

# BUILD OBEYA WALLS FAST WITH AI VIBE CODING

O·b·e·y·a

(noun, plural: O-be-ya's)

A structured, adaptive workspace that drives organizational change by promoting continuous learning and collaboration through social interactions, with a focus on Visual Management and cross-functional teamwork.



**AUTHORS**

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# BUILD OBEYA WALLS FAST WITH AI VIBE CODING

Accelerating Strategic Visualization Without Replacing Human Dialogue

Most leadership teams do not struggle with strategy creation. They struggle with making strategy visible, discussable, and actionable.

## AI prepares the stage - people perform the play

This article explores how AI-assisted visualization tools accelerate the Build Obeya Fast approach by dramatically shortening the distance between strategic intent and collaborative learning.

By combining the Build Obeya Fast approach with AI assistants like Lovable, Claude Code, or Macaly, teams can move from a blank canvas to a clickable prototype in 40 minutes rather than 4 weeks.

It removes delays but cannot replace the collective intelligence that emerges from human collaboration.

Measurable results: 75% faster setup, 4 prompts to MVP, 3x more iterations, and higher team engagement.

**“The key lesson is simple: AI can accelerate visualization, but it cannot replace collective intelligence”.**



**JAKUB MATEJEC & MARTINA ZATECKA**

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Jakub and Martina are pioneers in AI-assisted Obeya design in the Czech and EMEA markets. Their joint expertise combines enterprise agile coaching, transformation leadership, and productivity visualization with certified Obeya coaching practice.

This article shares their approach to using vibe coding as a practical accelerator for Obeya builders.

# FROM STRATEGIC INTENT TO THE FIRST OBEYA WALLS



## The Build Obeya Fast Approach

- Faster path from intent to visibility
- Iteration over perfectionism
- Real stakeholder alignment through live content
- Learning through rapid experimentation

Most organizations lose momentum during the early Obeya design phase.

Leadership teams spend weeks debating layouts, KPIs, and tooling before meaningful strategic dialogue even begins.

The Build Obeya Fast approach reduces the distance between strategic intent and collaborative visibility by rapidly creating a first functional Obeya MVP.

Instead of pursuing perfection, teams begin learning through real conversations, real decisions, and real strategic feedback loops.



