

How ChatGPT can support Product Owners?

Regional Scrum Gathering Belgrade
28 & 29 October 2024

Leandro Bodo
leandro.bodo@brillroad.com





What is your experience in Product Management & using ChatGPT?

Instructions

1. Add your name to a sticky note
2. Add a sticky note to the experience matrix on the flip chart



What is/are your expectation (s) for this session?

Instructions

1. Write down your expectation(s) and add the sticky note(s) to the flip chart
2. Please add only “one” expectation per sticky note

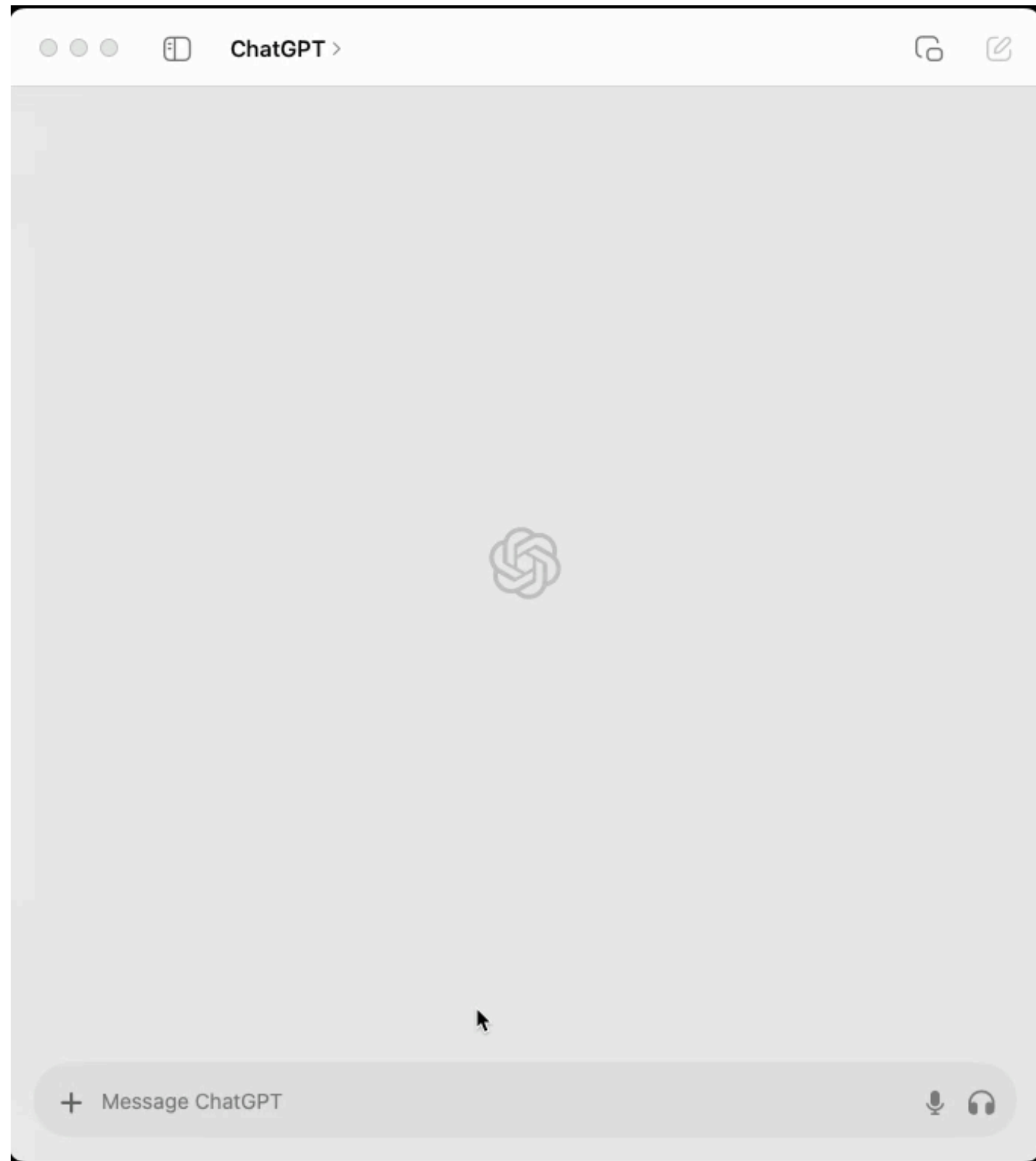
Session Objectives

- Increase awareness
- Foment curiosity
- Share learnings

ChatGPT

Quick intro

Introduction to ChatGPT



Introduction to ChatGPT

- AI-powered language model developed by OpenAI that **generates human-like** text based on the **prompts** or questions it receives
- It assists with tasks like answering questions, generating content, and providing insights by **understanding** and **processing natural language**

Groups & Check-in



Group 1



Group 2



Group 3



Group 4

CHECK IN (in your group)

- Your name
- Your role
- Your country
- Share one highlight of the event for you so far

What to do?

Pick a topic | Dot voting

What to do?

Pick a topic (Dot voting)

1. Identify potential users / customers
2. Find who the competitors are
3. Create product backlog items (user stories & ACs)

