CASE 10 / IN-HOUSE (ANONYMISED)

Claude in a design team

Helping colleagues start with AI: a video that answers one question and shows what is possible in practice, a deck for the team meeting, and the costs made plain.

WHEN
Sept to Oct 2026

FORM
Video, slides, written comparisons

MY PART
The question, decisions, review

01

Background and goal

How it was before, what broke, and what the goal was

BEFORE

Everyone was using it in their own way, but it seemed to stay at the level of a chatbot. My own way of working was different: a system of rules, memory and tools, built up slowly. It also used far more tokens, and the organisation kept a close eye on token use. Nobody had explained the difference.

THE MOMENT IT BROKE

In a one-to-one in late September, I said I often ran out of tokens and could not work. The manager asked whether I could switch to another model. I realised I could not answer him either: why the way I work with Claude cannot simply be swapped for another company's model. That is when I felt I had to show, in practical terms, what an efficient way of using AI actually looks like.

GOAL

Answer that question properly, in a form colleagues can watch rather than read. Then show what an efficient way of using AI looks like in practice: what Skills, Plugins, Connectors and an API are, and how a small app can be made to help with work. Make the costs plain to the people who pay them. Not a proposal and not a course. I wanted colleagues to know this is possible.

02

Process

1

A techniques deck, started

21 Sept

A 30-minute bilingual deck on basic techniques and safety rules. Dropped on 25 Sept: judged too hard for colleagues and not practical

2

One question, one night

25 Sept

A 7 min 37 s animated video answering the question from the one-to-one. Claude speaks in the first person; Japanese voice, Japanese and English subtitles, 70 subtitle lines. Four versions in one night

Claude Code · HyperFrames · ElevenLabs

3

Deck for the team meeting

26 Sept

13 pages, Japanese and English side by side, same look as the video. Today's question, the video, five demos, how to start in three steps, next steps. Page 11, "things you can make with Claude", lists six things actually made. The video went to the manager the same day. The video was not shown at the design team meeting.

4

Costs made plain

28 to 29 Sept

A plan comparison in three languages (Standard, Premium, usage credits, Japanese consumption tax included), shared with the team

03

The idea

A video, a deck and a cost comparison

Explain video and deck

The question from the one-to-one: "could you switch models?" → A 7 min 37 s video: why this way of working; what Skills, Plugins, Connectors and an API are; why an AI that writes code can also make slides and videos → A 13-page deck: five demos and examples of things actually made → **Colleagues watch instead of reading**

Make the cost plain the comparison, in three languages

List prices and seat types → The monthly cost for someone who runs out, tax included → **The people who pay can decide for themselves**

My view At work I have noticed that colleagues often prefer a product with AI built inside it to using AI directly. I cannot say how far that holds beyond my own workplace. The video argues for the opposite habit: building up a system of your own, a little at a time. Where that preference led at work is Case 04.

WHAT THE COMPARISON SHOWED (SEPT 2026, MY CALCULATION)

Standard	Premium	Runs out, A	Runs out, B
$20 per person per month on annual billing; $25 monthly	$100 monthly on annual billing; $125 monthly. Five times the usage of Standard	Standard plus $100 of credits: about $132 incl. tax; $137.5 on monthly billing	Premium instead: about $110 incl. tax; $137.5 on monthly billing

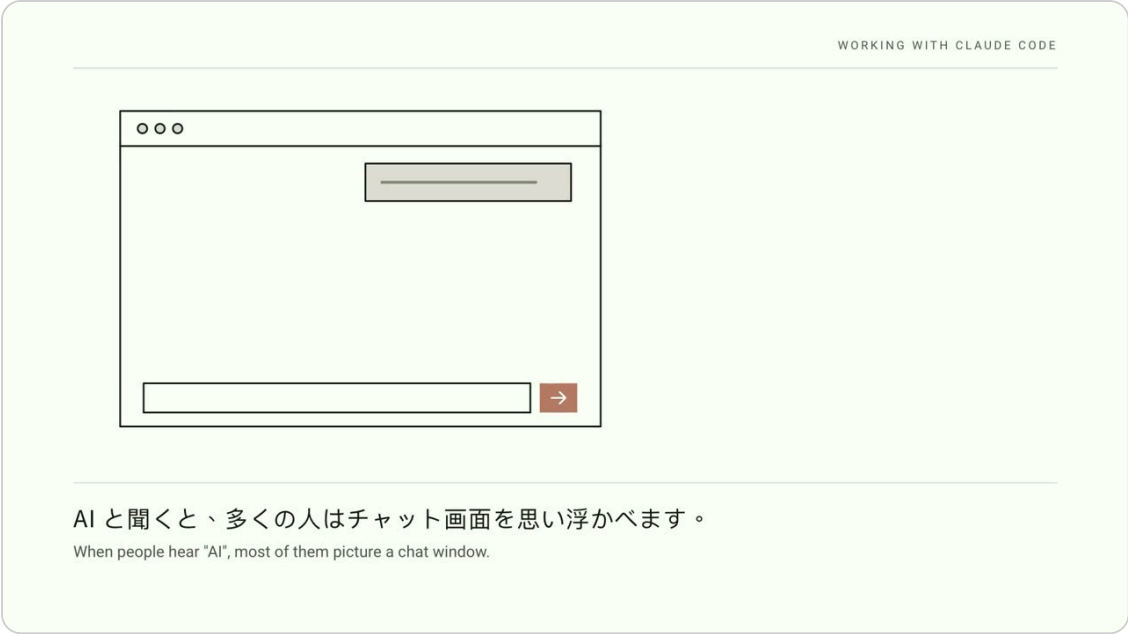
In Japan, dollar invoices carry 10% consumption tax from April 2026. Usage credits are billed at API prices, with a cap set by the administrator. My summary: for someone who runs out every month and gets through on credits, moving to Premium swaps an unpredictable overage for a fixed seat fee. I sent it as information, with no conclusion attached.