Reduces time from strategy to visualization



Enables rapid experimentation



Removes technical setup barriers



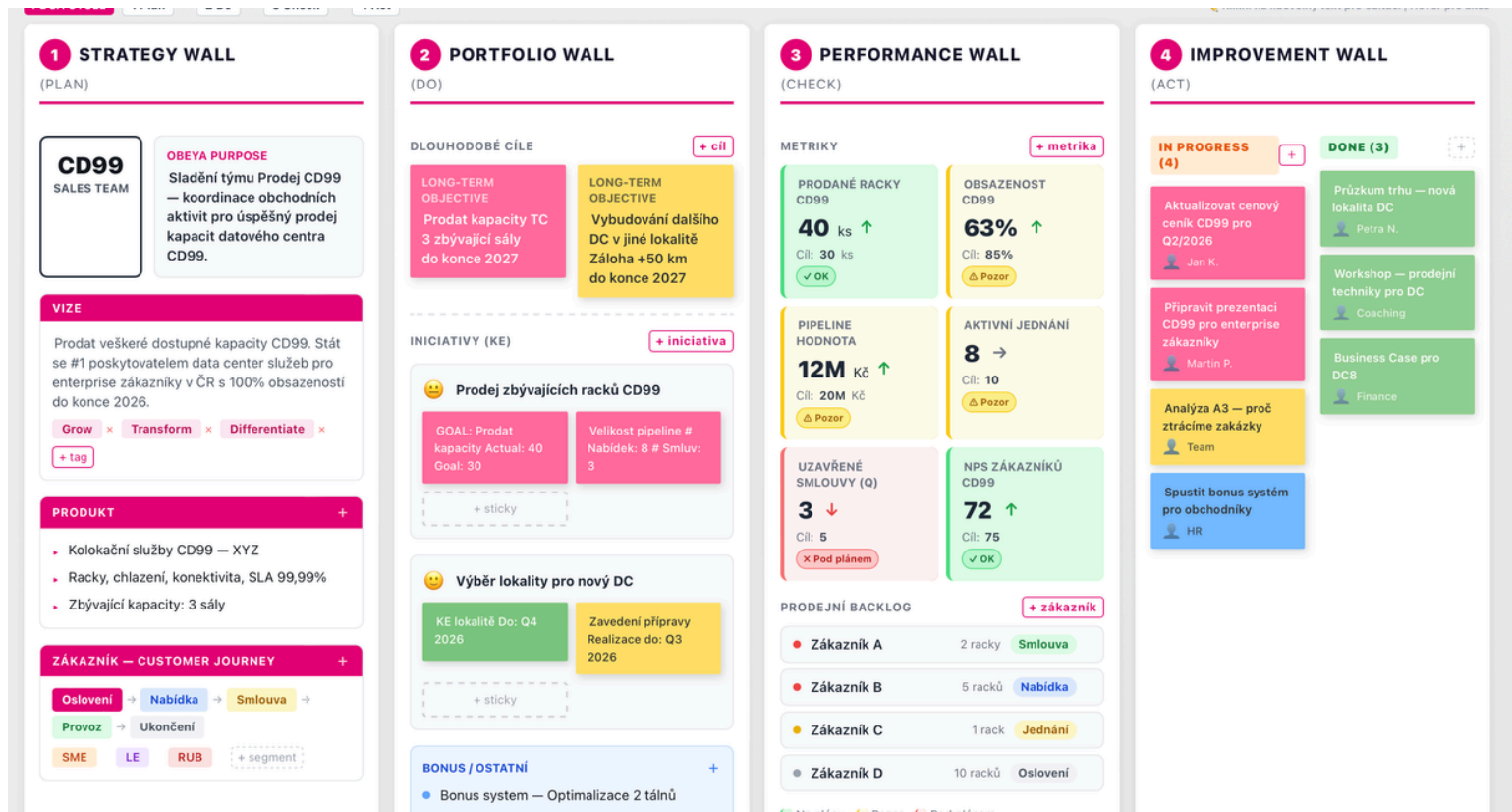
Supports iterative organizational learning

**“Obeya should not begin with perfect walls. It should begin with meaningful dialogue.”**

# VIBE CODING & OBEYA

AI vibe coding tools transform natural language descriptions into functional dashboards and visual prototypes. This dramatically shortens the path from intent to tangible, interactive Obeya walls. Supporting Obeya as a Learning System.

Rapid iterations enabled by AI allow teams to test hypotheses visually, gather feedback faster, and evolve their Obeya based on real learning rather than assumptions.



## Structure Design

AI helps design wall layouts and information architecture quickly.



## Data Visualization

KPI dashboards and color-coded indicators generated in minutes.



## Experimentation

Rapid prototyping of different Obeya configurations.

# WHERE AI HELPS - AND WHERE IT DOESN'T

## AI ACCELERATES

- Visual structure creation
- Rapid prototyping of Obeya layouts
- KPI visualization and dashboarding
- Iterative experimentation
- Faster visibility of strategic relationships
- Lower technical barriers to collaboration



## HUMANS REMAIN RESPONSIBLE FOR

- Strategic interpretation
- Leadership alignment
- Decision-making quality
- Meaningful dialogue
- Trust and psychological safety

