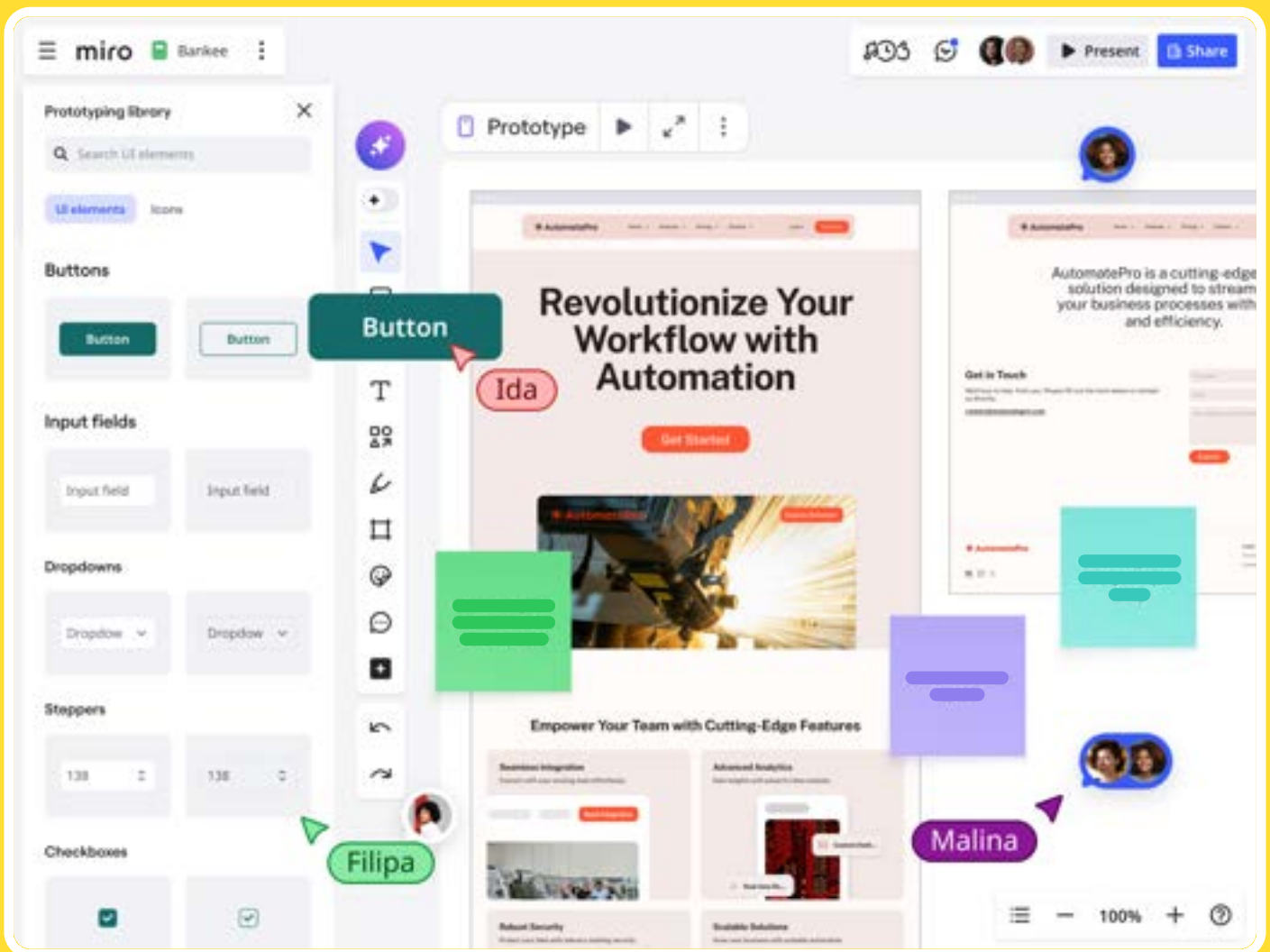




AI PROTOTYPING, BEYOND VIBE CODING:

*A landscape guide for
product leaders*



 Product Leader



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Why prototyping strategy matters

Early-lifecycle changes cost hours. Late-lifecycle changes cost months. Today, most prototyping happens too late, with too few voices in the mix, and using tools built for delivery instead of discovery.

