

## GenAI Use Cases: Product Research and Management



# GenAI-Driven Product Lifecycle and Innovation



# Engage and Think



Imagine you are leading a product team tasked with creating a fitness tracker like Fitbit or Apple Watch. Your job is to make it unique and valuable for users while guiding your team to make the right decisions.

How would you use GenAI to design a standout product from initial research to final launch, ensuring it meets diverse user needs?

# Learning Objectives

By the end of this lesson, you will be able to:

- 🔗 Identify how GenAI improves each phase of the product lifecycle to enhance efficiency and innovation
- 🔗 Apply GenAI to quickly develop and test product ideas, reducing time-to-market and improving product fit
- 🔗 Explore tools like Microsoft Copilot, Miro, and ChatGPT to simulate and test product ideas in virtual settings
- 🔗 Analyze product strategies using GenAI for SWOT and risk assessments to support better decisions

