AI PRODUCT MANAGEMENT 2 · DETAILED COURSE

Product Management Foundations

What a product manager does, how the role differs from its neighbours, and how a product moves from idea to growth. This subject sets the vocabulary used in every later subject.

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CHAPTER 01

Product Management Foundations

What a product manager does, how the role differs from its neighbours, and how a product moves from idea to growth. This subject sets the vocabulary used in every later subject.

Introduction to Product Management

The discipline of deciding what to build, for whom and why, then guiding it from idea to a product that delivers customer and business value.

Product management connects customer problems, business goals and technical feasibility. A PM decides what to build and why, then makes sure it reaches customers. Example: a fintech app notices users abandon KYC; the PM frames the problem before any feature is discussed.

Evolution of Product Management

From brand and packaged-goods managers, through software and agile teams, to today's data-driven and AI-assisted product teams.

The role grew from brand management at consumer goods firms to software product management in the 2000s, and now includes data-driven and AI-assisted practice. Knowing this history explains why modern PMs are expected to run experiments and understand technology.

Product Manager Roles and Responsibilities

Owning the problem, vision, strategy, roadmap, priorities and outcomes, and aligning engineering, design, data, marketing and sales around them.

A PM owns the problem, the vision, the roadmap and the outcome metrics, but not the team. Influence comes from clarity: writing decisions down, sharing evidence and keeping engineering, design and sales aligned on one goal.

Product Manager vs Product Owner vs Project Manager vs Business Analyst

PM owns the why and what; the product owner manages the backlog in Scrum; the project manager owns schedule and delivery; the analyst owns detailed requirements and process.

The PM owns the product strategy and outcomes. The product owner manages the backlog inside a Scrum team. The project manager tracks schedule, budget and delivery. The business analyst details requirements and processes. Confusion between these roles causes most early friction in new teams.

Product Manager vs Product Analyst vs Product Operations

The analyst answers questions with data; product operations builds the processes, tooling and insights that let PMs work faster; the PM decides what to do.

The analyst answers questions with data and builds dashboards. Product operations builds the processes, tools and data pipelines that let teams work well. The PM turns those inputs into decisions about what to build next.

Types of Product Managers

Core, technical, growth, platform, data, AI, B2B, B2C and enterprise PMs, each weighting skills differently.

Core PMs ship features in one area, technical PMs own platforms and APIs, growth PMs optimise funnels, and AI PMs manage uncertainty from models. Pick the type that matches your background, then build the skills it needs.

Product Lifecycle Management

Managing a product through introduction, growth, maturity and decline, adjusting strategy, investment and metrics at each stage.

Products move through introduction, growth, maturity and decline. Each stage needs different investment: acquisition early, retention and cost control in maturity, and a sunset plan at the end. Example: a legacy reporting tool may be kept alive only for a few enterprise clients.

Product Discovery vs Product Delivery

Discovery decides what is worth building through research and experiments; delivery builds and ships it. Strong teams run both continuously.

Discovery answers whether a problem is worth solving, using interviews, prototypes and experiments. Delivery builds and ships the validated solution reliably. Teams that skip discovery build well-engineered features nobody uses.

Product Thinking and Customer-Centricity

Starting from the customer's problem and the outcome they want, then working back to features, instead of starting from solutions.

Product thinking starts from the user's job and pain, not from a solution a stakeholder wants. Ask what changes for the customer if you ship the feature. A useful test is whether you can state the problem without mentioning your product.

Product Vision, Mission and Objectives

Mission says why the company exists, vision describes the future state the product enables, and objectives set the measurable steps toward it.

The mission explains why the company exists. The vision describes the future the product enables, for example a world where every small shop can accept digital payments. Objectives break that vision into measurable steps for the next quarter or year.

Product Strategy Fundamentals

A coherent set of choices on where to play and how to win, backed by evidence about customers, market and capabilities.

Strategy is a set of choices about which customers to serve, which problems to solve and how to win against alternatives. A good strategy states what you will not do. Without that, roadmaps become lists of requests.

