***Final Lab Product Evaluation Solution***

Note: This is not intended to be a “perfect solution.” There are many other activities that could be included if you desire more detail. Use this solution as a guide and means to compare your solution.

**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 |
| AI and Machine Learning Fundamentals | * Knowledge is required to collaborate with the team * Many key decisions will be based on AI capabilities * Stakeholders expect a Product Manager to possess expert knowledge |
| Product Management Lifecycle Knowledge | * The AI Product Manager must manage the product concept from the Conceive through Retire phases * The AI Product Manager is accountable for all planning, documentation, and approvals throughout the Product Lifecycle |
| Cross Functional Team Leadership and Collaboration | * Identify required skills and competencies to build the product * Form the team. Effectively move the team to the “Perform” stage * Effectively motivate the team to work together. Increase commitment levels * Communicate and collaborate effectively |
| Strategic Thinking | * Develop the Product Vision and value proposition * Map strategic benefits for the firm. Show how competitive advantage will improve * Present the cost-benefit analysis and overall Business Case |
| Data Management | * Work collaboratively to define data requirements * Lead effort to access, process, and develop data pipelines * Work with the team to address data blockers and issues |
| Customer-Centric Approach | * Be the Voice of the Customer (VOC) * Identify pain points and solutions to address them * Solicit customer feedback throughout the entire Product Management Lifecycle * Ensure ethical considerations are met. Minimize bias that may impact responses to customers |
| Roadmap Development | * Define features and deployment schedules * Generate roadmaps that satisfy the needs of both the firm and the customers * Manage the “Two hat Syndrome” |

**Part II:** Identify Five Challenges or Risks 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 |
| Multiple System Integration | Effective communication, collaboration, and experimentation |
| Data Quality | Work closely with key team members to secure sources, identify and rectify missing data, and address inaccuracies |
| AI Model Interoperability | Determine specific interface requirements to ensure all AI technology interfaces with other required systems needed to operate the system |
| Human-AI Collaboration | Reduce overreliance on AI systems. Ensure a blend of human and machine collaboration |
| Privacy concerns and ethics | Ensure all data is anonymous and compliant with privacy regulations. Maintain ethics standards |
| Cybersecurity risks | Protect against data breaches, unauthorized access, system hacking and manipulation |
| ROI | Ensure costs are managed and benefits are maximized |
| Scope Creep | Ensure all solutions conform to the needs of the business solution and do not exceed scope |
| Communications | Develop a Communications Management Plan and ensure communications is planned and effective |

**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 | * Identify the problem |
| * Collaborate to determine how AI can solve the problem |
| * Define functional and non-functional requirements |
| * Gain Product Concept approval |
| * Form the cross-functional team |
| Data Management Requirements | * Identify data sources required |
| * Design the system to include AI components, data flow, and interfaces |
| * Ensure data is clean, validated, and free of bias |
| * Develop required algorithms |
| * Design and build required data pipelines |
| Research and Development Requirements | * Develop system based on approved design |
| * Enable experimentation and innovation to develop and refine the product. Enable the “possibilities” |
| * Thoroughly test the system |
| * Ensure all system components are integrated |
| * Ensure scalability, responsiveness, and accuracy |
| Deployment Requirements | * Develop a logical deployment plan |
| * Monitor system performance continually and manage issues |
| * Ensure all support personnel are trained |
| * Initiate change management, as required |
| * Collect feedback and identify improvement opportunities |

**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 |
| * Vision: Develop an effective Product Vision and value proposition, educate users on potential benefits and provide success stories where similar systems have been used. |
| * User Experience: Include users in design discussions and beta testing. Work closely with the User Experience (UX) team to optimize the user experience. Ensure feedback channels are established for customers and users to provide input. |
| * Demos: Develop a prototype and conduct demos. Invite skeptics to the demos and let them experience the system. Attend events, trade shows, etc. |
| * Incentives: Reward the innovators early adopters. Develop incentives for pragmatists and conservatives to try the system. |
| * Trust: Be transparent. Explain what the system will and will not do. Set expectations your product can meet and exceed. Don’t over promise and under deliver. Communicate in a non-technical way and use plain language to share the system features and benefits. |
| * Customization: Provide customization options. Provide an opportunity for users to access the features they need and offer personalization options. |
| * Influencers: Identify and collaborate with influencers who can endorse the system and support marketing efforts. |
| * Patience: Remember the saying, “Rome wasn’t built in a day.” Be patient. Adoption of a new AI product takes time and effort. Change is difficult and takes time for many customers to embrace. |