

dynamo⚡caffeina

Less talk, more action.

Overcoming the AI Gap in your company.



**Stefan
Manastirliu**

Product & Design Director

 LinkedIn



**Aura
Tardia**

Product Supervisor

 LinkedIn

Agenda

- Intro
- AI innovation in most companies
- The future of products, with AI
- Wrap Up

 AI solutions		Digital Products		 Websites
 Growth & CRO	Product Design & Design Systems	AI Solutions	Mobile & Web Development	 Shopify



AI innovation in most companies

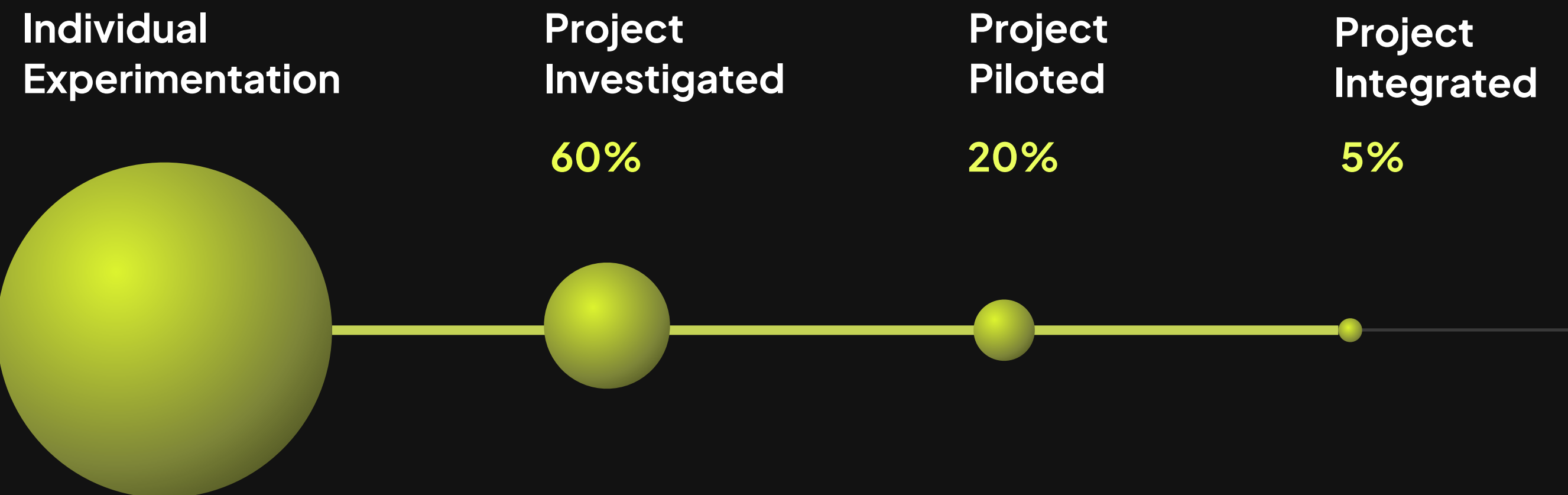


play video

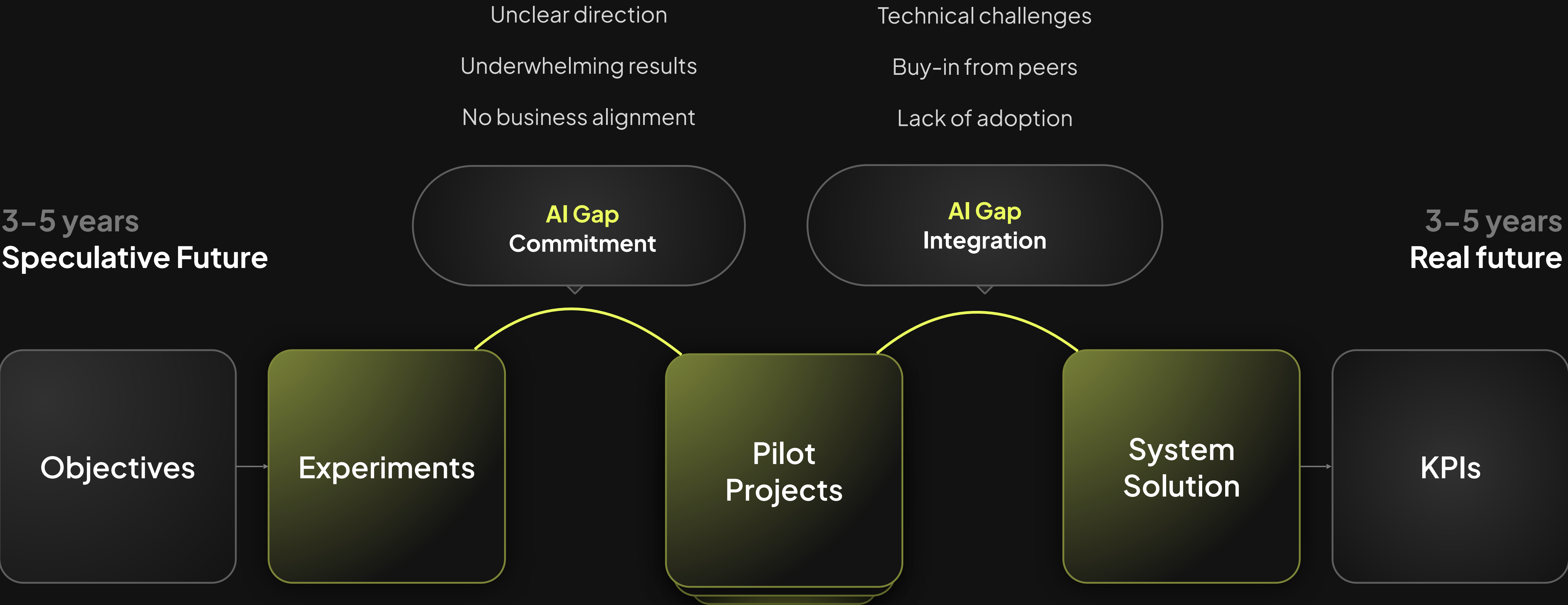
The AI Gap

95% Of GenAI Pilots Fail

Talk



Source MIT — The GenAI Divide STATE OF AI IN BUSINESS 2025



Why the AI Gap happens

Business (in)decision

Lack of benchmarks,
costs and revenues
hard to predict

Technical Expertise

Lack of experience and specific
expertise from team members,
generates lack of ownership

Risk aversion

Uncertainty generates low
commitment to overcome
inevitable obstacles

3–5 years
Speculative Future

3–5 years
Real future



Overcoming the AI Gap

Concept



Future

Realistic & in-depth
study of the future solution.

Projects



Start now

First results. Build the future.

