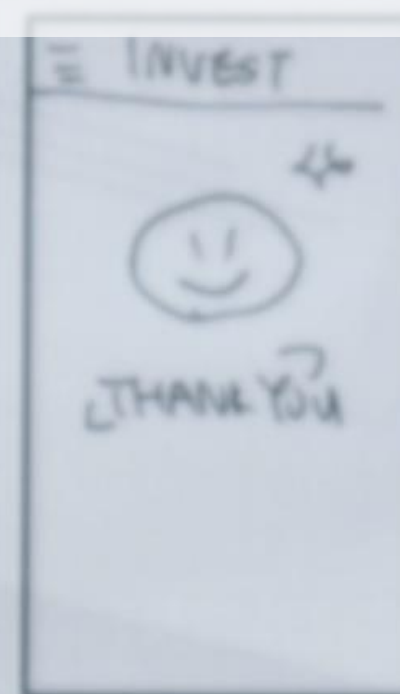
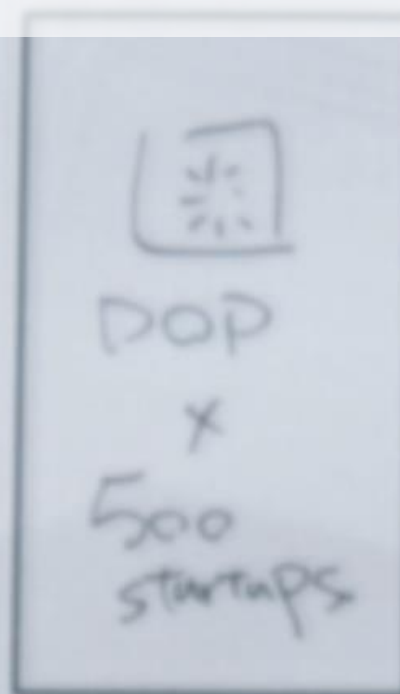
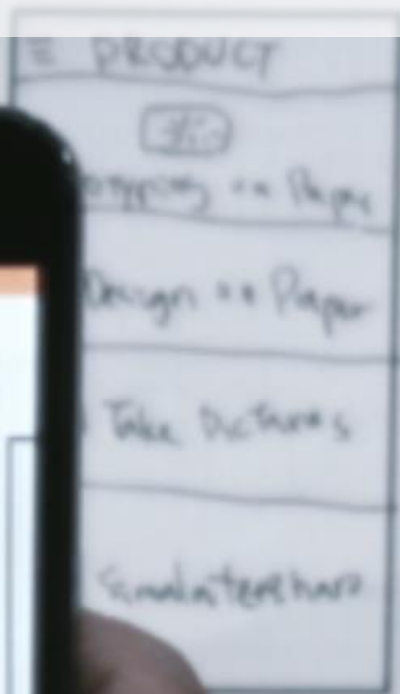
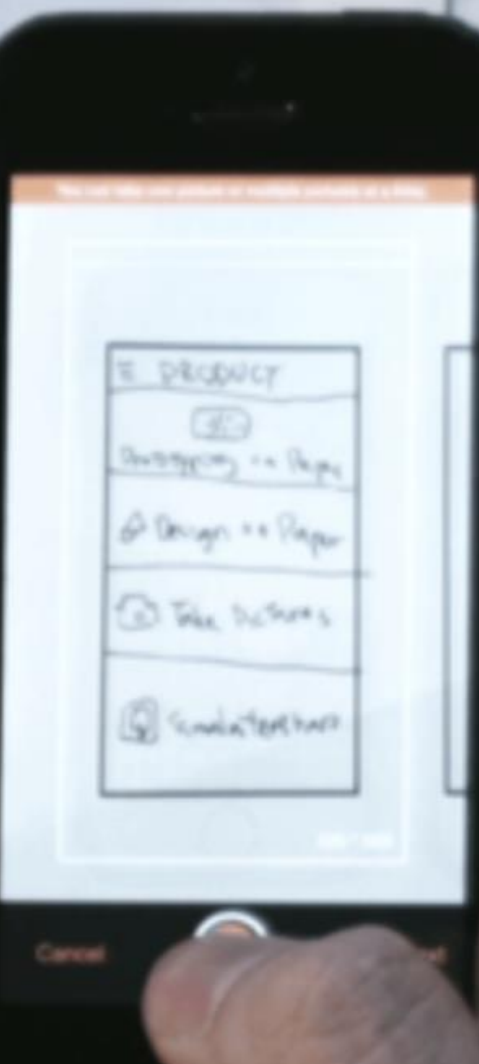
Paper Prototypes



Paper Prototypes



Scanned Paper



Digital Hybrid (z.B. Powerpoint)

Stockwerkeigentum

Mehrkosten Controller

Gewinnrechnen: Überblick über anfallende Mehrkosten beim Immobilienkauf

Kaufpreis	<input type="text" value="1'525'000"/>	Ausbaustandard	<input type="text" value="luxuriös"/>
Baujahr	<input type="text" value="2009"/>	Kanton	<input type="text" value="Zürich"/>

[PDF-Download](#)