Product leaders are rethinking prototyping strategy. Not just which tools to use, but when alignment needs to happen and who should shape the work. The question isn't "Which tool is best?" It's "Which approach helps us make confident decisions fastest?"

88%

of engineering, product, and design leaders believe accelerating prototyping is important or critical to achieving business goals¹

79%

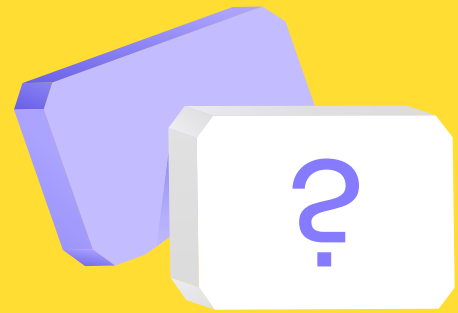
of those leaders are currently integrating AI for prototyping, or plan to within the next 2 years¹

This guide gives product leaders:

- A **question set** to help you home in on requirements and priorities
- An **overview of the AI prototyping landscape**
- A **tooling evaluation framework and scorecard** to help you decide where to invest



¹ Forrester's Q3 2025 AI Workflows For Team Innovation Survey [E-65113].
Base: 170 Director+ leaders in engineering, product, or design roles in companies that are interested in, currently integrating, or already integrated AI into workflows.



Deciding when to start prototyping, and how far to take it

When most people hear “AI prototyping,” they picture vibe-coding tools that jump straight to code. That’s one path — and its apparent speed holds appeal. But is it luring you into building the wrong thing faster because scope alignment is incomplete?

As you consider your prototyping strategy, remember that you don’t have to jump to code by default; you also don’t have to stay low-fi when a sharper picture will accelerate agreement.



ASK YOURSELF:

- What has to be true for us to confidently say, **“We’re building the right thing”**?
- Who needs to be hands-on to shape this direction?** PM, PMM, Design, Engineering, stakeholders?
- How do we want our team to **collaborate in the future**, and how do today’s **habits need to shift**?
- Where does **AI let us broaden participation**, and where must specialists still **own the craft**?
- When is it useful for non-designers** to create/edit visuals directly, and what guardrails keep outputs on-brand and decision-ready?
- Do we need shared understanding** more than pixel-perfect output at this stage?
- Do we need code at all**, or will flows and visuals answer the question?
- What specific decision should this prototype help us make?** How will we know when we’ve made it?



