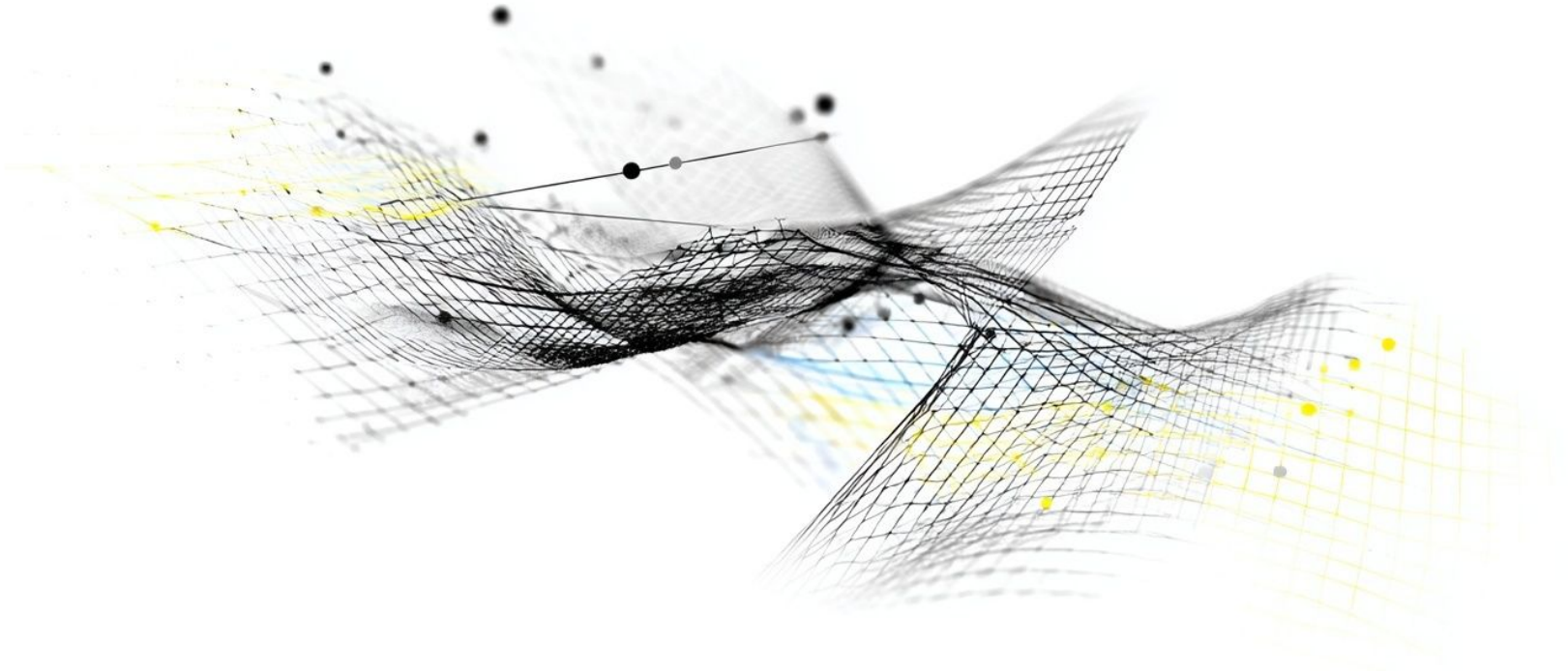
SIX OPERATING PRINCIPLES

Leveraging GenAI Tools In Product Development



Sean Patrick Coon | Head of Product Design & Research | PrescriberPoint



Generative AI turns even imprecise prompts into fluent, authoritative output.

It makes nearly anything sound deliberate—even when it isn’t.

That’s why clarity of intent is now a prerequisite, not a luxury.



The system won’t interrogate your input; it will execute with confidence.

When ambiguity goes unchecked, it often masquerades as insight.

Clarity isn’t emergent—it must be authored.



Speed doesn’t cause misalignment—it reveals it.

Without shared direction, even well-crafted prompts can diverge in purpose.

These principles are designed to sharpen judgment without slowing progress.



Built for flexibility, they apply across goals, roles, and domains.

They offer a shared framework for producing high-quality output at the pace of doing business.

Use them to maintain alignment, precision, and accountability as you move.

START WITH STRATEGY

Even small tasks need clear intent. Otherwise, AI just moves you faster in the wrong direction.