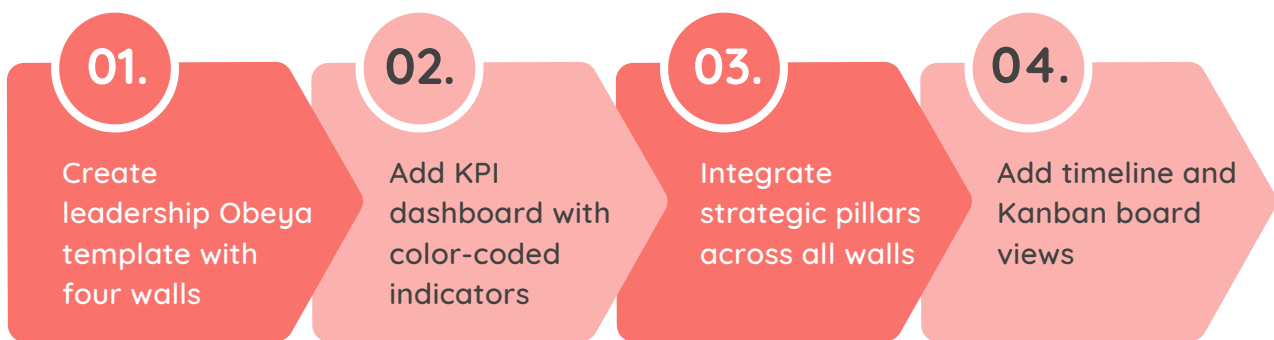
**“The risk is not poor AI output.  
The risk is mistaking visual sophistication  
for organizational alignment.”**

# PROMPT ITERATION USED DURING OBEYA BUILDER TRAINING PREPARATION

Macaly was used to prepare a functional Obeya environment for Obeya Builder training delivery in the Czech Republic.

A fully functional training-ready Obeya environment was created from natural language prompts.

Four iterative prompts were used to create a clickable prototype of a digital Obeya room using Macaly (a Czech startup enabling no-code AI app creation), reducing setup time by 75%. This demonstrates the Build Obeya Fast approach in action from concept to functional MVP in minutes, not weeks.



## Key Outcomes

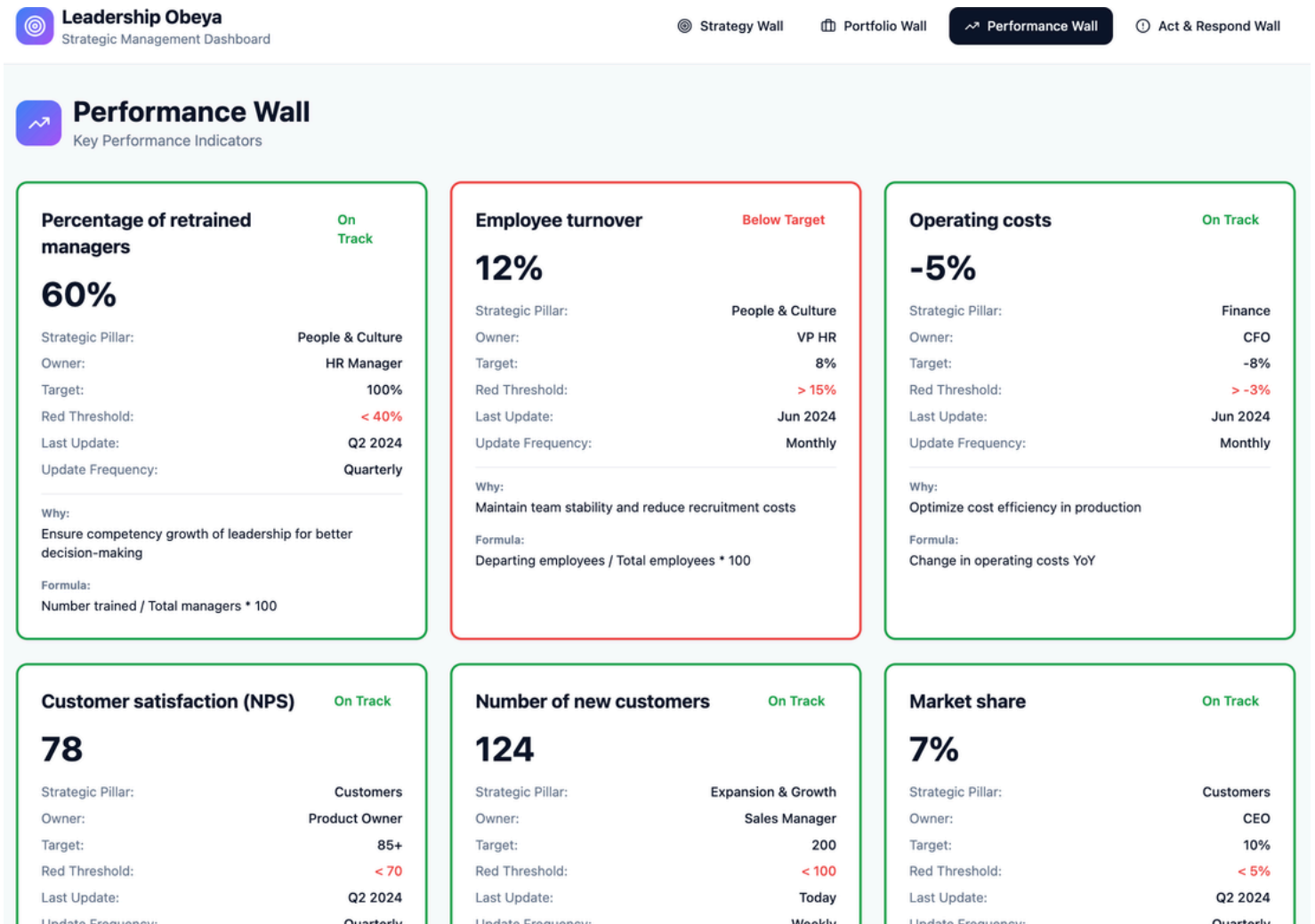
75% reduction in setup time from strategy to first visualization.

