

DESIGNING TOMORROW



PROTOTYPING AND
SHAPING THE FUTURE
WITH AI

THIS SESSION IS ABOUT USING AI NOT TO FINISH
DESIGNS, BUT TO PROTOTYPE QUICKLY, SPARK
DISCUSSION, AND INVITE FEEDBACK.

WHAT YOU'LL LEARN TODAY

We'll explore how to use AI tools to bring ideas to life at an early stage. Specifically, we'll:



▶ **CREATE CONCEPT CARDS** – QUICK, VISUAL SNAPSHOTS OF IDEAS TO GATHER EARLY FEEDBACK.

▶ **BUILD STORYBOARDS** – STEP THROUGH KEY MOMENTS OF THE DESIGN TO TEST AND REFINE USER EXPERIENCES.



LET'S USE "SELF INVESTED" FOR THE DEMO:

How might we guide
women to gain clarity,
systems, and a lifelong
portfolio they can trust
in just 4 sessions?

I'M BRINGING MY SIGNATURE COURSE FORWARD

SELF INVESTED

01 — HELLO, MONEY — THIS IS WHAT YOU'VE MEANT TO ME

Outcome: Discover hidden money scripts, rewrite them, and build practical awareness of accounts, debt, and early investments.

02 — MEET YOUR MONEY — MAKE IT WORK FOR YOU

Outcome: Optimize accounts, automate a conscious money system, and understand compounding and fees.

03 — THE CALM INVESTOR — GROW WITHOUT HUSTLE

Outcome: Align spending with values, build your first money system, learn asset allocation, and gain confidence managing investments.

04 — THE CONFIDENT INVESTOR — BUILD YOUR PORTFOLIO WITH EASE

Outcome: Build a trusted portfolio, understand diversification, rebalance with ease, and explore bonds, REITs, gold, and Bitcoin.

DEMO

CONCEPT CARDS



CHATGPT PROMPT: CONCEPT CARDS (VISUALS)

Now, please generate one sketch-style image for each concept based on these descriptions:

- A reflective journaling scene where a woman explores her money story with a notebook, thought bubbles, and symbolic images (chains breaking, seeds growing).
- A simple financial “map” with accounts, arrows showing money flow, and a woman joyfully organizing her money system with clarity and balance.
- A serene garden or tree growing steadily, representing a stress-free investment engine. A woman observes calmly, free of jargon or overwhelm.
- A woman confidently holding a portfolio, with icons for ETFs, bonds, gold, and other diversified assets branching out from it.



DEMO

STORYBOARDS



What is a Storyboard?

A storyboard is a simple visual sequence that maps the key **touch points in a journey**. It focuses on the moments that matter most—the interactions most likely to shape someone's overall experience and perception.

Instead of designing everything at once, a storyboard zooms in on:

- Critical emotional **beats** (where someone feels fear, relief, or pride)
- **Turning points** (when they hit an obstacle, unlock a breakthrough, or take action)
- Applications in real life (where they try, test, or celebrate progress)

Examples of storyboards:

1

1. Healthcare — Starting a New Fitness Routine

Welcome: A patient downloads a wellness app after a doctor's visit. Excited but nervous.

Exploration: She logs her current habits and sees patterns of stress-eating and inactivity.

Struggle: First week is tough — she feels guilty for missing a workout.

Breakthrough: App shows a gentle message: *"Progress, not perfection."* She realizes small steps count.

Application: She celebrates completing 3 workouts in 2 weeks and feels proud of building momentum.

2

2. Education — College Student Choosing a Major

Welcome: A student sits with an advisor, anxious about declaring a major.

Exploration: He reviews course options and matches them to his interests.

Struggle: He feels torn between what he loves (art) and what's "safe" (business).

Breakthrough: Advisor helps him imagine a double major, combining creativity with stability.

Application: He declares a dual path and feels excited about a future that honors both sides.

3

3. Customer Experience — Buying a Car

Welcome: A customer arrives at a dealership, hopeful but wary of sales pressure.

Exploration: She test drives several models, weighing features and costs.

Struggle: She feels overwhelmed by financing jargon and hidden fees.

Breakthrough: A transparent salesperson explains everything with a clear, visual breakdown.

