



# AI Product Discovery

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## MODULE 5

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### Key Takeaways:

- Understand how product discovery ensures solutions are valuable, usable, feasible, and viable
- Learn the principles of product discovery—Minimize Waste, Assess Risks, Embrace Rapid Experimentation, and Test Ideas Responsibly



# What is AI Product Discovery?

## Purpose of Discovery:

The goal is to validate that the problem you're solving is real and worth addressing, while also identifying a solution that works for both users and the business.

## Collaborative Approach:

- The **AI Product Manager** ensures the solution aligns with business goals and user needs.
- The **Data Scientist**, as the **Product Designer**, designs and prototypes AI models to address the problem.
- The **Tech Lead** evaluates whether the solution is technically feasible and can be integrated into the existing infrastructure.

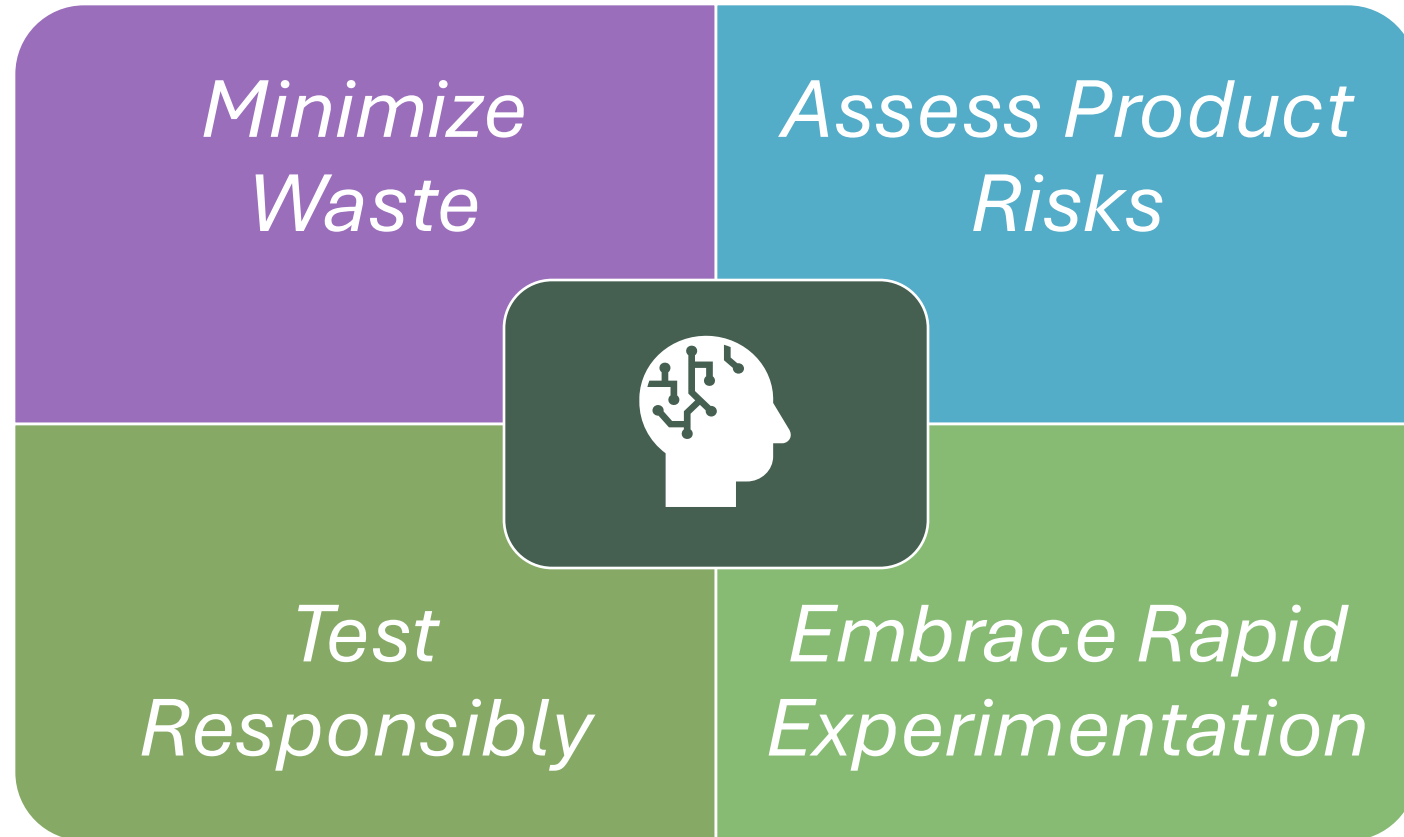
## Outcome of Discovery:

A validated solution that is **Valuable**, **Feasible** and **Viable**.

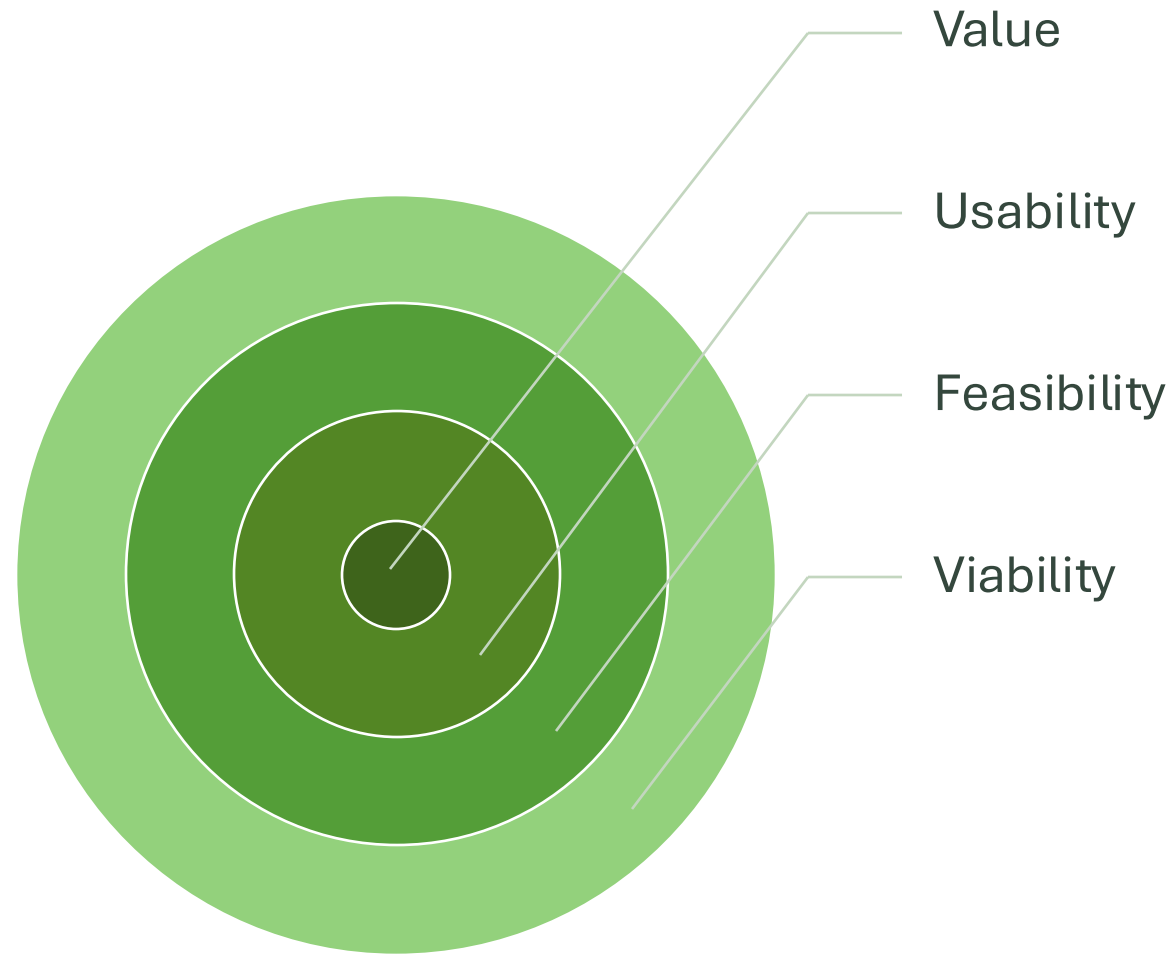


# Principles of AI Product Discovery

Source: Silicon Valley Product Group

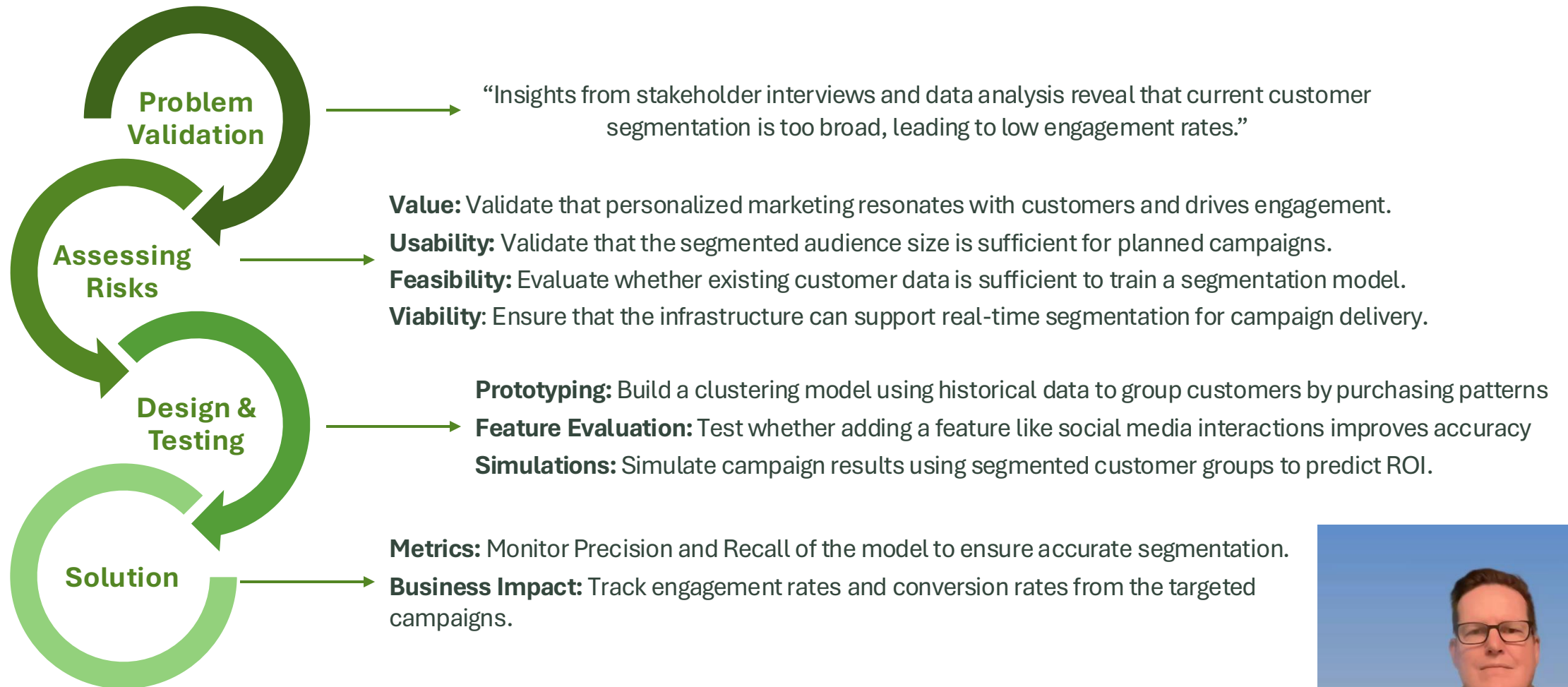


# Assessing Product Risks for AI Solutions



# Case Study: AI Discovery in Action

AI-powered customer segmentation model for a marketing platform





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