Finanzierung

CHF:

[Details](#)

Umzug

CHF:

[Details](#)

Kaufabwicklung


CHF:

[Details](#)

Rückstellungen Stockwerkeigentümer

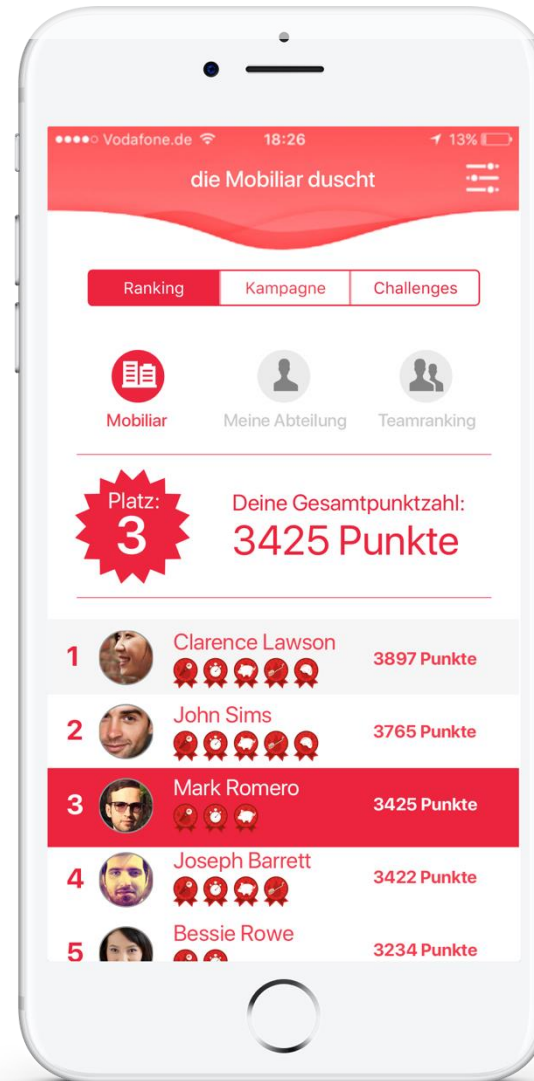
CHF:

[Details](#)



Category	Amount (CHF)
Kaufabwicklung	24'000
Rückstellungen Stockwerkeigentümer	21'000
Finanzierung	13'000
Umzug	8'000

Clickable App - Prototype



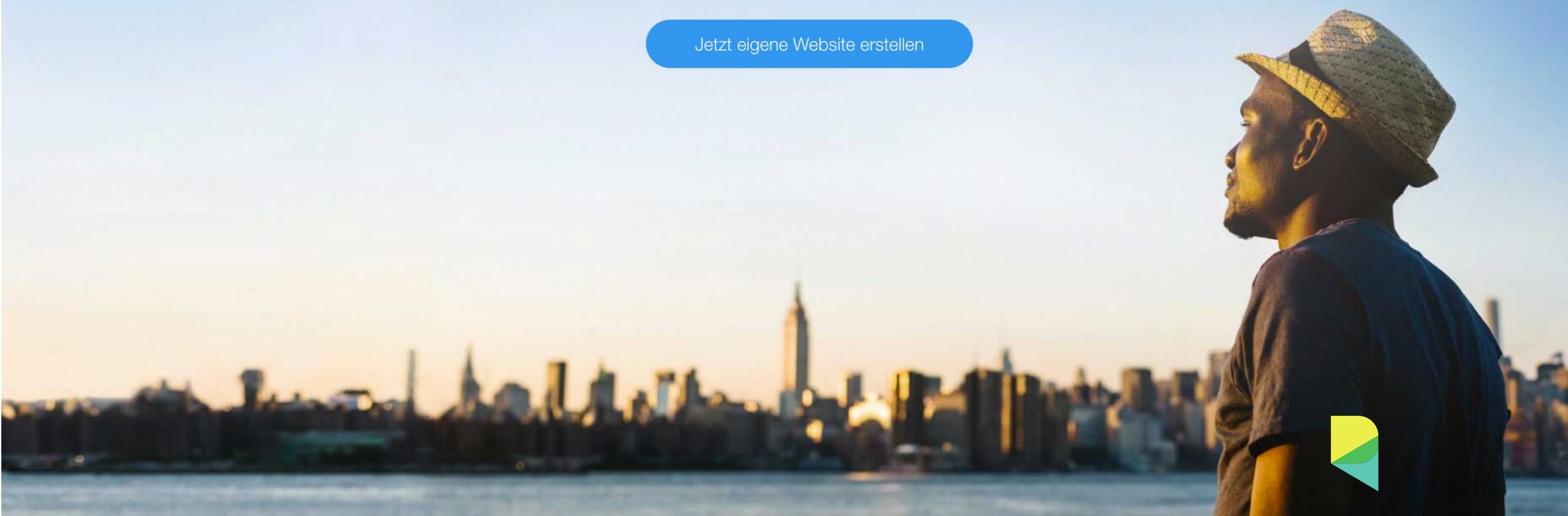
WIX Web Prototype

Anmelden

Erstellen Sie Ihre eigene einzigartige Website

Bei Wix vereinen sich Design und Fortschritt, damit Sie Ihre einzigartige Website erstellen können. Es ist einfach und kostenlos.