Product-Market Fit

The point at which a product satisfies strong market demand, seen in retention, organic growth and customers who would be very disappointed to lose it.

Product-market fit means a clear group of customers depends on the product and would be disappointed if it disappeared. Signs include retention that flattens over time, organic referrals and growing willingness to pay. It is a milestone you test for, not a feeling.

Product-Led Growth

A model where the product itself drives acquisition, conversion and expansion, through free tiers, trials, self-serve onboarding and viral loops.

In product-led growth the product itself drives acquisition and expansion through free tiers, self-serve onboarding and sharing features. Slack and Dropbox are common examples. It works best when value is visible within minutes of signing up.

B2B, B2C, B2B2C and SaaS Product Models

Who buys and who uses differ by model: businesses, consumers, businesses serving consumers, and subscription software delivered online.

B2B sells to organisations with long sales cycles and many stakeholders. B2C sells to consumers at scale with simpler decisions. B2B2C sells through a business to consumers, such as a bank offering a loan app through an employer. SaaS is subscription software delivered online, which shapes pricing and retention work.

Product Management Operating Models

How product work is organised: feature teams, stream-aligned teams, platform teams, centralised or embedded PMs, and how they plan together.

Teams organise around features, streams of value or platforms. Some companies embed PMs in each team, others centralise them. The right model depends on how much coordination the product needs and how fast the company changes direction.

Product Management Career Paths

Associate PM to PM, senior, group, director and CPO, plus branches into specialist, founder and AI product roles.

A common path runs associate PM, PM, senior PM, group PM, director and chief product officer. Specialist paths in AI, growth or platforms are also valid. Build depth in one area and breadth in the others.

Summary of terms

Term	Meaning
Introduction to Product Management	The discipline of deciding what to build, for whom and why, then guiding it from idea to a product that delivers customer and business value.
Evolution of Product Management	From brand and packaged-goods managers, through software and agile teams, to today's data-driven and AI-assisted product teams.

Product Manager Roles and Responsibilities	Owning the problem, vision, strategy, roadmap, priorities and outcomes, and aligning engineering, design, data, marketing and sales around them.
Product Manager vs Product Owner vs Project Manager vs Business Analyst	PM owns the why and what; the product owner manages the backlog in Scrum; the project manager owns schedule and delivery; the analyst owns detailed requirements and process.
Product Manager vs Product Analyst vs Product Operations	The analyst answers questions with data; product operations builds the processes, tooling and insights that let PMs work faster; the PM decides what to do.
Types of Product Managers	Core, technical, growth, platform, data, AI, B2B, B2C and enterprise PMs, each weighting skills differently.
Product Lifecycle Management	Managing a product through introduction, growth, maturity and decline, adjusting strategy, investment and metrics at each stage.
Product Discovery vs Product Delivery	Discovery decides what is worth building through research and experiments; delivery builds and ships it. Strong teams run both continuously.
Product Thinking and Customer-Centricity	Starting from the customer's problem and the outcome they want, then working back to features, instead of starting from solutions.
Product Vision, Mission and Objectives	Mission says why the company exists, vision describes the future state the product enables, and objectives set the measurable steps toward it.
Product Strategy Fundamentals	A coherent set of choices on where to play and how to win, backed by evidence about customers, market and capabilities.
Product-Market Fit	The point at which a product satisfies strong market demand, seen in retention, organic growth and customers who would be very disappointed to lose it.
Product-Led Growth	A model where the product itself drives acquisition, conversion and expansion, through free tiers, trials, self-serve onboarding and viral loops.
B2B, B2C, B2B2C and SaaS Product Models	Who buys and who uses differ by model: businesses, consumers, businesses serving consumers, and subscription software delivered online.
Product Management Operating Models	How product work is organised: feature teams, stream-aligned teams, platform teams, centralised or embedded PMs, and how they plan together.
Product Management Career Paths	Associate PM to PM, senior, group, director and CPO, plus branches into specialist, founder and AI product roles.

