

0 > 1 Product

Orchestration: Building

AI as it Changes the Way

We Work

About me.



- Working in UX *across* Research, Design, Delivery & Leadership for almost 18 years 🧑
- Background in computing, computational psychology and HCI/DS
- Consulting/Agency/Telco/FinTech/BioTech
- Currently AI problem solving at AZ.
- I like to run 🏃 and eat 🍰

*Here today as me - thoughts are my own and do not necessarily represent the organisations I work for or am affiliated with.

+ What can I help you with today?



Technical and product

Retrieval

Accuracy &
personalisation

LLMs as the material

Operational & behavioural

Evaluation as CI

Design for failure

Feedback loops

Organisational

Trust calibration

Governance

Value



What if this *doesn't* *work any more?*

What do we do when the speed of change is n times faster than how we're operating and delivering now? How do we orchestrate that?

A conductor in a dark suit stands on a small white podium in the center of a stage, facing a large orchestra. The orchestra members are seated in rows, playing various instruments including saxophones, brass, and woodwinds. The stage is lit with vibrant purple spotlights, creating a dramatic atmosphere. The background is dark, with a few bright purple lights visible at the top.

Product orchestration & stability

How do delivery teams align around a shared context and rhythm for AI delivery?

Experimentation & risk

What to experiment with & de-risking AI features or ideas

Measurement & impact

Measuring AI impact beyond standard metrics

Product orchestration

How do delivery teams align around a shared context and rhythm for AI delivery?

What (really) matters?

What we build?

How we build it?

How we measure?

Technical capability?

Governance?

Scalability?

Product orchestration

How do delivery teams align around a shared context and rhythm for AI delivery?