**A concrete project
you can start building into
the core business now.**

Projects with AI



The future of products, with AI

3 areas of focus

01

The future of products, with AI – Product Ops

User insights & feedback



Future

Syper

AI Synthetic Users



Thousands of synthetic users, statistically aligned with the Italian population

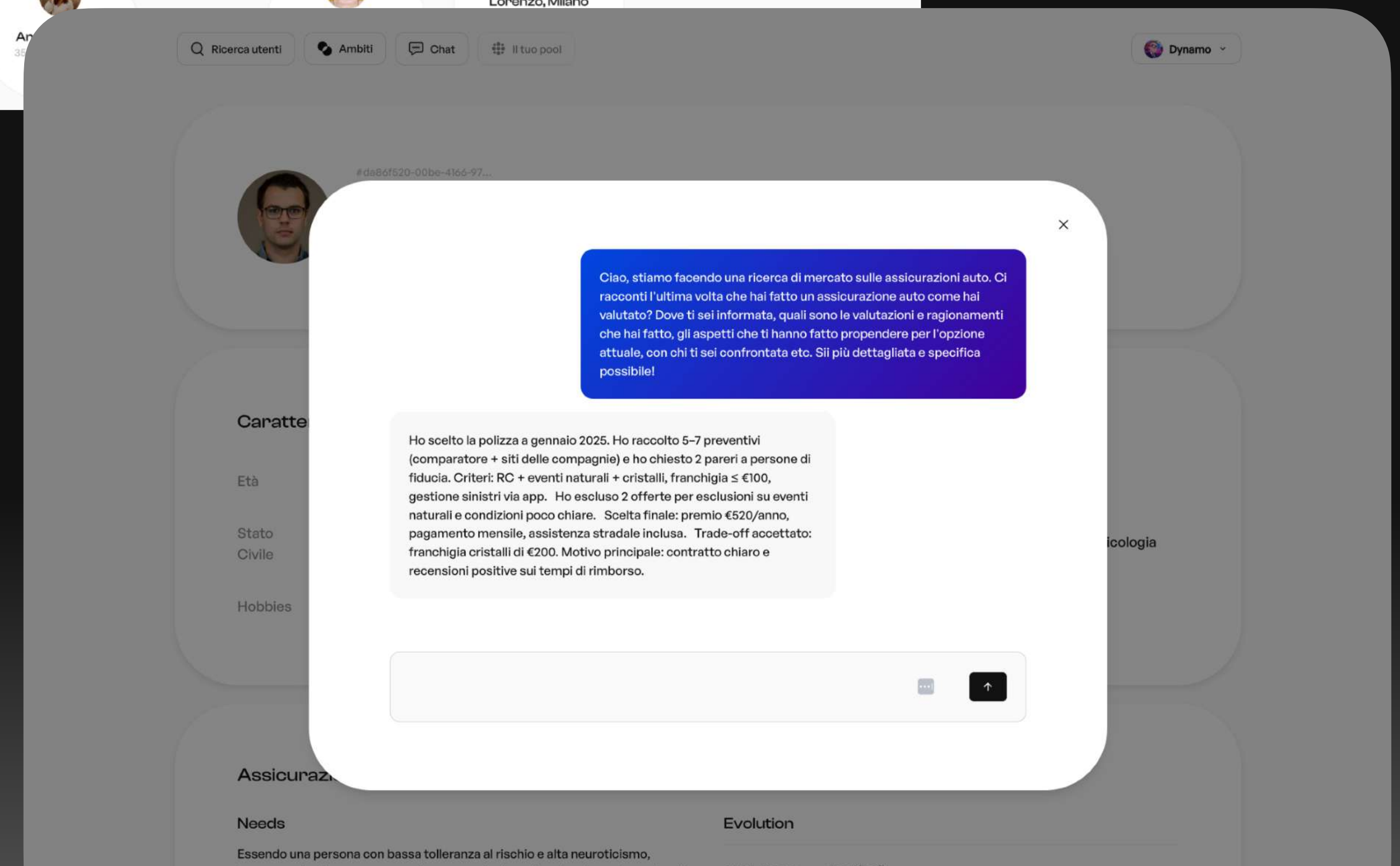
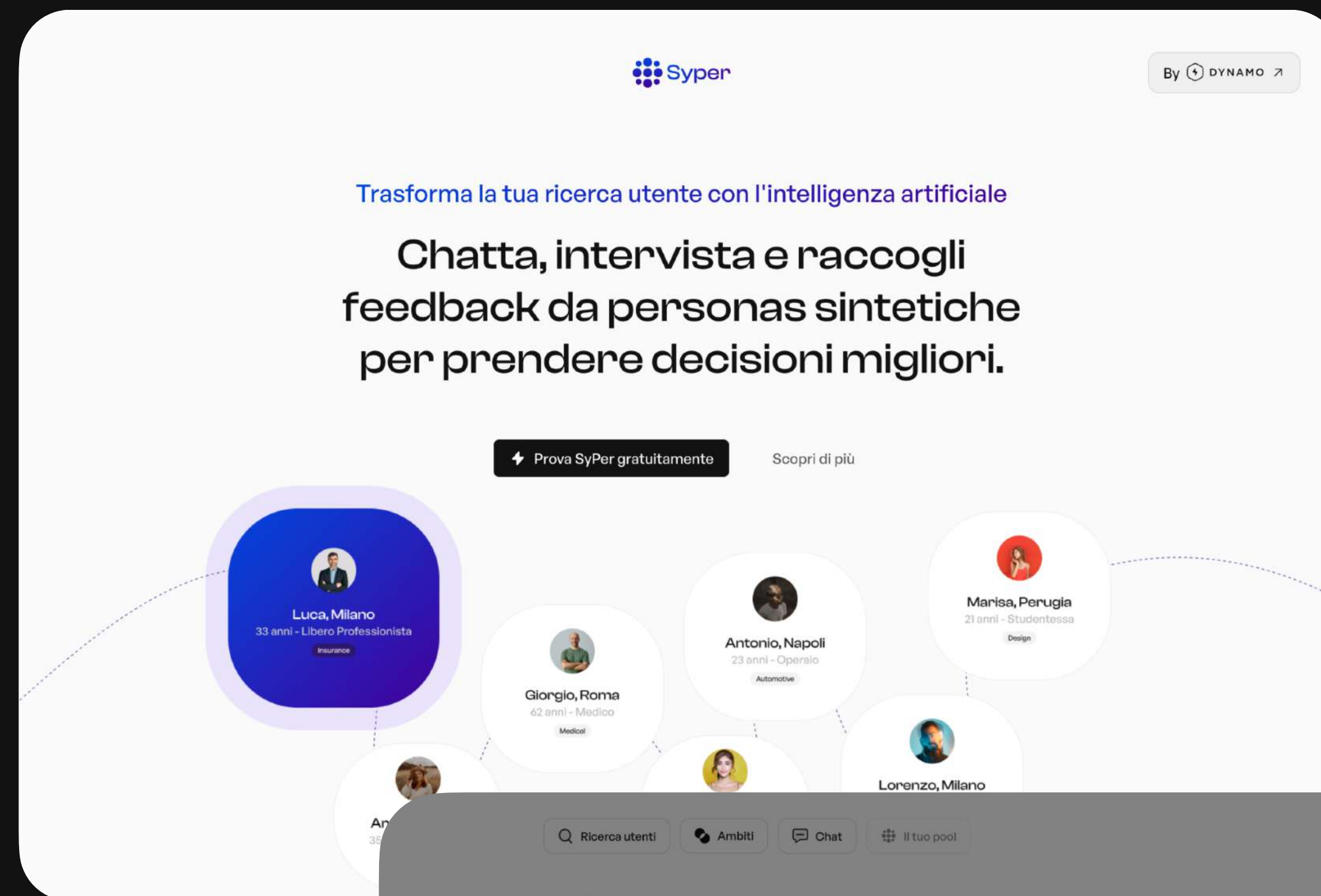


Opinionated on specific topics using proprietary company data, qualitative research, and market research



Chat & Surveys + Always up to date news, socials and other sources

[Request a demo ↗](#)





Start now

GPTs personas

Effective real-time user insights



Built using 3 structured documents

personal info, product user data, personas archetype



1 mega-instruction prompt



Chat & Surveys

Needs some regular updating

[Try GPTs Personas ↗](#)

Con piacere! Ecco tre momenti forti — due belli e uno decisamente frustrante — legati alla condivisione di musica in viaggio:

🔥 1. Il momento magico in auto (Puglia 2024)

Una sera, eravamo in macchina verso una festa sulla spiaggia, tramonto pazzesco, e parte "Roma-Bangkok" a volume altissimo. Tutti a cantare, finestrini giù. È uno di quei momenti che sembrano una scena di un film.

