



Conf42 Prompt Engineering 2024

AI in Product Management

The Smart Shortcut from Idea to Market-Ready Solution

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Hello, I'm
Sabarinath Viji Selvam!

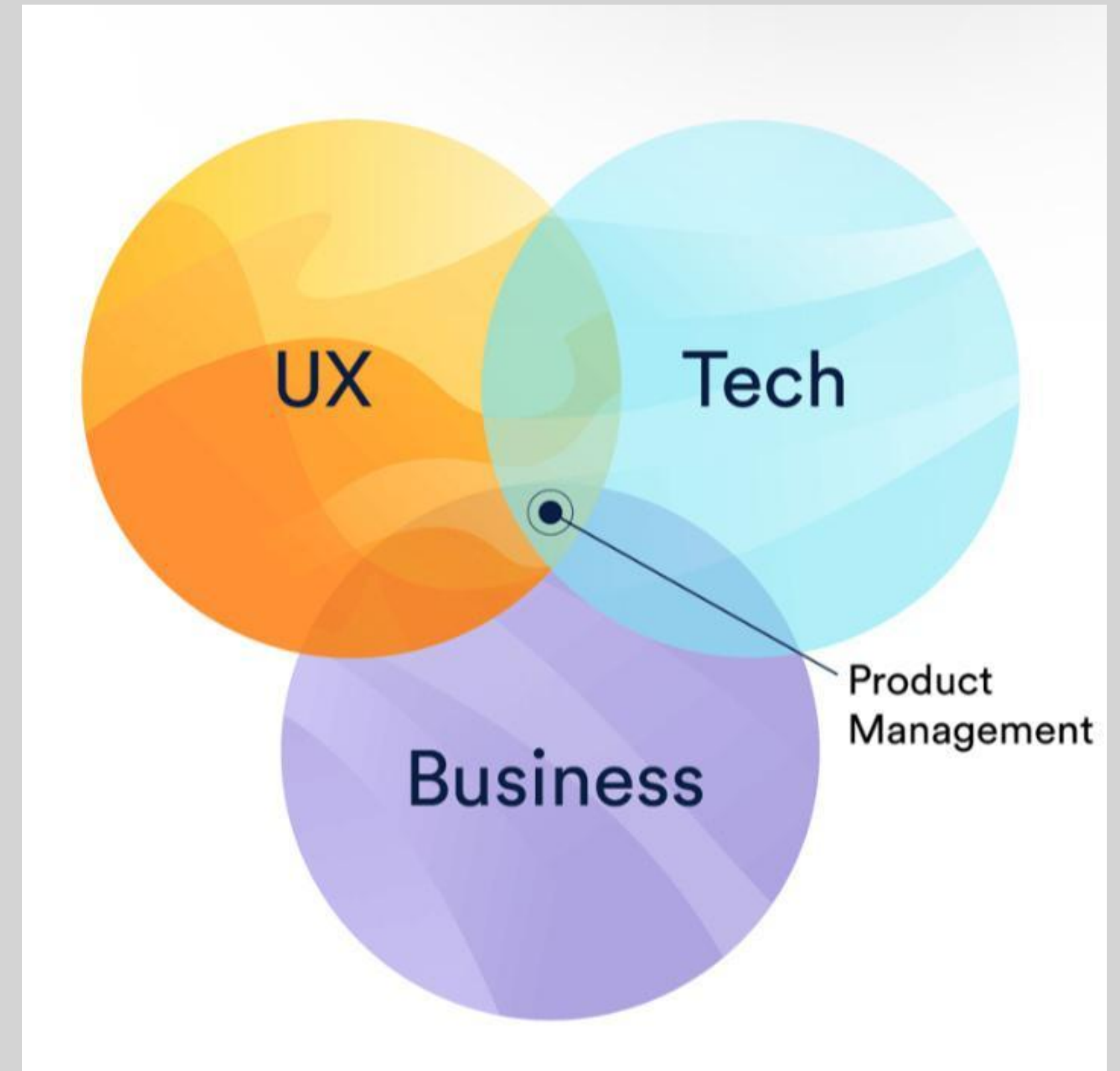
AI is turning product management upside down. Imagine using AI to draft PRDs, create mockups, and run surveys in a fraction of the time, while machine learning predicts user behavior. I'll show you how AI helps product teams move faster, launch smarter, and craft user experiences.