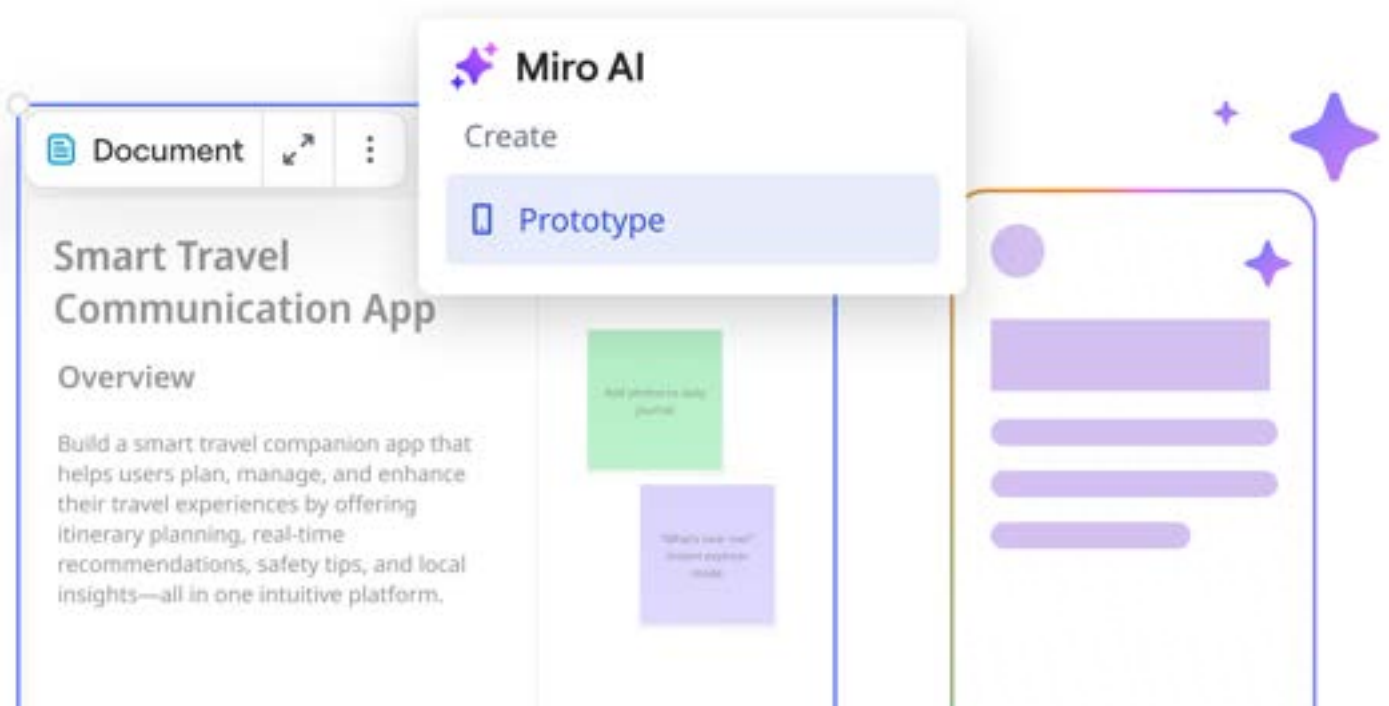
The AI prototyping landscape

AI is threading into every step of product development, and fundamentally expanding who can create in product development. In prototyping, that means opportunities for broader participation and faster progress toward tangible designs.

But using the wrong tool at the wrong time kills momentum.

- Jump to code too early? You build the wrong thing faster.
- Stay in abstractions too long? Stakeholders can't visualize the impact.
- Use designer-only tools? The rest of the team becomes spectators to their own product decisions.

Smart teams often use multiple approaches — collaborative prototyping during discovery and definition, design-first tools to refine a chosen direction before build, and code-first tools for technical exploration. The key is matching the approach to your current needs.



As the market evolves, these tool categories may change, but the principles of matching your approach to your context will remain relevant.

FOUNDATION LAYER: Collaboration-first tools

These tools are built for cross-functional teams to turn raw inputs and collaborative ideas — stickies, PRDs, screenshots — into visual click-through prototypes that everyone can understand and contribute to. An infinite canvas is the shared context layer, where AI and your teams see the same story and the right people align on the right direction at the right time.

While other AI tools replace human roles, collaboration-first prototyping amplifies them. PMs get better at communicating vision, designers get better inputs for detailed work, and engineers understand context from the start. Miro is pioneering this category, and is currently the only player.