Comparison

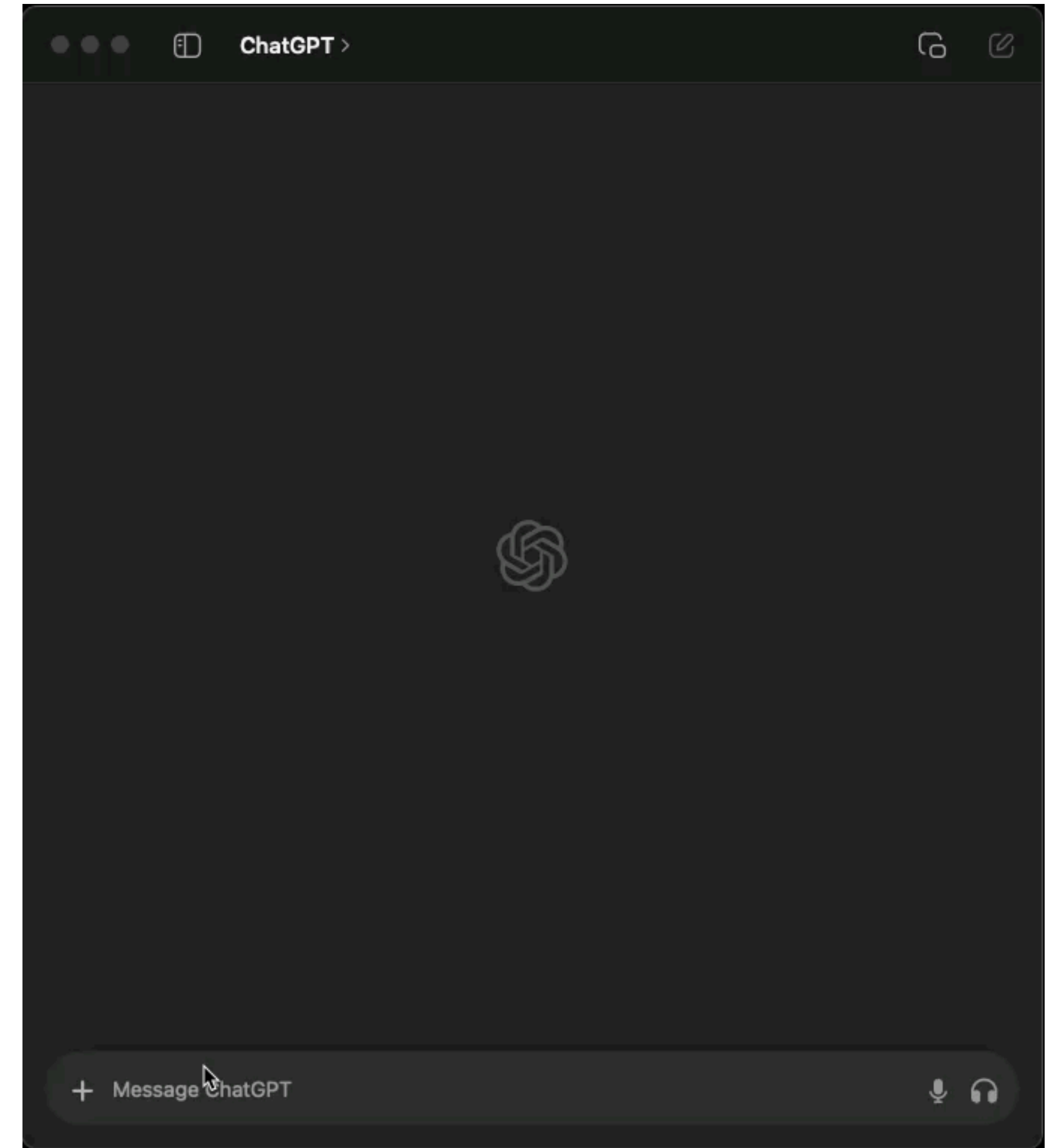
Without

vs

With ChatGPT

How to use it?

Scenario: I need to send an email to my students asking for feedback about my last class



Suggested Framework / Template...

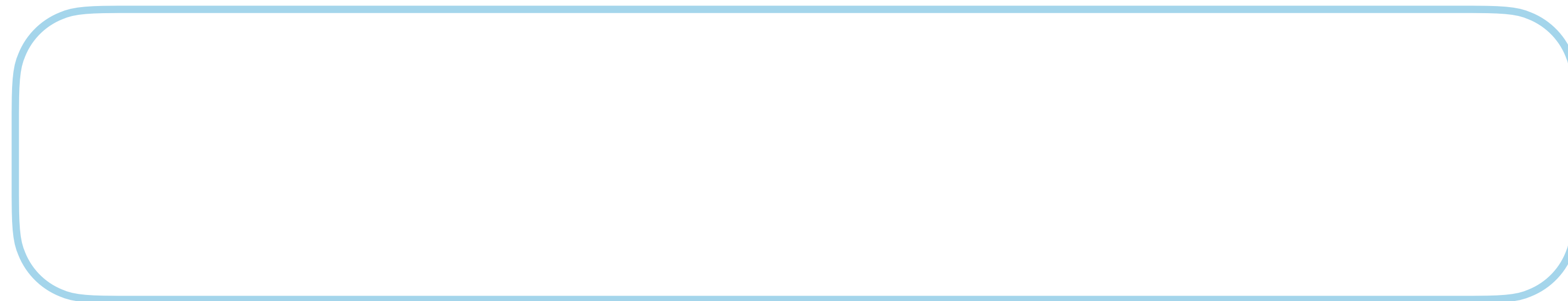
Context / Goal

A large, empty rounded rectangular box with a dark blue border, intended for writing the context or goal of the task.

Task

A large, empty rounded rectangular box with an orange border, intended for writing the specific task to be completed.

Format / output

A large, empty rounded rectangular box with a light blue border, intended for writing the format or output of the task.

How to use it?

Scenario: I need to send an email to my students asking for feedback about my last class

Context /
Goal

Imagine you are a Scrum Trainer and you've just finished your online course about 'How to create better User Stories'. Your goal is to identify opportunities for improving the course but you are also keen to find out about the positive feedback to update the testimonials on your website.

Task

Create an email to be sent to my students asking for feedback about this course: 'How to create better User Stories'. I am okay with some opened questions, but I am more specifically looking for some insights in my new class about 'user stories best practices'

Format /
output

I'd like a succinct email with four paragraphs max and no more than 3 questions; The email should be written in English UK and in Brazilian Portuguese, using informal language, as I know my students very well

How to use it?

