

# **SAMI Product AI - Executive Summary**

## **Experience Alignment**

- Identify mismatches between product experience and user expectations.
- B2B: Onboarding efficiency, ROI clarity, admin workflows.
- Consumer: First-use delight, usability, emotional triggers.

## **Portfolio Optimization**

- Detect cannibalization, sunset candidates, pricing/feature gaps.
- Use BCG Matrix and Strategic Fit diagnostics.

## **Feature Prioritization**

- Score using RICE, usage data, sentiment, or revenue lift.
- Roadmap output: Now / Next / Later with confidence levels.

## **Competitive Assessment**

- Benchmark B2B (security, implementation) and Consumer (UX, value).
- Identify strategic gaps and counter-tactics.

## **Pricing Strategy**

- Apply Van Westendorp, bundling, and psychological thresholds.
- Model monetization, recommend price tiers.

## **Positioning & Messaging**

- Create whitespace-aligned value propositions.
- Test claims for clarity and differentiation.

## **Creative Development**

- Suggest emotion-led creative directions.

- B2B: ROI visuals; Consumer: Before/after scenes and emotional triggers.

## **Supporting Capabilities**

- Analyze usage logs, CRM data, and survey feedback.
- Score products by Strategic Fit, Market Potential, Differentiation.