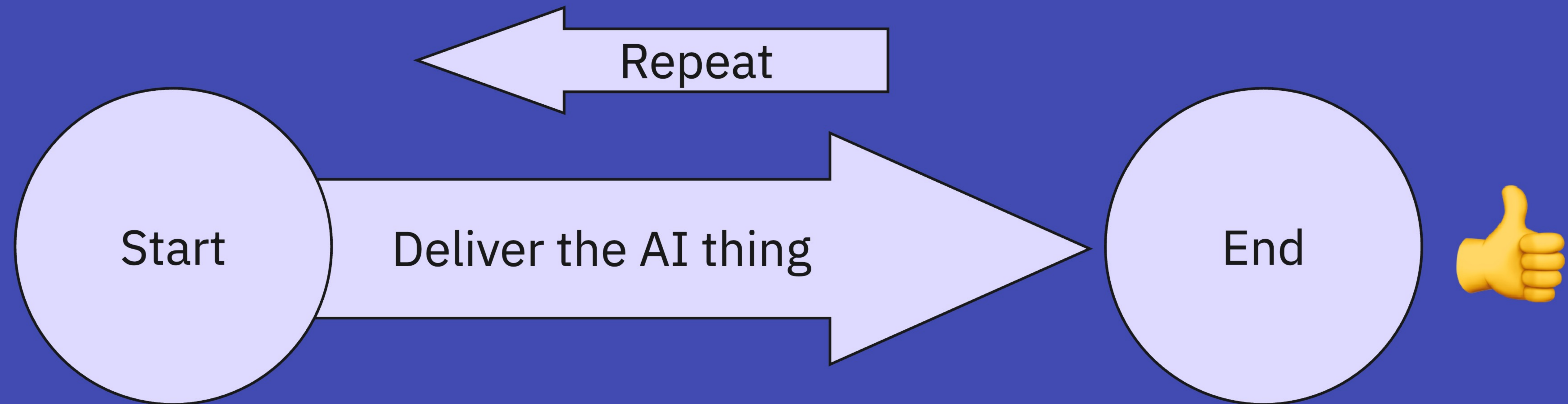
What we knew

External factors

Skills and expertise

Dynamics and
planning

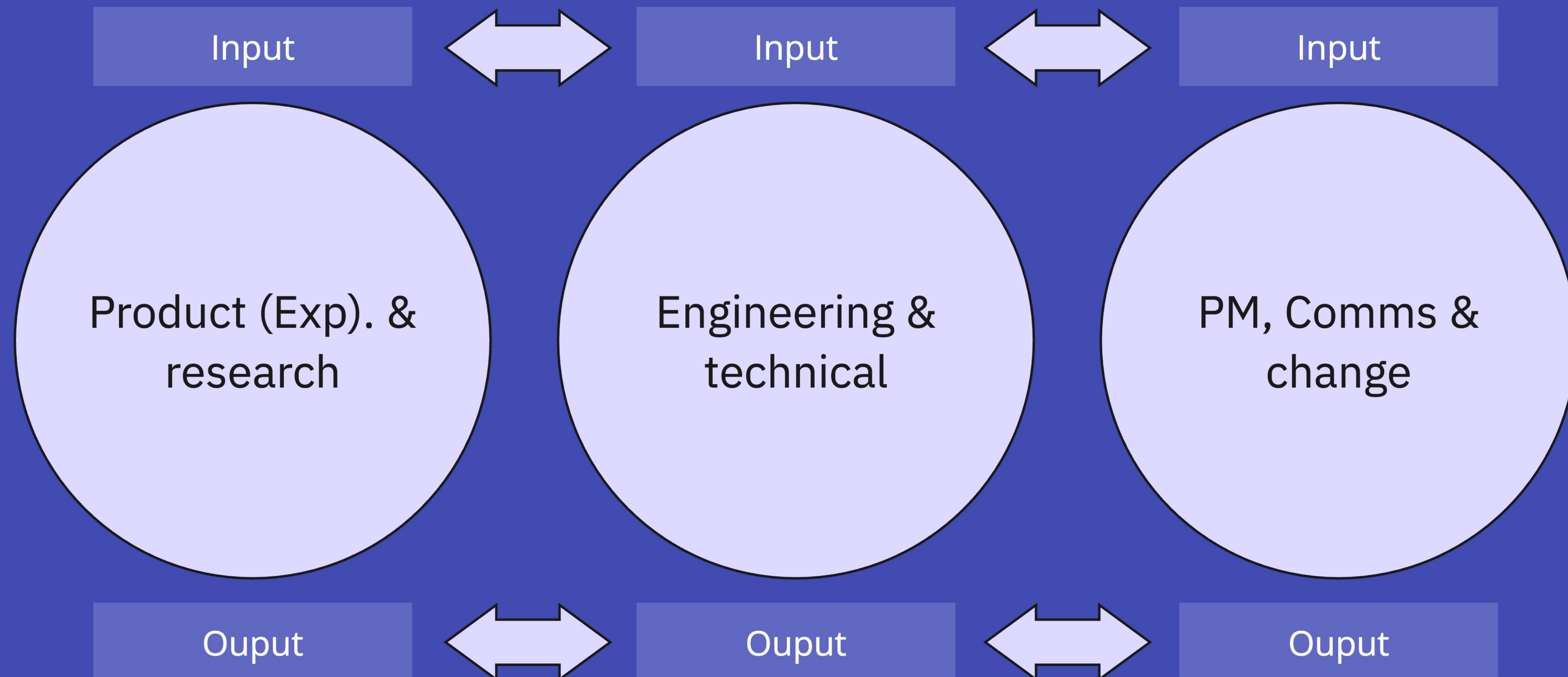
Goals and
expectations



"Good job everyone, we've solved 0 > 1 enterprise AI building & delivery" - Very few people

