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You're Using ChatGPT Wrong (Here Are the 9 AI Tools PMs Actually Need)

6 min read · 6 days ago



Aakash Gupta

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ChatGPT is table stakes now.

Every PM uses it. For writing. For research. For brainstorming.

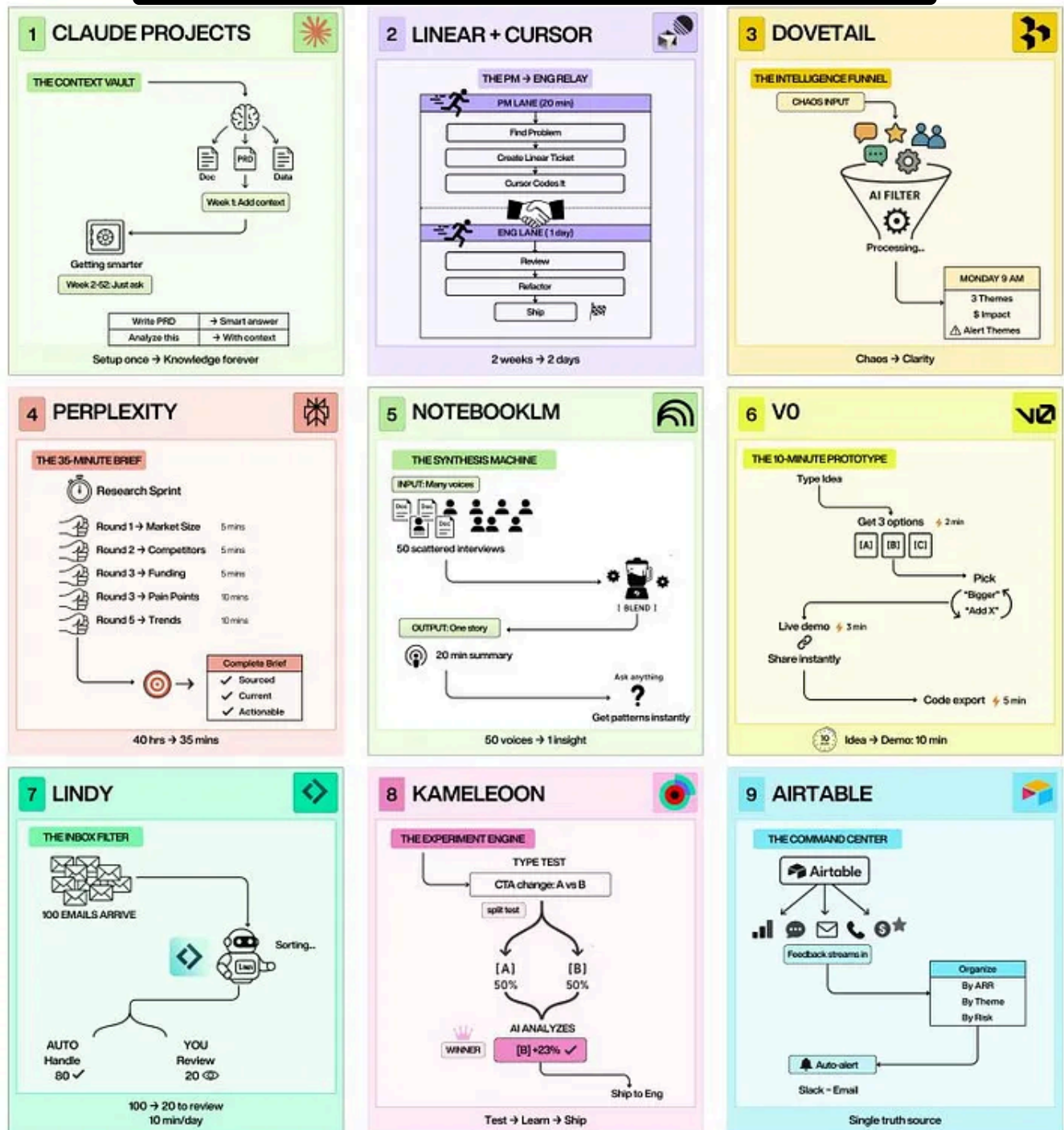
But if ChatGPT is the only AI tool in your workflow, you're doing PM on hard mode.

