



# The Product Owner's AI Start Checklist

All the first steps you need to know to start your AI journey in product management.

Mehdi Hoseini (PST)



AI Scrum 2026  
Kickstart



# Checklist Categories

Evaluate your AI awareness within two checklist categories to understand where you should invest.



Checklist 1:  
AI  
Fundamentals

Checklist 2:  
AI in Product  
Management



## Checklist 1

# AI Fundamentals

# Checklist 1: AI Fundamentals

Give each aspect a score out of 10 to evaluate your AI Fundamentals awareness.

		<div>0</div> Zero Awareness	Highly Aware	<div>10</div>								
Row	Aspect	Level of Awareness										
1	Basics of AI	<div>0</div>	<div>1</div>	<div>2</div>	<div>3</div>	<div>4</div>	<div>5</div>	<div>6</div>	<div>7</div>	<div>8</div>	<div>9</div>	<div>10</div>
2	AI Tools for Various Product Management Use Cases	<div>0</div>	<div>1</div>	<div>2</div>	<div>3</div>	<div>4</div>	<div>5</div>	<div>6</div>	<div>7</div>	<div>8</div>	<div>9</div>	<div>10</div>
3	AI Fluency Framework	<div>0</div>	<div>1</div>	<div>2</div>	<div>3</div>	<div>4</div>	<div>5</div>	<div>6</div>	<div>7</div>	<div>8</div>	<div>9</div>	<div>10</div>
4	Ethical & Responsible AI + Security	<div>0</div>	<div>1</div>	<div>2</div>	<div>3</div>	<div>4</div>	<div>5</div>	<div>6</div>	<div>7</div>	<div>8</div>	<div>9</div>	<div>10</div>
5	AI Laws and Regulatory Approaches	<div>0</div>	<div>1</div>	<div>2</div>	<div>3</div>	<div>4</div>	<div>5</div>	<div>6</div>	<div>7</div>	<div>8</div>	<div>9</div>	<div>10</div>

Learn about the first 3 aspects in the following pages.

Basics of AI

AI Tools for  
Various  
Product  
Management  
Use Cases

AI Fluency  
Framework



# Basics of AI

Here are 20 key basic terms of AI that you should know:

## 1 AI (Artificial Intelligence)

A technology that enables computers to simulate human intelligence and problem-solving capabilities.

## 2 Generative AI

Generative AI refers to artificial intelligence models that can create new content, such as text, images, audio, or video. Examples are ChatGPT or DeepSeek.

## 3 ANI (Artificial Narrow Intelligence)

A type of AI designed to perform a single specific task. Examples are self-driving cars or defect detection in a factory line.

## 4 AGI (Artificial General Intelligence)

The futuristic potential form of AI that can perform any intellectual task a human can. We are not there yet.

## 5 Agentic AI

AI systems designed to autonomously make decisions, plan, and execute tasks to achieve goals with minimal human intervention.

## 6 AI Model

An AI system that has been trained on a dataset to recognize patterns, make predictions, or generate new content. Examples are GPT-4 model by OpenAI or Gemini 1.5 Flash model by Google.

## 7 Algorithm

A set of rules or instructions designed to enable machines to learn from data, make decisions, or perform tasks.

## 8 LLM (Large Language Model)

A type of AI trained on vast amounts of text data to understand and generate human-like language.

## 9 Multimodal

Models that can process and generate multiple types of data, like text, images, audio, and video. An example is Gemini 1.5 by Google that can process and generate text, images, audio, video, and code.

## 10 ML (Machine Learning)

A subset of AI that enables systems to learn from data, identify patterns and make decisions or predictions.

# Basics of AI

Here are 20 key basic terms of AI that you should know:

## 11 DL (Deep Learning)

A subset of machine learning that uses multi-layered neural networks to learn complex patterns and create highly accurate outputs.

## 12 Prompt

A text input given to an AI model to guide its response or generate desired output.  
Example: Write an email to stakeholders, inform them of the scope and goal of the Sprint, and invite them to the upcoming Sprint Review.

