



## Consent Form

### WHAT DOES AN AI PRODUCT MANAGER DO?

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#### **(Former) Prof Tony Wasserman**

Software Methods and Tools

San Francisco

California, USA.

You are invited to take part in this online survey study. **You will be paid 6 Sterling Pounds via Prolific for your participation.** Please read this Explanatory Statement in full before deciding whether or not to participate in this research. If you would like further information regarding any aspect of this project, you are encouraged to contact the researchers via the email addresses listed above.

#### **What does the research involve?**

**Background:** With the recent rise of AI, the number of AI-driven software products released to the public is increasing exponentially. On this occasion, the part that AI product managers play is crucial. The resources about the role of software product managers are plentiful. However, to the best of our knowledge, the resources developed based on empirical evidence on the role of AI product managers is little to none.

**Objective:** The objective of this study is to gain an in-depth understanding of AI product manager's role in managing AI software products.

**What you will have to do:** This study involves filling out this questionnaire (the majority of questions are open-ended), which will take approximately 30-40 minutes.

#### **Invitation**

As an AI product manager, we invite you to participate in this study, and your participation is voluntary.

#### **Consenting to participate in the project and withdrawing from the research**

**Consenting:** As a general practice, you are required to digitally provide your consent through the consent form given at the start of this questionnaire.

**Withdrawing:** You can exit without completing the questionnaire. You have the right to withdraw from participation at any time up to 30 days after filling out the questionnaire without giving a reason. There are no consequences on withdrawal, and your data will be deleted upon withdrawal.

### **Possible benefits**

Knowledge and insights about the role of AI product manager, and practical guidelines to effectively manage AI products.

### **Confidentiality**

Your personal data shall only be accessible by the researchers. The researchers will keep your identity confidential and will de-identify your responses (your responses will be given an ID). The researchers will use ChatGPT as a co-analysing tool to analyse the data. The researchers will go through the data thoroughly to remove any identifiable data before uploading it to ChatGPT. Any research publication published as a result of the study will not identify you, your company or any non-participant in your company.

### **Storage of data**

Data will be securely stored in a Google Drive with restricted access (only investigators have access) for a period of 5 years and destroyed thereafter.

Electronic copies of consent forms will be stored at the Chief Investigator's office under password protection for the same period as that of data, and destroyed thereafter.

### **Use of data for other purposes**

In accordance with data sharing guidelines, de-identified (anonymised) data may be made available for use by other researchers. This data will be held in Figshare and may be a requirement of some journals prior to publication. Any shared data will not include your identifying details.

### **Results**

The findings of this study will be published in academic and practitioner-based journals, conferences, and magazines. Further, free access to the publications in the form of preprints will be available on arXiv (<https://arxiv.org/>), and you may also request a summary of the results by indicating it in the pre-interview questionnaire.

### **Complaints**

Should you have any concerns or complaints about the conduct of the project, you are welcome to contact the Executive Officer, Monash University Human Research Ethics Committee (MUHREC):

#### **Executive Officer**

**Monash University Human Research Ethics Committee (MUHREC)**

**Room 111, Chancellery Building D,**

**26 Sports Walk, Clayton Campus**

**Research Office**

**Monash University VIC 3800**

**Tel: +61 3 9905 2052 Email: [muhrec@monash.edu](mailto:muhrec@monash.edu) Fax: +61 3 9905 3831**

Thank You.

Kashumi Madampe, John Grundy, and Tony Wasserman.

**CONSENT**

I confirm that I have understood the nature of the research, and I have had the opportunity to ask questions and have had them answered to my satisfaction.

- ☐ I confirm that I am an AI product manager
- ☐ I agree to take part in this study
- ☐ I understand that I am free to withdraw my participation at any time, and to withdraw any data traceable to me up to 30 days from the date of the participation without giving a reason
- ☐ I agree to fill in this questionnaire
- ☐ I understand that de-identified survey responses will be uploaded to ChatGPT for analysis
- ☐ I give consent to share the data collected from me with other researchers whose projects have ethics approval

**Prolific ID**

What is your Prolific ID?

*Please note that this response should auto-fill with the correct ID.*

`$ {e://Field/PROLIFIC_PID}`

**Demographics**

This section is intended to gather basic information of the participants.

**NOTE**

We assure details of the participants, and all other confidential information shared will be kept confidential. The details of the participants will not be specified in any of the publications or report.

How old are you?

20 - 25



To which gender identify do you most identify?

- ☐ Man
- ☐ Woman
- ☐ Non-binary / gender diverse
- ☐  My gender identity isn't listed. I identify as:
- ☐ Prefer not to say

In which country do you currently reside?

