

# AI WILL BUILD ANYTHING YOU ASK

**CRISTINA FUSER · VP OF PRODUCT**



**IT WILL ALSO HELP YOU  
BUILD THE WRONG  
THING,  
ENTHUSIASTICALLY** 🍌🤪🍌

---

Faster than you've ever built anything. That's the problem.



**THE ONE QUESTION AI  
CAN'T ANSWER FOR YOU**



# WHY?

AI actually made it a lot easier to skip this question entirely!



# WE FOUND OUT A FEW TIMES

## TASTY CHATBOT

Users didn't want to chat about cooking. Technically cool, but felt like unnecessary high effort

## EDITORIAL TOOLS: TIME HOP

Built without talking to editors first. Nobody used it because we didn't engage them during the process

## BF ISLAND V1

AI-powered creativity was the value proposition but users didn't care about AI.  
Without shared context, the experience felt random.



**BUT AI HAS CHANGED SOME THINGS**



## BEFORE

### **Slow to build**

- **Slow to fail**
- **Expensive mistakes**
- **Found out late**

## NOW

### **Fast to build**

- **Fast to fail**
- **Mistakes are cheaper**
- **Found out early**

**AI makes BUILDING faster but the focus needs to shift to LEARNING faster, which AI is great for if you structure it right.**



# PROTOTYPE ARE A **DECISION MAKING TOOL**, NOT DESIGN SHORTCUTS

## QUIZ PARTY

### 1 MONTH

Lovable prototype → live product

Something to push against until the real product emerged.

## CONJURE POC

### 1 WEEK

Proof of concept, built and decided to continue

Fast enough to kill it before you fall in love with it.



# WHAT HAPPENS POST PROTOTYPE?

## STOP IT

Define upfront: What does failure look like in week 2? If that happens, you stop, before politics kick in.

## SCALE IT

Qualitative signals first, then numbers. Wire in your own event tracking early - AI tooling might not always do it in a way you can trust.

## MOVE TO PLATFORM

If THIS happens, THEN we do that. Written down before the pressure is on and everyone has an opinion.

We gave edit the ability to launch games independently. The graduation mechanic is what made that ~~not~~ less terrifying.



**AI REQUIRES  
A NEW OPERATING SYSTEM**



# TEAMS GOT SMALLER

No PR merged without a human reading it.  
That's a rule, not a principle.

## QUIZ PARTY TEAM

CHRIS · Product

GABE · Design

DEVIN · Engineering

---

By the end, the PM was pushing code.

The engineer had product opinions.  
The job titles got blurry.

That's the new normal.



# RITUALS CHANGED

**MORE  
FEEDBACK**



**MORE  
DECISIONS**



**FASTER  
ITERATION**



**FASTER  
LEARNINGS**

**OLD**

**"Here's my progress  
on the Jira ticket."**

**NEW**

**"Here's the feedback.  
What do we change today?  
Should we?"**

## **CEREMONIAL BLOAT**

Sign-off meetings for decisions that could've been a Slack message. Cut it.



# ***“4 Surprisingly Simple Shifts That Made Our Team Way Better At AI”***

- 01** Spend 2 hours at a time actually learning the tool. Not skimming, using it. Saves 20 hours later, minimum.

---

- 02** Personal projects are a great way to learn. Someone on our team built a personalized running training system for their kid, then realized they could use the same approach for our editorial team.

---

- 03** Don't get hung up on existing processes: focus on your inputs (you are the expert of your own product) and outputs (your goals) and let AI handle the middle.

---

- 04** Start where you can tell if the output is good. Efficiency gains before creative leaps.



**AI WILL BUILD ANYTHING YOU ASK.**

**WHAT WILL YOU ASK?**

# WHAT'S YOUR ORG'S BOTTLENECK?

**A - FORGOT TO ASK WHY**

**B - EXPERIMENT GRAVEYARD**

**C - PROCESS HASN'T CAUGHT UP**

**D - I DON'T EVEN KNOW**