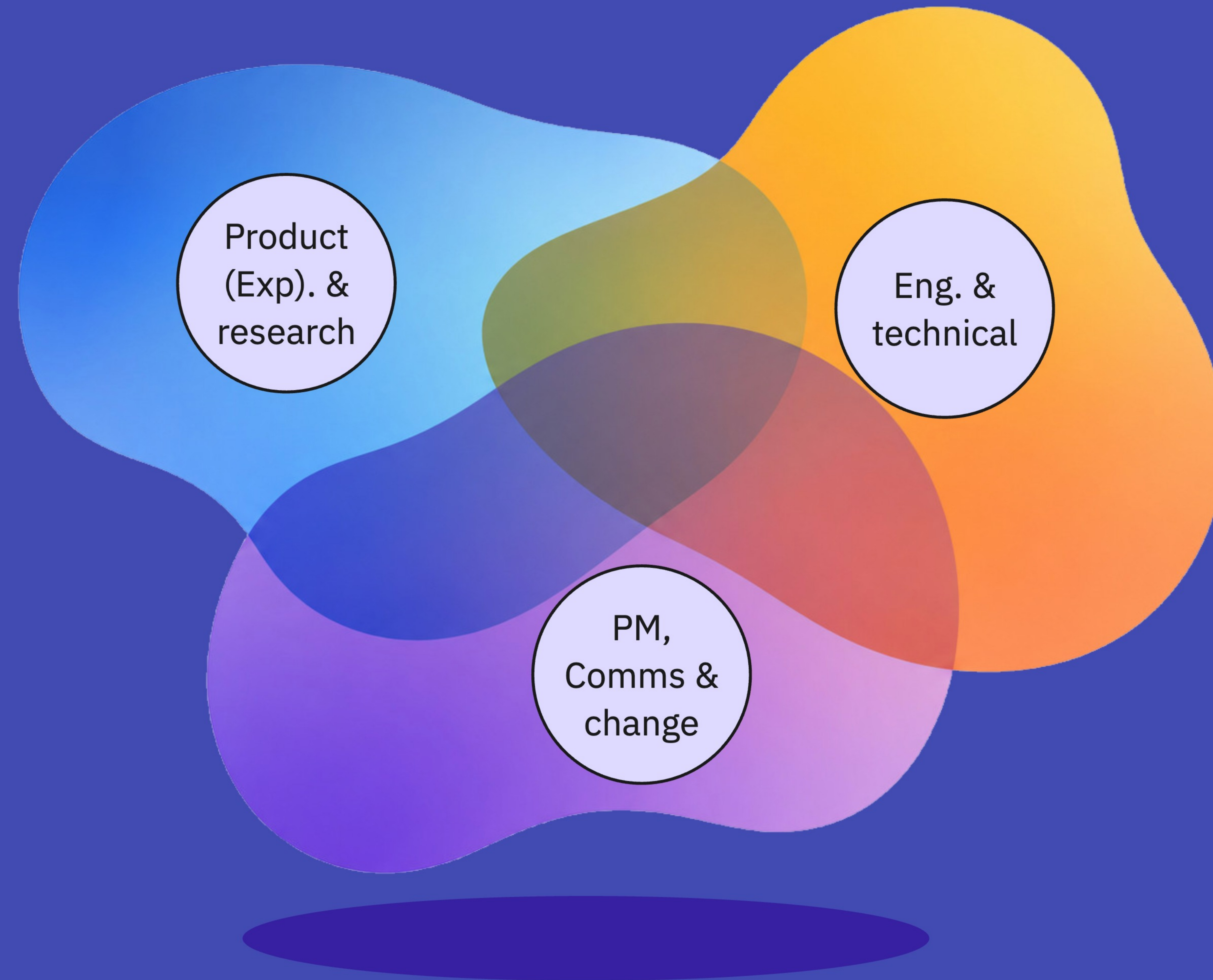
Product orchestration

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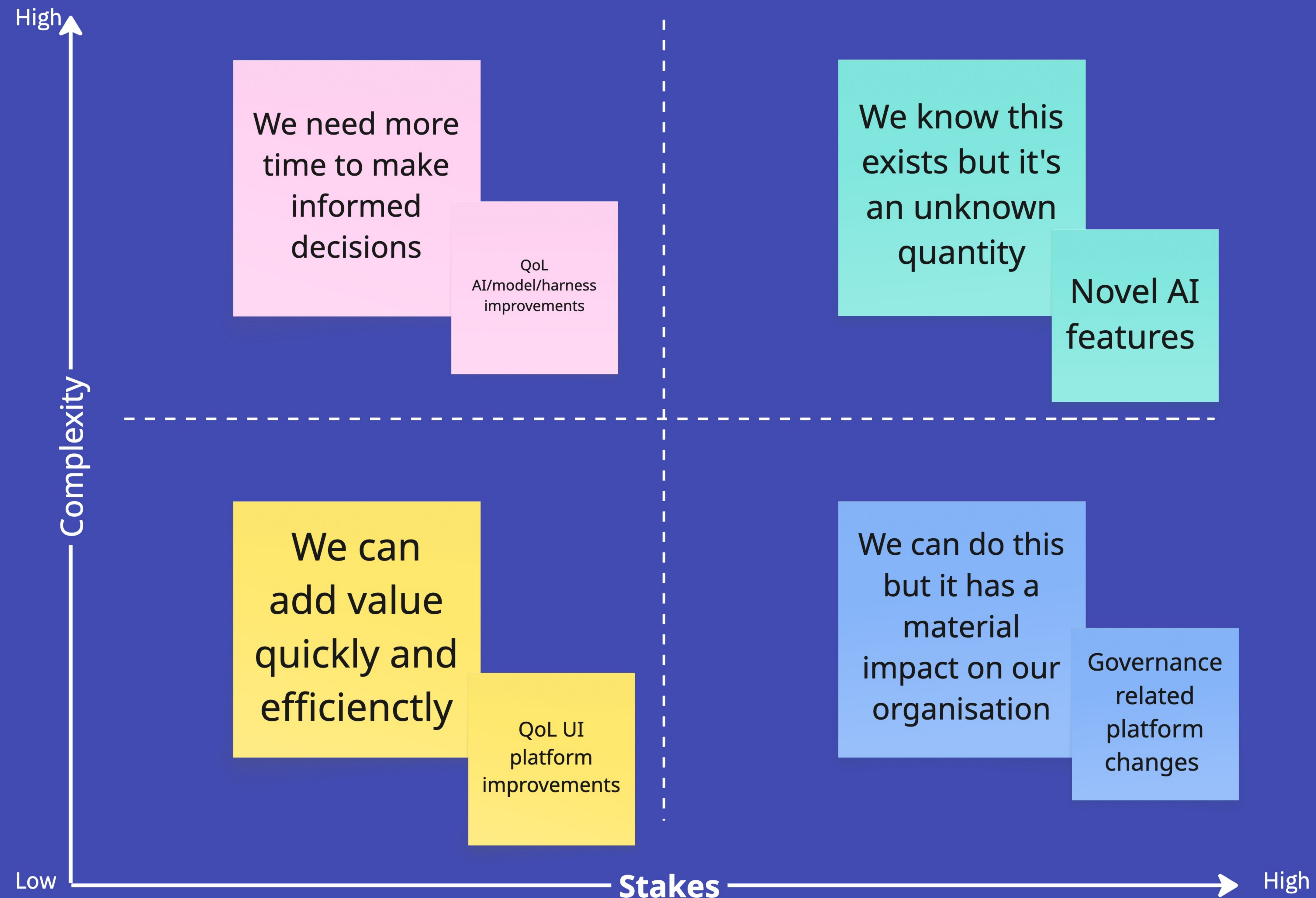
Role collapse *is real* - embrace new boundaries

You are a PM. Your role is clarity & simplification.

Plan, then *actually plan* for evals, demos & tighter cycles

Experimentation & risk

What to experiment with & de-risking AI features or ideas



Experimentation & risk

What to experiment with & de-risking AI features or ideas

Types of highly-complex
high-stakes AI features



Build in a "labs" setup

Experimentation & risk

What to experiment with & de-risking AI features or ideas

Is it worth the effort? - will this add material impact?