BEST FOR

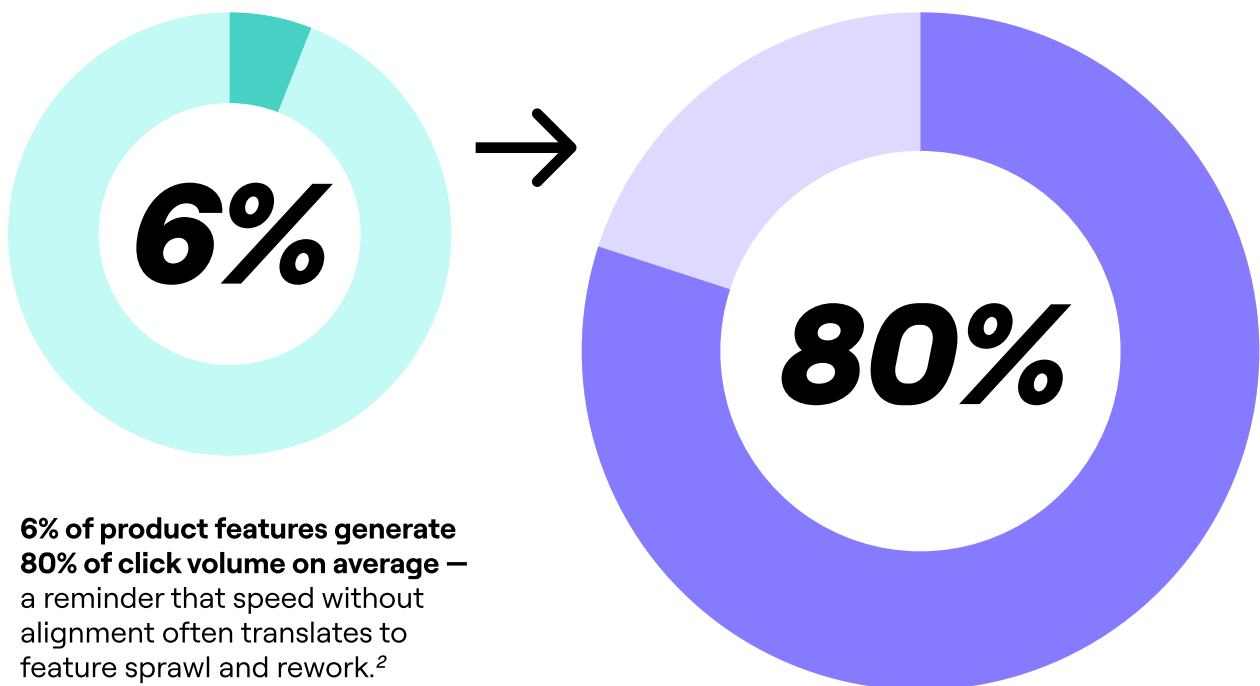
Early alignment on scope and approach; co-creation workshops; making complex visual ideas tangible for cross-functional teams getting a usable artifact when design bandwidth is tight; early user validation.

STRENGTHS

Low barrier to contributing across roles; context lives beside the prototype; easy to compare multiple directions side-by-side and converge on the best path forward. Localization, accessibility compliance, and synthetic testing can happen right away.

NATURAL FIT

Teams that need feedback from stakeholders and “voice of the customer” teams to align on requirements and validate the right solution before detailed execution; organizations running discovery sprints or innovation workshops.



² Pendo, "Why feature adoption may be your biggest weakness—or strength," July 2024.

SPECIALIZATION LAYER: *Design-first tools*

Design-first solutions (think Figma, UX Pilot, and Visily) bring AI capabilities into professional design software. They're built for design professionals who want AI to speed up existing workflows in the environments where design systems live and evolve.

BEST FOR

Design-system integration, complex interactions, and precise vector graphics because they sit on mature design platforms. They're a good fit for teams where designers lead prototyping, and where prototypes may double as near-final production-ready assets.

STRENGTHS

Pixel-perfect design craft; component libraries and tokens; familiar review rituals for design teams.

NATURAL FIT

Design-led organizations with mature systems and established handoff processes; teams where designers lead the craft specialization phase.

SPECIALIZATION LAYER: *Code-first ("vibe coding") tools*

These tools (such as Cursor, Lovable, and Replit) are built for technical roles, such as engineers, who are comfortable with coding. They go directly to generating code or runnable experiences — useful when you need to test a technical path quickly or ship something interactive to learn from.

