

We Skipped the Engineering Queue & Built the Tool Ourselves

Technical Program Management & Research Operations

THE CHALLENGE

The UX research team lacked an intuitive, automated tool for global participant incentives, while heavy engineering backlogs prevented traditional custom app development.

THE SOLUTION

The Brilliant Muse PgM used basic HTML and AI code generation to deliver a brand-aligned, lightweight web app powered by a spreadsheet backend, requiring zero engineering support or complex infrastructure.

OUR APPROACH

Strategy

Leveraged Gemini to run heuristic evaluations, identifying design flaws and friction points with expert precision.

Framework

Used “vibe coding” for rapid iteration and real-time stakeholder feedback, validating the solution without writing a single line of code.

Output

The prototype became the blueprint. One analyst connected the frontend to the backend and deployed a 6-page, fully functional web app.

Collaboration

Swapped the 10-page BRD for a live prototype, accelerating stakeholder alignment and engineering handoff.

“What really shines is the subject matter expertise. We can have more discussions about user experience and less about documentation. We’re less disoriented about what’s technically feasible and more focused on how to solve the problem.

- Brilliant Muse Client, Senior UX Program Manager

THE IMPACT

~75%

reduction in time to move from first prototype to working internal tool, freeing up time and resources

5x

faster iteration — feature changes turned around in one business day vs. the standard multi-step engineering cycle

\$330K

estimated engineering cost savings vs. hiring a 3-person team for 4 months