🔥 *Cosa ha funzionato:* c'era una **playlist condivisa** su Spotify, quindi ognuno aveva già messo le sue canzoni prima del viaggio. Nessuna lite, solo musica che sapevamo avrebbe caricato tutti.

💡 2. La scoperta inaspettata (Weekend a Torino con amici)

Un'amica ha messo su una canzone indie italiana che non conoscevo — "Fiori sopra l'inferno" di Fulminacci — ed è diventata subito *la canzone del weekend*.

🔥 *Cosa mi è piaciuto:* ascoltare roba fuori dal mio radar, con il beneficio del "contesto emotivo" di quel momento. Poi l'ho salvata subito.

😡 3. Il litigio per il controllo della cassa (Berlino 2022)

Eravamo in appartamento in sei, una cassa bluetooth, e tutti volevano scegliere la musica. Alla fine: confusione, cambi continui, gente che saltava le canzoni altrui. Zero mood.

🔥 *Frustrazione:* **manca di un sistema democratico**. Sarebbe stato top avere una modalità Spotify tipo "Party Mode" dove tutti mettono i brani in coda ma nessuno può saltare o cancellare quelli degli altri.

Quindi in sintesi:

- ✅ **Playlist condivise pre-partenza** = pace e bei momenti.
- ✅ **Scoperte da amici** = ricordi che restano.
- ❌ **Guerra per la m**