Product management is *dead!*

Welcome to the age of the

Product Alchemist :-)

PRODUCT MANAGEMENT TODAY



EXPECTED
EVOLUTION OF
PRODUCT
MANAGEMENT

Product manager responsibilities

Let's classify the different roles into 3 different parts and see how AI impacts each:

- Ideation
- Execution
- Alignment and leading with influence



Ideation

Task category	Activity	AI Impact Level	AI Impact Description	AI Tools to Explore
Strategy & Vision	Analyze market trends, data, customer needs, and insights to develop strategy	Highly Impacted	AI will enhance data-driven strategic planning, shifting the PM's role to refining inputs	ChatGPT, Claude, Gemini, Perplexity
Creating Specifications	Write PRDs, briefs, and specs for new products/features	Highly Impacted	AI can draft product specs, allowing PMs to refine and finalize quickly. PMs can train the GPTs to gain more context about the company data.	ChatPRD, WriteMyPRD, Uizard, tldraw
User research	Gain insights through user interviews, data analysis, and team feedback	Moderately Impacted	AI aids in filtering insights, though direct communication remains essential for authentic customer interactions.	Dovetail, Sprig, Kraftful, Notably, Viable, Maze
Roadmap Development	Ideate, prioritize, and plan a 3-6 month roadmap	Low Impact	AI can provide an outline roadmap based on user insights, while PMs continue refining ideas	Productroadmap.ai