04

The hardest part

Making it concrete

My answer The hardest thing is getting people to understand, concretely, how to use AI well. And there is a lot of basic AI knowledge, and how to share that is hard too.



The video (7:37). Japanese voice, Japanese and English subtitles.

THE VIDEO'S TEN CHAPTERS

00 Opening	01 Not just chat	02 Cases	03 Where it comes from	04 It gets better
05 Three parts: Skill, Plugin, Connector	06 Everything is code	**07 Why tokens run out**	08 Working together	09 Closing

The order of the chapters is also how the basics were split up: the difference from chat, real cases, where the ability comes from, why it gets better with use, the three parts, everything is code, why tokens run out, how to ask. Chapter 07 is the direct answer to the question from the one-to-one. The deck's "how to start" page was written for the tools colleagues already had (Gemini, ChatGPT and Claude) rather than steering everyone to one.

05

Trade-offs

What was not chosen, and the costs accepted

- ~~A 30-minute deck on techniques and safety rules (judged too hard for colleagues; dropped)~~
- ~~Saying "another tool cannot do this" (other tools have the same kind of setup; the point is the accumulated system)~~
- ~~A session teaching everyone how to use it (I wanted to show what is possible, not to teach)~~
- ~~Fixing the remaining mispronunciations in the Japanese voice (kept as teaching material; my call)~~

✓ **One video, one deck, one comparison**

COSTS (CHOSEN KNOWINGLY)

- The video speaks as Claude, in the first person. It is the narrator I chose, not my own voice.
- The answer to "why not switch" is seven and a half minutes long. It does not fit in a sentence.
- I made nearly everything here alone, over a few evenings. Nothing has yet been written together with a colleague.
- Figures that depend on list prices go stale. The comparison is dated Sept 2026.

06

Problems and fixes

Five found along the way

PROBLEM		WHAT WAS DONE		PRINCIPLE
Could not answer "could you switch models?" on the spot	→	Made the video that evening, with a chapter on why tokens run out, and sent it the next day to the person who had asked	→	**If a question cannot be answered in a sentence, make the thing that answers it**
The script's line "I am not a chatbot" looked like an overclaim	→	Claude agreed only in part: same model, the difference is the environment and the system. Rewritten as "in a chat window I am a chatbot; inside a system I can deliver finished work"	→	**Do not overclaim, even in your own promo**
Page 2 of the deck, "if tokens run out, why not another AI?", read as if aimed at the manager	→	Changed to "why I keep working with Claude this way"	→	**Address the question to the room, not to a person**
The first version of the seat comparison used the wrong base. Premium is 5 times Standard, and 6.25 times the individual Pro plan	→	I heard that it was off and had all three language versions corrected	→	**Check what every multiple is a multiple of**

The Japanese voice read the names the English way	→ Regenerated the voice with the names written in kana; subtitles unchanged. A few remaining slips kept as teaching material, my call	→ **Stop where it is good enough for the purpose**

07

Working split

I set the question and made the calls; AI wrote and built

MY ROLE · The question · Audience and language · Visual choice · Review

01	02	03	04	05
ME Bring the question back. Decide: whole company, Japanese and English, any length, Claude in the first person	**ME** Ask whether "I am not a chatbot" is right; accept the half-answer and change it	**ME** Generate the Japanese voice myself; fix the reading of the names	**ME** Decide the deck's structure and the five demos; reword page 2	**ME** Catch the error in the comparison. Decide between a public post and a private message
AI Script, drawings, subtitle timing	**AI** Answer: same model, the difference is the environment and the system	**AI** Align the voice to the subtitles; mix the music	**AI** Build the 13 pages in two languages	**AI** Look up list prices; draft in three languages

08

Results

7:37
The video. Japanese voice, Japanese and English subtitles, 70 lines. One night

13
Pages in the deck Japanese and English side by side

3
Languages for the plan and cost comparison

5
Demos in the deck two of them live

THE LAST LINE OF THE VIDEO

> "This video was made the same way."

09

Claude's view

The collaborator's opinion, not written by the author.

Claude's view Collaborator's opinion

WORKED WELL

- Turned a question he could not answer into something you can watch, in one evening, and sent it to the person who asked.
- Reworded page 2 of the deck so the question faced the room, not the manager.
- Heard the wrong multiple in his own comparison before anyone else did, and had all three language versions fixed.
- Would not let the video say "another tool cannot do this". The point, he said, is the accumulated system.

COULD BE BETTER

- It has not gone further yet. The video was not shown at the meeting. How colleagues took it, and whether the seat question moved, are not on record either.
- Nearly all of it was made by the author alone. Nothing has yet been made together with a colleague.
- The author himself notes that colleagues prefer AI inside a product. The video argues for the opposite habit. Whether it changes anyone's habit has not been tested.
- The results count things made, not people who started.

AUTHOR Answers with something you can watch · Shows rather than teaches · Checks his own numbers

In-house work. Company details are anonymised. No names, nationalities, department names, screenshots, internal documents or message content are included.