



# 2023 AGILE MiniCON

The Future of AI in Agile

# Product Manager and Product Owner Superpowers with ChatGPT



## Rich Theil

Founder, Product Forge

- 7 Years at P&G
- 12 Years CIO at Crossroads
- 7 years Agile coach (The Noble Foundry)

# Tell me about yourself.

Paying?	Role	Times / Week
<ul style="list-style-type: none"><li>● I Pay</li><li>● Employer Pays</li><li>● No Paid Account</li></ul>	<ul style="list-style-type: none"><li>● Product Owner</li><li>● Product Manager</li><li>● Scrum Master</li><li>● etc</li></ul>	<ul style="list-style-type: none"><li>● 0</li><li>● 1</li><li>● 2</li><li>● 3</li><li>● etc</li></ul>
	<b>Permission</b>	<ul style="list-style-type: none"><li>● Without Permission</li><li>● With Permission</li></ul>

- + New chat
- Today
  - Summarized Title: WebPilot - f
  - StoryBrand Framework Famil
- Yesterday
  - OCR Learning Organization
  - SAFe BAVS Steps
- Previous 7 Days
  - Agile Shift Increases Through
  - Agile Business Implementatio
  - AI-Enhanced Software Giveaw
  - Email Creation
  - Research
  - LinkedIn Posts
  - Marketing
  - ChatGPT for QA Training.
  - Slide Creation Protocol
  - JS/HTML Examples Given.
  - Agility Journey at Pacific
  - Reconstruct as Editable Table
- Previous 30 Days
  - rich.thei@thenoblefou...

GPT-3.5 GPT-4

Our most capable model, great for tasks that require creativity and advanced reasoning.

Available exclusively to Plus users

- Default ✓
- Code Interpreter Beta
- Plugins Beta

ChatGPT PLUS

GPT-4 currently has a cap of 50 messages every 3 hours.

Send a message

ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT July 20 Version](#)

Generative AI changes everything  
about Product roles.

# My Friend Christina



- More on her plate than she can handle
- Struggles to stay out of the day-to-day
- Wants to understand customers more

**Christina can't think strategically because day-to-day demands required to keep teams moving forward occupy all of her time.**