Jetzt eigene Website erstellen

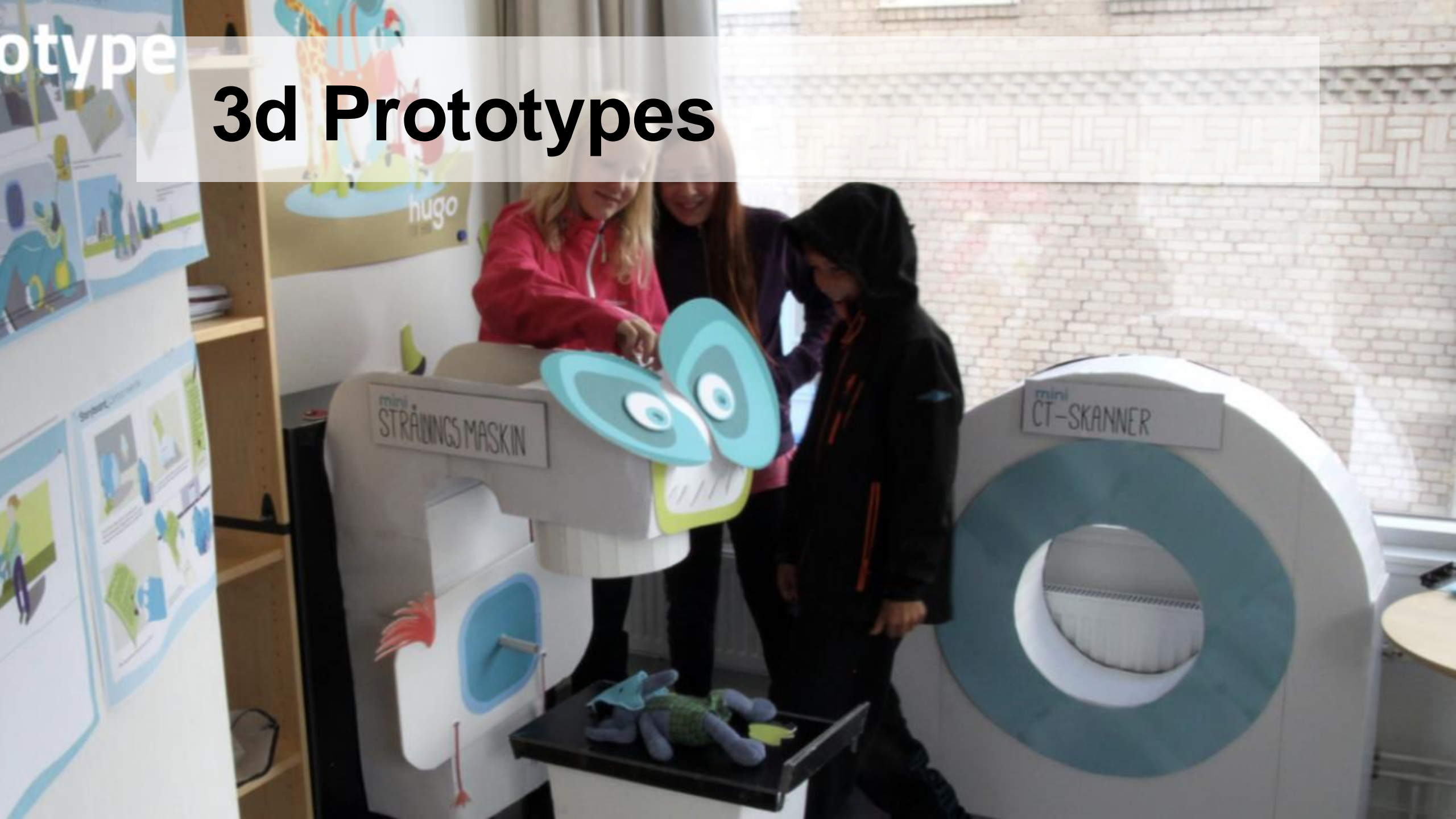


Stop Motion Video



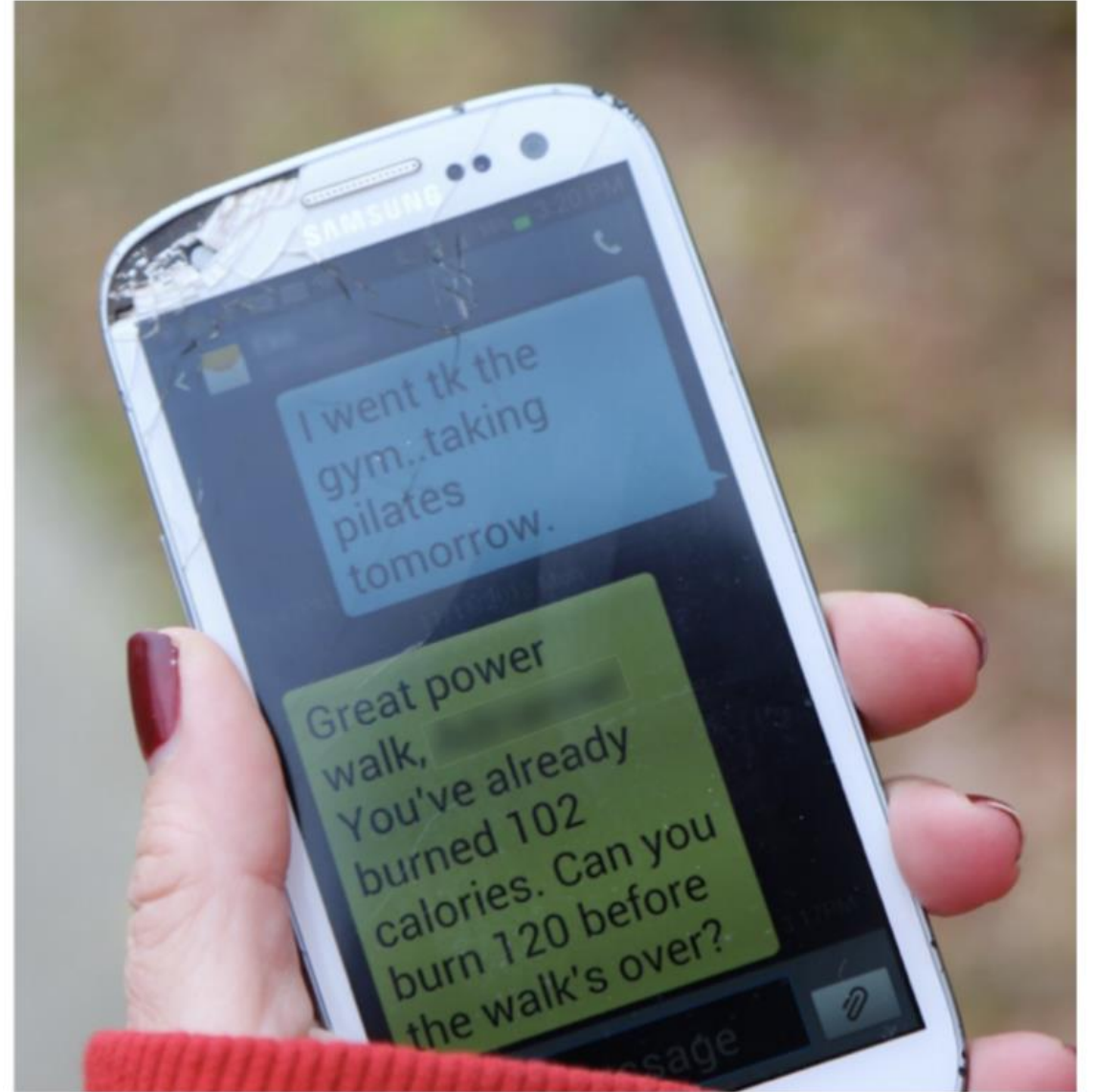
otype

3d Prototypes