CORE BELIEF

GenAI is most effective when guided by a defined objective. Strategy isn't abstract—it's how context is structured to inform direction, surface constraints, and generate relevant outcomes.



EXPLANATION

Whether you're shaping a flow, querying a dataset, or drafting copy, strategy starts by defining what matters and why. That clarity guides better prompts—preventing polished but irrelevant output. Even tactical work benefits from a well-structured frame.

USE IT WHEN

You're prompting without first defining the objective or outlining key constraints

GenAI output reads well, but the team isn't aligned on its intended purpose

You're applying GenAI to a small task without clarity on the decision it supports

COORDINATE BEFORE YOU GENERATE

GenAI enables quick individual output, but velocity without alignment creates quiet fragmentation.

CORE BELIEF

GenAI helps individuals move quickly, but that speed doesn't guarantee shared momentum. When goals and constraints aren't aligned, fast work risks subtle misalignment.



EXPLANATION

Working in sync has always mattered. Shared goals, clear assumptions, and aligned timing help teams produce work that fits together. The difference now is speed. GenAI can move individual contributors faster than their teams, making gaps harder to see. When coordination lags behind velocity, outputs diverge—often unnoticed until they land too far apart to reconcile cleanly.

USE IT WHEN

Multiple teammates are prompting models separately on the same initiative

AI-generated outputs are shaping decisions beyond the person prompting

You're tempted to move fast without confirming that others see the same picture

PROMPT LIKE A PARTNER

AI works best when treated as a collaborator. Explicit prompts provide context, constraints, and a clear role to play.

CORE BELIEF

Effective prompts aren't just instructions—they're conversations. GenAI works best when grounded in context, goals, and constraints, then pushed to test your thinking.



EXPLANATION

Effective prompting starts with clarifying context—what you're doing, why, and what matters most. But often the goal isn't just precision; it's partnership. AI should be shaping the work with you. When it's prompted to ask clarifying questions or to propose alternatives, that's not going off-track—it's closing the gap between what you think you want and what you actually need.

USE IT WHEN

You're stuck rewriting the same prompt without better output

The task is complex, and you're not sure what input matters most

You want sharper thinking, not just faster drafting

You're defining a strategic approach and the position GenAI is taking reads at too high of an altitude with assumptions

REAL ISN’T ALWAYS READY

GenAI will produce with confidence, even when it's way off. Treat polish with skepticism.

CORE BELIEF

Confidence and clarity aren’t proof of quality, and polished output can mask weak thinking or isolated effectiveness. Treat every GenAI output as a first draft—shiny, but suspect.



EXPLANATION

GenAI can produce fluent text, slick visuals, structured data that all look convincing, even code that works—but it may rest on shaky logic, poor context, or hallucinated facts. Trust comes from pressure-testing: check claims, probe decisions, and don’t confuse polish for accuracy.

USE IT WHEN

You’re about to act on a GenAI output without checking the logic or source

You’re impressed by how “done” something looks, reads, or behaves

You’re skipping review steps because the output feels usable as-is

CRAFT FOLLOWS CONTEXT

Match the level of polish to the job. Not everything needs refinement—until it does.

CORE BELIEF

Polish should match the moment. Burning cycles to get output perfect can be a waste. Be scrappy to learn, yet precise when you're earning trust in the market.



EXPLANATION

Some research questions need polish in a prototype, others don’t. Same with internal reviews. Match the fidelity to the moment, not an abstract standard. Once something reaches production, everything visible to users must be deliberate, clear, and on-brand. That’s when craft becomes critical.

USE IT WHEN

A wireframe gets pixel-polished before testing basic task comprehension.

A mock is delayed over final copy even though the test isn’t impacted by copy.

Design adds branding to a prototype meant to test rough interaction.

PROTECT THE ENTIRE SYSTEM

Whatever GenAI creates—code, copy, or UI—has to scale. Debt isn't innovation.

CORE BELIEF

All work product has to fit the system. If it can't scale, integrate, or be maintained, it's not ready to ship.



EXPLANATION

AI can produce output that looks usable, but if it break our product's structure, logic, or maintainability, it'll create increased friction over time. Design, engineering, and content systems exist for a reason: they help products grow without falling apart.

USE IT WHEN

A new flow looks solid, but it can't be reused or scaled.

AI suggests a solution that conflicts with established system patterns.

Something is greenlit for production "just this once" to move faster.