Scenario: I need to send an email to my students asking for feedback about my last class

Subject: Your Feedback on the User Stories Class

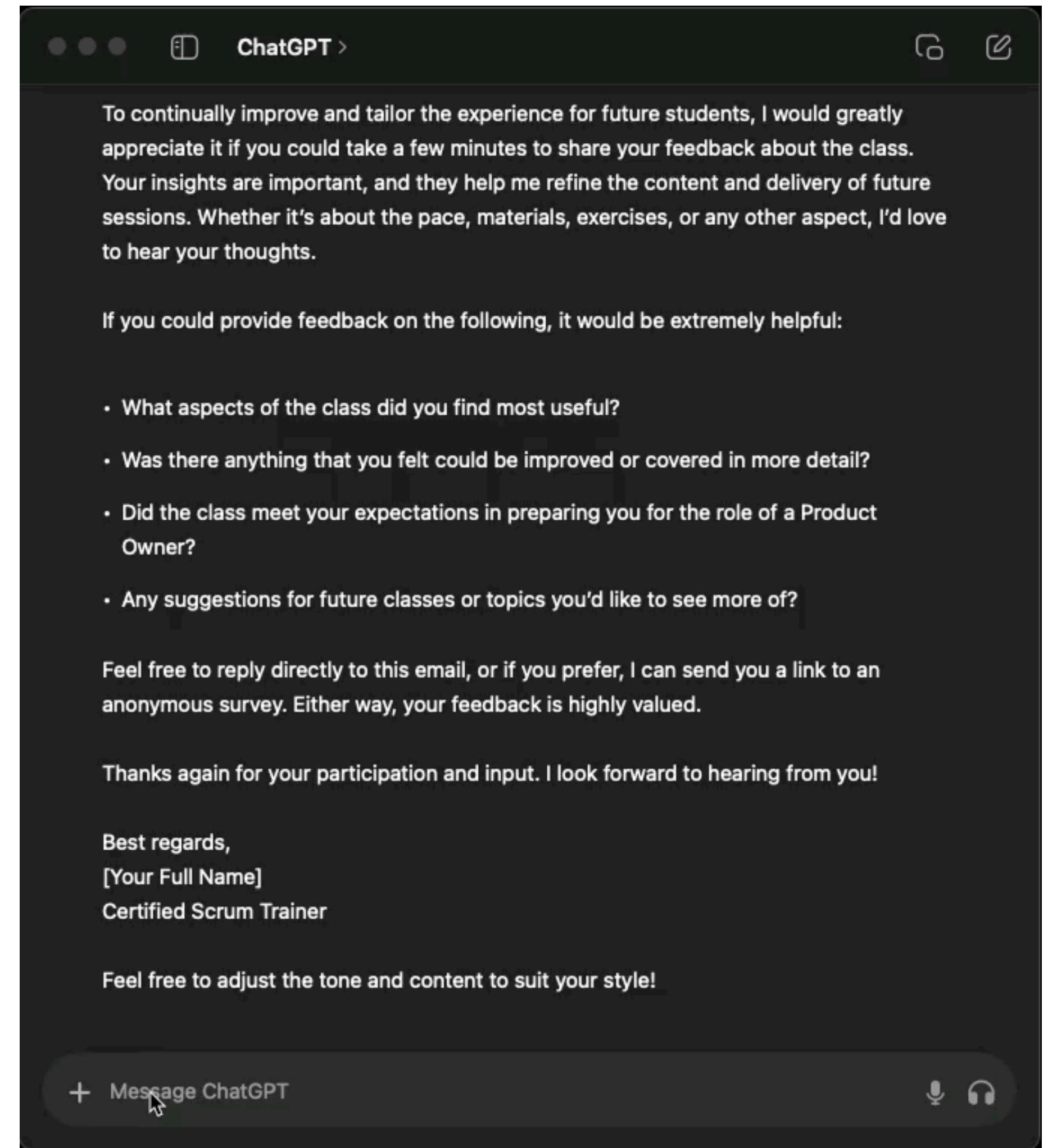
Hi [Student's First Name],

I hope you're doing well! Thanks again for joining the "How to Create Better User Stories" course. I'd love to get your thoughts on how the session went.

Could you please share what you found most valuable, and if there's anything I could improve? I'm particularly curious about your take on the best practices section - was it clear and helpful? Your feedback will also help me refine the course and update the testimonials on my website.

Feel free to be open and honest; your insights are really appreciated!