Wizzard of Oz Prototypes

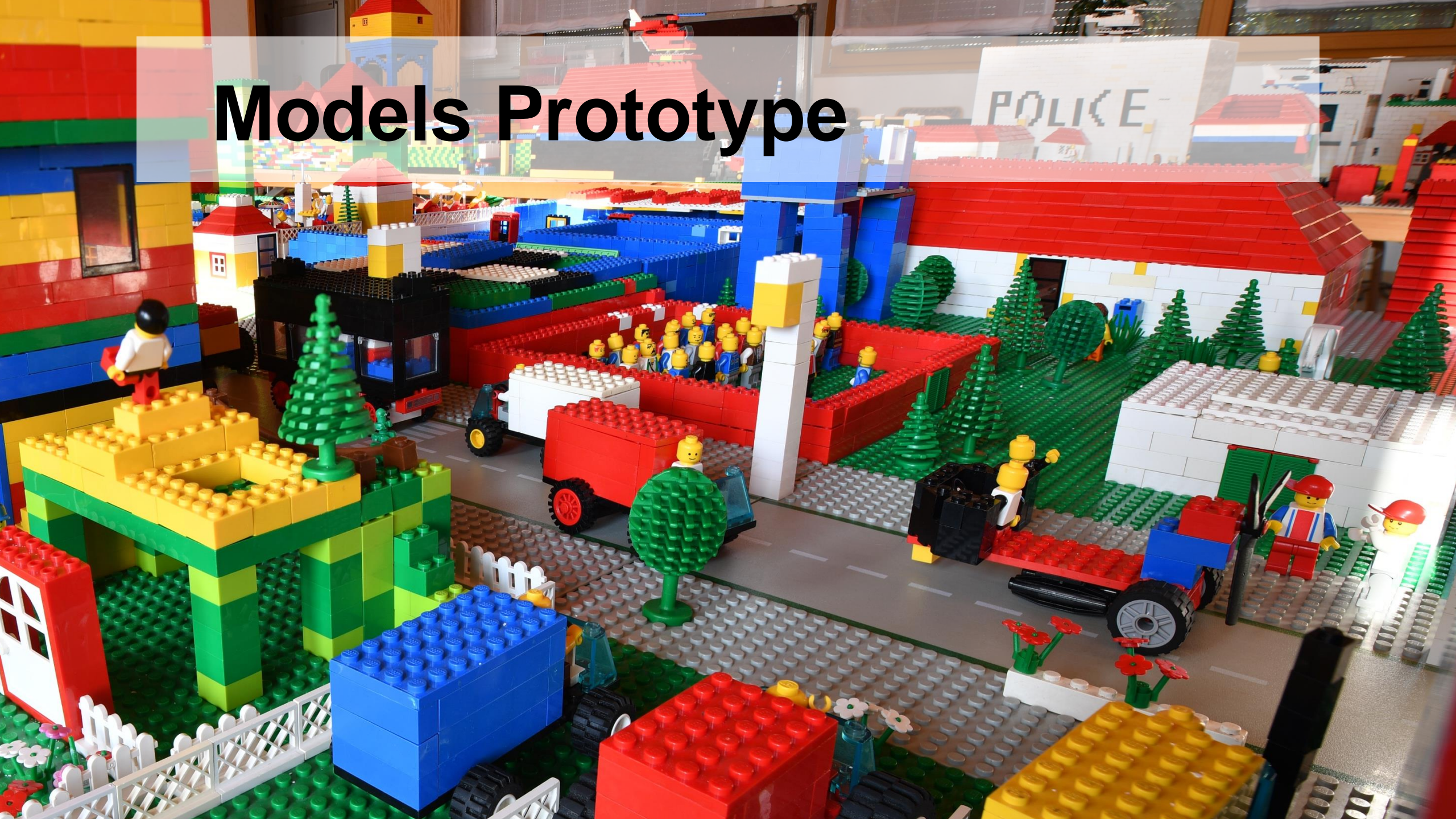
Humans replace Technology. To
simulate certain functionalities
(SMS Chatbot)



