

PRODUCT ANALYSIS OF CHATGPT

A product manager's approach





VISION:

TO MAKE AI MORE ACCESSIBLE TO PEOPLE AND ALLOWING USERS TO HARNESS
ITS POWER WITH EASE.



GOAL:

- ENCOURAGE USER TO BE HOOKED WITH FREE PRODUCT AND THEN ENCOURAGE THEM TO SUBSCRIBE TO PREMIUM VERSION OF PRODUCT FOR SEAMLESS EXPERIENCE.



PLC STAGE:

- SINCE THE PRODUCT IS IN A MATURE PHASE, THE PRODUCT IS FOCUSED ON RETAINING MARKET SHARE AND PROFITABILITY.



USER SEGMENTS:



Professionals
(Tech/business)



Researchers /
Student



Freelancers



CHATGPT FOR PROFESSIONALS?



It can help freshers/
professionals to prepare
for interviews or meetings.



It can also help to
summarize the case
reports if needed.



It can assist developers/
software engineers to
solve bug.



CHATGPT FOR STUDENT?



It can provide summarization of the complex term into the simplest form.



It can assist with research projects.



Can be used to improve presentational skills.



CHATGPT FOR FREELANCERS?

IT CAN ASSIST FREELANCER IN CONTENT CREATION AND COPYWRITING.



METRICS TO FOCUS :

Total signups

Monthly Active User

Customer Acquisition cost

Free to paid conversion rate

Monthly Recuring Revenue



Conversion rate :- the % of users covert to premium subscription(i.e \$20/ month).



Retention :- % of users who continue to use it for second time.



Satisfaction: % of users who is actually stasatisfiedisfied from the response generated .



Average time spent by user.

METRICS TO PRIORITIZE?

USER ACQUISITION(1):

- ENHANCING USER ACQUISITION THROUGH DIGITAL COLLABORATION WITH MICROSOFT BY INTEGRATING CHATGPT INTO THEIR ENTERPRISE SOLUTIONS.

USER ACQUISITION(2):

- ANTICIPATING THE FUTURE RELEASE OF A MOBILE VERSION.



USER ACQUISITION(3):

- OFFER A (SOFTWARE AS A SERVICE)SAAS SOLUTION TO BUSINESSES TO ENHANCE THEIR PRODUCT'S USER EXPERIENCE.



USER ACQUISITION(4):

- ENHANCE USER EXPERIENCE AND SATISFACTION THROUGH PROMPT WITH EFFICIENT RESPONSES.



POTENTIAL RISK?

- GOOGLE IS ANTICIPATED TO MAKE A HUGE ADVANCEMENT IN THE TECHNOLOGY SECTOR THIS YEAR BY RELEASING ITS CUTTING-EDGE CHAT AI-BASED APPLICATION, LAMDA, BEFORE IT'S TOO LATE.



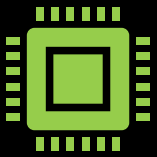
POTENTIAL RISK (2)?

- GOVERNMENTS HAVE THE AUTHORITY TO CONTROL AND POTENTIALLY BLANKET BAN THE UTILIZATION OF AI LIKE CHATGPT WITHIN THEIR JURISDICTION THROUGH REGULATION.





The goal of any organization is to delay the product decline as much as possible.



With other competitors like Google's Lamda and other AI platform on rise.



It would be interesting to see how Microsoft and Open Ai can checkmate Google in its own game.

WHAT NEXT?

HIRING FOR PM ROLE?

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THANK YOU !!