## 13 Prompt Engineering

The process of designing effective prompts to generate better and desired responses.

## 14 Supervised Learning

A model training approach to learn from paired input-output labeled data to predict outputs for new, unseen inputs.

## 15 Unsupervised Learning

A model training approach where a model discovers patterns and structures within unlabeled data.

## 16 Reinforcement Learning

A model training approach where a model learns to optimize decisions based on receiving rewards and penalties for actions. An example is when computers learn to play chess.

## 17 Diffusion Model

A generative AI technique that learns by iteratively adding noise to data and then denoise it to create new outputs like images. An example is that most AI images are generated by Diffusion Models.

## 18 RAG (Retrieval-Augmented Generation)

An AI technique that enhances large language models by retrieving information from external sources to generate more accurate and context-aware responses.

## 19 Fine-tuning

The further training of a pre-trained AI model on a smaller, domain-specific (like medical or legal domains) dataset to enhance its performance for a particular domain.

## 20 Token

The fundamental unit of text that an AI model processes, which can be a word, part of a word, or even a single character.



# AI Tools for Various Product Management Use Cases

This is a complete suite of an AI toolbox for Product Pros

Category	AI Tools	Use Case
AI-facilitators of meetings	<ul style="list-style-type: none"><li>• Fireflies.ai <a href="#">🔗</a></li><li>• Otter.ai <a href="#">🔗</a></li><li>• Tactiq <a href="#">🔗</a></li><li>• Fathom <a href="#">🔗</a></li></ul>	<ul style="list-style-type: none"><li>• Using them as a meeting assistant in your meetings with stakeholders and customers</li><li>• Collecting and managing feedback in the Sprint Review</li><li>• Creating a list of stakeholders' ideas in the Sprint Review for the Product Backlog</li><li>• Transcribing meetings and taking notes with AI</li><li>• Generating a summary of the meetings</li><li>• Searching the content of the meetings</li><li>• Interacting with your meeting recording for instant answers and insight</li><li>• Crafting follow-up emails</li></ul>
AI-generated sketch and prototype	<ul style="list-style-type: none"><li>• Bolt.new <a href="#">🔗</a></li><li>• Uizard <a href="#">🔗</a></li><li>• Visily <a href="#">🔗</a></li><li>• V0.dev <a href="#">🔗</a></li></ul>	<ul style="list-style-type: none"><li>• Showing ideas visually to stakeholders</li><li>• Creating prototypes for better understanding in Product Backlog Refinement</li><li>• Creating a Product Box</li><li>• Creating a visual elevator pitch</li><li>• Getting feedback from stakeholders based on a visual design</li><li>• Tweaking better innovation and making synergy in product design</li><li>• Creating prototypes to extract Acceptance Criteria and test scenarios</li><li>• Visual storytelling</li></ul>
AI-generated video	<ul style="list-style-type: none"><li>• Synthesia <a href="#">🔗</a></li><li>• HeyGen <a href="#">🔗</a></li><li>• DeepBrain AI <a href="#">🔗</a></li><li>• Colossyan <a href="#">🔗</a></li></ul>	<ul style="list-style-type: none"><li>• Creating a compelling Product Goal / Product Vision video</li><li>• Creating a compelling elevator pitch for stakeholders and investors</li><li>• Creating studio-quality videos with your own AI avatars and voiceovers</li><li>• Creating a video with your own avatar to announce a new release</li><li>• Explaining how your product works</li><li>• Making a welcome video for meetings &amp; events</li><li>• Making a video for the Sprint Planning summary</li><li>• Sprint Review kickoff video</li><li>• Making onboarding video for new users</li></ul>