Roleplay Prototype



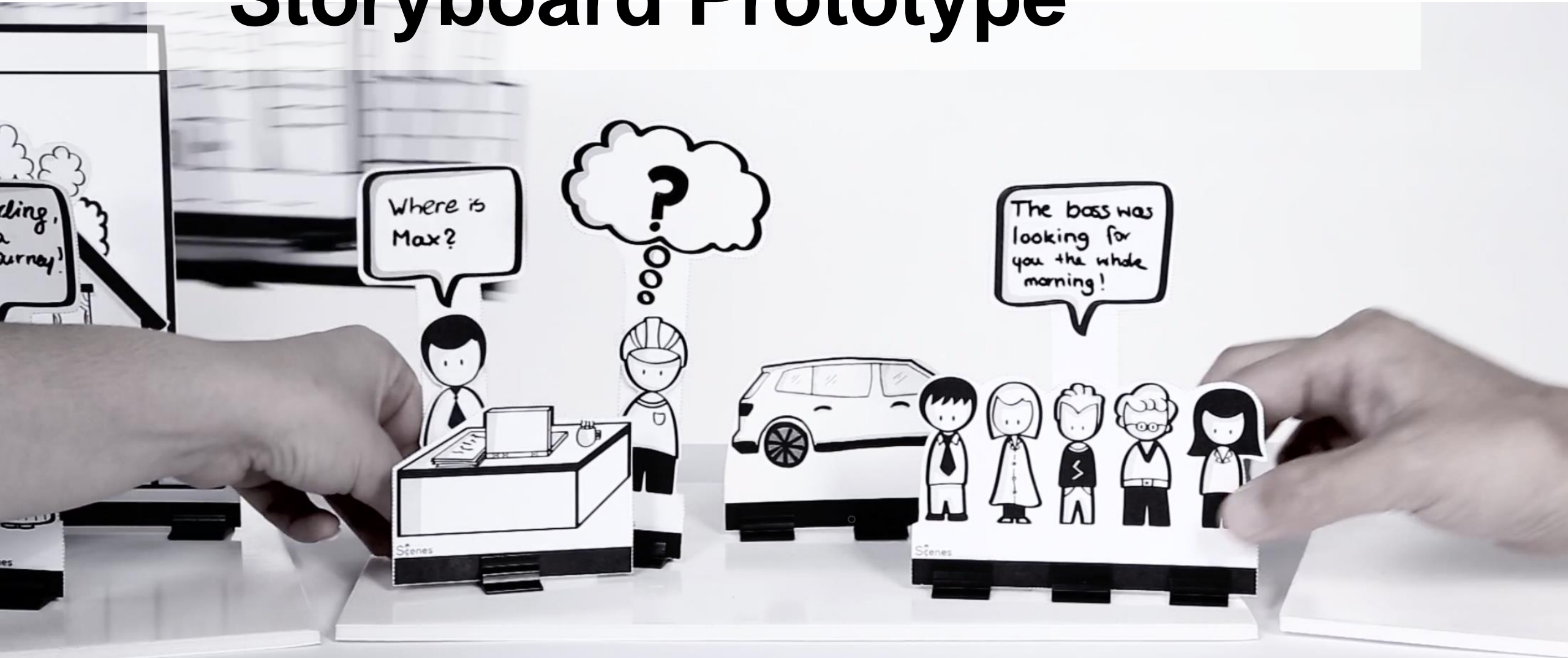
Models Prototype



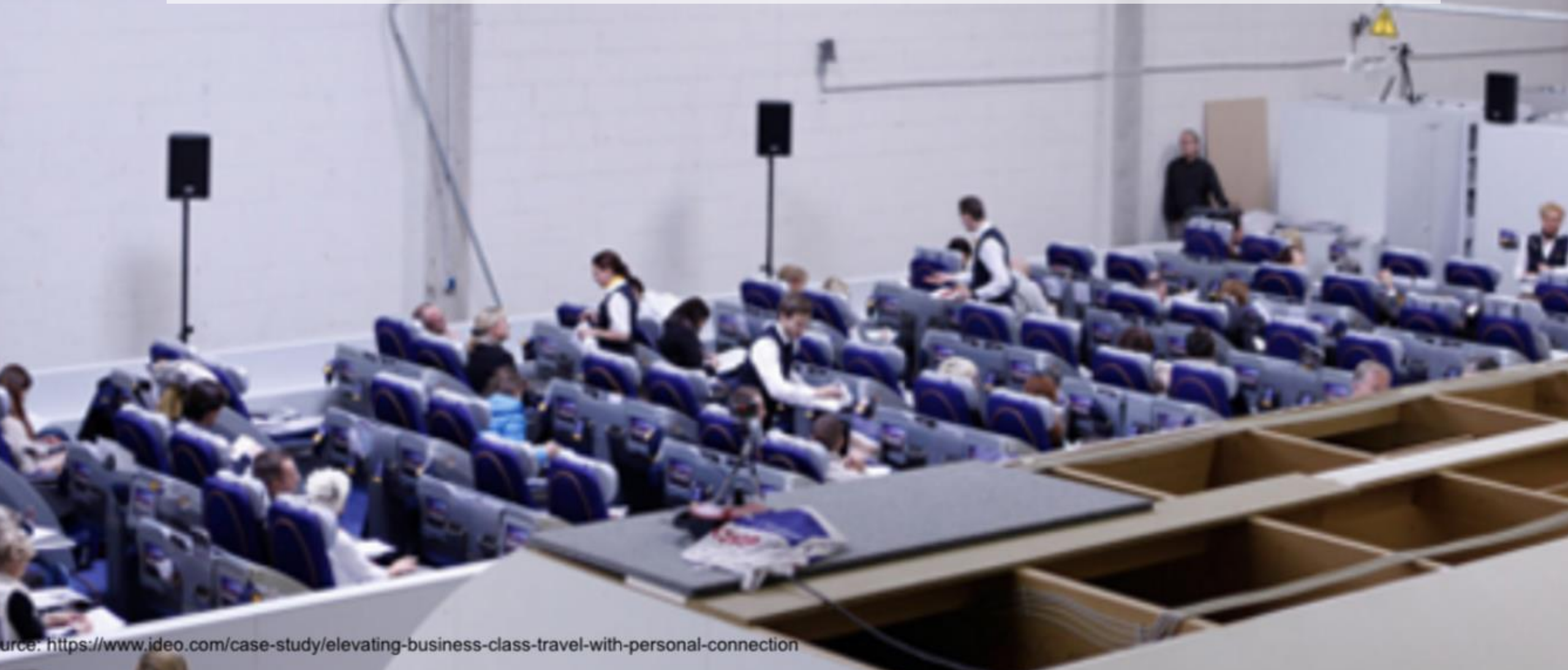
Storyboard Prototype



Storyboard Prototype



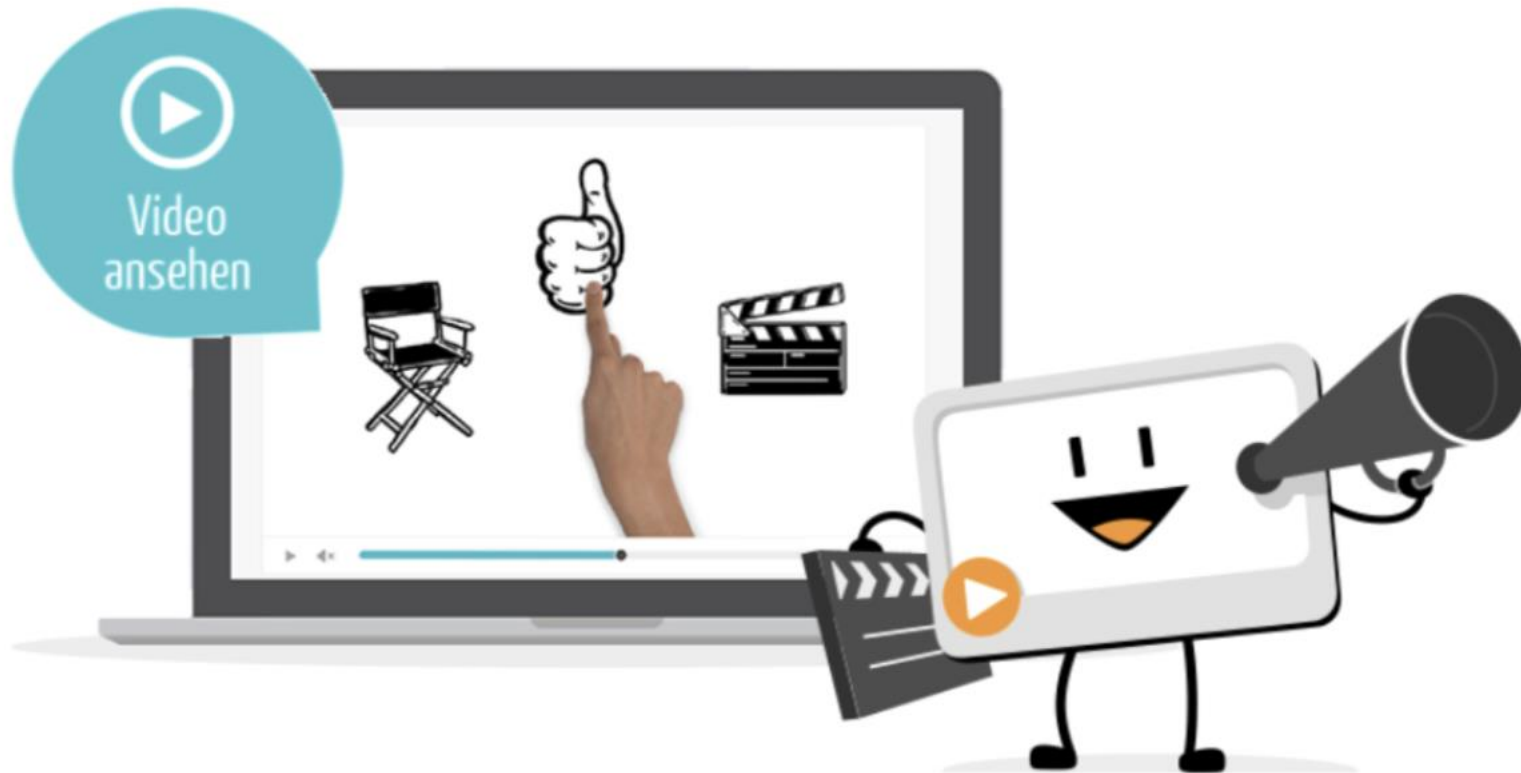
Service Roleplay



Explainer videos

Erstelle jetzt deine eigene simpleshow

Schnell. Einfach. Professionell.



And...

Stay simple, collaborative,
analogue and low-fi as long
as possible! Don't be afraid
to make it specific for one
user group.

A man wearing a black jetpack and a red life vest is flying over a body of water. He is holding onto the handles of the jetpack, and two powerful jets of water are propelling him upwards and forwards. In the background, a city skyline with various high-rise buildings is visible under a blue sky with scattered clouds. The water is dark blue with white spray from the jetpack.

**Encourage big
and bold!**



Tools

<https://www.rethink-innovation.ch/climathon>