[PERSONA | Music] Giulia

By Dynamo Design Management ⓘ

✓ Using the creator's recommended model: GPT-5 Pro

Giulia is a music user persona for UX research purpose

I would like to
start an interview

Please respond
to this survey

User insights & feedback



Start now

**GPTs user personas
you can brainstorm with**



Future

**Synthetic Users that map real
users you can interview, get
feedback from, and chat with
in real-time**

02

The future of products, with AI – Product Ops

Hybrid Teams: AI + Humans



Future

Delphi

AI Strategist



Analyses hundreds of data sources
in real-time and always up to date



Generates synthetic users on the fly
to ensure a user-centric perspective

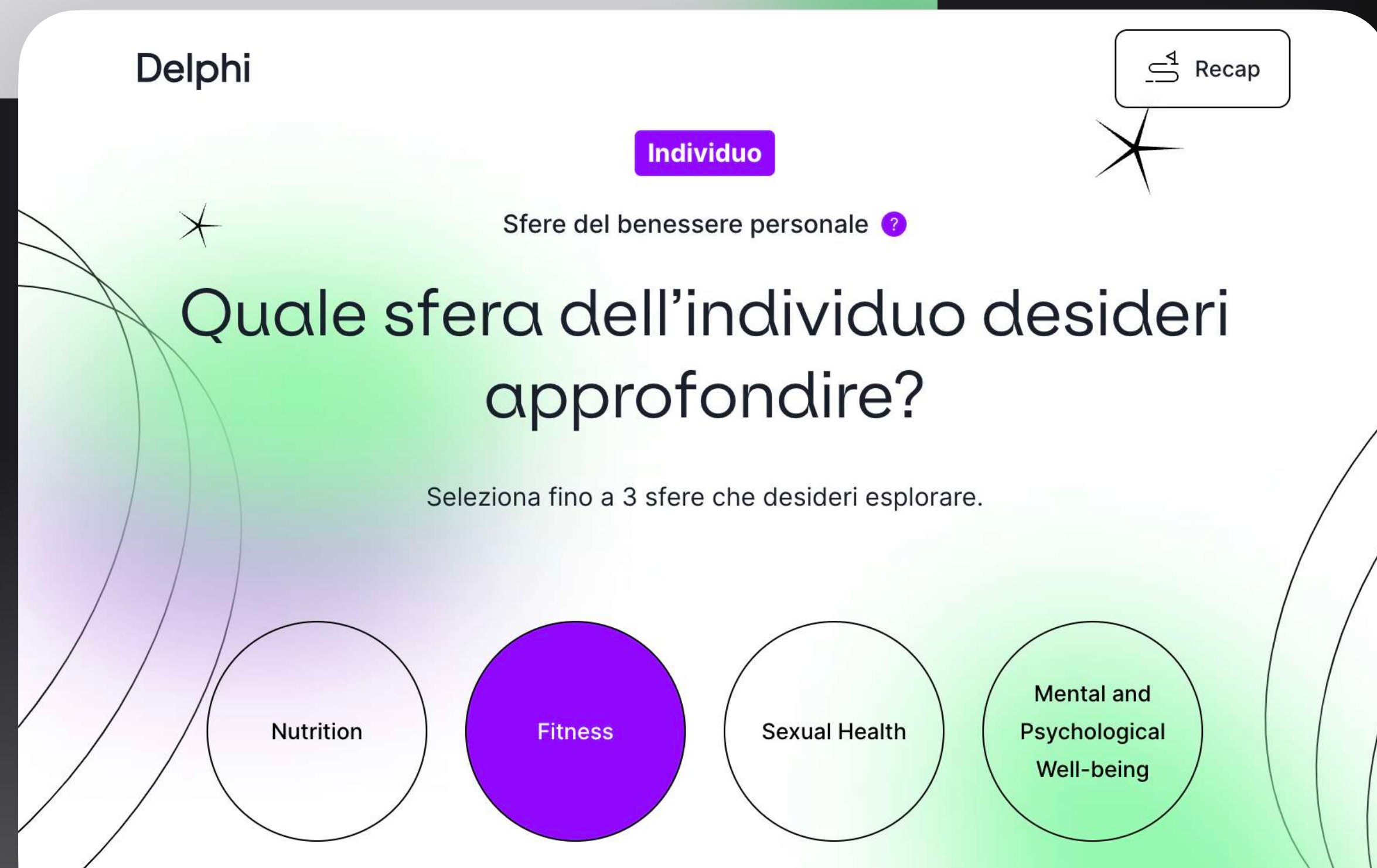
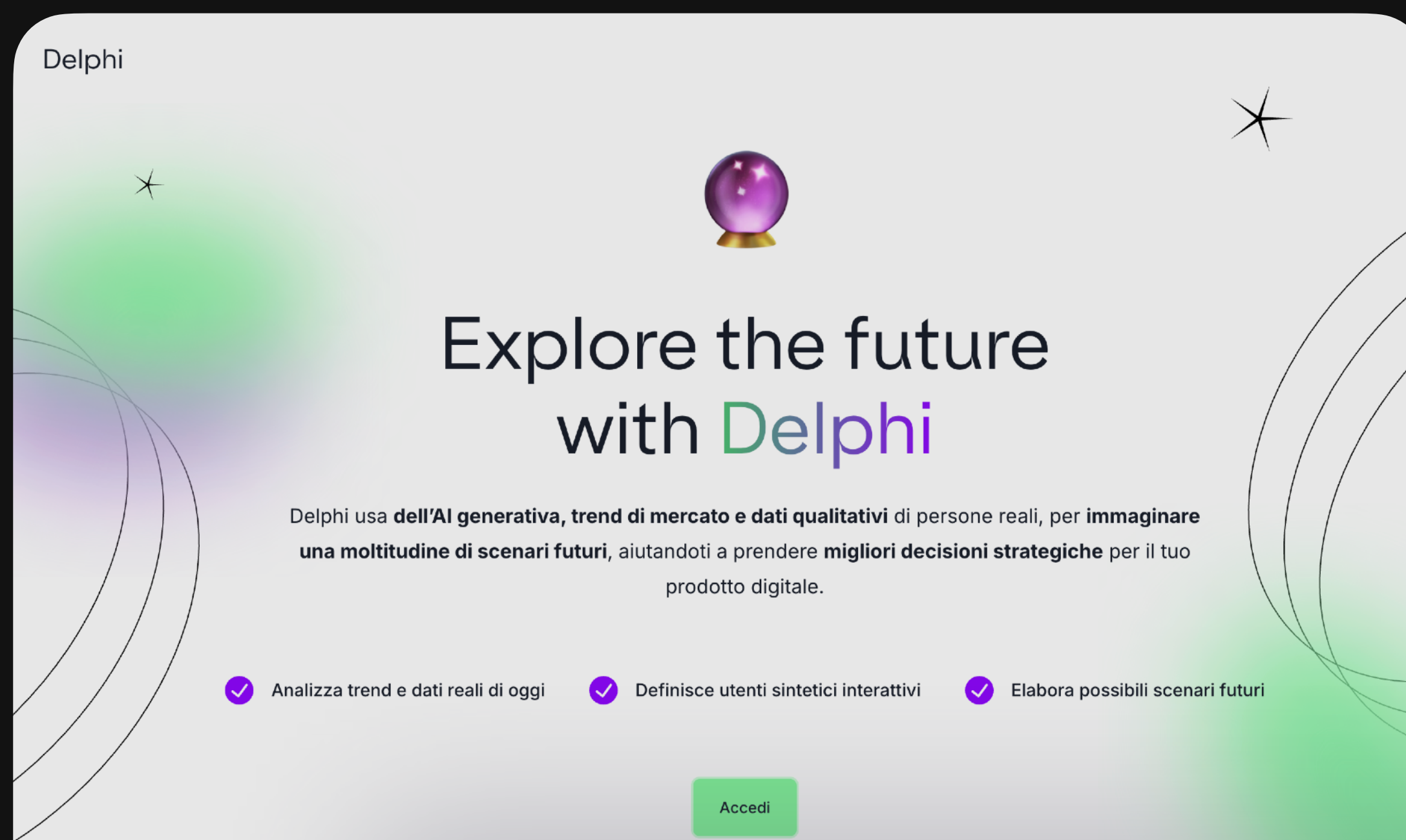