# AI Tools for Various Product Management Use Cases

This is a complete suite of an AI toolbox for Product Pros

Category	AI Tools	Use Case
AI-generated presentation	<ul style="list-style-type: none"><li>• Gamma.app <a href="#">↗</a></li><li>• Decktopus AI <a href="#">↗</a></li><li>• Canva Magic Design <a href="#">↗</a></li></ul>	<ul style="list-style-type: none"><li>• Creating stunning report of market research and product discovery</li><li>• Sharing the EBM metrics trends</li><li>• Building burndown, burnup charts for the Product Backlog or any specific release</li><li>• Creating roadmaps and strategic plans</li><li>• Informing your stakeholders about the result of the Sprint Planning</li><li>• Communicating the progress of the product development</li><li>• Creating a compelling elevator pitch for stakeholders and investors</li></ul>
AI-generated audio	<ul style="list-style-type: none"><li>• NotebookLM <a href="#">↗</a></li><li>• ElevenLabs <a href="#">↗</a></li><li>• Play.ht <a href="#">↗</a></li></ul>	<ul style="list-style-type: none"><li>• Converting a potential customer profile into a podcast</li><li>• Communicating the Product Goal / Product Vision through a podcast format</li><li>• Storytelling of your product through voice</li><li>• Creating a voice message to inform your stakeholders about the result of the Sprint Planning</li><li>• Creating a podcast for the summary of the Sprint Review</li><li>• Creating a voice message with multiple languages for diverse and globally distributed stakeholders</li><li>• Converting Sprint outcomes into short audio updates for stakeholders</li></ul>
Shared	<ul style="list-style-type: none"><li>• ChatGPT <a href="#">↗</a></li><li>• Google Gemini <a href="#">↗</a></li><li>• DeepSeek <a href="#">↗</a></li><li>• Grok <a href="#">↗</a></li></ul>	<ul style="list-style-type: none"><li>• Creating user personas</li><li>• Doing market research and product discovery through the deep search capability of LLMs</li><li>• Writing user stories and requirement documents</li><li>• Writing acceptance criteria</li><li>• Generating new ideas and thoughts for the product</li><li>• Asking for the guide for things that Product Owners don't know</li><li>• Developing Product Goal / Product Vision</li><li>• Adding more details to PBIs in the Product Backlog Refinement</li><li>• Creating the Product roadmap and strategic plan</li><li>• Creating release plans</li><li>• Converting pictures of hand-written post-its into digital text</li><li>• Converting the voice of sales calls to text</li><li>• Generating improvement items based on the metrics</li><li>• Preparing agendas or discussion points for a meeting</li><li>• Summarizing text, generating scripts, generating email text, converting text into bullets...</li></ul>



# AI Tools for Various Product Management Use Cases

This is a complete suite of an AI toolbox for Product Pros

Category	AI Tools	Use Case
Others	<ul style="list-style-type: none"><li>• Miro AI <a href="#">↗</a></li><li>• Productboard <a href="#">↗</a></li><li>• Zeda.io <a href="#">↗</a></li></ul>	<p><b>Miro AI:</b></p> <ul style="list-style-type: none"><li>• Brainstorming ideas and refinement</li><li>• Generating user stories and ordering them</li><li>• Writing acceptance criteria for user stories</li><li>• Creating Product brief documents</li></ul> <p><b>Productboard:</b></p> <ul style="list-style-type: none"><li>• Collecting feedback from multiple channels</li><li>• AI groups related feedback and recommends features to prioritize</li><li>• Keeping your roadmap connected to real user needs</li></ul> <p><b>Zeda.io:</b></p> <ul style="list-style-type: none"><li>• AI assists in backlog refinement and feature prioritization</li><li>• Automates insights from user feedback, support tickets, and surveys</li><li>• Helps generate PRDs (Product Requirement Documents) with AI</li></ul>



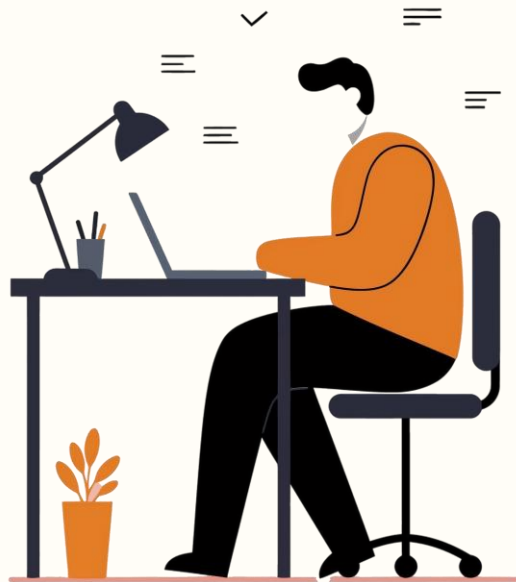
*“Hooray! Now, whenever my organization is searching for an AI tool, I can introduce one to prove my AI awareness and shine.*