Co-Piloting with AI

AI Tools: Ideation, Research & Prototyping



It's very helpful to create variety and a „first images“ very fast. We need to do the Synthesis and to make sense of the information.

Very good to get a first draft and then edit.

AI and Prototyping

- Knowledge work is very focused on language. With AI tools, there is the ability to visualize things quickly and easily
- 2 Benefits: People who struggle to visualize things, people who are looking for inspiration and new perspectives.

Creative AI is a type of generative AI specialized in creative tasks

The landscape in Creative AI is evolving from text-to-text to X-to-X.

Input

Text

Voice

Image

...

Output

Text

Image

Video

3D

Audio

Interface

Example



ChatGPT is currently the world's most used text-to-text AI system



Midjourney lets you turn text prompts into images and product concepts



Runway allows you to create videos based on text input



Skybox Lab lets you create 3D worlds based on text prompts



Lovo.ai turns your text into a nice audio soundbite



Durable creates landing pages based on your text commands

Tools

- <https://boardofinnovation.notion.site/boardofinnovation/AI-Tools-for-Innovators-7a80ab30bcfd4a15846436aa347d5af2>

AI Toolbox for innovators

We're releasing new tools weekly. Be the first to access new AI tools

First name
 Your email address*
 Company name
[Get notified on AI tools](#)



Brainstorm Buddy

Let Brainstorm Buddy spark your next big idea

[Generate new ideas](#)



Strategic Advice

Personalized strategy, without the expensive fees.

[Generate my advice](#)



Personas

Get to know your target audience as never before with these personas

[Create my personas](#)



Future Scenario Writer

Peek into the future of your industry with custom-written future scenarios.

