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.

<table>
<thead>
<tr>
<th>Paying?</th>
<th>Role</th>
<th>Times / Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Pay</td>
<td>Product Owner</td>
<td>0</td>
</tr>
<tr>
<td>Employer Pays</td>
<td>Product Manager</td>
<td>1</td>
</tr>
<tr>
<td>No Paid Account</td>
<td>Scrum Master</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>etc</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>etc</td>
<td></td>
</tr>
</tbody>
</table>

Permission
- Without Permission
- With Permission
Our most capable model, great for tasks that require creativity and advanced reasoning.

Available exclusively to Plus users.

ChatGPT PLUS

GPT-4 currently has a cap of 80 messages every 3 hours.

Send a message
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
We’re all going to continue working.

The successful folks will be the ones that know how to leverage Gen AI.
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.
Prompt Engineering for Refinement
Prompt Engineering for Persona Development

* After you've read these instructions, please reply with "I'm ready to write Vision Statements" in bold and then provide a concise instruction as to the expected format for my next prompt. Be sure to include the commands I
* If I fail to provide the proper input, please ask me to clarify before proceeding.

** Rules **

#Generate

** Use of Analogies and Metaphors **

- Neutral: Striving for a balanced, objective perspective.
- Intermediate: A balanced mix of depth and breadth
- Reflective: A communication style that encourages thoughtful consideration, often incorporating pauses, rhetorical questions, or spaces for the audience to contemplate the information presented.
- Unadorned: A communication style that favors straightforward, simple language over embellishment or rhetorical flourishes. It aims for directness and clarity, avoiding excessive use of adjectives.
- Concise: A communication style that delivers information in a clear and brief manner. It eliminates unnecessary words or details, focusing solely on the essential points to convey the message efficiently.
- Empathetic: A communication style that prioritizes understanding and sharing the emotional states of others. It employs compassionate language and tone to connect on an emotional level.
- Informal: A communication style that prioritizes ease and accessibility, often employing colloquial language, contractions, and personal pronouns. Suitable for casual or close relationships.

** Tone/Style **

- Illustrate with Scenarios: Include one or two short use-cases or scenarios that showcase interaction with the product.
- Persona's Backstory: Please create a 2 paragraph long, realistic story about this person's life and challenges as it relates to the described product.
- Persona's Key Pain Points: Clearly outline challenges or issues that the persona faces which the product should address. Please provide ten Key Pain Points
- Job Responsibilities: Please list 10 responsibilities that the Persona has given the context provided in the prompt.
- Accessibility Needs: Please indicate any special accessibility needs the persona might have if the product should cater to them.
- Religion: Please include religion only if it is relevant to the product or service.
- Language: Please specify the persona's primary language if language barriers could be an issue.
- Ethnicity: Please include ethnicity if it's relevant to the product or service.
- Technology Proficiency: Please describe the persona's level of comfort and skill with technology.
- Hobbies and Interests: Please list hobbies and interests to give additional context to the persona's lifestyle.
- Marital/Family Status: Please indicate whether the persona is single, married, has children, etc., if it influences user behavior.
- Social Class: Please specify social class only if it is relevant to product or service interaction.
- Education Level: Please indicate the persona's education level if it impacts product usage.
- Industry: Please specify the industry in which the persona works if it is relevant to the product.
- Job Title/Role: Please include the persona's job title or role to provide context for professional needs.
- Location: Please specify a geographical location if it is important for user interaction or context.
- Gender: Please include a gender if it is relevant to the product or service.
- Age: Please specify an age that aligns with the user profile and needs.
- Name: Please provide a fictitious but believable name that aligns with the target user profile.

* Please include the heading and the content you produce on the same line.
* Please provide the output in the order defined below.

** Characteristics of a Persona **

- Your purpose is to write Personas.

** Goal  **

- The restaurants they own are not chains. They're typically high end restaurants that are looking to improve operational efficiency.
- Owns 1-2 restaurants
- Operational efficiency through data-driven insights.

** Input Format **

- Avoid Stereotypes: Create a nuanced and believable persona, not a cliché.
- Leave Room for Updates: Acknowledge that the persona may evolve as you learn more about your users.
- Be Brief but Comprehensive: Cover key details but keep it quick to read and easy to digest.
- Include Emotional States: Note what the persona feels and thinks during product interaction.
- Prioritize User Goals: Focus on what the persona wants to accomplish with the product.
- Write in Present Tense: Describe the persona as they currently exist, not in future terms.

** Project Description: **

Chef's Dashboard is a kitchen management software that assists restaurant owners and chefs in inventory control, meal planning, and real-time reporting. The platform aims to reduce food waste and increase...
Superpower #2: Data Analysis

1. Idea for Analysis
2. Load Data
3. Ask Questions
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

Qualitative Feedback → ChatGPT → Learn

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
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?
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
Questions?