Application: She signs with confidence, feeling respected and in control of her purchase.

4

4. Personal Finance — Paying Off Debt

Welcome: A woman opens a budgeting tool after months of ignoring credit card bills.

Exploration: She inputs her balances and sees the total debt number. Shock and shame.

Struggle: Overwhelmed, she thinks, *"I'll never get out of this."*

Breakthrough: The tool shows a debt snowball plan, and she sees her debt-free date.

Application: She makes her first extra payment and feels relief knowing she has a clear path.

SAMPLE

Panel 1 — Facing the Story

"I finally opened my journal. For the first time, I admitted the money stories I've been carrying weren't truth... just heavy bags I get to put down."



Panel 2 — Seeing the Patterns

"I mapped my money flow and realized my money had been running me. Now, with one ladder and a little automation, I'm the one in charge."



Panel 3 — Planting the Garden

"Investing isn't a gamble — it's a garden. Small seeds, steady watering, and patience. Growth happens without the hustle."



Panel 4 — Owning the Portfolio

"I built my first portfolio. Simple. Low-cost. Aligned with my goals. For the first time, I can say it with certainty: I am an investor."



SAMPLE 2

Panel 1 — Facing the Story

"I finally opened my journal. For the first time, I admitted the money stories I've been carrying weren't truth... just heavy bags I get to put down."



Panel 2 — Seeing the Patterns

"I mapped my money flow and realized my money had been running me. Now, with one ladder and a little automation, I'm the one in charge."



Panel 3 — Planting the Garden

"Investing isn't a gamble — it's a garden. Small seeds, steady watering, and patience. Growth happens without the hustle."



Panel 4 — Owning the Portfolio

"I built my first portfolio. Simple. Low-cost. Aligned with my goals. For the first time, I can say it with certainty: I am an investor."



Prototyping Demo

PROMPTS: CONCEPT CARDS

CHATGPT PROMPT: CONCEPT CARDS

Hi there! Imagine you are a design researcher. You've just converged on four early-stage concepts that respond to the question:

“How might we guide women to gain clarity, systems, and a lifelong portfolio they can trust—in just 4 sessions?”

Your task is to create a set of concept cards to gather early feedback on these ideas.

Here are the four concepts (modules):

1. **Hello, Money — This Is What You've Meant to Me**
Uncover and reshape your money story, beliefs, and financial identity.
2. **Meet Your Money — Make It Work for You**
Structure accounts, align spending with values, and set up systems that flow.
3. **The Calm Investor — Grow Without Hustle**
Build a simple, sustainable investing engine free of stress and jargon.
4. **The Confident Investor — Build Your Portfolio with Ease**
Create a diversified ETF portfolio and leave with a lifelong template.

For each concept, please generate:

- **Concise description** (max 30 words) that communicates the core experience and invites curiosity
- **Key activity or exercise** that makes the session hands-on and memorable
- **Emotional moment** participants might experience during this stage (e.g., “relief,” “aha!” “pride”)
- **Possible prototype idea** (a journaling prompt, worksheet, visual metaphor, or interactive demo to test early)

Please avoid assumptions about income level, career, or relationship status. Prioritize empowerment, accessibility, and agency.

CHATGPT PROMPT: CONCEPT CARDS (VISUALS)

Great! Now, please generate one sketch-style image for each concept based on these descriptions:

- 1. Hello, Money — This Is What You've Meant to Me**
A reflective journaling scene where a woman explores her money story with a notebook, thought bubbles, and symbolic images (chains breaking, seeds growing).
- 2. Meet Your Money — Make It Work for You**
A simple financial “map” with accounts, arrows showing money flow, and a woman joyfully organizing her money system with clarity and balance.
- 3. The Calm Investor — Grow Without Hustle**
A serene garden or tree growing steadily, representing a stress-free investment engine. A woman observes calmly, free of jargon or overwhelm.
- 4. The Confident Investor — Build Your Portfolio with Ease**
A woman confidently holding a portfolio, with icons for ETFs, bonds, gold, and other diversified assets branching out from it.

The images should feel **hand-drawn, inclusive, and empowering**—celebrating women’s agency, clarity, and confidence as they grow into lifelong investors.