The PMs who are 10x more productive aren't using better prompts. They're using better tools.

Here are the 9 AI tools that actually matter for product managers in 2025.



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AAKASH GUPTA



1. High-Context LLM (Stop Repeating Yourself)

My pick: Claude Projects

Alternatives: ChatGPT Projects, Gemini Gems

Complete guide on Claude

The problem with regular ChatGPT: You paste the same context every time.

Your company strategy. Your last quarter's performance review. Your previous PRDs.
Your exper
Every. Single. Conversation.

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High-context LLMs solve this.

Load your context once. It stays there. Every conversation builds on what came before.

What to put in your PM project:

- Company strategy and OKRs
- Your team's mission and roadmap
- Past PRDs and experiment results
- Your writing style guide
- Performance feedback and goals

Now when you ask it to write a PRD, it already knows your company context, your writing style, and what you've shipped before.

This isn't incrementally better. It's transformative.

PRD writing goes from 3 hours to 30 minutes because the AI actually understands your product and business.

2. PM Coding Agent (Ship Without Waiting on Eng)

My pick: Linear + Cursor

Alternatives: Claude Code, Codex, Copilot, Devin

Complete guide

You have a simple front-end change. A button label. A tooltip. A copy update in the UI.

Old way: Write a ticket. Wait for eng sprint planning. Wait for implementation. Wait for review. Ship two weeks later.

New way: Make the change yourself. Eng reviews in 10 minutes. Ships same day.

PM coding agents let you make simple changes directly into your codebase and design system.

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You're not replacing engineers. You're unblocking yourself on trivial changes so engineers can focus on complex problems.

The boundary: Front-end only, simple changes, no logic.

But those changes are 30% of what used to clog your backlog.

3. AI Customer Intelligence (Actually Understand Users)

My pick: **Dovetail**

Alternatives: Interpret, Unwrap

[Complete guide](#)

You have 50 sales calls. 30 user interviews. 200 app reviews. 500 support tickets.

Somewhere in there is the insight that changes your roadmap.

But finding it manually is impossible. You'd need to watch every call, read every review, synthesize every theme.

AI customer intelligence tools do this automatically.

Drop in:

- Sales call recordings
- Interview transcripts
- Social media mentions
- App store reviews
- Support tickets

Get out: Synthesized opportunities, ranked by potential ARR, with supporting evidence.

This is the difference between guessing what users want and knowing.

4. Research Assistant (Never Google Manually Again)

My pick: Perplexity

Alternative

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You need to understand a market. Size the opportunity. Analyze competitors. Track funding announcements.

Traditional approach: 3 hours of Googling, reading articles, taking notes, trying to synthesize.

AI research agents do this in 10 minutes.

Market sizing? Done.

Competitor analysis? Done.

Recent funding rounds? Done.

All sourced. All current. All synthesized.

The best PMs aren't smarter researchers. They have better research tools.

When you can analyze markets in minutes instead of hours, you make better strategic decisions because you have better inputs.

5. Sole-Context LLM (For When You Can't Risk Hallucination)

My pick: NotebookLM

Alternatives: Obsidian + AI

Complete guide

Sometimes you can't afford hallucination.

Legal documents. Compliance requirements. Technical specifications.

Regular LLMs pull from their training data. Sometimes they make up facts that sound right but aren't.

NotebookLM only uses the context you give it.

Upload your documents. Ask questions. Get answers that are 100% grounded in what you provided.

No hallucinations. No mixing in external information. Just your documents, understood.

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This is the tool for high-stakes analysis where accuracy matters more than creativity.

6. AI Prototyping Tool (Show, Don't Tell)

My pick: v0

Alternatives: Lovable, Bolt, Magic Patterns

[Complete guide](#)

[Tutorial from CPO](#)

A PRD is 5 pages of text describing what the product should do.

A prototype is 30 seconds of showing it.

Prototypes speak 10,000 words.

With AI prototyping tools, you can build functional demos in minutes. Not mockups. Not wireframes. Working interfaces that stakeholders can click through.

