

AI for Product Discovery and Strategy

Make smarter product decisions with AI-driven insight

AI for Product Discovery and Strategy teaches product professionals how to use AI to uncover customer needs, analyze data, validate ideas, and inform product direction. Learners gain strategic and practical experience applying AI across all stages of discovery.



On-Demand or Live Instruction

Duration:
3+ hours

Credential:
Microcredential

Languages:
English



Who it's for

- Product managers, product owners and strategists
- Scrum masters supporting discovery practices
- UX researchers and designers
- Leaders driving product innovation
- Anyone working with customer data or product opportunity analysis



Why it matters for enterprises

- Increase discovery speed and depth with AI-assisted research
- Improve accuracy in strategic planning and product direction
- Empower teams with consistent, scalable AI-supported frameworks
- Strengthen data-driven decision-making across departments
- Support more customer-centric product development



Key learning outcomes

- Apply AI-powered analysis to uncover insights from customer feedback and market data
- Use AI tools to accelerate research, prioritization, and forecasting with AI-supported frameworks
- Strengthen product planning, prioritization, and forecasting with AI-supported frameworks
- Transform unstructured information into actionable insights
- Use reusable prompts, templates, and models for discovery and strategy workflows
- Earn a microcredential demonstrating AI-supported discovery and strategic decision-making skills

Course modules

1. AI for Product Strategy
2. AI-Powered Product Planning

3. Customer Insights with AI

"Finding the right course through Scrum Alliance was a breeze. The course itself had the right content and depth."

— Scrum Alliance member

Interested in this course?
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