Practice exercise: Write a one-page job description for the PM of a product you use, then list three decisions that PM owns and three they only influence.

Self-check

1. Explain Introduction to Product Management in two sentences to a non-technical stakeholder, then say what you would measure for it.
2. Explain Product Thinking and Customer-Centricity in two sentences to a non-technical stakeholder, then say what you would measure for it.
3. Explain Product Management Career Paths in two sentences to a non-technical stakeholder, then say what you would measure for it.

Related SkillNavora material

- AI Product Management (original programme) : The programme you already have: PM Master Handbook, PRD and BRD templates, interview prep.
- Interactive PM Handbook : 23 modules: product core, AI tools lab, frameworks, case studies and interview prep.
- Product Operations : Free PDF, basic to advanced.
- AI Tutor : Ask questions on any topic.
- Study Library : Every lesson, class and PDF by programme.

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ORIGINAL CONTENT

Original AI Product Management content

The AI Product Management programme already on SkillNavora, included unchanged so the full course is in one place.

Quick links Study Library (all material) Learning sites for PM AI builder tools (how-to) Webhooks & Playwright MCP Webhook URLs and keys (start here) AI Skills Academy AI Skills Map Context engineering (PDF) AI skills & templates (PDF) Orchestration (PDF) PRD library (120 ideas) AI PRD Writer AI PM Toolkit AI Evals (PDF) Browser automation (PDF) AI second brain (PDF) PM handbook Top 100 PM questions AI product sense Q&A (86) PM practice test Practice Lab Tool tutorials AI Agents & MCP for PMs

PRD documents

PRD library: template, framing guide and 120 PRD ideas

Learn how top PMs frame a PRD, download the free template, and turn any of 120 ideas across 15 industries into a full PRD with AI.

Open the PRD library ✨ AI PRD Writer PRD template (Word) AI Evals for PMs (PDF)

Context window

Context window: what a model can see at once

The context window is the most tokens a model can consider in one request. It covers your prompt, any documents you paste, the conversation so far and the reply. Anything outside it is invisible to the model. For PMs: a longer window fits more material but costs more and can slow responses; put the most important facts near the instructions; use retrieval (RAG) rather than pasting whole libraries; and test answers on long inputs, where quality can drop.

Context engineering course Context windows in the AI PM 2 course

Tokens and context in the Grokbot course

AI-First Product Management

Resources for Product Managers

The PM Master Handbook, AI and product tools with their official websites, interview practice, a frameworks cheat sheet, a PRD template and free courses.

Open the PM handbook library: all 68 PDFs ↗ PM Glossary Handbook Tokens, Pricing and Tokenization Vibe Coding addendum

PM Master Handbook by SkillNavora
23 modules and 620+ pages: 12 Product Core modules, an 11-class AI Tools Lab, frameworks, case studies, projects and interview prep.

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Product Core modules

1Fundamentals of Product Management*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
2Product Strategy and Strategic Thinking*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
3Problem Discovery and Market Research*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
4Problem Framing and Prioritization*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
5UX and Design Collaboration*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
6Effective Communication and Stakeholder Management*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
7Product Analytics and Metrics*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
8Product Launch, Growth, and Monetization*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
9Tech 101 and System Design for PMs*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
10LLMs, RAGs, and AI Foundations*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
11Vibe Coding for Product Managers*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
12Agentic AI and AI Systems*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides

AI Tools Lab

13AI Tools Landscape and Your Starter StackPDF ↗ 14Claude for Daily PM WorkPDF ↗ 15Claude Code: Basic to AdvancedPDF ↗ 16Lovable: Basic to AdvancedPDF ↗ 17Replit and Other AI App BuildersPDF ↗ 18Figma and AI Design ToolsPDF ↗ 19Notion, PRD Tools and AI DocumentationPDF ↗ 20Automation with Zapier, Make and n8nPDF ↗ 21AI Chatbots for BusinessPDF ↗ 22Voice Agents for BusinessesPDF ↗ 23Learning Paths, Courses and CommunitiesPDF ↗