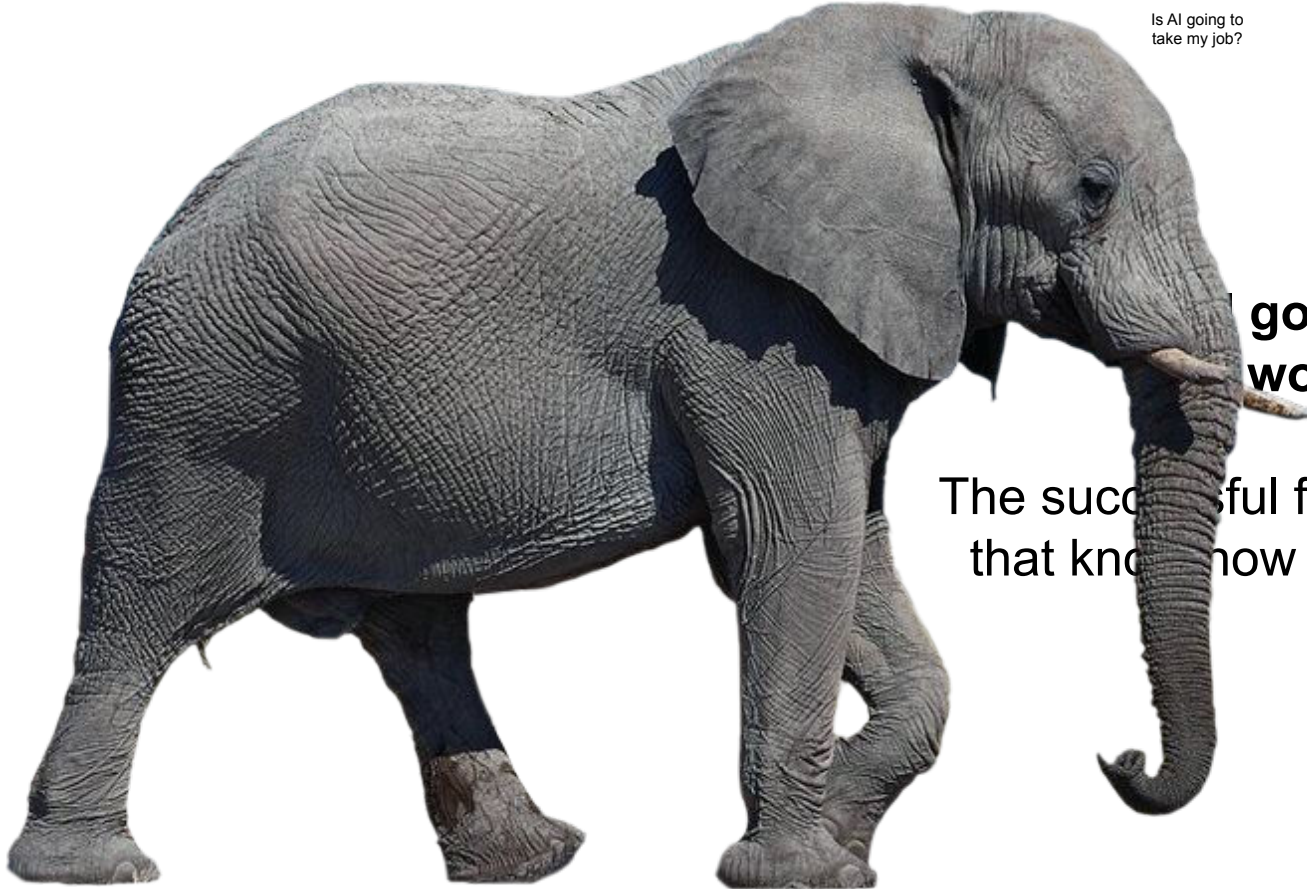
# Christina's Future: Paid to Think



- Reduce time on mundane tasks by 90%
- Focus primarily on Product Strategy
- Most choices based on customer need, not best-guesses

**Christina outsources non-strategic work to GenAI so that she can focus on the needs of her product and customers**





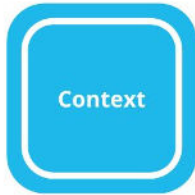
Is AI going to  
take my job?

**AI is going to continue  
working.**

The successful folks will be the ones  
that know how to leverage Gen AI

# Superpower #1: Prompt Engineering

(here's a small start)



Everything your colleague would already know about you and the project if you ran into them in the hallway and had 30 seconds to ask a question.

+



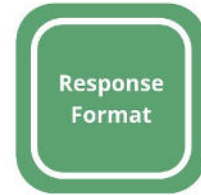
Everything your colleague doesn't yet know about your specific question (if you ran into them in the hallway)

+



Purpose of the ask. What objective are you pursuing? What question are you asking?