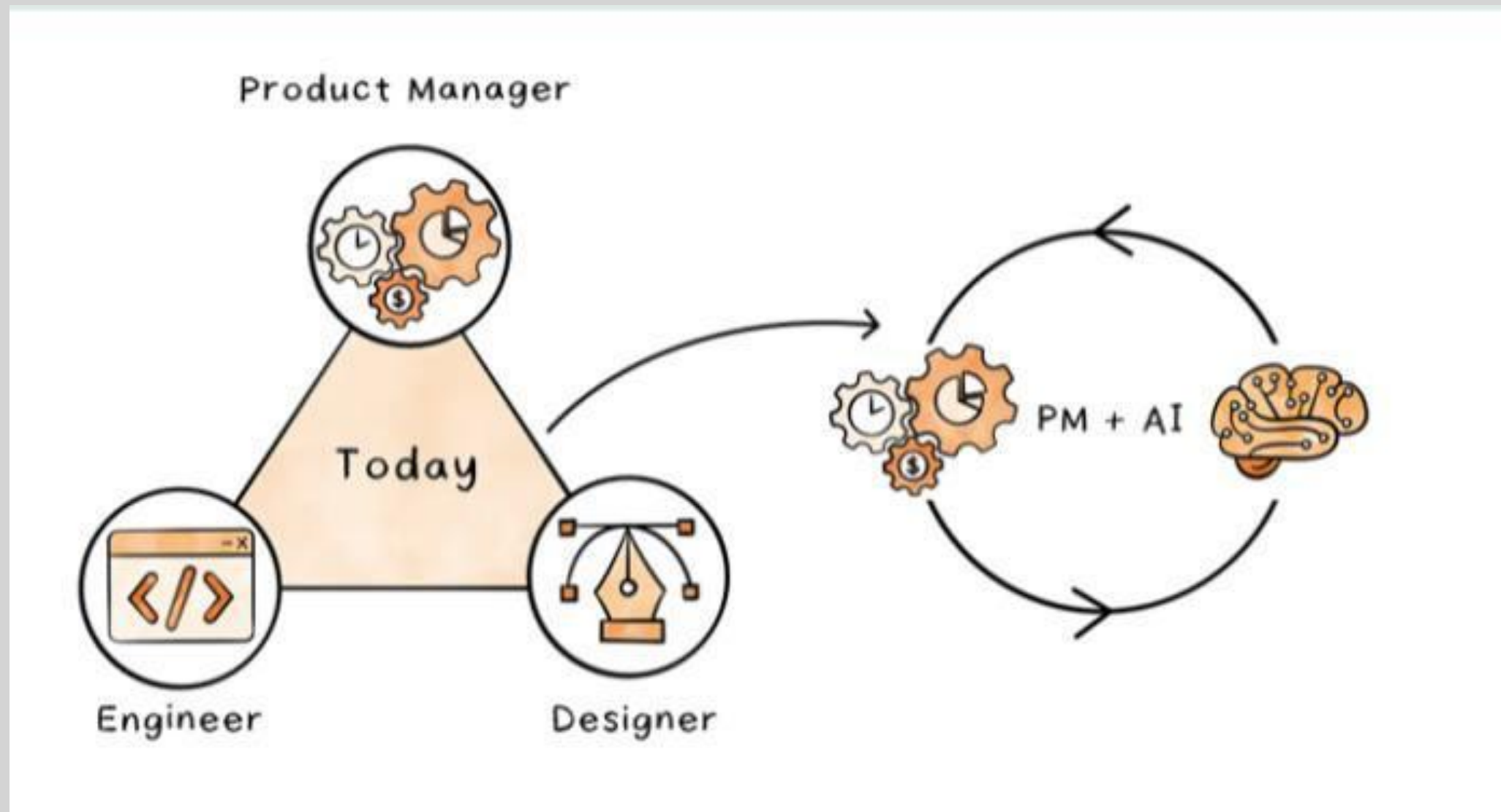
Execution / Development

Task category	Activity	AI Impact Level	AI Impact Description	AI Tools to Explore
Quality Assurance	Test products to catch issues before launch	Highly Impacted	AI automates testing, identifying bugs and inconsistencies with increasing precision.	Rainforest, Katalon, Codium, Sapien, Diffblue
Data analysis	Run preliminary analysis	Moderately Impacted	AI will help reduce dependency on analytics	None specified
Removing Blockers	Resolve team challenges, delays, and blockers	Low Impact	AI assists in identifying issues, while human problem-solving and interpersonal skills remain key.	None specified
Go-to-Market Preparation	Prepare teams, craft positioning, finalize marketing strategy	Moderately Impacted	AI tools aid in content creation, though human interaction ensures thorough readiness.	Copy.ai

Leading with Influence and Stakeholder Alignment

Task category	Activity	AI Impact Level	AI Impact Description	AI Tools to Explore
Running Meetings	Lead standups, reviews, and other team meetings	Moderately Impacted	AI assists with agendas, notes, and follow-ups, but human interaction remains essential for effective meetings.	Gamma, Tome, Fireflies, Otter, Rewatch, Airgram, Avoma
Internal Communication	Share updates and critical info with team and stakeholders	Moderately Impacted	AI tools support info-sharing, but human understanding ensures clarity and alignment.	None specified
Stakeholder Alignment	Engage with stakeholders for roadmap buy-in	Moderately Impacted	AI may aid in planning, but building consensus will require human interaction for now.	Gamma, Tome, Hume
Team Alignment	Align the team on vision, goals, and timelines	Moderately Impacted	AI helps maintain clarity, yet human interactions foster understanding and commitment.	Gamma, Tome, Hume