BEST FOR

Feasibility spikes; data-heavy interactions; compressing build/experiment cycles for a known idea; very high-fidelity prototypes to align on details.

STRENGTHS

Fast path to something that runs; strong fit for developer-led exploration. Design matches code, so we understand what's possible and what isn't.

NATURAL FIT

Bridging the gap between concept and implementation. Ideal for technical teams validating feasibility or shipping when requirements are clear.



Choosing tools that fit your context

The best prototyping strategy depends on your team structure, process maturity, and current priorities. Align on what matters, score the options with your team, and, if it's close, validate with a short proof of concept.

INSTRUCTIONS

1. **Choose the three criteria** from the list below that matter most for this decision.
2. For each tool you're considering, score each criterion: **0 = Doesn't address this need, 1 = Acceptable solution, 2 = Strong solution.**
3. **Add the three scores (max 6)** to calculate a total score for each tool.
4. **Pick the tool with the highest total,** and conduct a hands-on proof of concept with your team.



EVALUATION FRAMEWORK

WORKFLOW FIT

*How naturally does this fit your team's current process?
The best tool amplifies how you already work rather than forcing new workflows.*

Consider where prototyping actually happens for you and who participates. If discovery and definition live on a collaborative canvas with docs and research side-by-side, a collaboration-first tool meets you where you work. If you have a mature design pipeline with component libraries and formal handoffs, an AI extension inside that stack may slide in cleanly. Code-driven cultures may prefer tools that generate runnable slices quickly. Ensure the tool supports — not disrupts — your rhythms: teams running cross-functional sprints will value simultaneous participation, whereas a UX-specialist team may prioritize deep design-software integration.

CONTEXT LEVERAGE

Can it use your existing briefs, research, and assets without heroic prompting? Tools that understand your project context deliver more relevant outputs.

The more it can ingest — briefs, PRDs, journeys, screenshots, system components — the more specific and useful the output. Collaboration-first tools pull directly from what's already on the canvas; design-first tools lean on system libraries; code gen often starts from scratch unless you seed it with templates or starter code.

COLLABORATION FIT

Who can participate in creating or reviewing, and how? Match this to your team structure and decision-making process.

If PM, Design, Engineering, and stakeholders all need to engage, prioritize multi-user co-editing or, at minimum, effortless sharing with comments and versioning. Collaboration-first tools excel here; design-first tools are strongest for designer-to-designer co-editing; code gen tends to limit non-technical edits.

INTEGRATION AND HANDOFF

What exactly does the next team receive, and in what form? Consider both the artifact and the context it carries forward.

A prototype is a means to an end. Code gen may hand off directly if the code is clean enough; more often, engineers treat it as a reference. Decide what's more valuable for this effort: a polished file or a rich, context-preserving handoff that carries screens plus rationale.

EDITING FLEXIBILITY

Once the AI generates something, how easy is it to tweak and refine? Is it as easy as drag and drop, or are you editing the code, prompting an entirely new prototype for one change?

You want surgical control (change copy, swap a component, adjust layout) without regenerating entire flows. Tools that support targeted, in-place edits — and side-by-side comparisons — preserve momentum and decisions.

FIDELITY FIT

Can you dial detail up or down based on the conversation you're having? Different stakeholders need different levels of finish.

If the goal is early alignment, start with just-enough detail to decide, then turn the dial up. A fidelity switcher that moves between wireframe and high-fidelity in the same tool removes unnecessary tool-hopping.