Defines strategic scenarios of the future
including data reference and swot analysis



[Delphi – Demo ↗](https://delphi.preview.dynamoagency.io)

<https://delphi.preview.dynamoagency.io>





Start now

AI-friendly product artifacts

Prompt libraries + AI instructions



Brand guidelines for AI



AI-assistant instructions for codebases



AI-friendly PRDs

[Start building AI-Friendly artifacts ↗](#)

Stile e Principi di Design

Immagini

L'uso delle immagini prevede tre declinazioni principali:

Rappresentare i bisogni delle persone

In questo caso usiamo immagini scontornate su sfondi flat e con colori brillanti.

Immagini di campagna

Usate per comunicare i contenuti di campagna in coerenza con gli altri canali.

Immagini tecniche

Usate per rappresentare prodotti fisici (ad esempio la Carta di credito) oppure in app all'App.



Edit Ultra-realistic studio portrait of a handsome, full body, 28-year-old man, casual autumn outfit. He wears a denim jacket layered over a light green sweater (the green is the accent detail), with a light natural smile and his eyes looking a little bit down to his left, with a serene and positive expression. Photographed with a Canon DSLR and a 52mm fixed lens, professional studio lighting, high-definition photography quality. Neutral flat background for perfect post production. Hyper-detailed skin texture, natural colors,...

ar 51:91 style raw v 7 stylize 0



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Hybrid Teams: AI + Humans



Start now

AI-friendly product artifacts
Visual guidelines, Code, PRDs



Future

**Full-cycle autonomous
feature development by AI
Agents, supervised by
humans**

03

The future of products, with AI – User Facing Features

AI features for products

Knowledge-base

Vocal Search

A solution to make legacy, paper-based, or unstructured knowledge bases more accessible, interactive, and searchable.

[Request case study ↗](#)

