# GenAI and Product Management

**Duration:** 1 Day

## Description

GenAI and Product Management training is to explore the use of Generative AI technologies in product management and to enable participants to understand how to leverage these technologies in their product development processes.

This training aims to teach participants how Generative AI can be integrated into product management processes. Specifically, it seeks to help participants understand how AI can be used for market research, customer feedback analysis, and competitor analysis. Additionally, participants will learn how to create documents such as product requirements and user stories using AI. The training also covers how AI can contribute to building dynamic roadmaps, prioritization, and product launch processes, as well as how to leverage AI for data-driven decision-making in continuous product improvement post-launch.

## Outline

Applications of Generative AI in Product Management: requirement gathering, idea generation, and trend analysis

Accelerating market research, customer feedback, and competitor analysis with AI

AI-powered creation of product requirements, user stories, and technical specifications

Using AI for dynamic roadmaps and prioritization processes

Optimizing product launch, marketing, and content automation with AI

AI-based performance and feedback tracking for post-launch analysis and continuous product improvement

## Prerequisites

Participants should be familiar with product management processes, fundamental concepts, and terminology.