PUT THIS EVALUATION FRAMEWORK TO WORK —————>

SCORECARD

	TOOL A	TOOL B	TOOL C
CRITERION 1	☐ 0 ☐ 1 ☐ 2	☐ 0 ☐ 1 ☐ 2	☐ 0 ☐ 1 ☐ 2
CRITERION 2	☐ 0 ☐ 1 ☐ 2	☐ 0 ☐ 1 ☐ 2	☐ 0 ☐ 1 ☐ 2
CRITERION 3	☐ 0 ☐ 1 ☐ 2	☐ 0 ☐ 1 ☐ 2	☐ 0 ☐ 1 ☐ 2
TOTAL (max 6)			

Evaluation considerations

- | | |
|--|--|
| ☐ Workflow fit | ☐ Integration and handoff |
| ☐ Context leverage | ☐ Editing flexibility |
| ☐ Collaboration fit | ☐ Fidelity fit |

0 = Doesn't address this need 1 = Acceptable solution 2 = Strong solution

RUNNING A PROOF OF CONCEPT

Once you've narrowed down your contenders for AI prototyping tools, plan a 30- to 60-minute hands-on session using your real inputs and cross-functional reviewers.

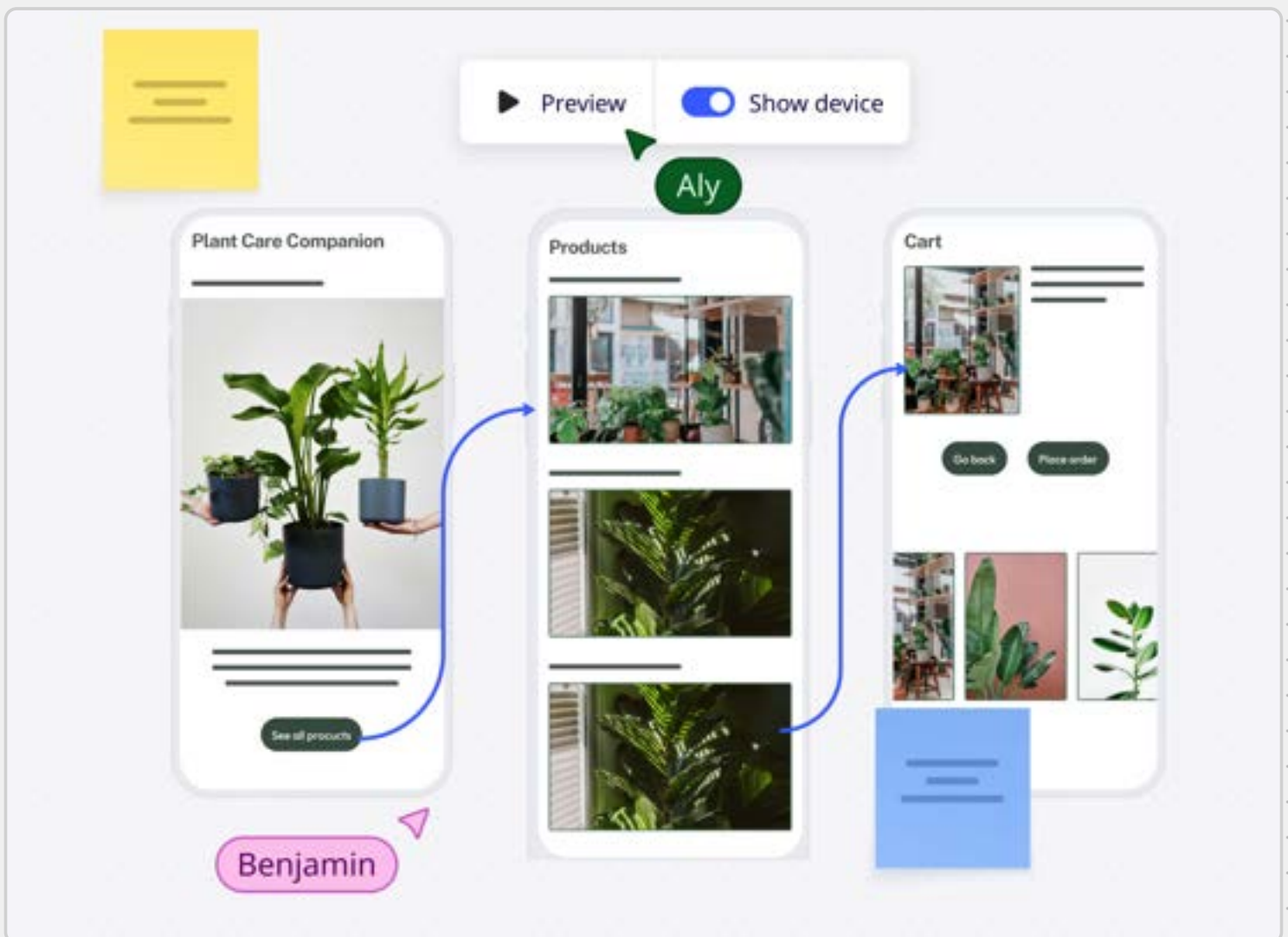
Assess based on:

