AI PRODUCT MANAGEMENT 2 · DETAILED COURSE

Product Design, UX and Prototyping

The design knowledge a PM needs to partner with designers, test ideas cheaply and shape usable, accessible products, including AI-first experiences.

Chapter 04 of 26 · 17 topics · Edition 2026 · skillnavora.in

CHAPTER 04

Product Design, UX and Prototyping

The design knowledge a PM needs to partner with designers, test ideas cheaply and shape usable, accessible products, including AI-first experiences.

UX Fundamentals

User experience covers the whole interaction: usefulness, usability, findability, credibility and delight.

UX covers the whole experience: usefulness, usability, findability, credibility and delight. A feature can be useful but hard to find, so the PM must consider each aspect. Start evaluation with whether the user can complete the core task.

UI Fundamentals

Visual interface design: layout, typography, colour, components and consistency.

UI is the visual layer: layout, typography, colour, components and states such as hover and error. Consistent components reduce cognitive load. A design system keeps UI consistent across screens and teams.

Human-Centred Design

Designing with deep understanding of people and testing with them throughout.

Human-centred design involves users throughout the process, from research to testing. It starts from user needs and checks solutions with real people. PMs contribute by bringing research findings into design discussions early.

Design Thinking Process

Empathise, define, ideate, prototype, test, applied iteratively to product problems.

The process of empathise, define, ideate, prototype and test is applied repeatedly to product problems. Each loop should narrow uncertainty. Stop when the riskiest assumptions are tested, not when the design looks finished.

Information Architecture

Organising and labelling content and navigation so users can find things.

Information architecture organises and labels content and navigation so users can find things. Good labels use the words users use, not internal jargon. Test labels with card sorting or tree tests before building menus.

User Flows

Diagrams of the steps a user takes to complete a task, including decisions and error paths.

A user flow diagrams the steps a user takes to complete a task, including decisions and error paths. Flows expose missing states, such as what happens when a payment fails. Review flows with engineers to catch dependencies early.

Wireframing

Low-detail layout sketches that settle structure and content before visual design.

Wireframes are low-detail layouts that settle structure and content before visual design. They keep discussion on function. Use boxes and labels, not colours and icons, so feedback focuses on the structure.

Low-Fidelity and High-Fidelity Prototypes

Low-fi (paper, boxes) tests ideas fast; high-fi looks and behaves like the real product for realistic testing.

Low-fidelity prototypes (paper or simple boxes) test ideas quickly and cheaply. High-fidelity prototypes look and behave like the final product, and are better for testing realistic tasks. Match the fidelity to the question you need answered.

Interactive Prototyping

Clickable prototypes that simulate flows so you can test with users before engineering builds.

Interactive prototypes simulate flows so users can click through a task before engineering starts. Test the riskiest task first, for example a checkout step, and watch where users hesitate.

Figma Fundamentals

Frames, components, auto layout, variables and prototyping in the standard collaborative design tool.

Figma is the common design tool. Learn frames, components, auto layout, variables and prototyping. Components keep designs consistent, and variables let you change colours or spacing in one place.

Usability Testing

Watching representative users attempt tasks, to find where they struggle, with five users per round revealing most issues.

Usability testing watches representative users attempt tasks. Five users per round typically reveal most major usability issues. Record the task, the wrong turns and the words users use, then fix the most severe issues first.

Design Validation

Confirming a design solves the problem with evidence from tests, metrics and feedback before scaling it.

Design validation confirms that a design solves the problem using test results, metrics and feedback. Before scaling a design, define what success looks like, such as task completion above 80% without help.

Accessibility and Inclusive Design

Designing for people with different abilities and contexts, guided by WCAG: contrast, keyboard use, screen readers and clear language.

Inclusive design serves people with different abilities and contexts. WCAG guidelines define contrast, keyboard access, screen reader support and clear language. Accessibility improves the product for everyone, not only for disabled users.

Mobile-First Product Design

Designing for small screens and constraints first, then extending to larger screens.

Designing for the smallest screen first forces focus on essential content and actions. Then expand to larger screens. Many users in India access services mainly on low-end phones and slow networks, so design for those constraints first.

Conversational UX

Designing dialogue: turn-taking, clarifying questions, tone, error recovery and graceful hand-off.

Conversational design covers turn-taking, clarifying questions, tone, error recovery and hand-off to a human. A good assistant states its scope clearly and recovers gracefully when it misunderstands the user.

AI-First User Experience

Experiences built around AI capability from the start, with uncertainty, feedback and control designed in.

AI-first design starts from what the AI does well and designs fallbacks for what it cannot do. It makes uncertainty, sources and user control visible so people can judge when to rely on the output.

Human-AI Interaction Design

Patterns that set expectations, show confidence, let users correct the AI and keep them in control.

These patterns set expectations, show confidence levels, let users correct the AI and keep them in control. Example: an AI draft is shown with editable fields and an undo option, not auto-sent.

Summary of terms

Term	Meaning
UX Fundamentals	User experience covers the whole interaction: usefulness, usability, findability, credibility and delight.
UI Fundamentals	Visual interface design: layout, typography, colour, components and consistency.
Human-Centred Design	Designing with deep understanding of people and testing with them throughout.
Design Thinking Process	Empathise, define, ideate, prototype, test, applied iteratively to product problems.
Information Architecture	Organising and labelling content and navigation so users can find things.
User Flows	Diagrams of the steps a user takes to complete a task, including decisions and error paths.

Wireframing	Low-detail layout sketches that settle structure and content before visual design.
Low-Fidelity and High-Fidelity Prototypes	Low-fi (paper, boxes) tests ideas fast; high-fi looks and behaves like the real product for realistic testing.
Interactive Prototyping	Clickable prototypes that simulate flows so you can test with users before engineering builds.
Figma Fundamentals	Frames, components, auto layout, variables and prototyping in the standard collaborative design tool.
Usability Testing	Watching representative users attempt tasks, to find where they struggle, with five users per round revealing most issues.
Design Validation	Confirming a design solves the problem with evidence from tests, metrics and feedback before scaling it.
Accessibility and Inclusive Design	Designing for people with different abilities and contexts, guided by WCAG: contrast, keyboard use, screen readers and clear language.
Mobile-First Product Design	Designing for small screens and constraints first, then extending to larger screens.
Conversational UX	Designing dialogue: turn-taking, clarifying questions, tone, error recovery and graceful hand-off.
AI-First User Experience	Experiences built around AI capability from the start, with uncertainty, feedback and control designed in.
Human-AI Interaction Design	Patterns that set expectations, show confidence, let users correct the AI and keep them in control.

Practice exercise: Sketch a three-screen flow in Figma for one task, test it with three people, and record what confused them.

Self-check

1. Explain UX Fundamentals in two sentences to a non-technical stakeholder, then say what you would measure for it.
2. Explain Interactive Prototyping in two sentences to a non-technical stakeholder, then say what you would measure for it.
3. Explain Human-AI Interaction Design in two sentences to a non-technical stakeholder, then say what you would measure for it.

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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.

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Product Core modules

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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
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AI Tools Lab

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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)

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

Libraries

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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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