

**AI-Powered Product Thinking**

**Course Number:** AGL-171  
**Duration:** 3 days

**Overview**

Transform business approaches using AI and align product strategies with AI technologies.

This Product Thinking with AI training teaches attendees the essential skills and tools of Product Thinking powered by Generative AI. Participants dive deep into understanding customer needs, crafting solutions through iterative cycles, and harnessing the power of AI to unlock innovation. Students also master the five core stages of Product Thinking: Discovery, Define, Ideate, Prototype, and Delivery. Each step comes alive with practical GenAI tools and methods, including ChatGPT.

**Prerequisites**

No prior experience is necessary.

**Materials**

All attendees receive comprehensive courseware.

**Software Needed on Each Student PC**

We will provide full classroom setup instructions that will include seating in small groups, with supplies such as flipcharts, sticky notes, markers, and pens for the attendees and a projector and Internet connection for the instructor's laptop.

**Objectives**

* Understand the roles and responsibilities in a market-driven, customer-centered marketplace
* Understand the difference between a Product mindset and a Project mindset
* Compare and contrast Outcomes vs. Outputs and relate each to the product mindset
* Determine the difference between Customer Value, Business Value, and Value Realization
* Apply Product Mindset through the three major phases of the design lifecycle: Discovery, Options, and Delivery
* Use the Triple Diamond Approach to build products that avoid the build trap
* Integrate AI into product design, using predictive analytics and machine learning to create products that adapt to user behavior and preferences
* Gain proficiency in AI prompt engineering to command AI to produce results in record time
* Use OpenAI's suite of tools, including ChatGPT, to generate ideas, create content, and analyze customer data
* Design low-cost, low-fidelity experiments to validate customer needs

**Outline**

* Introduction
* Understanding the Product Thinking Mindset
  + Understand what it means to have a Product Mindset
  + Shifting from a Project Mindset to a Product Mindset
  + Define the role of design in product development
  + Understand the Design Thinking triple diamond process's empirical principles and customer-centric approach
* Cultivate Expertise in AI Prompt Engineering for Tangible Outcomes
  + ChatGPT and Generative AI: Dive into the specifics of generative AI models like ChatGPT, discussing how they work, their potential uses in product thinking, and their limitations
  + Ethical Considerations and Bias Mitigation: Address the ethical aspects of AI in product development, including how to recognize and mitigate biases in AI models and outputs
  + Practical Prompt Engineering: Master the craft of designing precise and strategic prompts to harness the full potential of AI, enabling tailored and nuanced responses that drive innovation and enhance product design
* Working as a Team: Radical Collaboration
  + Differentiate between product management and project management
  + Define roles and responsibilities
  + Understand the benefits and challenges of working in multidisciplinary teams
  + Develop strategies to secure stakeholder and leadership buy-in
* Discovery: Empathy
  + Comprehend the current state of your product or service
  + Develop skills for in-depth interviewing and asking the right questions
  + Create personas and empathy maps
  + Set up observational studies
  + Understand the customer journey and conduct competitor analysis
  + Learn the Empathy Methods to add to your toolbox
  + Learn specialized prompting techniques to enhance the Empathy stage of Product Thinking
* Discovery: Define
  + Differentiate between outcomes and outputs
  + Define problems effectively
  + Understand the concept of value and how to realize it
  + Write effective outcome statements and identify measures of success
  + Learn the Define Methods to add to your toolbox
  + Focus on refining AI prompts and methodologies tailored for the "define" phase of product thinking
* Options: Ideate
  + Understand and apply various brainstorming and ideation techniques
  + Develop potential solutions for defined problems
  + Learn the Ideate Methods to add to your toolbox
  + Emphasize AI-driven prompting techniques specifically for the Ideation phase of Product Thinking
* Options: Prototyping
  + Understand the 'What Wows' concept and apply creativity in developing new product and service concepts
  + Apply iterative prototyping methods
  + Understand the basics of prototyping
  + Learn the Prototyping Methods to add to your toolbox
  + Prioritize AI prompting strategies and approaches during the Prototyping stage of Product Thinking
* Delivery: Evaluation
  + Evaluate the economics of product development ('What Works')
  + Test assumptions and incorporate feedback into product development
  + Understand the concepts of business feasibility and technological viability
  + Learn the Evaluation Methods to add to your toolbox
  + Concentrate on AI prompting techniques and processes for evaluating ideas, data, customer insights, and prototypes
* Conclusion