Afghanistan



### General Professional Experience

Total experience in software industry (years) eg: 2.5 years

Total product management experience including AI product management (years)

Total AI product management experience (years)

### Context

In which industry are you employed?

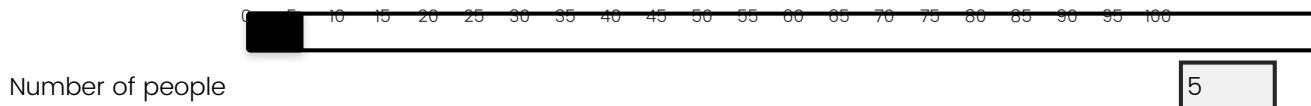
☐ IT

- ☐ Finance & Banking
- ☐ Transport
- ☐ Medical
- ☐ Telecom
- ☐ Healthcare
- ☐ Manufacturing
- ☐  Other (Please specify)

How many employees work in your organisation?

- ☐ Less than 10
- ☐ 11-50
- ☐ 51-100
- ☐ 101-500
- ☐ 501-1000
- ☐ 1001-5000
- ☐ 5001-10000
- ☐ More than 10000

Team size:



## AI Product and Process

To gain an understanding of the context, please feel free to explain the AI product you manage. You may write about its functionalities. We will use this as a base for the next questions.