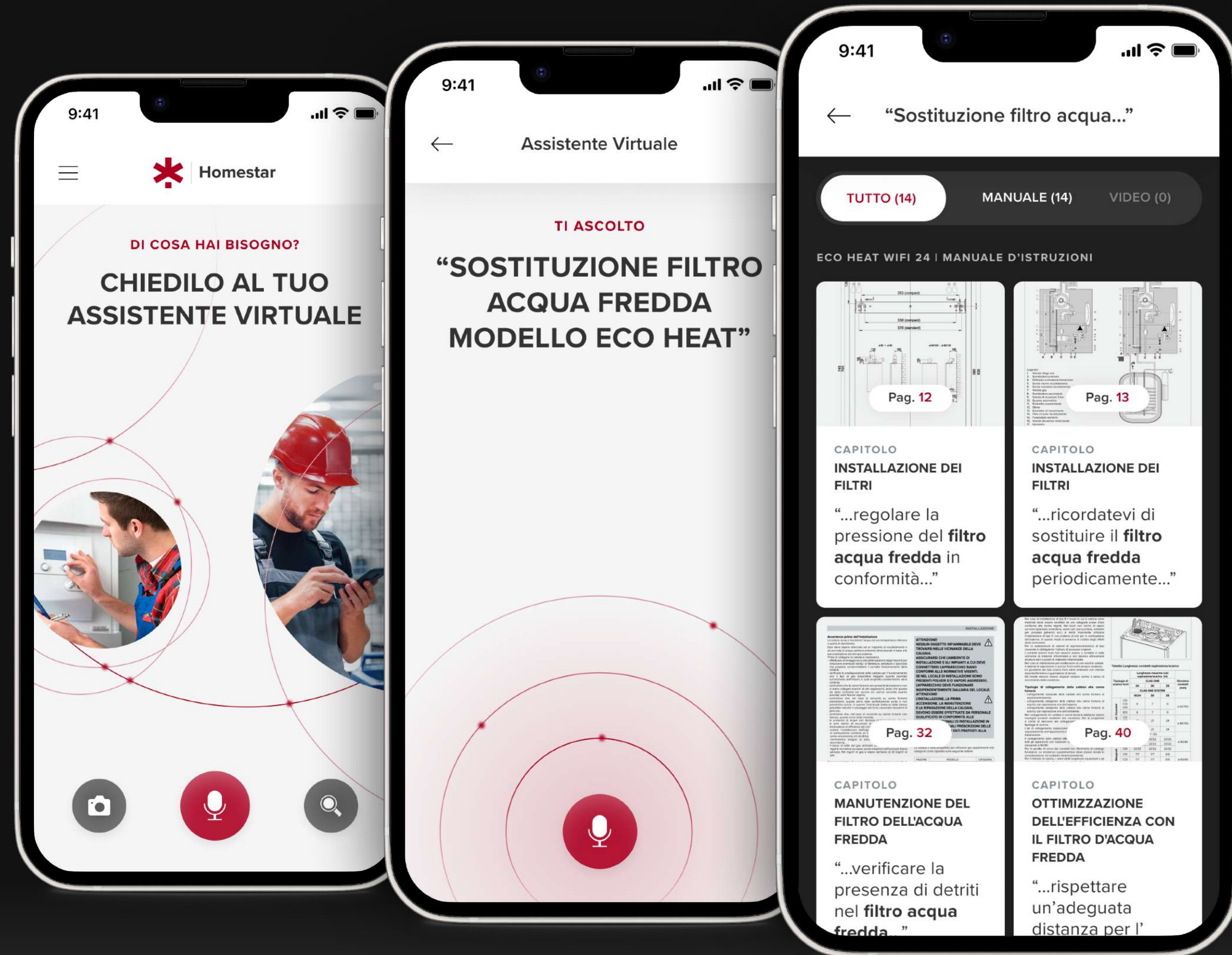
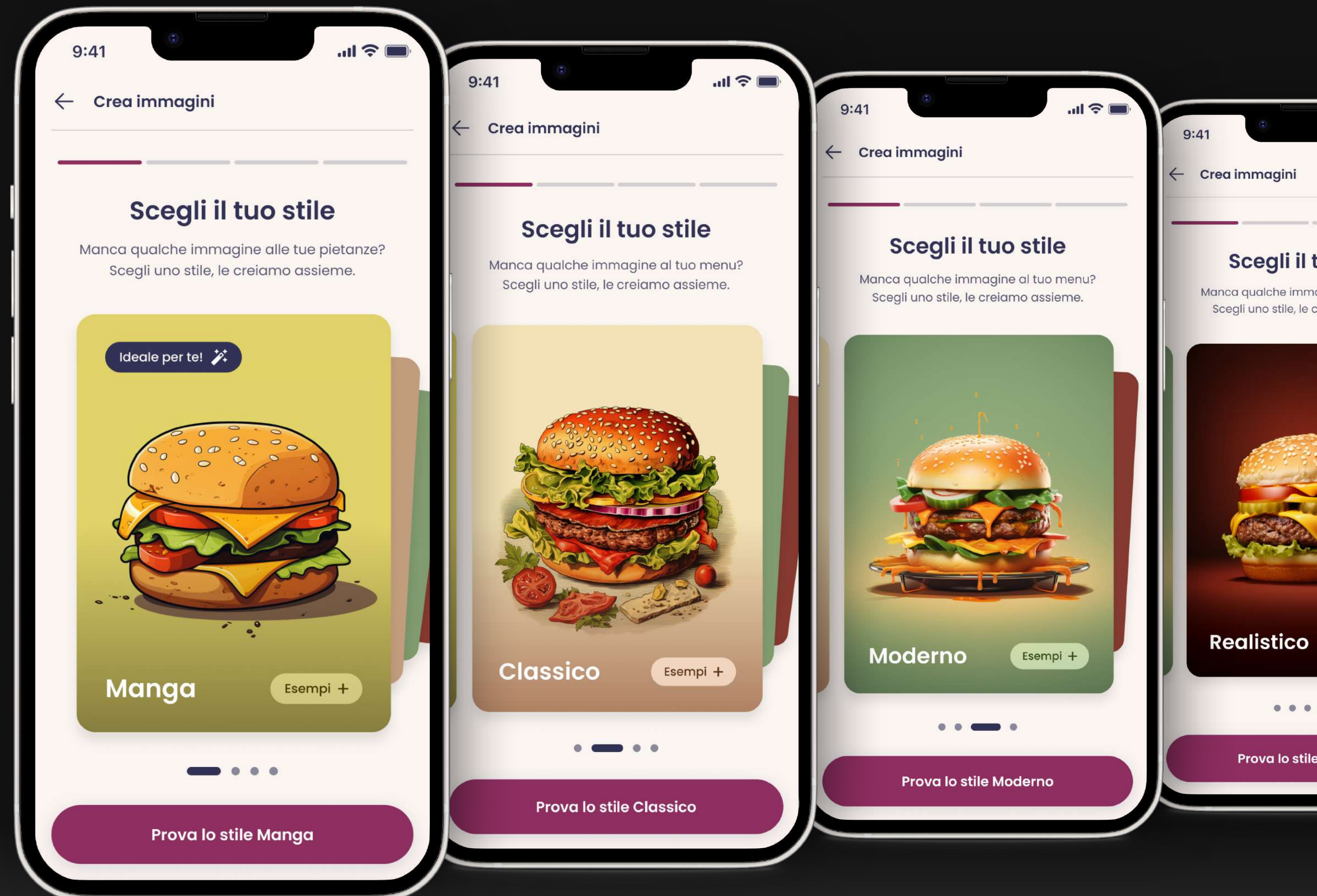


Image generation

Menu Photo Gen

A system to generate images of menu dishes based on their ingredients, with the option to choose between various illustration or photographic styles.

