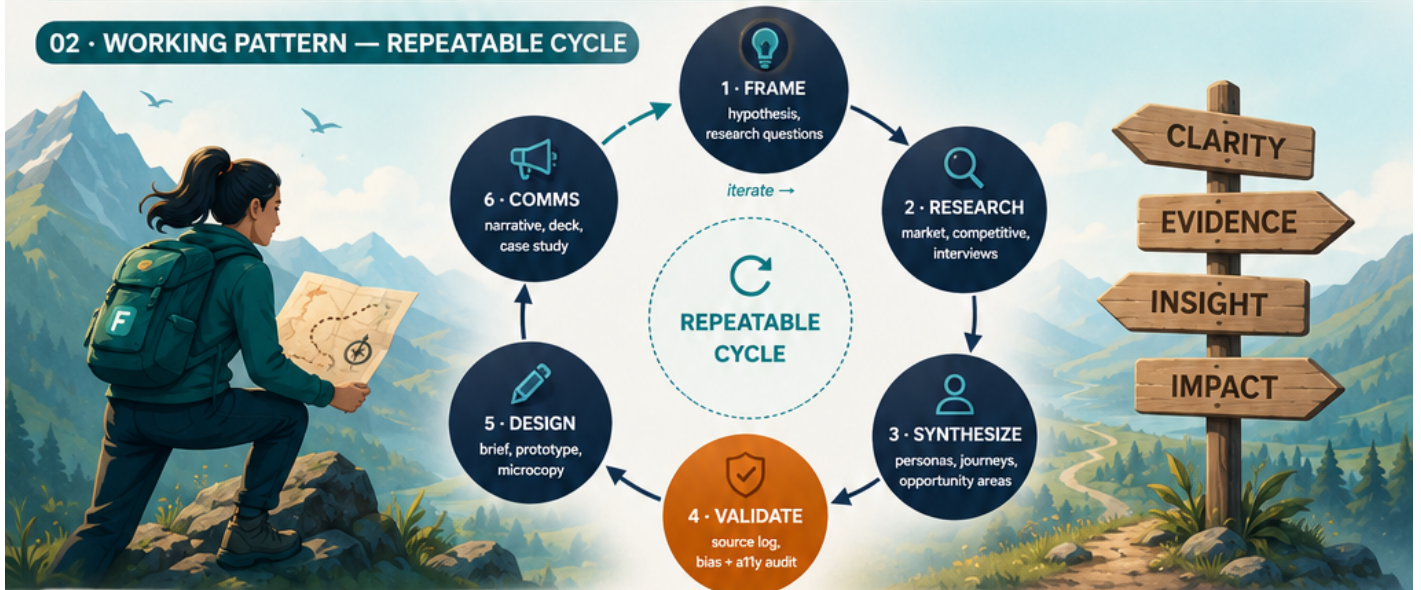


One tool per role. A repeatable cycle.
Ethical by design. Built for impact.

01 · MY STACK — ONE TOOL PER ROLE

 WORKSPACE Claude Projects Central brief, memory, and knowledge base for every step.	 RESEARCH Claude Research Market, competitive, and behavioral evidence gathering.	 SYNTHESIS Claude Turns research into personas, journeys, and briefs.
 IMAGE ChatGPT Mood boards and visual exploration across personas.	 PROTOTYPING Figma Make Clickable flows and screens ready to test.	 COMMUNICATION Gamma + PowerPoint Turns findings into stakeholder-ready narrative.

02 · WORKING PATTERN — REPEATABLE CYCLE



03 · ETHICS & VALIDATION GATE — every step, not just Step 4

					
Source Validation	Bias Audit	Accessibility WCAG 2.2 AA	Copyright & IP	Transparency	Human-in-the-Loop

04 · PROMPT LIBRARY STRUCTURE — 6 PHASES



	PHASE 1	Research & Discovery — persona, journey, market-scan, competitive prompts	Done 
	PHASE 2	Ideation & Concepting — mood-board and look-and-feel prompts	Done 
	PHASE 3	Design & Testing — brief creation, test-plan, design-synthesis prompts	Done 
	PHASE 4	Workflow Integration	Done 
	PHASE 5	Ethics & Responsibility	Done 
	PHASE 6	Advanced Prompts	Done 

Each entry:  Category  Tool  Prompt  When to Use  Sample Output  Refinements  Effectiveness — copy-paste reusable, not one-off.

05 · FORWARD-LOOKING WATCHLIST — signals, not yet validated



 AI trust calibration — RQ3, still open

 GLP-1 sub-persona — low-med confidence

 Accessibility & legal standards — re-audit each cycle

 Continuous-testing tools — Dovetail, Maze, not adopted

 Competitive AI positioning — watch whether adaptive claims move beyond biometrics into life/calendar context