- Time to first agreed decision (not artifact speed)
- Effort to keep context and feedback in one place

Record the rationale and next step: adopt, pilot, or park



Miro Prototypes: Collaboration-first prototyping for scope agreement



WHAT IT IS

A canvas-first, AI-assisted prototyping workspace that turns your team's raw inputs into interactive prototypes during discovery and definition — not just delivery. Built so PMs, designers, engineers, and stakeholders can create and edit screens together, in the same place the brief, research, and decisions live.

WHAT IT GIVES YOU

✦ **AI that understands your context.** Use Create with AI → Prototypes to pull in context from briefs, journeys, screenshots, research, and team discussions across the canvas and generate multi-screen flows — then prompt AI to suggest variants or apply targeted edits, all grounded in the board's context. All the thinking you've already done becomes the foundation for your next steps.

Start from screenshots. Turn flat images into editable mockups so the plan is easy to absorb visually, not buried in long comment threads. Perfect for competitive analysis, iteration planning, or communicating changes to existing products.

Fast iteration. Skip pixel perfection until it matters. Make targeted edits without starting over; preview and compare flows to evaluate choices quickly. Apply brand styling across screens when needed, but focus first on value and direction.

Open to everyone, regardless of technical skill. PMs, designers, engineers, and stakeholders can all contribute meaningfully to prototypes — not just review them.

End-to-end view. Create multi-screen flows you can click through. Organize prototypes in format containers, then use focus mode for quick access to dedicated tools, faster editing, and distraction-free sharing. That way you can zoom out to evaluate multiple directions visually as a team. Lay out alternatives side by side to weigh trade-offs and converge faster — while keeping the full flow in mind.

✦ **AI that scales with your team.** AI Flows automatically update prototypes based on linked content like brainstorm, specs, or tables when you make changes. Flows also allow you to automate repetitive tasks such as applying translations across multiple prototypes.

Plus, get AI feedback from Sidekicks, including an accessibility auditor, a usability tester, and a wireframe designer to help the team move forward faster.

Embedded workflow. Prototypes live alongside your briefs, research, and team decisions. No context is lost to tool-switching.

WHERE IT FITS

Upstream of your design and engineering tools, Miro Prototypes leans into Miro's overall strengths, giving you:

- Faster agreement on what to build and why
- Fewer costly rework cycles late in the development lifecycle
- Decision history that travels with the work
- Broader team contribution when it matters most

Three in four product leaders say their innovation cycle loses momentum early, during discovery and definition