This changes how you communicate product ideas.

Instead of writing longer specs hoping people understand, you show them the experience.

Prototypes don't replace PRDs. They accompany them.

The PRD defines the requirements. The prototype shows the vision.

Together, they eliminate 90% of miscommunication.

7. AI Agent No-Code Tool (Build Your AI Employees)

My pick: Lindy

Alternatives: Relay, n8n, Make, Zapier

[Tutorial from CEO](#)

[Complete guide](#)

You spend hours per week on repetitive work:

- Scheduling meetings

- Drafting routine emails

- Managing

- Triaging requests

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What if you could build AI agents to do all of that?

No-code agent tools let you create AI employees:

EA agent: Manages your calendar, schedules meetings, handles conflicts

Email drafter: Writes first drafts of routine emails in your voice

Schedule manager: Optimizes your time based on priorities

These aren't chatbots. They're autonomous agents that take actions on your behalf.

The ROI is immediate. Every hour they save is an hour you get back for strategic work.

8. Vibe Experimentation (Test Ideas in Hours, Not Weeks)

My pick: Kameleoon

Alternatives: Amplitude, Optimizely

Complete guide

Traditional experimentation process:

1. Write experiment spec
2. Wait for design
3. Wait for engineering
4. Launch two weeks later

AI experimentation tools let you vibe code experiments.

Describe what you want to test. The tool generates the variations. Design and eng do a quick review. Launch same day.

This changes how you validate ideas.

Instead of running 2–3 experiments per month, you can run 2–3 per week.

More experiments = faster learning = better decisions

9. Feedback

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My pick: Airtable

Alternatives: Productboard, Canny

Complete guide

You're drowning in feedback.

Support tickets. Sales requests. User interviews. Feature requests. Bug reports. Slack messages. Email. Twitter mentions.

It's impossible to keep track manually.

AI-powered feedback tools collect everything in one place and synthesize automatically.

See patterns across hundreds of data points. Identify the highest-impact opportunities. Track requests by customer size or ARR potential.

The insight is in the synthesis.

One customer requesting a feature is noise. Fifty customers requesting the same thing is signal.

AI finds the signal.

The New PM Stack

Five years ago, the PM tool stack was:

- Jira for tracking
- Google Docs for specs
- Figma for mockups

The AI-powered PM stack is:

- High-context LLM for strategy and writing
- Coding agent for unblocking yourself
- Customer intelligence for understanding users

- Research assistant for market analysis

- Sole-co

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- Prototyping tool for communicating vision
- Agent platform for automation
- Experimentation tool for rapid testing
- Feedback center for synthesizing signal

This isn't the future stack. This is the current stack for productive PMs.

The Productivity Gap Is Growing

The gap between PMs who use these tools and those who don't is growing every month.

PMs without AI tools:

- Spend hours on manual research
- Wait weeks to ship experiments
- Write everything from scratch
- Drown in unstructured feedback

PMs with AI tools:

- Get research done in minutes
- Ship experiments in days
- Generate first drafts instantly
- Have synthesized insights automatically

This gap compounds.

The productive PMs ship more, learn faster, and make better decisions. They pull further ahead every quarter.

Your Move

You don't need all 9 tools today

But you ne

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Pick one tool from this list. Actually implement it. Master it.

Then add the next one.

Within 6 months, you'll work at a completely different pace than your peers.

The question is: will you be the PM who adapted, or the one who got left behind?

. . .

The AI PM toolkit is here. The only question is whether you'll use it.

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Responses (3)





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What are yo



Shreya Ghosh

5 hours ago



This is indeed a must-read piece for every PM



[Reply](#)



neiljain83

5 days ago



Where do you see Replit in this list (if at all) I use it to turn prds into demos and built products with it , so am curious what you think about it and how it folds into the new pm stack 😊



[Reply](#)



stunspot

5 days ago



Very nice. Though, personally, I think you gave poor credit to Gemini Deep Research. Anything where I want breadth or real digging - especially for bleeding edge stuff like forum chatter - it's far superior. Though, perhaps I haven't used perplexity enough.



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 Leandro Guarnieri


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