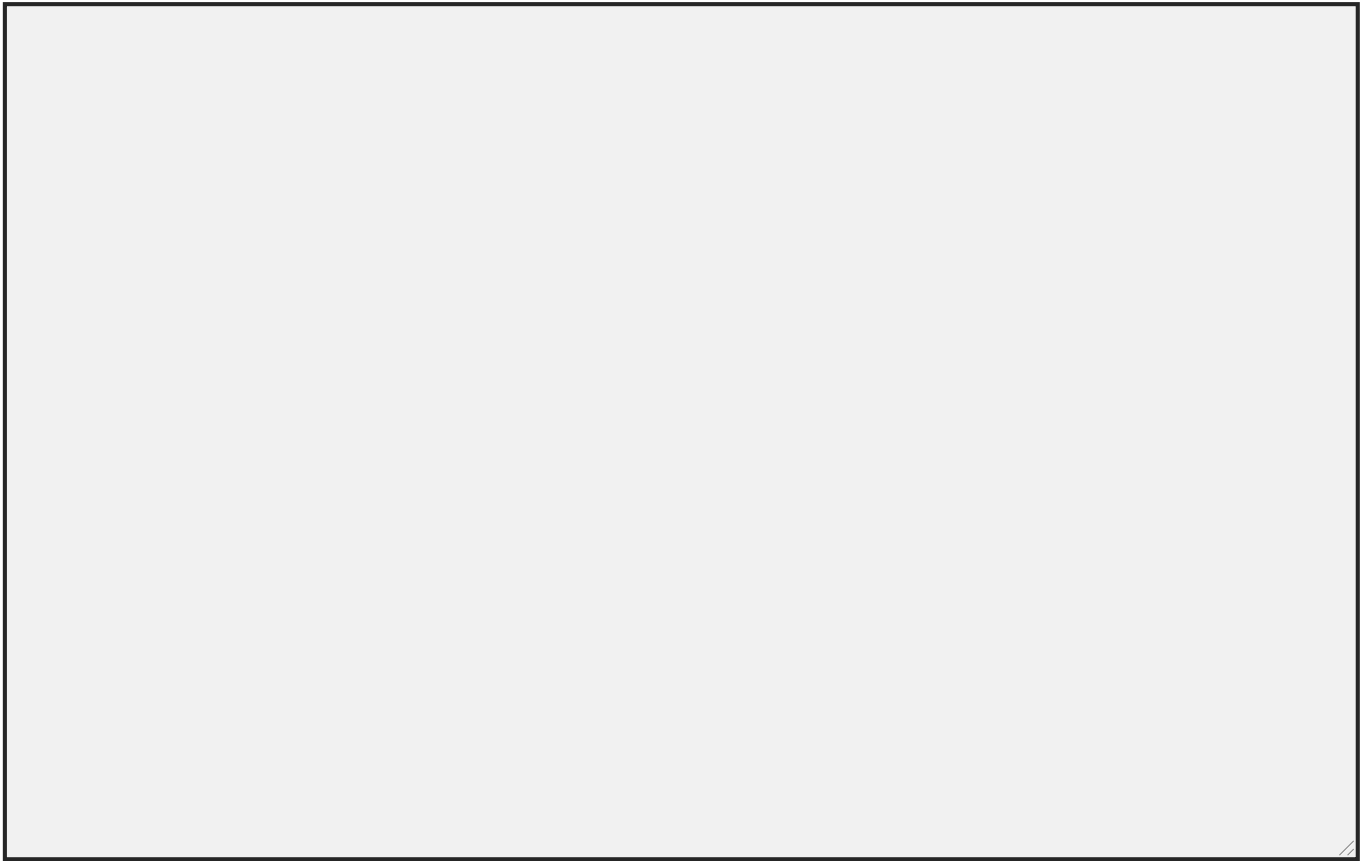


How do you manage it? Please elaborate the process from the inception to the current point of it in the product life cycle. You may consider the stages such as business understanding, monitoring market and developing competitive analyses, defining the vision, setting the roadmap, prioritising features and capabilities (or is the AI a single feature), managing production (post-deployment) challenges, managing changes, acquiring knowledge to empower decision-making



### **Current Tools**

What tools and technologies do you use to support your job?



Do those tools help you or make things hard when managing the AI product? What changes do you like to see in the tools to support your work better?

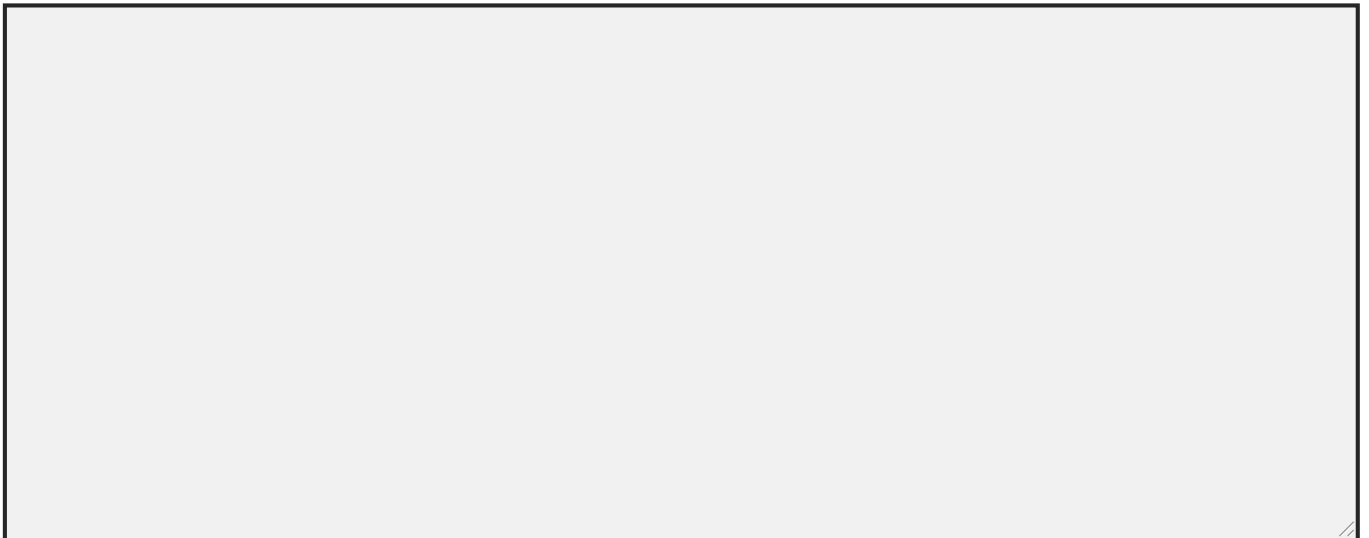


### **Current Team**

Now let's talk about your team. Who is there in your team? Do you need more support from them in managing the AI product – how would you like it?

**AI PM vs SPM**

What difference do you see when managing AI products and non-AI products?



What skills of yours have helped in playing the AI product manager role?





Which skills do you think you need to gain or brush up more to play the AI product role better?



### **AI for Product Management**

Do you think AI can be used to make your product management life easy?

☐ Yes

- ☐ No
- ☐ Not sure

Why do you think so? Please feel free to share your thoughts. You may consider the stages such as business understanding, monitoring market and developing competitive analyses, defining the vision, setting the roadmap, prioritising features and capabilities (or is the AI a single feature), managing production (post-deployment) challenges, managing changes, acquiring knowledge to empower decision-making



Please feel free to share anything you think would be important for this study.



A study by HumaniSE Lab, Faculty of Information Technology, Monash University, Australia.  
Contact: [kashumi.madampe@monash.edu](mailto:kashumi.madampe@monash.edu) | Monash HEC Approval Number: 40031

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