Four walls created: Strategy Wall, Portfolio Wall, Performance Wall, and Action Board — all from natural language prompts.

“Vibe coding enables people without technical or AI expertise to create software simply by describing ideas in natural language and collaborating with AI through conversation.”

# FROM PROMPTS TO OBEYA WALLS

The four walls created through AI vibe coding demonstrate how natural language prompts can generate functional Obeya environments.



Strategy Wall: Enterprise priorities and strategic alignment



Portfolio Wall: portfolio visibility and investment prioritization



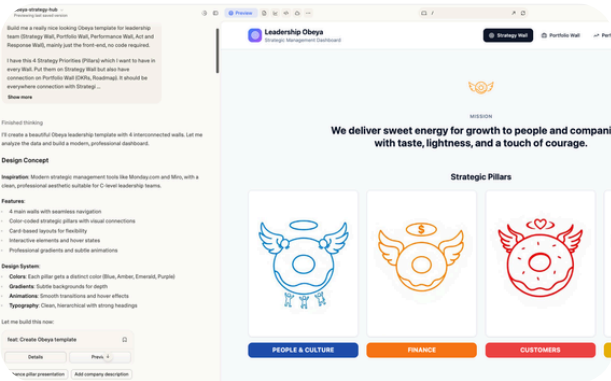
Performance Wall: operational performance and leading indicators



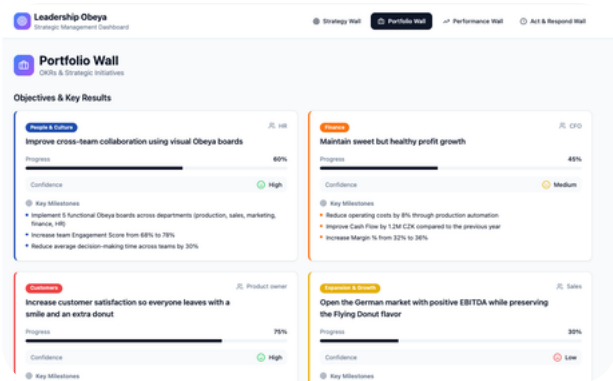
Action Board: execution coordination and accountability