[Create a Future Scenario](#)



Research Brief

Get a head start on research with a clear and concise research fit to any big question or topic

[Generate a Brief](#)



Interview Script

Unlock valuable insights with a tailored interview script

[Create a interview script](#)



Opportunity Scores:

Find your next big opportunity in any topic. Prioritize problems to solve with Opportunity Scores

[Find my opportunity scores](#)



Problem Understanding Card

Gain valuable insight into a specific problem with the Problem Understanding Card.

[Create my Problem Understanding card](#)



How Might We Statement

Generate 5 different How Might We statements for each problem

[Create my HMW Statements](#)

Tools

- <https://boardofinnovation.notion.site/boardofinnovation/AI-Tools-for-Innovators-7a80ab30bcfd4a15846436aa347d5af2>

→

🔒

https://boardofinnovation.notion.site/boardofinnovation/AI-Tools-for-Innovators-7a80ab30bcfd4a15846436aa347d5af2

67%

☆

🔍

Suchen

Duplizieren

...

📄

Notion tester

AI Tools for Innovators

At Board of Innovation, we imagine tomorrow's products, services and businesses - and create them today. In our work as a global innovation agency, we continuously adopt the latest tech and AI tools, and we're happy to open source our stack. Below is our AI Toolstack for Innovators.

Want more resources like this? Go to our Creative AI hub.

Which tools are we missing? Let us know at philippe@boardofinnovation.com

📄

Tabelle

➤ AI Tools for Innovators ...

📄 AI Tool

📄 Function

📄 Domain

📄 Website

📄 Rating

Seenapse

Generate dozens of divergent ideas 12

Ideation

https://seenapse.ai/

☆☆☆

ValidatorAI

AI business validator for any idea

Ideation

https://www.validatorai.com/

☆☆☆

Dimeadozen

Validate your business idea

Ideation

https://www.dimeadozen.ai/

☆☆☆

Synthetic Users

User research with AI participants

User research

https://www.syntheticusers.com/

☆☆☆

Notably

AI-powered user research platform

User research

https://www.notably.ai/

☆☆☆

Kraftful

Automated summaries of user reviews

User research

https://www.kraftful.com/

☆☆☆

Userdoc AI

AI-driven user personas, journeys and requirements

User research

https://userdoc.fyi/

☆☆☆

Ask Viable

Automate your qualitative data analysis

User research

https://www.askviable.com/

☆☆☆☆

Symanto

AI for social listening and other customer data

User research

https://www.symanto.com/

☆☆☆

Uizard

Design stunning mockups in minutes

Digital design

https://uizard.io/

☆☆☆

Durable

Build a website in 30 seconds

Digital design

https://durable.co/

☆☆

Diagram

AI-powered tools directly in Figma

Digital design

https://diagram.com/

☆☆☆☆

Tabnine

AI assistant for software developers

Digital design

https://www.tabnine.com

☆☆☆☆

Github co-pilot

Your AI pair programmer

Digital design

https://github.com/features/copilot

☆☆☆☆

Midjourney

Create product concepts from text prompts

Product design

https://www.midjourney.com/

☆☆☆☆

Stable Diffusion

Create products concepts (also as Photoshop plugin)

Product design

https://stablediffusionweb.com/

☆☆☆☆

Vizcom

See your drawings come to life in seconds

Product design

https://www.vizcom.ai/

☆☆☆☆

Booth

Create automatic pro quality product photography

Product design

https://www.booth.ai/

☆☆☆☆

Rationale

AI-assisted decision making

Business design

https://rationale.jina.ai/

☆☆

Olli

Custom business dashboards through enterprise AI

Business design

https://olli.ai/

☆☆☆☆

SheetAI

ChatGPT inside Google Sheets

Business design

https://www.sheetai.app/

☆☆

Tome

Make presentations with a click of a button

Business design

https://beta.tome.app/

☆☆

Digitalfirst

Create and execute marketing plans with AI

Growth marketing

https://www.digitalfirst.ai/

☆☆

AdCreative

Ad creatives and social media post with AI

Growth marketing

https://www.adcreative.ai/

☆☆☆☆

Jasper

Create any type of marketing content

Growth marketing

https://www.jasper.ai/

☆☆☆☆

Neurons

Predict customer responses and behavior in seconds

Growth marketing

https://www.neuronsinc.com/predict

☆☆☆☆

AI and Prototyping –Tools

Text to image

Midjourney (<https://www.midjourney.com/home/>), produces great results, but interface takes some getting used to and needs practice, especially difficult without a pay account

Dall-E (<https://openai.com/product/dall-e-2>), same studio as ChatGPT, easy to access, produces good results that are easy to post-process; not free at the moment

Stable Diffusion (<https://stablediffusionweb.com/>), free, easily accessible, originated at LMU Munich, good results need some practice

AI im Prototyping – spannende Tools

Text to text

Chat GPT (<https://openai.com/blog/chatgpt>), currently very present, possibly the free version does not work directly

Jasper (<https://www.jasper.ai/>), generates texts specified for the own project, offers many practicable templates

Text to image and text

Durable (<https://durable.co/ai-website-builder>), builds you a website in 30 seconds, works very well for first mock-ups and inspiration