*What a wonderful feeling!”*

# AI Fluency Framework\*

An AI-aware Product Owner leverages AI within the boundary of the 4D AI fluency framework to ensure their interactions with AI are effective, efficient, ethical and safe.

This framework has four aspects:



\* Developed by Anthropic

## 1 Delegation

Setting goals and deciding whether, when and how to engage with AI.

## 2 Description

Effectively describing goals to prompt useful AI behaviors and outputs.

## 3 Discernment

Accurately assessing the usefulness of AI outputs and behaviours.

## 4 Diligence

Taking responsibility for what we do with AI and how we do it.





## Checklist 2

# AI in Product Management

# Checklist 2: AI in Product Management

Give each aspect a score out of 10 to evaluate your AI awareness in Product Management.

0 Zero Awareness Highly Aware 10

Row	Aspect - I am aware how to use AI for:	Level of Awareness										
1	Testing Product Ideas & Experimentation	0	1	2	3	4	5	6	7	8	9	10
2	Orchestrating Repetitive Tasks with AI Agents	0	1	2	3	4	5	6	7	8	9	10
3	Creating Product Vision (Product Goal)	0	1	2	3	4	5	6	7	8	9	10
4	Product Backlog Management	0	1	2	3	4	5	6	7	8	9	10
5	Communicating Product Messages Powerfully	0	1	2	3	4	5	6	7	8	9	10
6	Presenting Product Initiatives (Ideas, Increments, ...)	0	1	2	3	4	5	6	7	8	9	10
7	Feature Specs Handover to Developers	0	1	2	3	4	5	6	7	8	9	10
8	Rapid Prototyping	0	1	2	3	4	5	6	7	8	9	10
9	Writing Acceptance Criteria	0	1	2	3	4	5	6	7	8	9	10
10	Creating User Persona	0	1	2	3	4	5	6	7	8	9	10
11	Market Research & Product Discovery	0	1	2	3	4	5	6	7	8	9	10
12	Strategic Roadmapping	0	1	2	3	4	5	6	7	8	9	10
13	Release Planning & Writing Release Notes	0	1	2	3	4	5	6	7	8	9	10

Continue →



# Checklist 2: AI in Product Management

Give each aspect a score out of 10 to evaluate your AI awareness in Product Management.

0 Zero Awareness Highly Aware 10

Row	Aspect - I am aware how to use AI for:	Level of Awareness										
14	Facilitating Product-related Meetings	0	1	2	3	4	5	6	7	8	9	10
15	Stakeholder Management	0	1	2	3	4	5	6	7	8	9	10
16	Customer Understanding	0	1	2	3	4	5	6	7	8	9	10
17	Feedback Management	0	1	2	3	4	5	6	7	8	9	10
18	Designing & Tracking Product Metrics	0	1	2	3	4	5	6	7	8	9	10
19	Product Data Analysis & Insights	0	1	2	3	4	5	6	7	8	9	10
20	Storytelling	0	1	2	3	4	5	6	7	8	9	10

Learn about the first 3 aspects in the following pages.

Testing  
Product Ideas  
&  
Experimentation

Orchestrating  
Repetitive  
Tasks with AI  
Agents

Creating  
Product  
Vision

# Testing Product Ideas & Experimentation

Imagine a big Italian pizza restaurant orders your team to build a new website to sell pizza online.

Instead of having hours of conversation, you can use AI to rapidly create a visualization of what you have in mind to get feedback from your customer. Once you are on the same page, then you can ask developers to implement it.



