

Creative process mapping for AI augmentation

Beta v1

Humans + AI

	Product Development	Scientific Discovery	Problem Solving	Creative Ideation	Strategic Planning
Problem Framing	Identify market need or opportunity	Formulate research question	Define problem statement	Establish creative brief	Analyze current situation
Background Research	Market analysis, competitor research	Literature review	Gather relevant information	Explore context and influences	Environmental scanning
Ideation	Brainstorm product concepts	Develop hypotheses	Generate potential solutions	Divergent thinking phase	Generate strategic options
Analysis	Feasibility studies	Design experiments	Evaluate potential solutions	Analyze ideas for potential	Assess strategic alternatives
Concept Development	Create prototypes	Conduct experiments	Develop solution approaches	Refine promising ideas	Develop strategic initiatives
Testing/Validation	User testing, market trials	Data analysis and interpretation	Test solutions	Prototype and test ideas	Scenario planning
Refinement	Iterate based on feedback	Refine hypotheses or theories	Optimize solution	Iterate and improve	Adjust strategies
Implementation	Product launch	Publish findings	Implement solution	Execute creative project	Execute strategic plan
Evaluation	Post-launch assessment	Peer review and replication	Assess effectiveness	Critique final output	Monitor and evaluate outcomes
Iteration	Plan next product version	Formulate new questions	Identify new problems	Generate new creative directions	Revise long-term strategy



ROSSDAWSON

- Futurist
- Keynote speaker
- Strategy advisor

**AMPLIFYING
COGNITION**

- AI-enhanced thinking
- The potential of Humans + AI
- AI-augmented decision-making

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