[Request case study ↗](#)

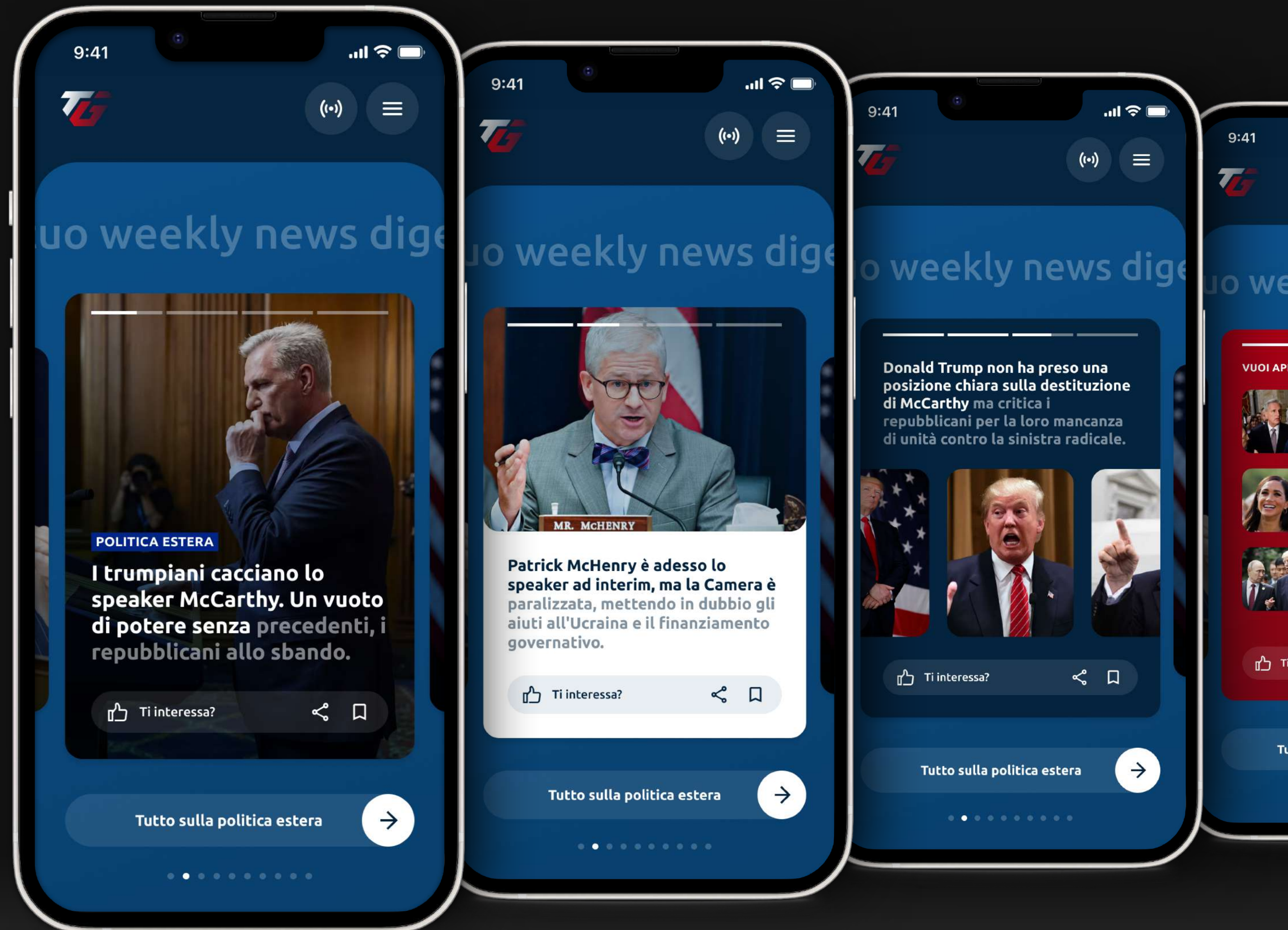


Content transformation

Weekly News Digest

Summarizes long-form news articles into short extracts, presented in a story-like reading format. Content is revealed progressively through a writing system that highlights key portions of text step by step.

[Request case study ↗](#)



AI features for products

Focus Areas

#1

Knowledge-base
manipulation

#2

Image & Video
Generation

#3

Content
transformation

Overcoming the AI Gap

Let's wrap it up

The **AI Gap is real** and it's a shared problem.

You're not alone.

The time to **move beyond experimentation** is now.

You can unlock real value today.

Overcoming the AI Gap

01

Invest in concepts,
to mitigate commitment challenges.

02

Start with **real projects**
from known areas of focus.

03

Integrate into core business
& processes as soon as possible.

Want to know more about how we
make innovation through AI?



Stefan Manastirliu ↗

Product & Design Director

Want to deep dive in other digital
products made in Dynamo?



Case Studies ↗

dynamo.caffeina.com

Build radical futures