Future of *Product Management*



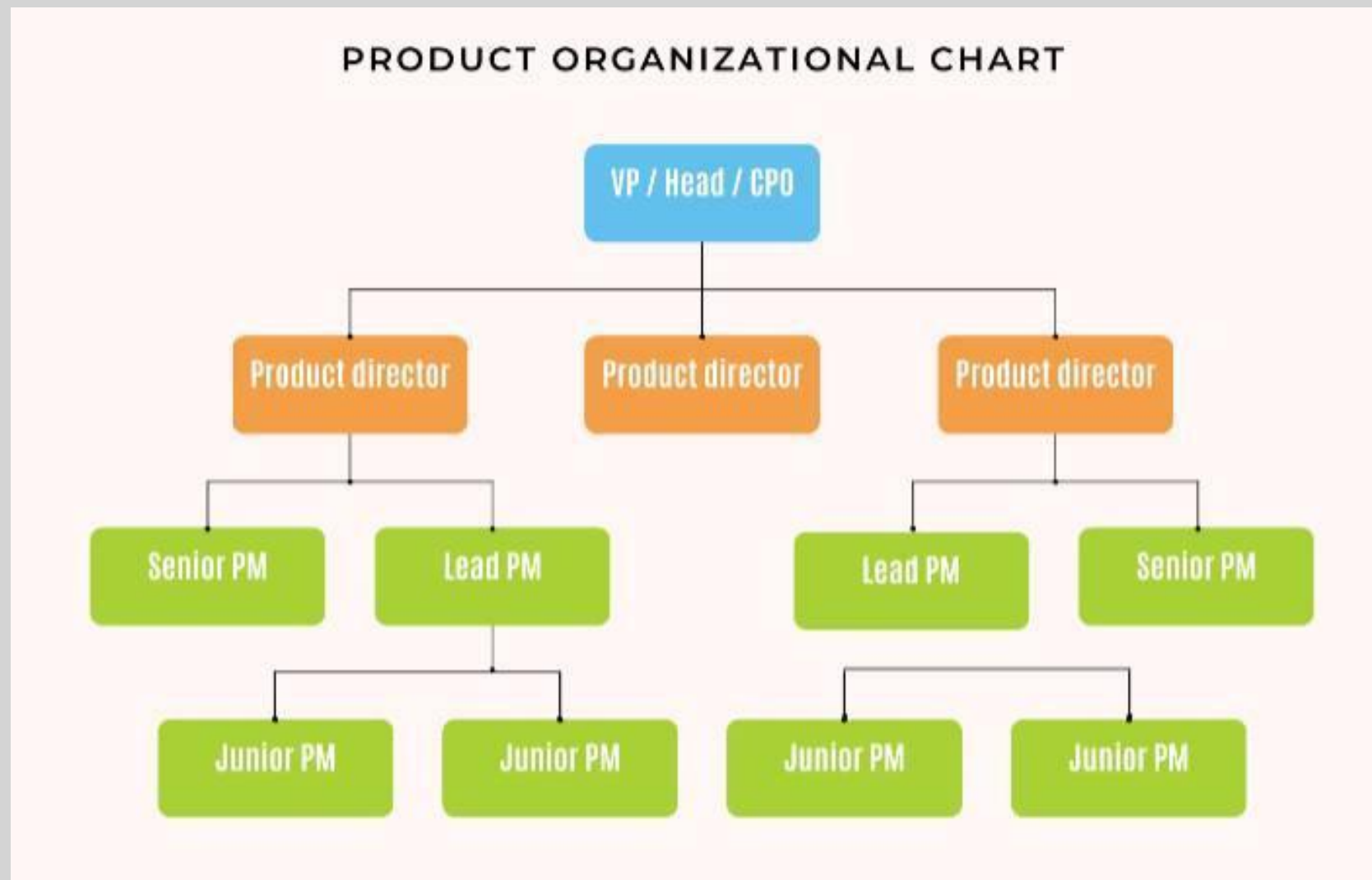
Source: Lenny's newsletter

The product trifecta is set to converge in the next 2-5 year timeline - we have already entered the age of the **Product Alchemist** and lean teams

The Product Alchemist will be a hands-on role that overlaps with design, coding, data analysis as well as regular stakeholder management.

