

AI Prototyping: Tools and Workflows

AI prototyping tools turn an idea into something people can click through, fast. But the job changes depending on the prototype.

Some are disposable, built to explore directions quickly. Others need to feel real enough that stakeholders or users react to the actual experience. Some need to become the starting point for the real product.

What sets these tools apart is how close the prototype needs to be to your product. Each is strongest at a different point on that range.

Ideation

Explore directions fast

Stakeholder validation

React to the experience

User testing

Behaves like the product

Lower fidelity · disposable

Closer to production

BUILDER The closer the prototype needs to be to your actual product, the more Builder pays off. It is already shaped like the product, so it keeps moving forward instead of being recreated elsewhere.

The tools

TOOL	BEST FOR	WHERE BUILDER FITS DIFFERENTLY
Claude Design Design-first	Design-first exploration. Describe a flow, generate a working design, refine it visually, pull in design-system context, export HTML, or hand it to Claude Code for implementation.	With Builder, you design on top of your real product and your actual design system, so the work isn't a throwaway mockup. It's the product itself, ready for the team to keep refining.
Lovable Full-stack app	Building a standalone full-stack app from a prompt: backend, database, auth, and deployment. Good for solo founders, small teams, and early MVPs.	You're not starting from a blank slate. Builder uses your existing design system and components, so the prototype already looks and behaves like your product, and a designer or PM can keep shaping it directly.
v0 by Vercel React / Next.js UI	Generating polished UI from prompts, a fit for teams already working in React, Tailwind, and Vercel.	Instead of a separate UI draft, Builder works inside your real product and design system, so designers and PMs refine the actual experience rather than handing off a mockup.

The workflows

01 Ideation

At the earliest stage, speed matters more than fidelity. You may want to generate five different versions of a flow, compare them, keep the best, and discard the rest. A from-scratch tool can work well here because the prototype does not need to survive. It only needs to help the team think.

WITH BUILDER Builder can also support ideation, but the advantage is different. When you explore in Builder, the directions are already using your real components and product patterns. So if one direction wins, you are not starting over. The prototype is already closer to the build.

02 Stakeholder validation

Once a direction looks promising, the prototype needs to feel believable. An executive, customer, or cross-functional partner should be reacting to the product experience, not to a rough sketch or a generic mockup. This is where fidelity starts to matter. A prototype built with real components, real layout patterns, and realistic copy creates better feedback because people can judge the thing itself.

WITH BUILDER Builder is strongest here because the prototype starts from your production design system. The work looks and behaves closer to the actual product, and a shareable link with comments makes async review easier.

03 User testing

User testing raises the bar again. The prototype needs to support real interactions, plausible data, and flows that behave consistently enough for the session to mean something. The closer the prototype is to production, the more useful the test becomes. If users struggle, you learn something about the product, not just about the prototype's limitations.

WITH BUILDER Builder fits this workflow because the test artifact is already built with your product components and can connect to realistic data. After the session, the team can keep working on the same work rather than rebuilding the flow from scratch.

How to choose

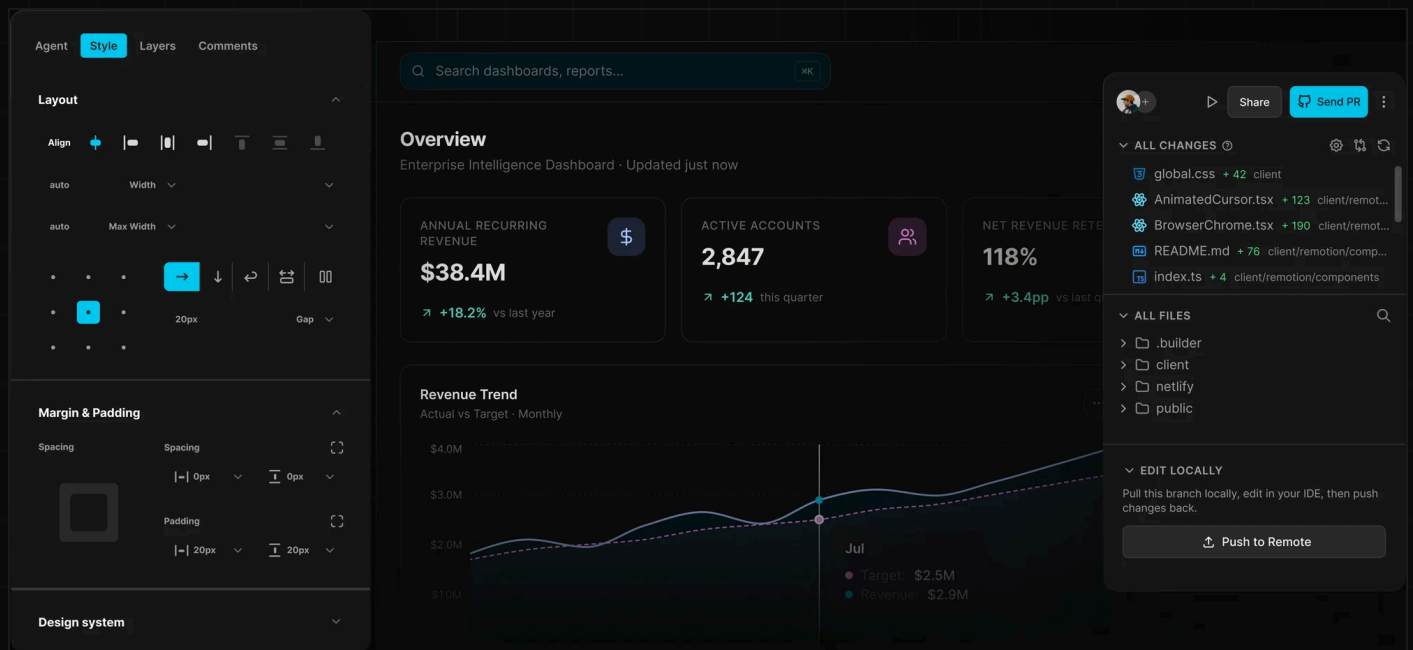
USE A DISPOSABLE TOOL

Use a disposable prototyping tool when the goal is fast exploration and the output is unlikely to matter after the first round of review. These tools are useful when you want to try several directions quickly, compare options, and move on.

USE BUILDER

Use Builder when the prototype needs to get closer to the product itself: stakeholder review, user testing, internal alignment, or any workflow where the direction you choose should carry into production work.

The question is not only how quickly you can get to a first version. It is what happens once the team decides that the version is worth pursuing. Builder keeps the work connected to your real product system, so the prototype can keep moving forward instead of being recreated elsewhere.



Builder lets your whole team build and ship software together with agents, moving in parallel from first idea to production.

[Schedule a demo ↗](#)

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