An AI tool to help non-designers rapidly turn product ideas into polished visual designs.  
You can use Visily AI for:

- ✓ Brainstorming
- ✓ Wireframing
- ✓ Mockup creation
- ✓ Prototyping

## Prompt for the pizza restaurant:

Create a website for an Italian restaurant that just cooks original pizza with a homepage, menu, reservation form, and contact. Use a modern olive green color palette.

*See the result in the next page ->*





# We Cook Authentic Pizza

Savor the flavors of Italy with our handcrafted pizzas, baked fresh in our wood-fired oven. Each pizza is a masterpiece of tradition and taste.

## Classic Creations

Timeless recipes, perfected over generations. Simple, authentic, and utterly delicious.



### Margherita

San Marzano tomatoes, fresh mozzarella, basil, olive oil.

**\$14.00**

[Customize](#)[Add to Cart](#)

### Pepperoni Passion

Spicy pepperoni, mozzarella, rich tomato sauce.

**\$16.50**

[Customize](#)[Add to Cart](#)

### Quattro Formaggi

Mozzarella, gorgonzola, parmesan, and provolone.

**\$17.00**

[Customize](#)[Add to Cart](#)

# Orchestrating Repetitive Tasks with AI Agents

AI Agent is an autonomous software system that uses artificial intelligence to perceive its environment, make decisions, and take action to achieve a specific goal without constant human intervention.

Imagine you receive dozens of customer support tickets each day. Your email provider is Outlook. Customers may sometimes request new features. Now, you want to set up an AI Agent to monitor incoming emails. If it discovers a new feature, add it to your Product Backlog, which is in Trello.

We call this AI Agent: User Story Collector. It can free up a lot of your time to use it for strategic work.

## AI Agent: User Story Collector



Support Emails



Brain



Updating the Product Backlog on Trello

# Orchestrating Repetitive Tasks with AI Agents

For building AI Agents, you can use Make.com, which is an amazing AI tool for automating your repetitive tasks.

I already recorded a video about building this AI Agent. Click the button to watch it.



Watch



# Creating Product Vision

Product Vision provides a shared, guiding "North Star" for the entire organization. It concentrates all teams' energy into one single direction.

To create a compelling Product Vision, use the 3x3 framework, guiding you to think of the various aspects of your product.



## 3x3 Framework

### Status quo

Brief and objective description of the current conditions in the marketplace. A commonly known problem, pattern, or insight in the industry or marketplace.

### Observations

1-3 real and objectively noticeable observations from the market, industry, or customers.

### Story

Share a brief but lively story about customers, users, competitors, or other products, to make your story come alive. People love a good story.

### Insight

A key insight you have obtained, based on the status quo, observations made, and the story shared. What is the one thing people need to remember?

### Opportunity

Apparently, there is an opportunity in the market. What is the opportunity? And how will you seize it?

### Analogy

An analogy or metaphor to your idea. If an idea has worked somewhere in the (recent) past, it might just as well work somewhere else...

### Solution

Brief description of the solution that you're offering. Keep it short though, people care more about the other parts of the story.

### Advantages

What are the 1-3 key benefits of your solution? What are some core value elements to be delivered? What makes your product so awesome?

### Ethos

How does your product ultimately make the world a better place? What is the ultimate value delivered?

# Creating Product Vision

See how I created a compelling Product Vision video for a double-sided learning platform named “MetaLearn”.



## Process of creating a Product Vision video with AI

**Step 1:** Create the main concept of your Product Vision with the 3X3 framework.

**Step 2:** Ask an LLM tool (like Google Gemini) to create a scenario script for your vision video.

**Step 3:** Create a video for each scene of your vision (5-10 seconds) with an AI-generating video tool like Freepik.

**Step 4:** Give the narrator text to an AI-generating audio tool like ElevenLabs, choose a good voice, and download the result.

**Step 5:** Adding all these materials to a video editing tool like Camtasia to mix them and create the final result.



Watch



## Start 2026 Powerfully



## Professional Scrum Product Owner™ – AI Essentials

Now, it is decision time. If you want to go further and become a true AI-aware Product Pro, join my upcoming Scrum.org official PSPO-AI Essentials class.

[Enroll Now](#)