Business AI Stack (chapters 24 to 31)

24The business AI stack: tools and where to learn themPDF ↗ 25Next.js: customer-facing dashboardsPDF ↗ 26Zoho CRM: managing customers and leadsPDF ↗ 27WhatsApp Business Platform: customer messagingPDF ↗ 28Deployment with Vercel and AWSPDF ↗ 29Jira: tracking product and development workPDF ↗ 30Meta Business Suite, social media marketing and Google AdsPDF ↗ 31A one-page website that generates leadsPDF ↗

Complete AI tool guides (15)

1n8n: workflows, Gmail and an AI reply agentPDF ↗ 2Make: scenarios, routers and lead routingPDF ↗ 3Zapier: invoices from Gmail to Drive and a sheetPDF ↗ 4Webhooks: how apps talk in real timePDF ↗ 5Replit: one app for the web and a phonePDF ↗ 6Lovable: a job application trackerPDF ↗ 7Figma: components, auto layout and handoffPDF ↗ 8Claude Code: an AI coding agent in your projectPDF ↗ 9MCP: connecting AI assistants to your toolsPDF ↗ 10LLMs: how they work and how to call themPDF ↗ 11RAG: answers from your own documentsPDF ↗ 12AI agents: a job-search agent with approvalsPDF

↗ 13Agentic AI: planning, guardrails and teamsPDF ↗ 14Generative AI: uses, limits and a weekly reportPDF ↗ 15Other AI tools: choosing one per jobPDF ↗

Complete AI tool guides (one PDF, 30 pages) ↗

Libraries

★Framework Library*29 frameworks with worked examples and templates*PDF ↗ ★Case Study Library*12 product case studies*PDF ↗ ★Practical Projects and Portfolio*5 end-to-end portfolio projects*PDF ↗ ★Interview Handbook*100+ PM interview questions with model answers*PDF ↗ ★AI Tools Lab*Every AI tools class with step-by-step labs*PDF ↗

PM interview practice (free, on the original sites)

Hand-picked public question banks and guides from other PM communities. Each link opens the original page in a new tab.

PM frameworks cheat sheet

Framework	Use it to	How it works
RICE	Prioritise a backlog	Reach × Impact × Confidence ÷ Effort. Score each idea, then sanity-check the ranking.
Kano	Decide which features delight	Classify features as Must-be, Performance, Attractive, Indifferent or Reverse using a short survey.
MoSCoW	Scope a release	Must have, Should have, Could have, Won't have (this time).
Jobs-to-be-done	Understand motivation	When [situation], I want to [motivation], so I can [outcome].
AARRR (Pirate metrics)	Map the growth funnel	Acquisition, Activation, Retention, Referral, Revenue.
HEART	Measure user experience	Happiness, Engagement, Adoption, Retention, Task success, each with goals, signals and metrics.
North Star metric	Align the team	One metric that captures the value users get, supported by input metrics the team can move.
Five whys	Find the root cause	Ask 'why?' repeatedly until you reach a cause you can act on.
CIRCLES	Answer product design questions	Comprehend, Identify users, Report needs, Cut through prioritisation, List solutions, Evaluate trade-offs, Summarise.

PRD template

PRD: [Feature name] Owner: [Name] · Status: Draft · Last updated: [Date] 1. Problem Who has the problem, what it is, and the evidence (data, interviews, tickets). 2. Goal and success metrics Primary metric (with baseline and target), secondary metrics, guardrails. 3. Users and use cases Target segment, top 3 user stories: "As a [user], I want [action] so that [benefit]." 4. Solution What we'll build (link designs), what's out of scope, open questions. 5. AI behaviour (if applicable) Inputs, model, prompt/approach, what it must never do, human review, evaluation set and pass criteria, cost per request. 6. Launch plan Experiment design, rollout stages, support and comms, rollback criteria. 7. Risks and dependencies Technical, legal/privacy, operational; owners and mitigations.

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