

DesignLabs - Fit Fuel AI Stack Brief

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1. AI Stack Rationale

These six core areas will utilize AI tools in order to create efficiencies, generate research and synthesize decisions throughout the project lifecycle.

1.1. Workspace

Claude Projects - Centralized location for project direction, support documents, prompt libraries, project instructions, and the overall work initiatives reside.

1.2. Research

Claude Research - leveraging Claude Projects for the central workspace, project research will be handled here for seamless integration with the overall project workflow.

1.3. Synthesis

Claude - Compiling all research, data, customer insights, and personas will be generated here to easily access all project-related assets and information.

1.4. Image Generator

ChatGPT - creation of all imagery, visual explorations, and brand imagery ready for final production.

1.5. Prototyping

Figma Make - For the creation of requirements based on clickable screens, flows, and design concepts.

1.6. Communication/Presentation

Gamma (augmented with PowerPoint - Depending on the complexity of output and purpose, one or both tools will be utilized to turn assets, concepts, and project touchpoints into a presentable format for stakeholder reviews.

1.7. AI Stack Rationale

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