PROMPTS: STORY BOARDS

CHATGPT PROMPT: STORYBOARD – USER PERSONAS

Hi there! Imagine you are a design researcher exploring the question:

“How might we guide women to feel self-empowered in the investment world by creating clarity, systems, and a lifelong portfolio they can trust?”

You’re refining **SELF Invested** — a 4-session program designed for women, featuring reflective journaling, simple financial maps, accessible investment tools, and empowering group dialogue. It supports women in reshaping their money identity, building systems that work, and creating confidence in investing, all in a supportive and inclusive way.

Your task is to define **three different types of user personas** who represent potential participants in this program (e.g., women seeking financial clarity, women ready to start investing, women who want to feel confident managing wealth). Please make each persona **detailed and realistic**, focusing on their motivations, fears, emotional beats, and goals.

CHATGPT PROMPT: STORYBOARD – MOMENTS

Great! Your next task is to brainstorm all of the moments when [persona] might interact with the **SELF Invested program**.

Consider every stage, from discovery to post-program. Try to generate as many moments as possible—no moment is too small!

As you do, be mindful of diverse lived experiences, financial backgrounds, cultural attitudes toward money, and access barriers. Aim to avoid assumptions and design with equity, empowerment, and inclusion in mind.

Please format the output as a bulleted list for clarity.

CHATGPT PROMPT: STORYBOARD – CONSTRAINTS

What if the **SELF Invested program** could only be accessed in groups of five women, and each participant had to pay **\$500 for the 4-session series** (with no sliding scale or payment plans)? Please revise the previous list of interaction moments to reflect this structure.

As you update, consider how these constraints may affect access and participation:

- Who might be excluded because of the cost?
- How might the group-of-five model create accountability, support, or barriers (e.g., finding a group, trust, vulnerability)?
- What cultural, economic, and logistical factors would shape how women engage with the program under these conditions?

CHATGPT PROMPT: STORYBOARD – BREAKDOWN MOMENTS

Hi again! Now, let's create a storyboard to visualize the **SELF Invested program** through the story of [persona] using this program to fulfill a need, specifically: [insert need from persona's motivations].

Can you break down the moment when [persona] [insert one of the key investment-related scenes generated earlier, e.g., "faces a fear of investing," "sets up her first system," or "builds her portfolio template"]?

Please divide this moment into **six small steps** that would be suitable for a storyboard. For each step, include a brief description of what is happening and how the experience unfolds visually and emotionally.

As you do, reflect on **emotional nuance (fear, relief, pride)**, cultural and financial relevance, and inclusive representation, especially in how different women engage with money, investing, and financial empowerment.

CHATGPT PROMPT: GRAPHIC-NOVEL STYLE STORYBOARD

Great! Now I'd like to turn this story into a **graphic-novel style storyboard** illustrating the six moments of a woman building her first portfolio template in the **SELF Invested program**.

Can you generate one graphic-novel style image for each moment? Please include a simple caption for each image.

As you generate, aim for visuals that reflect **diverse women, family structures, and financial journeys**, with a tone of **curiosity, empowerment, and inclusion**.

MIDJOURNEY PROMPT

Prompt Opening the Workbook:

A sketch-style illustration of a diverse group of women opening the SELF Invested workbook together, revealing colorful templates and supportive prompts. The moment is full of curiosity and anticipation.

Prompt Exploring Portfolio Options:

A sketch-style illustration of women flipping through investment “building block” cards at a table, pointing and discussing how each fits into their future. The scene feels collaborative and empowering.

Prompt Making a First Choice:

A sketch-style illustration of one woman placing her first ETF “block” into her template, while another smiles and nods in encouragement. The moment captures courage, relief, and shared celebration.

Prompt Gathering Confidence:

A sketch-style illustration of women arranging additional blocks (bonds, gold, cash) into their portfolios, with growing confidence and clarity. The energy feels focused and optimistic.

Prompt Prepping the System:

A sketch-style illustration of women setting up their money flow maps (income → accounts → investments), checking boxes and high-fiving each other as they prepare to activate their systems.

Prompt Ready to Invest:

A sketch-style illustration of women proudly holding their completed portfolio templates, smiling with a sense of pride and empowerment. The scene radiates confidence and possibility.