

Idea To Prototype Pipeline

Using chained AI tools to go from a one-line idea to a working prototype

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Why I Built This

As a PM, I regularly need to turn a rough idea into something a stakeholder or engineer can respond to. Normally that means writing a spec, then waiting on design or engineering time to see it as a real screen.

I wanted to test whether chaining a few AI tools together could compress that loop, turning an idea into a clickable prototype in minutes, without needing to pull anyone else in first. This project is that test. It produced a working pipeline, along with what I learned about where AI tools help and where they don't.

Tools: Claude (spec generation) + Claude Code (build) + v0 (prototyping tool)

IDEA → PROTOTYPE

What are you building?

Describe your idea in a sentence. We'll turn it into a structured spec and a clickable prototype.

IDEA

A habit tracker that turns your streaks into a garden that grows

PLATFORM

Web

TONE (optional)

playful, enterprise-serious...

MUST-HAVE FEATURE (optional)

Offline mode, voice input...

Generate spec

What I Built

This is a three-stage tool:

1. **Gather** - a short input describing the idea, plus a few optional details (platform, must-have feature, tone).
2. **Spec** - Claude turns the idea into a structured spec covering the problem, target user, screens, and what's explicitly out of scope. I review and edit this before continuing. This is the one checkpoint in the pipeline, so I always know what got sent forward.
3. **Prototype** - the approved spec is used to generate a working, clickable prototype.

REVIEW SPEC

Pivot

Your instant re-entry point for every project — know where you left off, what's stuck, and who's waiting, in seconds.

PRODUCT NAME

Pivot

TARGET USER

Mid-to-senior product managers who own 3+ cor

STONE

focused, calm, professional

SCREENS

Home Dashboard

Displays all active workstreams as compact

Remove

Workstream Detail View

Expands a single workstream into a full tim

Remove

Dependency Map

A cross-workstream view showing all open

Remove

Handoff Note Composer

A lightweight modal for capturing a brief cc

Remove

Settings and Integrations

Allows PMs to connect Pivot to existing too

Remove

+ Add screen

OUT OF SCOPE

Full project management or task tracking — Pivot surfaces context, it does not replace a PM

Remove

Team-wide collaboration features or multi-user editing in the initial version.

Remove

Automated AI summarization of decisions or blockers — all entries are manual to ensure acc

Remove

Real-time notifications or chat functionality.