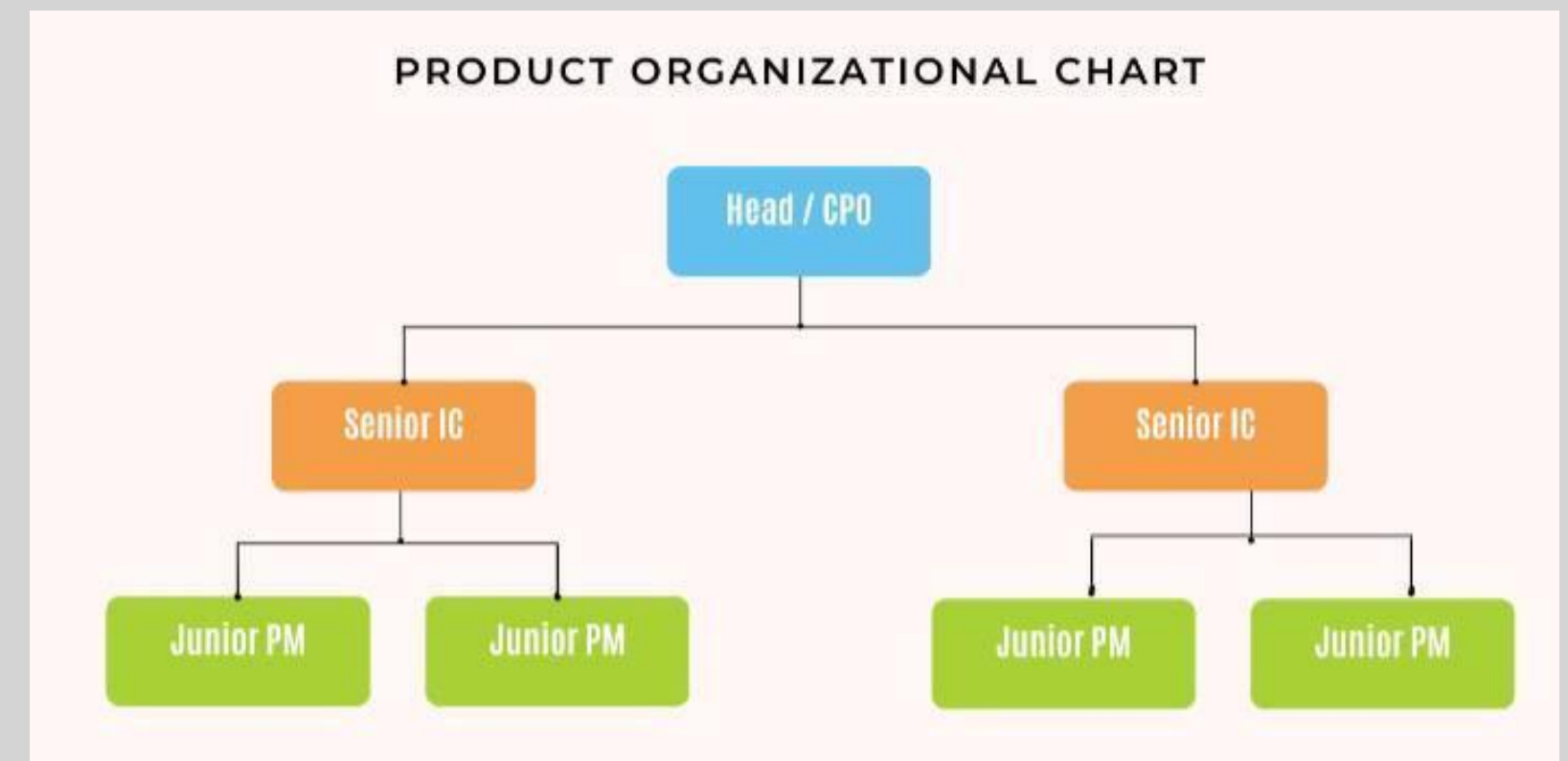
Structural changes in
digital product management

Flattening of the GPM role & growing significance of the Senior IC



The current structure looks like below for a typical Series B / Series C startup

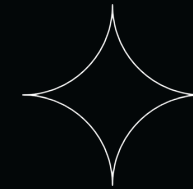
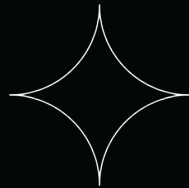
As design and engineering tasks become more and more automated, a Senior PM will be expected to become hands-on and start handling some of the basic design and PM tasks. This will lead to leaner teams. The PM org structure will become more efficient and will start looking like below:



