AI PRODUCT MANAGEMENT 2 · DETAILED COURSE

Industry Case Studies and Product Teardowns

A method for studying real products. The notes below are starting prompts for your own research from public sources, not claims about internal data.

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CHAPTER 24

Industry Case Studies and Product Teardowns

A method for studying real products. The notes below are starting prompts for your own research from public sources, not claims about internal data.

OpenAI – ChatGPT

Study how a chat interface became a platform: free vs paid tiers, model releases, plugins/GPTs and enterprise offerings.

Study how a chat interface grew into a platform: free and paid tiers, model releases, custom GPTs and enterprise offerings. Research from public sources only.

Anthropic – Claude

Study the safety-focused positioning, long context, coding use and API-first business.

Study the safety-focused positioning, long context, coding use and API-first business. Compare its packaging for individuals and for enterprises.

Google – Gemini

Study integration across Search, Workspace and Cloud, and the multimodal strategy.

Study the integration across Search, Workspace and Cloud, and the multimodal strategy. Ask how distribution through existing products changes adoption.

Microsoft – Copilot

Study embedding AI across Office, GitHub and Windows, seat-based pricing and enterprise distribution.

Study AI across Office, GitHub and Windows, the seat-based pricing and enterprise distribution. Ask how bundling affects adoption.

Perplexity – AI Search

Study answer-engine UX, citations and the challenge to traditional search.

Study answer-engine interface design, citations and the challenge to traditional search. Ask how trust is built when the answer replaces the list of links.

Salesforce – Agentforce

Study agents inside a CRM: data grounding, actions, trust layer and pricing.

Study agents inside a CRM: data grounding, actions, trust controls and pricing. Ask how permissions are managed across customer records.

Adobe – Firefly

Study commercially safe generative models integrated into creative workflows.

Study commercially safer generative models integrated into creative workflows. Ask how licensing shapes the product promise.

Amazon – AI Shopping Experiences

Study AI in discovery, reviews summaries and assistants within a marketplace.

Study AI in product discovery, review summaries and shopping assistants inside a marketplace. Ask how the assistant changes conversion.

Netflix – Recommendation Systems

Study personalisation, artwork selection, experimentation culture and retention.

Study personalisation, artwork selection, experimentation culture and retention. Ask how the team measures the value of recommendations.

Spotify – Personalisation

Study discovery playlists, taste profiles and how personalisation drives engagement.

Study discovery playlists, taste profiles and how personalisation drives engagement. Ask how the product balances familiar and new content.

Uber – Marketplace and Pricing

Study matching, dynamic pricing, supply-demand balance and trust.

Study matching, dynamic pricing, supply and demand balance and trust. Ask how each side of the marketplace is measured.

Airbnb – Marketplace Product Strategy

Study trust mechanisms, search ranking, two-sided growth and host experience.

Study trust mechanisms, search ranking, two-sided growth and host experience. Ask how quality is maintained as supply grows.

Notion – AI Workspace

Study AI embedded in documents and databases and its add-on monetisation.

Study AI embedded in documents and databases, and its add-on monetisation. Ask how users discover the feature.

ServiceNow – AI Workflows

Study enterprise workflow automation with AI agents and governance.

Study enterprise workflow automation with AI agents and governance. Ask how approvals and audit trails are designed.

Freshworks – AI Customer Support

Study AI-assisted support: deflection, agent assist and resolution metrics.

Study AI-assisted support: deflection, agent assist and resolution metrics. Ask how customer satisfaction is protected when the AI answers.

a large company – Financial Services and AI Use Cases

Study fraud detection, personalisation and servicing in a regulated setting.

Study fraud detection, personalisation and servicing in a regulated setting. Ask how the bank balances customer experience with risk controls.

Flipkart – E-commerce Product Strategy

Study serving diverse Indian customers: regional languages, payments, logistics and sales events.

Study serving diverse Indian customers: regional languages, payments, logistics and large sales events. Ask how each constraint shapes the product.

PhonePe – Fintech Product Strategy

Study UPI-led growth, trust, merchant payments and adjacent financial services.

Study UPI-led growth, trust, merchant payments and adjacent financial services. Ask how the product expands beyond payments.

Razorpay – Payment Products

Study payment gateway, developer experience, banking stack and merchant onboarding.

Study the payment gateway, developer experience, banking stack and merchant onboarding. Ask how the API design lowers integration effort.

Swiggy – Marketplace and Delivery Products

Study three-sided marketplace dynamics, delivery times, pricing and quick commerce.

Study three-sided marketplace dynamics, delivery times, pricing and quick commerce. Ask how the product balances speed and cost.

Summary of terms

Term	Meaning
OpenAI – ChatGPT	Study how a chat interface became a platform: free vs paid tiers, model releases, plugins/GPTs and enterprise offerings.
Anthropic – Claude	Study the safety-focused positioning, long context, coding use and API-first business.
Google – Gemini	Study integration across Search, Workspace and Cloud, and the multimodal strategy.
Microsoft – Copilot	Study embedding AI across Office, GitHub and Windows, seat-based pricing and enterprise distribution.

Perplexity – AI Search	Study answer-engine UX, citations and the challenge to traditional search.
Salesforce – Agentforce	Study agents inside a CRM: data grounding, actions, trust layer and pricing.
Adobe – Firefly	Study commercially safe generative models integrated into creative workflows.
Amazon – AI Shopping Experiences	Study AI in discovery, reviews summaries and assistants within a marketplace.
Netflix – Recommendation Systems	Study personalisation, artwork selection, experimentation culture and retention.
Spotify – Personalisation	Study discovery playlists, taste profiles and how personalisation drives engagement.
Uber – Marketplace and Pricing	Study matching, dynamic pricing, supply-demand balance and trust.
Airbnb – Marketplace Product Strategy	Study trust mechanisms, search ranking, two-sided growth and host experience.
Notion – AI Workspace	Study AI embedded in documents and databases and its add-on monetisation.
ServiceNow – AI Workflows	Study enterprise workflow automation with AI agents and governance.
Freshworks – AI Customer Support	Study AI-assisted support: deflection, agent assist and resolution metrics.
a large company **– Financial Services and AI Use Cases**	Study fraud detection, personalisation and servicing in a regulated setting.
Flipkart – E-commerce Product Strategy	Study serving diverse Indian customers: regional languages, payments, logistics and sales events.
PhonePe – Fintech Product Strategy	Study UPI-led growth, trust, merchant payments and adjacent financial services.
Razorpay – Payment Products	Study payment gateway, developer experience, banking stack and merchant onboarding.
Swiggy – Marketplace and Delivery Products	Study three-sided marketplace dynamics, delivery times, pricing and quick commerce.

Practice exercise: Teardown one product from this list using public sources: users, job, business model, metrics you would watch, and one change you would make.

Self-check

1. Explain OpenAI – ChatGPT in two sentences to a non-technical stakeholder, then say what you would measure for it.
2. Explain Uber – Marketplace and Pricing in two sentences to a non-technical stakeholder, then say what you would measure for it.
3. Explain Swiggy – Marketplace and Delivery Products in two sentences to a non-technical stakeholder, then say what you would measure for it.

Related SkillNavora material

- 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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