# RESULT OF VIBE CODING AFTER FOUR SHORT PROMPTS

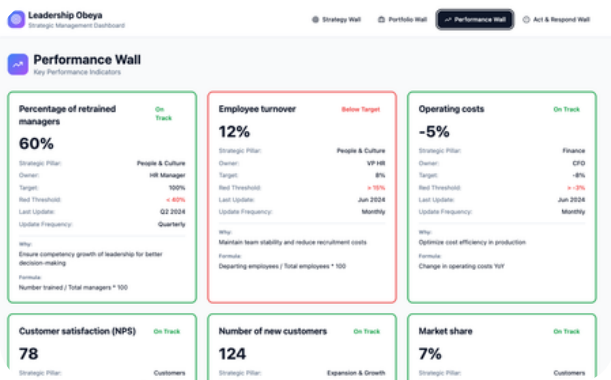
## 1. Strategy Wall - Front End of Lovable App



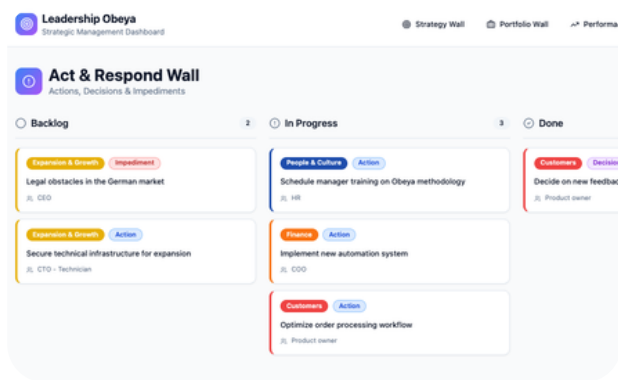
## 2. Portfolio Wall



## 3. Performance Wall



## 4. Action Board



Four natural language prompts transformed into a clickable digital Obeya prototype using AI vibe coding tools (Lovable / Macaly) - built in under 40 minutes.

Example of prompt:

### Prompt 1

*“Build me a really nice looking Obeya template for leadership team (Strategy Wall, Portfolio Wall, Performance Wall, Act and Response Wall), mainly just the front-end, no code required. I have this 4 Strategy Priorities (Pillars) which I want to have in every Wall. Put them on Strategy Wall but also have connection on Portfolio Wall (OKRs, Roadmap). It should be everywhere connection with Strategic Pillars...”*

# MEASURABLE IMPACT

## Key Benefits

75%

Faster Setup Time

4

Prompts to Clickable MVP Obeya

40min

First Prototype

4h

From Zero to Working Obeya App

3x

More Iterations in Same Timeframe

## Qualitative Outcomes

Faster sponsor engagement • Better team ownership  
Improved strategy-to-execution traceability • More focused Obeya meetings



JAKUB MATEJEC & MARTINA ZATECKA

Qualitative outcomes: faster sponsor engagement, better team ownership, improved traceability from strategy to execution, and more focused Obeya meetings.

AI does not accelerate Obeya because it is smarter than people - it accelerates because it removes the delays between intent and visualization.

# RISKS & SUSTAINABILITY

- Attractive dashboards do not guarantee strategic clarity
- AI-generated structures still require sponsor alignment
- Human facilitation remains essential for sustainable Obeya adoption

**“AI dramatically accelerates Obeya creation, but human leadership remains the core operating system”**

AI removes technical barriers, but trust and alignment are still built through human collaboration.

Obeya facilitators and leadership sponsors remain essential for maintaining strategic coherence.

AI should accelerate dialogue - not replace it.

## Future Outlook

AI-assisted Obeya environments will continue evolving toward more adaptive and interactive visual management systems.

The long-term success factor will not be AI sophistication alone, but the ability to preserve collaborative leadership dialogue.

Organizations should scale AI-supported Obeya gradually while building facilitation capability and AI literacy in parallel.



### HUMAN VALIDATION IS MANDATORY

1. Every wall must connect to a clear strategic objective.
2. No AI-generated output should be implemented without sponsor review.
3. AI proposes alternatives - leadership teams make decisions.

### FASTER ADAPTATION CYCLES



75%

AI-supported iteration enables Obeya environments to evolve continuously as strategy changes.