***Final Lab Product Evaluation Worksheet***

**Instructions:** Review the Product Concept Document. Respond to the following questions.

**Part I:** List at Least Five Skills required by the AI Product Manager

* Review the AI Skills Checklist
* Determine the top five skills required for the AI Product Manager to be successful. Justify your selections

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| Top Skills Required | Rationale |
| Data analysis | Enables the PM to evaluate model performance, user behavior, and make data-driven decisions. |
| Stakeholder communication | Bridges gaps between technical and non-technical team members. |
| AI literacy | Understanding how AI models work helps the PM effectively communicate with data scientists and make realistic feature plans. |
| Ethical awareness | Essential to mitigate bias and ensure fairness, especially in public systems like traffic management. |
| Agile project management | Supports fast-paced, iterative AI development cycles. |
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**Part II:** Identify Five Challenges or Risks that the Team May Encounter

* Review readings and videos in the AI Methods, Challenges, and Opportunities Lesson
* Identify at least five challenges or risks, and outline a mitigation response for each

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| Five Challenges or Risks | Planned Mitigation Responses |
| Data privacy concerns | Use anonymized datasets and follow data governance regulations. |
| Model bias | Include diverse datasets and run regular bias detection audits. |
| Integration with existing infrastructure | Collaborate early with DOT IT teams to ensure API compatibility. |
| User resistance from conservatives | Launch educational campaigns and pilot programs to build trust. |
| Data quality and accuracy | Establish robust data validation processes. |
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**Part III:** Map Planning and Deployment Activities to the Four-Step AI Product Deployment Process

* Review the Video: Stages of AI Product Development
* Map at least three steps to effectively plan and launch this new product in each stage

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| Product Development Stages | Required Steps/Activities |
| Ideation and Innovation Stage Requirements | Define key product features |
| Draft initial business case |
| Identify target users and market segments |
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| Data Management Requirements | Determine data sources |
| Address privacy and consent issues |
| Design data quality monitoring plans |
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| Research and Development Requirements | Build MVP |
| Select appropriate ML models |
| Test model accuracy and reliability |
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| Deployment Requirements | Set up cloud infrastructure |
| Integrate with DOT systems |
| Launch user feedback loop and real-time updates |
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**Part IV: Determine How to Effectively Market this Product**

* Review the Video: How to Commercialize AI Products.
* Share at least three strategies you will use to convince Pragmatists and Conservatives to use this new service

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| Strategies to Convince Pragmatists and Conservatives |
| Offer free trials and real-world pilot results to build trust. |
| Highlight ROI, time-saving, and safety features in simple, non-technical language. |
| Share user testimonials from city agencies and commuters. |
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