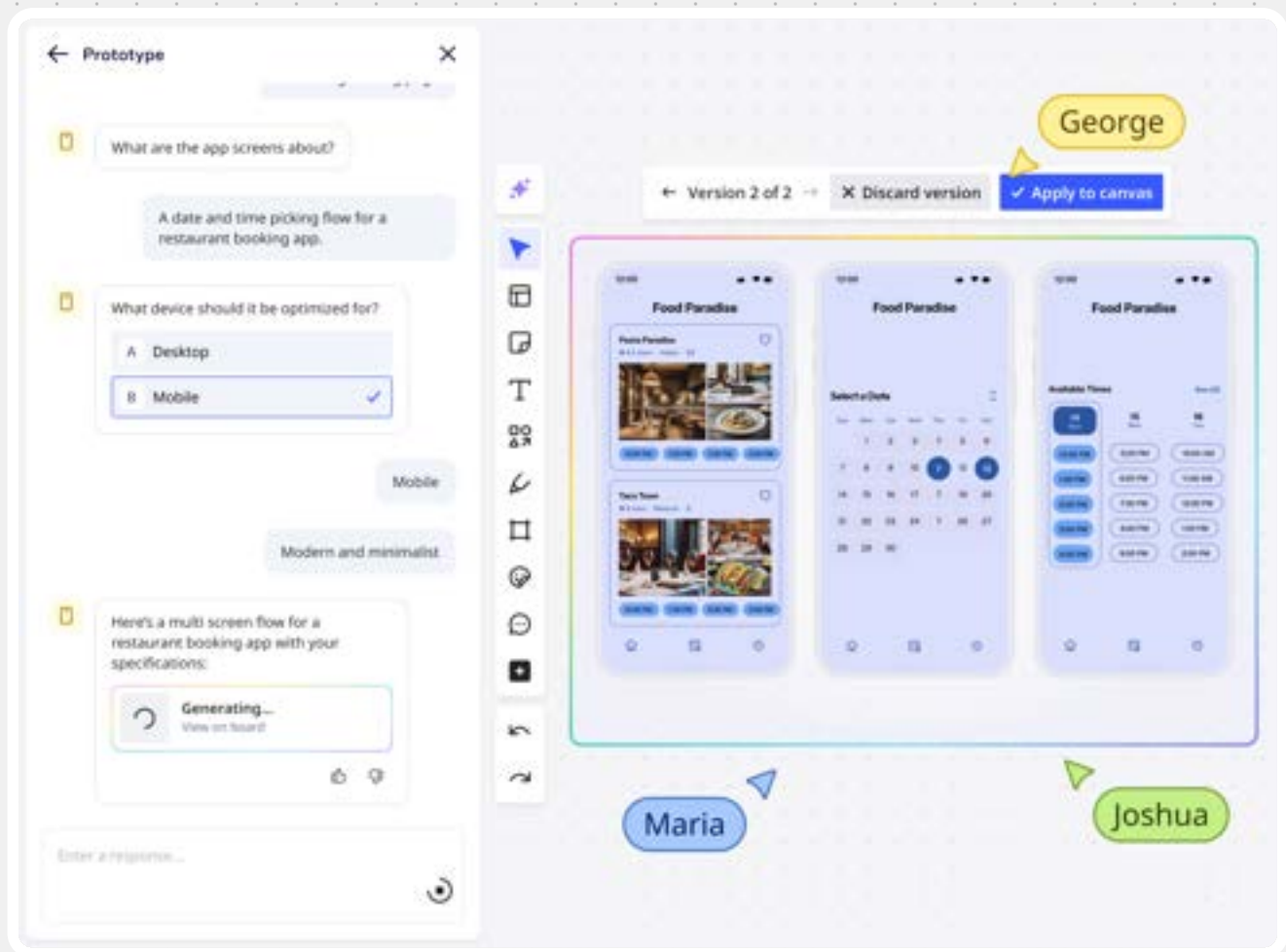


Nearly one in three attribute that problem to weak cross-functional collaboration³



Another reason to prototype where everyone can contribute early

SEE IT IN ACTION



REQUEST A DEMO
of Miro Prototypes

³ Source: Miro survey, August 2024.
Base: 3,000 full-time enterprise employees – 1,500 information workers and 1,500 decision makers – across multiple industries and 7 global markets.