Can you support the maturity/development model?

Can I measure it...?

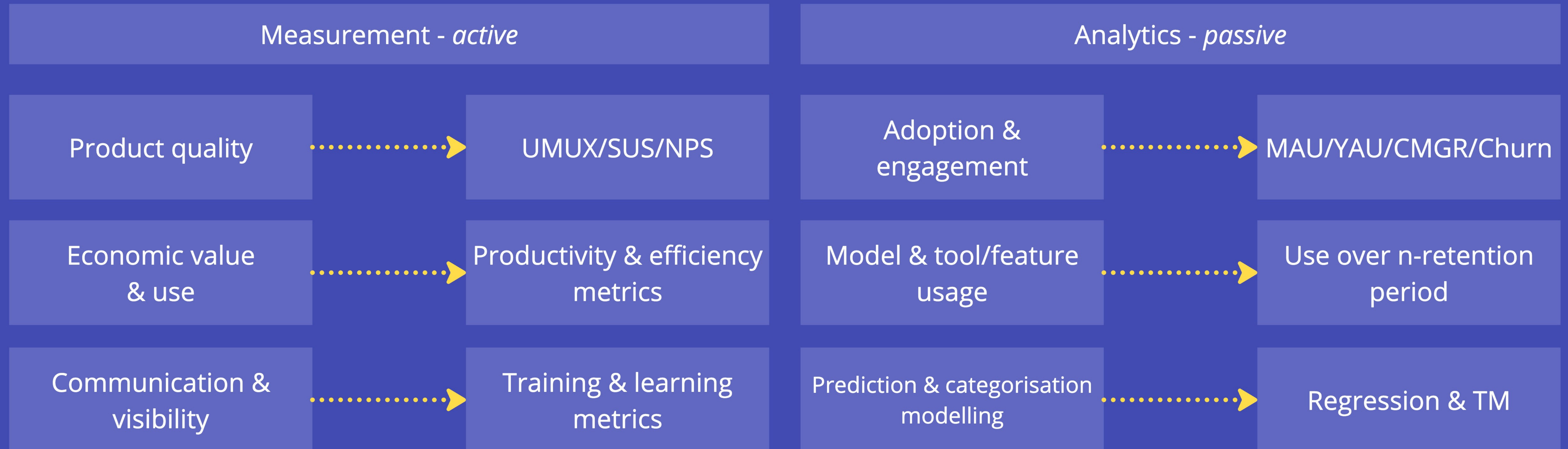
Measurement & impact

Measuring AI impact beyond standard metrics



Measurement & impact

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Build your feedback stack early - baseline data is ★ **the north star** ★

Measurement & impact

Measuring AI impact beyond standard metrics

Make your data visible *early*

Measure what makes sense

Qual is here to stay.

IDEAS
PROBLEM
HYPOTHESES
RESEARCH
INSIGHTS

WHO IS
IT FOR?

WHAT'S
THE MAGIC?

USER
NEEDS

SOLVE
REAL PROBLEMS

0

DATA
101010
0011011

LEARN
ITERATE
BUILD

NO IDEA
JUST VIBES

CLARITY
FOCUS
LEVERAGE

PRODUCT
MARKET
FIT

DELIVER
VALUE

1

IMPACT



Haydyn...what if..? (personal thoughts)

If I had to do this all again from scratch, what would I change?

Probably everything. Speed would be my focus, I'd refocus how time is spent in design tools, cut out lower-value research, prototype (more) in code, flatten planning, use roadmaps more for positioning instead of for feature releases. I'd seriously question the value of PRDs and related technical documentation.

I'd drive deeper L&D for my product team on the engineering and technical parts of AI, I'd actively and deeply encourage engineering to own and drive UX work and for UX people to own and drive correctly positioned engineering and product data science work.

I'd have researchers collaborate more with comms, and comms drive research activities and feedback loops.

Most of all I'd encourage all UX folks to take a step back and ask...**what exactly am I orchestrating?**