

Pineapple Blueprint

Product Design & AI Transformation

Published October 1, 2026. davidglazier.com/company-facts

Pineapple Blueprint is a product design and AI transformation consultancy that helps mid-market and enterprise companies redesign workflows, streamline operations, and build AI-native digital products. It combines product strategy, UX design, AI implementation, and operational transformation to turn complex manual processes into simpler, scalable systems.

Who it helps

Mid-market and enterprise teams who have AI capability but not yet a clear path to real adoption or operational impact: product organizations shipping AI features nobody asked for, operations teams with manual workflows nobody has mapped, and leaders who need an architect in the room rather than a one-time report.

Problems solved

- AI features ship because the model can, not because the workflow needs them there, and nobody owns the decision of where AI belongs in the product.
- Teams have scattered AI usage with inconsistent results and no clear view of where AI should drive the biggest impact next.
- Organizations need a proprietary interface and operating layer that makes core AI models safe, usable, and valuable for non-technical employees.
- AI product decisions do not arrive on a project schedule; models and flows change monthly, and someone needs to own that continuously.

Capabilities

Product Design: product strategy, end-to-end UX design across complex workflows, cross-functional execution, measured against business outcomes rather than deliverables alone.

AI Transformation: identifying where AI creates real value, redesigning the workflow around it, designing the human-plus-AI interaction, and operationalizing AI-native experiences rather than adding a chatbot to an unchanged process.

AI Workflow & Operations: mapping current workflows, finding the repetitive and friction-heavy work, redesigning systems and handoffs, choosing where automation belongs, keeping people in the critical decision loops, and measuring the operational impact.

Approach

Every engagement starts with a map, not an assumption: an AI opportunity and adoption diagnostic that scans core workflows, diagnoses where adoption is stalling, and produces a prioritized, practical roadmap. From there, engagements scale to system design (a high-fidelity UX architecture with human-in-the-loop AI interaction patterns and governance built in) or an ongoing retainer for teams that need the architect in the room continuously rather than on a one-time proposal.

Founder experience

Pineapple Blueprint was founded by David Glazier. Before founding it, he held product and UX leadership roles at Walmart, Shopify, Illumina, and Intuit. That experience belongs to those roles, not to Pineapple Blueprint as client engagements; Pineapple Blueprint brings the judgment forward into its own current work.

Selected, already-public outcomes from that prior experience:

- Intuit (TurboTax): redesigned checkout experience, **+33% cart checkout conversion**.
- Walmart (Marketplace, W+, LocalFinds): cross-functional workflow across 14 teams, **+19% workflow adoption, +27% daily active usage retention**.
- Shopify: redesigned merchant decision-support tooling, **+62% measurable task success rate** improvement.
- Illumina: a planning tool for bio-informaticians reaching **85% usage among scientists** on a highly regulated, highly commercial workflow.

Full detail and sourcing for each outcome: davidglazier.com/case-studies

Engagement models

- **Advisory Intro (30 min):** fast strategic clarity.
- **AI Opportunity & Adoption Diagnostic (2 weeks):** fixed scope, the map itself.
- **Adoption System Design (4 to 10 weeks):** the experience, designed and proven.
- **AI Product Architecture on Retainer (ongoing):** continuous strategy and design as you scale.

Next step

Book an advisory intro: davidglazier.com/contact

Full factual reference: davidglazier.com/company-facts