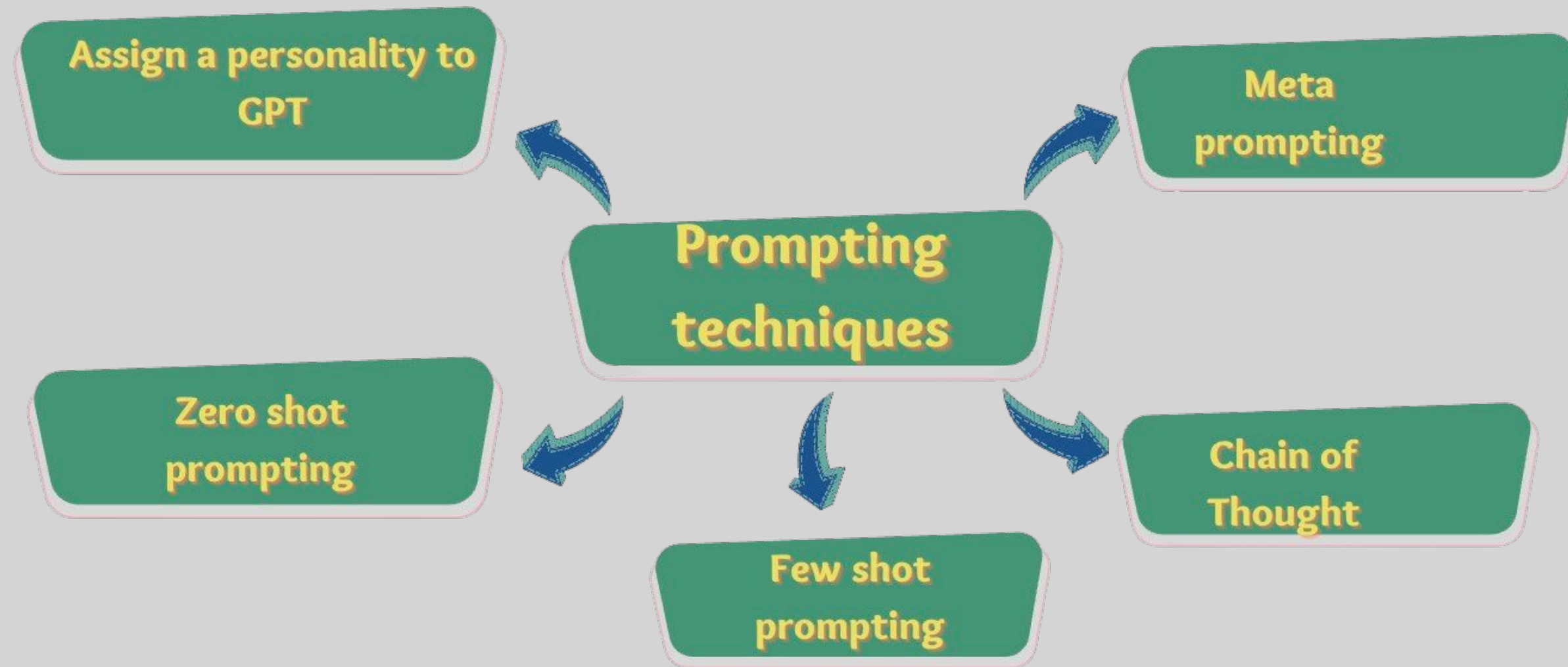
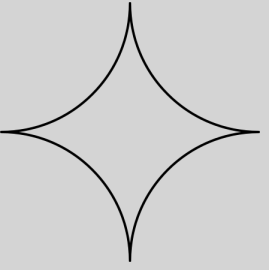
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**World-class software can
be built with less than 4
engineers. AI will further
improve the efficiency**”

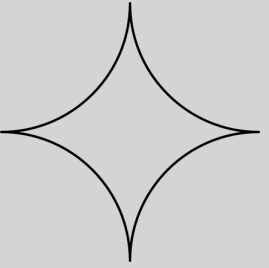
**-Able Joseph, founder of Aisle, a dating app
that had a successful exit and a lean team**



Prompt engineering for PMs



Few shot Prompting



Few shot prompting example

Your job is to create content for our client, `{{client_name}}`. Here is some information about the client `{{client_description}}`.

Here are a few examples of content we've created in the past from briefs:

""

Example 1:

Brief: `{{brief_1}}`

Content: `{{content_1}}`

Example 2:

Brief: `{{brief_2}}`

Content: `{{content_2}}`

""

Here is the latest brief to create content about:

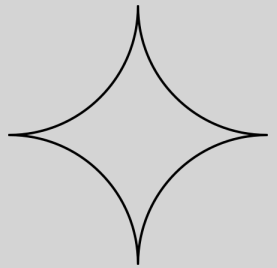
""

Brief: `{{brief_description}}`

Content:

Source: prompthub.us

COT Prompting



Standard Prompting

Model Input

Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

A: The answer is 11.

