**Interview Guide**

The target time duration for the interview = 1 hour

ProdM = Product Manager

| **Focus** | **Interview Question** | **Time** |
| --- | --- | --- |
| Product life cycle management   1. Business understanding -   Understanding and representing user needs   1. Monitoring market and developing competitive analyses 2. Defining the vision 3. Setting the roadmap 4. Prioritising features and capabilities (or is the AI a single feature) 5. Managing production (post-deployment) challenges 6. Managing changes 7. Acquiring knowledge to empower decision-making 8. Who decides on product features - SE or PM | Thank you for joining me today. Our chat has two parts. First, let’s talk about your present role as an AI ProdM and then later talk a little bit about your life before AI ProdM.  So, let’s talk about the AI product you manage.  Can you tell me about your product? What does it do?  That sounds interesting. I am curious about how you manage it. Can you please elaborate on the PM process for me - From the inception to the current point where you are now?  I guess that you might have had some pain points throughout the process and obviously used solutions to remedy them. Do you want to talk about them? To make it easy, I will put the process on screen (show a slide with points from 1-9 on the left column) | 20 mins |
| Tool and technology support | You are doing a great job. What tools and technologies do you use to support your job?  Do they 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?  Do you use any AI tools like ChatGPT or Bard to support your work? Followup- If yes, how? If not, why not? | 5 mins |
| Team composition and support | Now let’s talk about your team. Who is there in your team?  What is your experience with them? Is it hard to work or easy? Are they supportive of you?  Do you need more support from them - how would you like it? | 15 mins |
| Transitioning to AI ProdM from non-AI ProdM | Alright, now let’s talk about your product management journey. Before the AI-heavy SPM work, what did you do as an SPM? Can you elaborate on your role for me?  What skills of yours have helped in playing the SPM role?  How did you enter the AI ProdM space?  How was the transition? Was it difficult/easy? If difficult follow-up - what did you do to make it a smooth transition? | 10 mins |
| Human side   1. Soft skills needed to play the role | That’s a wonderful experience you have had. Have the SPM skills you mentioned before changed with the AI-heavy software you manage?  Which skills do you think you need to gain or brush up more to play the role better? | 5 mins |
|  | That’s all I have to ask you. Do you have anything else to tell me?  Thank you very much for your time. I will share a copy of the findings once I am done with the analysis. | 5 mins |