+

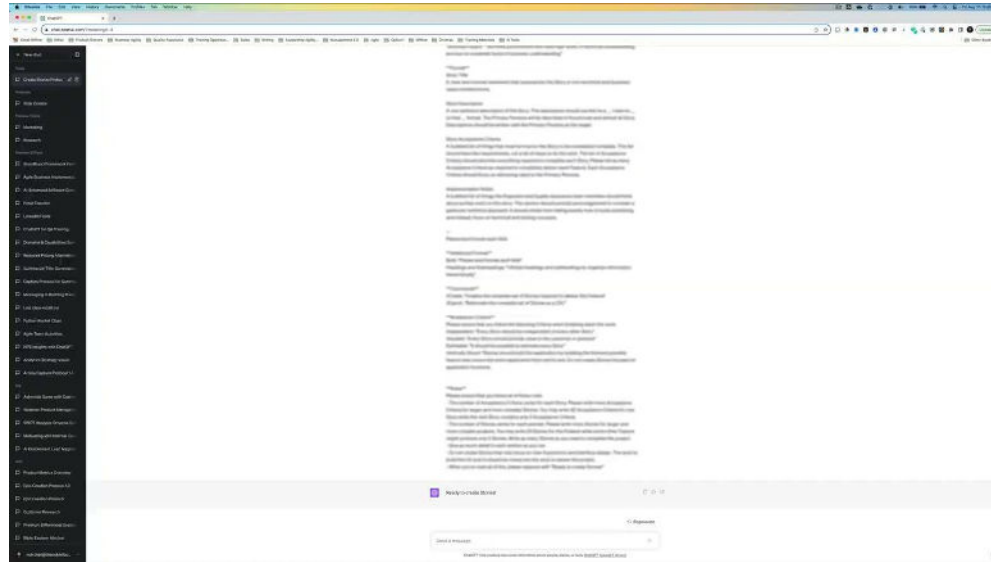


What format, language, style, etc would you like the reply in?

I'm working on a new product. This new product is internally facing to our organization. It's a CRM that replaces an existing CRM. The last CRM replacement went poorly (people didn't like the new system). I'm struggling with the best way to help the organization adopt the change that is coming. I'm concerned they will reject it. Can you please share some change management frameworks to increase the likelihood that people will accept the system. Please provide your answer with bold headings and descriptive paragraphs under each bold heading.

Try it!  
Agile Alliance

# Prompt Engineering for Refinement



# Prompt Engineering for Persona Development

```
SYSTEM: You are an AI assistant designed to help users understand and create personas for product development. Your goal is to provide clear, concise, and actionable information based on the user's input. You should use a friendly and professional tone.

USER: I need help creating a persona for a new mobile app. The app is for fitness tracking. Can you help me define the user's needs and characteristics?

SYSTEM: Sure! To create a persona, we need to understand the user's demographics, interests, and pain points. Let's start with some questions:

1. What is the target age group for the app?
2. What are the primary goals of the app?
3. What are the common challenges or pain points for users in this space?
4. How do you envision the user's experience with the app?

USER: The target age group is 18-35. The primary goals are to track workouts, provide personalized recommendations, and offer social features. The pain points are lack of motivation and time constraints. The user experience should be intuitive and engaging.

SYSTEM: Based on your input, here's a draft persona:

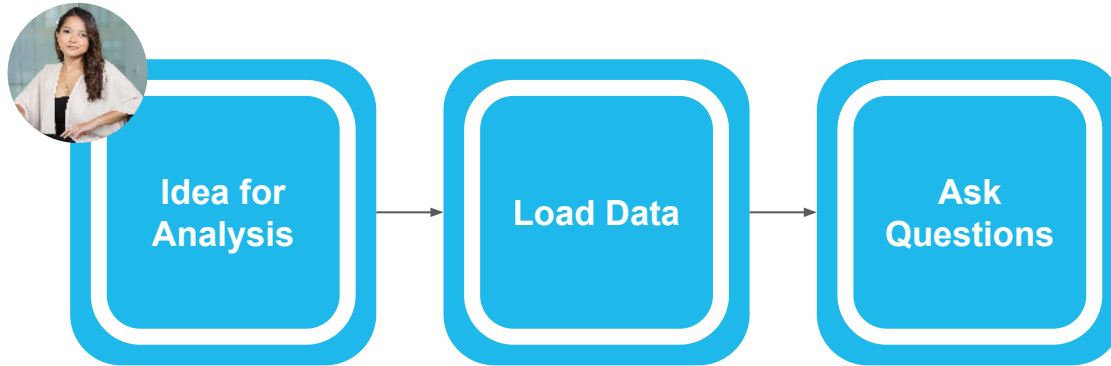
Name: Alex Chen
Age: 28
Gender: Male
Occupation: Software Engineer
Interests: Running, hiking, technology, fitness
Goals: Stay fit, track progress, get motivated, share achievements
Pain Points: Lack of motivation, busy schedule, limited time
Experience: Regularly uses fitness apps, enjoys social features, values personalized recommendations

USER: That's a good start. Can you provide more details on how to tailor the app's features to this persona?

SYSTEM: Absolutely! For Alex, the app should focus on providing personalized workout plans, motivational reminders, and social sharing options. It should also be easy to use and integrate with other fitness-related services.

USER: Thank you for your help. I'll use this persona to guide the development of the app.
```