Q: The cafeteria had 23 apples. If they used 20 to make lunch and bought 6 more, how many apples do they have?

Model Output

A: The answer is 27. ❌

Chain-of-Thought Prompting

Model Input

Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?

A: Roger started with 5 balls. 2 cans of 3 tennis balls each is 6 tennis balls. $5 + 6 = 11$. The answer is 11.

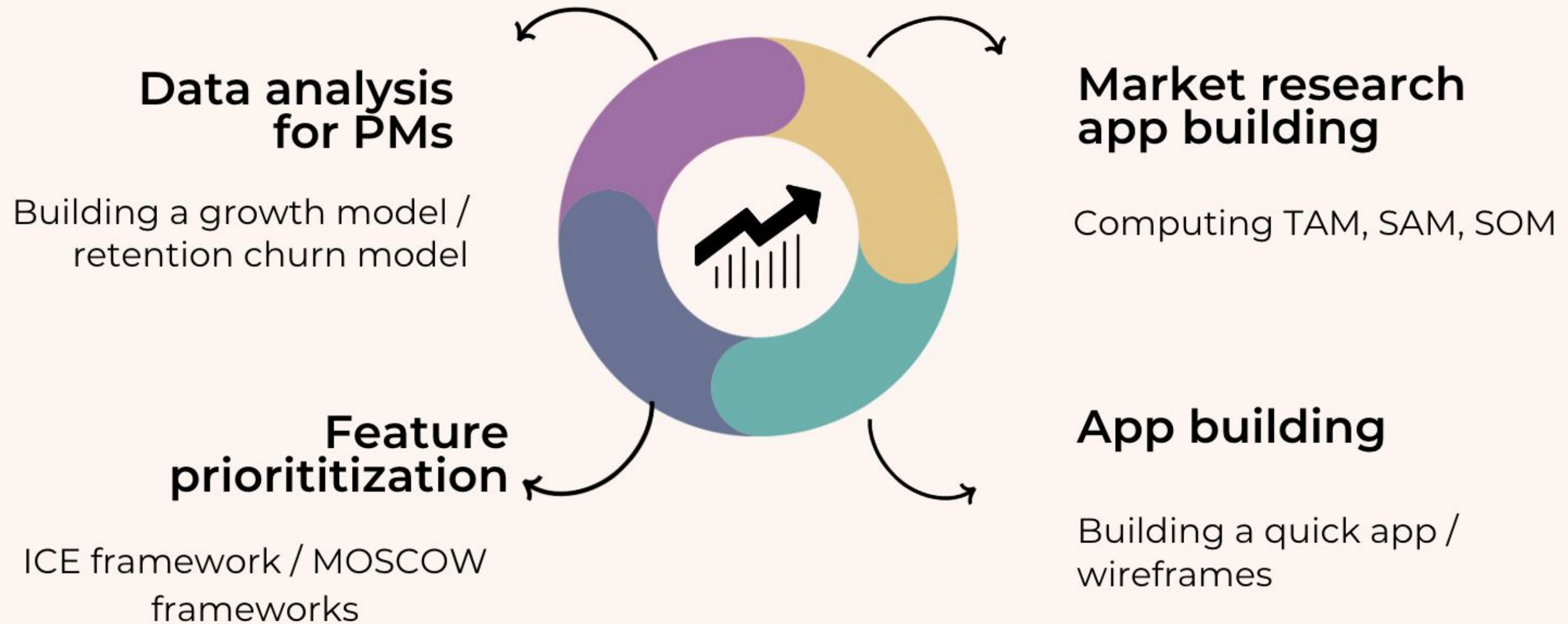
Q: The cafeteria had 23 apples. If they used 20 to make lunch and bought 6 more, how many apples do they have?

Model Output

A: The cafeteria had 23 apples originally. They used 20 to make lunch. So they had $23 - 20 = 3$. They bought 6 more apples, so they have $3 + 6 = 9$. The answer is 9. ✅

Source: promptingguide.ai

SAMPLE CASE STUDIES





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Thank you for listening!
