



Future-Oriented Training and Consulting

AI PRODUCT MANAGEMENT PROGRAM

AI Product Management

from Concept to Launch

Building the skills to lead AI product development from concept through launch.

Proven Product Frameworks Structured frameworks for discovery, prioritization, and roadmapping.	Executive Discussions Case studies, simulations, and executive discussions from real product teams.
Hands-On Product Tools Direct exposure to AI product management tools and methods.	Practical Product Roadmap A roadmap balancing feasibility, user needs, and business value.

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Program Overview

This program builds the skills to lead AI product development from concept through launch.

Through case studies, executive discussions, simulations, and hands-on exposure to AI product management tools, participants will develop a practical product roadmap that balances technical feasibility, user needs, and business value.

Program Objectives

- **Lead AI Product Development:** Guide an AI product from concept through launch.
- **Assess Technical Feasibility:** Judge what is buildable with available data and models.
- **Ground Decisions in User Needs:** Discover and validate the problems worth solving.
- **Quantify Business Value:** Build the case and metrics behind each product bet.
- **Build a Practical Roadmap:** Sequence releases that balance value, risk, and effort.
- **Launch and Iterate with Confidence:** Ship, measure, and improve AI products over time.

Target Audience

This program is designed for professionals leading AI product development, including:

- **Product Managers & Product Owners** leading AI features from concept to launch.
- **Heads of Product & Product Directors** setting AI product strategy and priorities.
- **Engineering & Data Science Leads** partnering with product on AI delivery.
- **Designers & UX Researchers** shaping AI-driven user experiences.
- **Analytics & Growth Professionals** measuring and improving product performance.
- **Digital Transformation Leaders** embedding AI products into the organization.
- **Founders & Startup Product Leaders** launching AI-first products to market.

Program Impact

Participants will leave this program with stronger product judgment and a practical product roadmap. Graduates will return to their organizations ready to lead AI product development from concept through launch, balancing technical feasibility, user needs, and business value.

Program Outline

MODULE 1: Foundations of AI Product Management

- What AI can and cannot do in a product context
- How AI products differ from traditional software
- The AI product lifecycle from concept to launch
- The product manager's role on an AI team
- Common pitfalls in AI product development

MODULE 2: Discovery, User Needs, and Prioritization

- Framing user problems worth solving with AI
- Research and validation methods for AI features
- Prioritizing use cases by value and effort
- Hands-on exposure to AI product management tools
- Building the business case for an AI product

MODULE 3: Technical Feasibility and Product Design

- Data readiness, model options, and constraints
- Designing for uncertainty, errors, and trust
- Writing requirements for data and model teams
- Prototyping and testing AI experiences

MODULE 4: Building the Product Roadmap

- Balancing feasibility, user needs, and business value
- Sequencing releases and managing dependencies
- Defining success metrics and quality thresholds
- Aligning stakeholders behind the roadmap
- Building a practical AI product roadmap

MODULE 5: Launch, Measurement, and Iteration

- Launch readiness and staged rollout decisions
- Monitoring quality, drift, and user feedback
- Governance, ethics, and responsible AI practice
- Sustaining AI product practice beyond the program