

01 / CHOOSE YOUR BUILD

One useful first version.

Use this workbook with the workshop or on your own. The workshop dates and ticket details are still being finalized. Start with one person, one task, and one manageable artifact.

Choose a path: Digital product / Service offer and page / Simple prototype

Who am I helping, and what do they need to finish?

What will I make? Name one concrete artifact.

What is outside the scope of this first version?

How will I check that the first version is useful?

02 / MONDAY ONE

Make the first version.

Planned session: choose a finish line, watch a focused demonstration, build in two working blocks, and choose a feedback question. Use the times as a guide, not a promise of completion.

00-20 min	Audience, problem, finish line
20-35 min	Demo and tool choice
35-95 min	Two build blocks with a short reset
95-120 min	Review and one feedback question

My finish line for today:

The next three small build actions:

What I finished / what still needs work:

03 / BETWEEN MONDAYS

Listen to the first response.

Allow about 60-90 working minutes to show your draft to one or two relevant people and note what happens. Waiting for replies is separate. Use anonymized notes; never invent feedback.

What do you think this helps you do?

Where would you get stuck?

What would make the next step clearer?

What they actually said or did:

What I am interpreting, but have not verified:

The one revision I will prioritize:

04 / MONDAY TWO

Check it. Then make a move.

Improve the most important part, check the result, and choose one small way to show it to the right people. A first version may need more work before public release.

- ☐ The intended user and task are clear.
- ☐ Instructions, links, and controls work.
- ☐ Claims and examples are accurate and appropriately labeled.
- ☐ I have permission to use the content and data.
- ☐ The scope and limitations are visible.
- ☐ I know what response or behavior I want to observe.

My next seven days: what, where, and for whom?

Evidence I will collect / my review date:

After review: continue, change one thing, or pause?

05 / AI AT THE RIGHT STEP

Useful prompts. Your judgment.

Add your own context and notes. These are starting templates for an AI assistant, not automated actions. Keep private customer information out and check any output before you use it.

CHOOSE

Help me narrow [idea] for [audience] to one useful first version. Ask what skills, evidence, and time I have. Suggest three small options and their limits. Do not invent demand or predict income.

BUILD A RESOURCE

Using only these notes, outline a one-page [worksheet/template] that helps [audience] finish [task]. Include inputs, instructions, and a way to check the result. Label hypothetical examples.

DRAFT AN OFFER

Turn my notes into a small service offer. Include the buyer, deliverable, required inputs, exclusions, and acceptance criteria. Leave price, dates, and evidence for me to verify.

PROTOTYPE

Describe the smallest demo for this task. List the input, output, normal case, and one failure case. Prefer a simple or manual demonstration when it can answer the question. Use fictional data.

REVIEW

Separate my feedback into observed facts, interpretations, and unknowns. Suggest one revision I can make in the time available. Do not turn a small sample into a market-validation claim.

You decide what to build, check the facts and functionality, and approve anything you publish or send.