***Product Concept Evaluation Worksheet***

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

**Part I:** List at least Three Ways AI Can be Used to Achieve Product Objectives.

* Review the product goals, features, and functionality.
* Determine where AI can enhance product development and performance.

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| How AI Can Support the Traffic Management System? |
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**Part II:** List at Least Three ways this product can be Commercialized.

* How can this firm market and monetize this product?

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| How Can the Traffic Management System be Commercialized? |
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**Part III:** Develop a Product Vision

* A Product Vision is a defined, aspirational future state that a Product Manager wants a product to achieve in support of the overarching goals of a business.
* A Product Vision should include:
  + A compelling and motivational overview of the product
  + The benefits the product will provide to the customer.

**Two Examples:**

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| Remember our AI powered checkout free grocery shopping system:  Our AI-powered checkout-free grocery shopping system revolutionizes your shopping experience by using smart carts, personalized lists, dynamic inventory allocation, and data-driven pricing strategies. Say goodbye to long lines, waiting, and the normal hassles of shopping. |
| Remember our Smart Virtual Assistant product concept:  Envision a cutting-edge AI-driven Smart Virtual Assistant product designed specifically you’re your informational needs in mind. This system will become your strategic partner it’s a strategic partner who can enhance your decision-making effectiveness, increase your productivity and transform the way you operate. |

**Your Product Vision:**

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