AI PRODUCT MANAGEMENT 2 · DETAILED COURSE

End-to-End Practical Capstone Projects

Twelve portfolio projects. Each must include the full deliverable checklist below, so the work reads like a real product case.

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CHAPTER 25

End-to-End Practical Capstone Projects

Twelve portfolio projects. Each must include the full deliverable checklist below, so the work reads like a real product case.

Build an E-commerce Product Strategy.

Define target shoppers, positioning, growth levers (search, recommendations, checkout) and a prioritised roadmap with metrics.

Define target shoppers, positioning, growth levers such as search, recommendations and checkout, and a prioritised roadmap with metrics for each lever.

Design a Fintech Payment Product.

Cover onboarding and KYC, payment flow, fraud and risk controls, compliance, reliability targets and merchant or consumer value.

Cover onboarding and KYC, the payment flow, fraud and risk controls, compliance requirements, reliability targets and the value to merchants and consumers.

Build a Product Analytics Dashboard.

Choose a north star and input metrics, define events, build funnel and retention views, and document how each metric drives a decision.

Choose a north star and input metrics, define events, build funnel and retention views, and document how each metric drives a decision.

Create a Customer Onboarding Optimisation Plan.

Map the activation journey, find drop-offs from data, propose experiments and set success targets.

Map the activation journey, find drop-offs from data, propose experiments and set success targets for each stage.

Develop an AI Customer Support Assistant.

Scope intents, knowledge sources, escalation to humans, quality and safety evaluation, and deflection and satisfaction metrics.

Scope the intents, knowledge sources and escalation to humans. Define quality and safety evaluation, and track deflection and satisfaction.

Design a RAG-Based Enterprise Knowledge Assistant.

Specify sources, permissions, chunking and retrieval design, citation behaviour, evaluation set and monitoring.

Specify sources, permissions, chunking and retrieval design, citation behaviour, the evaluation set and monitoring.

Build an AI Document Intelligence Product.

Extract and validate fields from documents, handle low-confidence cases with review, and measure accuracy and time saved.

Extract and validate fields from documents, route low-confidence cases to human review, and measure accuracy and time saved.

Design an AI Recommendation Engine.

Choose signals and approach, cold-start handling, diversity and fairness, offline and online evaluation, and business metrics.

Choose the signals and approach, handle cold start for new users and items, ensure diversity and fairness, and define offline and online evaluation with business metrics.

Create an AI Customer Complaint Management System.

Classify, route and summarise complaints, set priorities and SLAs, include human review and compliance tracking.

Classify, route and summarise complaints, set priorities and service-level targets, and include human review and compliance tracking.

Build a Multi-Agent Business Automation Workflow.

Define agent roles, tools, permissions, hand-offs, approval points, failure handling and cost limits.

Define agent roles, tools, permissions, hand-offs, approval points, failure handling and cost limits.

Develop an AI Sales Assistant.

Support prospecting, call preparation and follow-up with CRM grounding, guardrails and pipeline-impact metrics.

Support prospecting, call preparation and follow-up with CRM grounding and guardrails. Track pipeline impact, not just usage.

Create an AI-Powered Product Analytics Assistant.

Let users ask data questions in natural language with safe SQL generation, verification and clear lineage of answers.

Let users ask data questions in plain language, generate safe queries, verify results and show where each answer came from.

Summary of terms

Term	Meaning
Build an E-commerce Product Strategy.	Define target shoppers, positioning, growth levers (search, recommendations, checkout) and a prioritised roadmap with metrics.
Design a Fintech Payment Product.	Cover onboarding and KYC, payment flow, fraud and risk controls, compliance, reliability targets and merchant or consumer value.

Build a Product Analytics Dashboard.	Choose a north star and input metrics, define events, build funnel and retention views, and document how each metric drives a decision.
Create a Customer Onboarding Optimisation Plan.	Map the activation journey, find drop-offs from data, propose experiments and set success targets.
Develop an AI Customer Support Assistant.	Scope intents, knowledge sources, escalation to humans, quality and safety evaluation, and deflection and satisfaction metrics.
Design a RAG-Based Enterprise Knowledge Assistant.	Specify sources, permissions, chunking and retrieval design, citation behaviour, evaluation set and monitoring.
Build an AI Document Intelligence Product.	Extract and validate fields from documents, handle low-confidence cases with review, and measure accuracy and time saved.
Design an AI Recommendation Engine.	Choose signals and approach, cold-start handling, diversity and fairness, offline and online evaluation, and business metrics.
Create an AI Customer Complaint Management System.	Classify, route and summarise complaints, set priorities and SLAs, include human review and compliance tracking.
Build a Multi-Agent Business Automation Workflow.	Define agent roles, tools, permissions, hand-offs, approval points, failure handling and cost limits.
Develop an AI Sales Assistant.	Support prospecting, call preparation and follow-up with CRM grounding, guardrails and pipeline-impact metrics.
Create an AI-Powered Product Analytics Assistant.	Let users ask data questions in natural language with safe SQL generation, verification and clear lineage of answers.

Practice exercise: Pick one capstone and complete every item of the deliverable checklist. Present it in ten minutes.

Self-check

1. Explain Build an E-commerce Product Strategy. in two sentences to a non-technical stakeholder, then say what you would measure for it.
2. Explain Build an AI Document Intelligence Product. in two sentences to a non-technical stakeholder, then say what you would measure for it.
3. Explain Create an AI-Powered Product Analytics Assistant. in two sentences to a non-technical stakeholder, then say what you would measure for it.

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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.

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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.

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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.

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
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10LLMs, RAGs, and AI Foundations*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides
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12Agentic AI and AI Systems*Handbook chapter, detailed PDF, handbook and class slides*PDF Detailed PDF Handbook Class Slides

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)

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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