# Superpower #2: Data Analysis



# Using Your Data Analysis Superpower



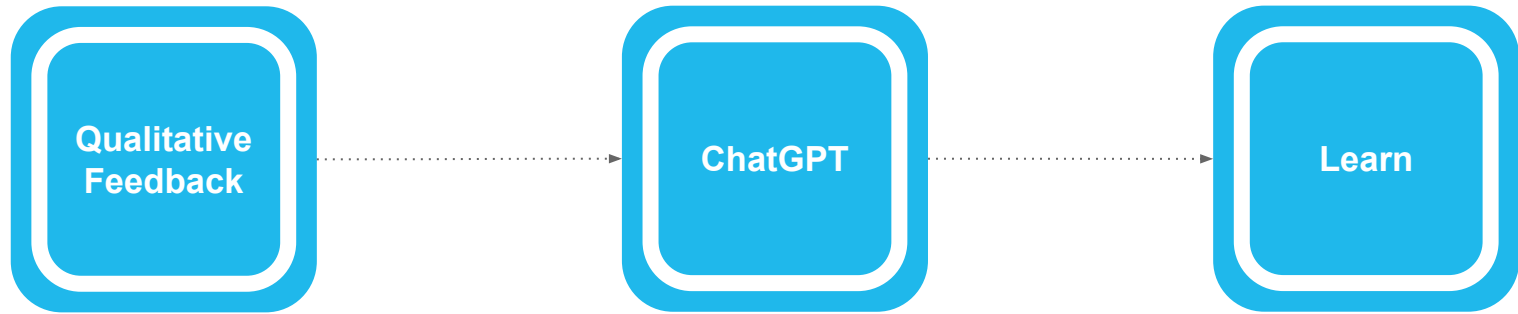
- How frequently are people using it?
- What features get used most?
- Do any usage patterns indicate areas of low adoption?



- Why are people churning?
- What's driving sales?
- What types of customers spend the most on our product?

Try it!

# Superpower #3: Processing Qualitative Feedback



Let's Try It

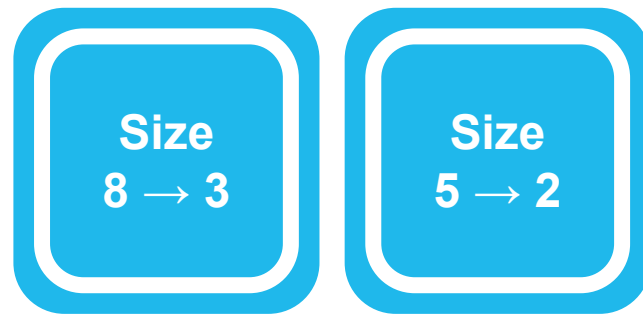
# Superpower #4

## Testing More Ideas



# Superpower #4: Testing More Ideas

Making Software  
Gets Faster



Developers deliver 2.26x more / week\*

Nielsen Norman Group studied 70 developers and included a control group to observe developer productivity – write a web server in JS

<https://www.nngroup.com/articles/ai-programmers-productive/>

I've wanted to create this product for 5 years.



# Superpower #4: Testing More Ideas



3 Days to  
Build It

Run Many  
Tests /  
Year

Increases the Frequency and Breadth of Tests  
Accelerates Innovation

# Superpower #5: Learning



Ask it to explain  
everything you don't  
understand

I'm working with a software development team and they've been using the language "Edge Case" but I don't understand what that means. Can you please explain it to me and provide some examples?

Prompt  
Engineering

Data  
Analysis

Processing  
Qualitative  
Feedback

Testing  
More Ideas

Learning

# Christina's New World

**Christina outsources non-strategic work to GenAI so that she can focus on the needs of her product and customers**



Less time thinking about keeping the backlog full  
More time thinking about delighting customers.

Less time waiting for analysis  
More time on insights and making fast choices.

Less time waiting for that new feature to be done  
More time building and testing innovative ideas.

Less time worrying about losing her job  
More time being the Product Manager she's always wanted to be.

# Refine Epics, Features, and Stories 10x Faster

Make refinement amazing

Sign up to get notified at [ProductForge.AI](https://ProductForge.AI)

# Questions?