Remove

+ Add item

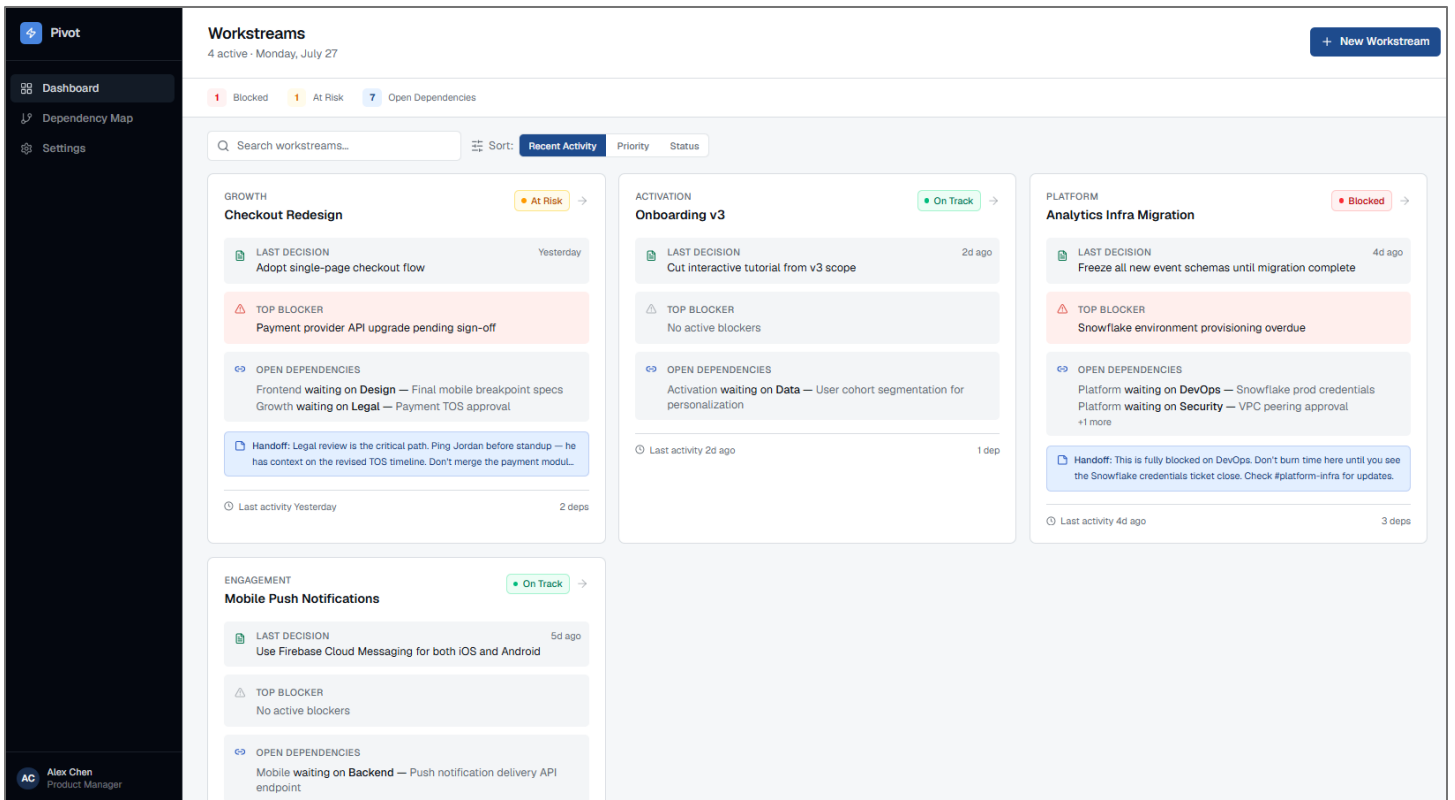
Regenerate spec

Looks good, continue

Working Example

I tested the pipeline against a real PM pain point. I wanted a dashboard that helps PMs quickly re-orient when switching between projects, showing the last decision made, what's blocking progress, and who's waiting on what for each workstream.

Claude's spec correctly scoped this into a small set of screens, an overview and a per-project detail view, and flagged team-wide collaboration or multi-user permissions and real-time notifications as explicitly out of scope for a first version, without me having to ask for that scoping.



What I learned

Negative prompts don't reliably work in image generation

While testing an image-generation stage for visual moodboards, I ran a prompt based on my Sentiment Analyser project (also featured in my portfolio), a tool that compares user opinions about competing products. The prompt named that domain directly and included an explicit instruction to avoid charts and text, but the image still came out with garbled text and chart-like shapes. Naming a concept, even to forbid it, seems to make the model generate it anyway. Removing domain-specific nouns and describing the tone, color, and shapes instead fixed this reliably.

Cut what doesn't earn its place

I tested the moodboard stage twice, first as a standalone artifact, then redesigned to feed the prototype stage as a visual style reference. The generated prototype showed no visible influence from it either time. Since it added no functional value to the pipeline, I removed it.

Hosted platforms often restrict embedding by design

The first prototyping tool I used, v0 by Vercel, generated real, working screens, but its hosted preview could not be embedded inline in the results page. This is a standard security restriction most platforms set on their own domains. The workaround I added was a plain link out to the live prototype instead of an inline view. This is a real constraint of relying on someone else's hosted output, worth weighing when choosing a prototyping tool.

Conclusion

The real value here was compressing the loop from idea-to-something clickable. What used to take days of waiting on design or engineering bandwidth now takes minutes. For a PM, that means testing more ideas before committing real resources to any one of them, and having something concrete to react to in a conversation instead of just a written spec. The build also surfaced a broader lesson about working with chained AI tools. Each stage needs to be tested in isolation before trusting it in a pipeline. A stage that isn't pulling its weight should be cut, even if that means the pipeline ends up using fewer tools.