AI PRODUCT MANAGEMENT 2 · DETAILED COURSE

# Product Management Specialisations

How the PM role changes by product type, and what each specialisation emphasises.

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CHAPTER 23

# Product Management Specialisations

How the PM role changes by product type, and what each specialisation emphasises.

### Technical Product Management

**Products where technical depth matters: infrastructure, developer tools, APIs and data platforms.**

Products where technical depth matters, such as infrastructure, developer tools, APIs and data platforms. The PM must discuss architecture trade-offs and developer experience credibly.

### Growth Product Management

**Owning acquisition, activation, retention and revenue through experiments.**

Owns acquisition, activation, retention and revenue through experiments. Growth PMs work from funnels and cohorts and ship many small tests.

### Platform Product Management

**Building shared capabilities that other teams or partners build on, with internal or external customers.**

Builds shared capabilities that other teams or partners build on. Success means other teams adopt the platform without friction.

### B2B Product Management

**Selling to organisations: multiple stakeholders, integrations, security and long cycles.**

Selling to organisations involves several stakeholders, integrations, security reviews and long cycles. Success depends on admin controls, reporting and reliability.

### B2C Product Management

**Consumer products: scale, delight, habits and rapid experimentation.**

Consumer products depend on scale, delight, habit formation and rapid experiments. Retention and daily use are central metrics.

### SaaS Product Management

**Subscription software: onboarding, retention, expansion and continuous delivery.**

Subscription software needs strong onboarding, retention, expansion and continuous delivery. Pricing and packaging are ongoing product decisions.

### Fintech Product Management

**Financial products with regulation, risk, fraud, reliability and trust at the centre.**

Financial products have regulation, risk, fraud, reliability and trust at the centre. Compliance and security requirements shape the roadmap.

### Banking Product Management

**Retail, corporate and payments products inside regulated institutions with legacy integration.**

Retail, corporate and payments products inside regulated institutions, often with legacy system integration. Change moves slowly, so plan releases carefully.

### E-commerce Product Management

**Catalogue, search, checkout, fulfilment and conversion.**

Catalogue, search, checkout, fulfilment and conversion. Small improvements in checkout speed can have large revenue effects.

### Marketplace Product Management

**Balancing supply and demand, trust and safety, pricing and liquidity.**

Balances supply and demand, trust and safety, pricing and liquidity. A marketplace fails when one side leaves, so watch both sides' metrics.

### API Product Management

**Treating an API as a product: developer experience, documentation, versioning and pricing.**

Treats an API as a product: developer experience, documentation, versioning and pricing. Breaking changes damage trust quickly.

### Data Product Management

**Managing data assets and analytics products with quality, access and usability for consumers.**

Manages data assets and analytics products with quality, access and usability for consumers. Data products are judged by whether people trust and use them.

### AI Product Management

**Managing products whose core value comes from machine learning, with uncertainty, evaluation and data in scope.**

Products whose core value comes from machine learning, with uncertainty, evaluation and data in scope. The PM must define quality in measurable terms.

### Generative AI Product Management

**Products built on foundation models: prompts, retrieval, evaluation, cost and safety.**

Products built on foundation models: prompts, retrieval, evaluation, cost and safety. Output quality varies, so the PM manages it continuously.

### Agentic AI Product Management

**Products where agents act on a user's behalf: autonomy, permissions, reliability and oversight.**

Products where agents act on a user's behalf: autonomy, permissions, reliability and human oversight. The main questions are what the agent may do and how it is stopped.

### Enterprise AI Product Management

**AI for organisations: integration, governance, security, adoption and measurable ROI.**

AI for organisations: integration, governance, security, adoption and measurable return on investment. Enterprise buyers ask for audit logs, data controls and proof of value.

## Summary of terms

| Term | Meaning |
|---|---|
| **Technical Product Management** | Products where technical depth matters: infrastructure, developer tools, APIs and data platforms. |
| **Growth Product Management** | Owning acquisition, activation, retention and revenue through experiments. |
| **Platform Product Management** | Building shared capabilities that other teams or partners build on, with internal or external customers. |
| **B2B Product Management** | Selling to organisations: multiple stakeholders, integrations, security and long cycles. |
| **B2C Product Management** | Consumer products: scale, delight, habits and rapid experimentation. |
| **SaaS Product Management** | Subscription software: onboarding, retention, expansion and continuous delivery. |
| **Fintech Product Management** | Financial products with regulation, risk, fraud, reliability and trust at the centre. |
| **Banking Product Management** | Retail, corporate and payments products inside regulated institutions with legacy integration. |
| **E-commerce Product Management** | Catalogue, search, checkout, fulfilment and conversion. |
| **Marketplace Product Management** | Balancing supply and demand, trust and safety, pricing and liquidity. |
| **API Product Management** | Treating an API as a product: developer experience, documentation, versioning and pricing. |
| **Data Product Management** | Managing data assets and analytics products with quality, access and usability for consumers. |
| **AI Product Management** | Managing products whose core value comes from machine learning, with uncertainty, evaluation and data in scope. |
| **Generative AI Product Management** | Products built on foundation models: prompts, retrieval, evaluation, cost and safety. |
| **Agentic AI Product Management** | Products where agents act on a user's behalf: autonomy, permissions, reliability and oversight. |
| **Enterprise AI Product Management** | AI for organisations: integration, governance, security, adoption and measurable ROI. |

**Practice exercise:** Choose the specialisation you are targeting. List the five skills it weights most and your current gap on each.

**Self-check**

1. Explain Technical Product Management in two sentences to a non-technical stakeholder, then say what you would measure for it.
2. Explain E-commerce Product Management in two sentences to a non-technical stakeholder, then say what you would measure for it.
3. Explain Enterprise AI Product Management in two sentences to a non-technical stakeholder, then say what you would measure for it.

## Related SkillNavora material

- Platform and API Product Management : API products, versioning and developer experience.
- 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.

Open the interactive handbook ↗ Complete handbook PDF (620+ pages, 23 MB) ↗

### 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.

## Free courses