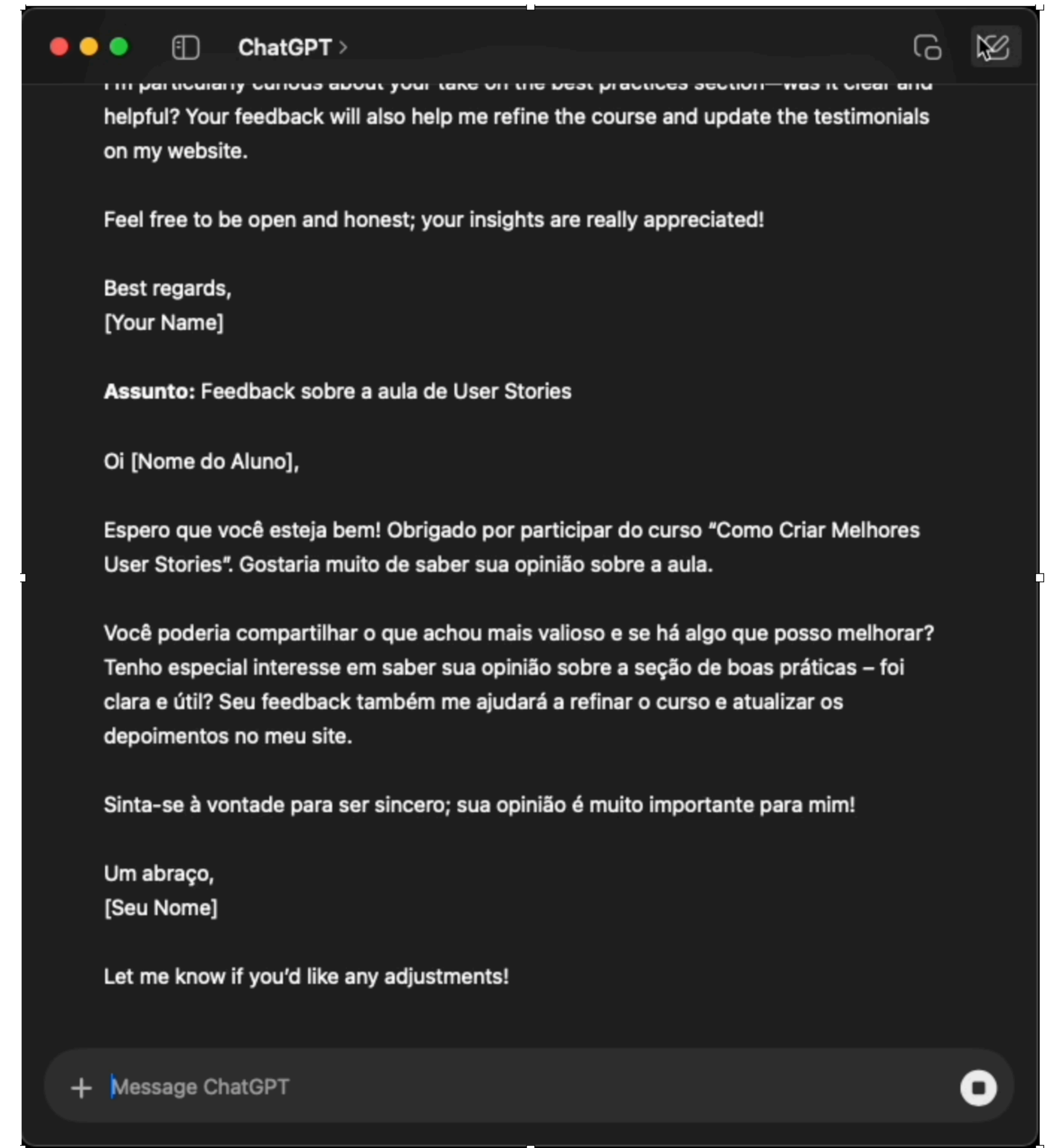
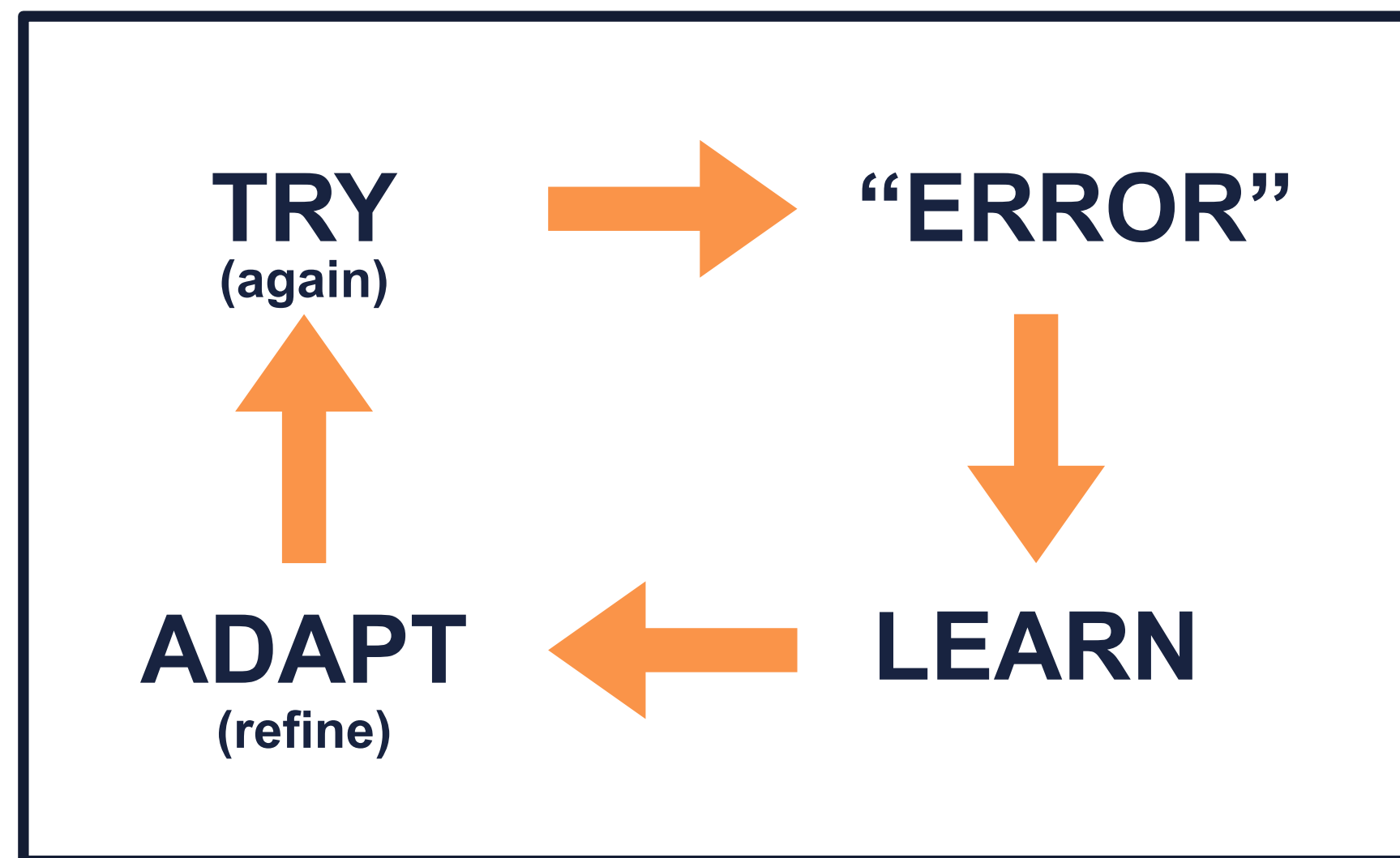
Best regards,



How to use it?

Scenario: I need to send an email to my students asking for feedback about my last class

Inspect & Adapt



Before we start...

- Do **NOT** enter any sensitive information
- Free plan has some limitations
- Add a sticky note for any “Benefit” or “Risk” you discover
- Download ChatGPT for free using the QR code below (at least 1 per group)



iOS



Android

Suggested Framework / Template...

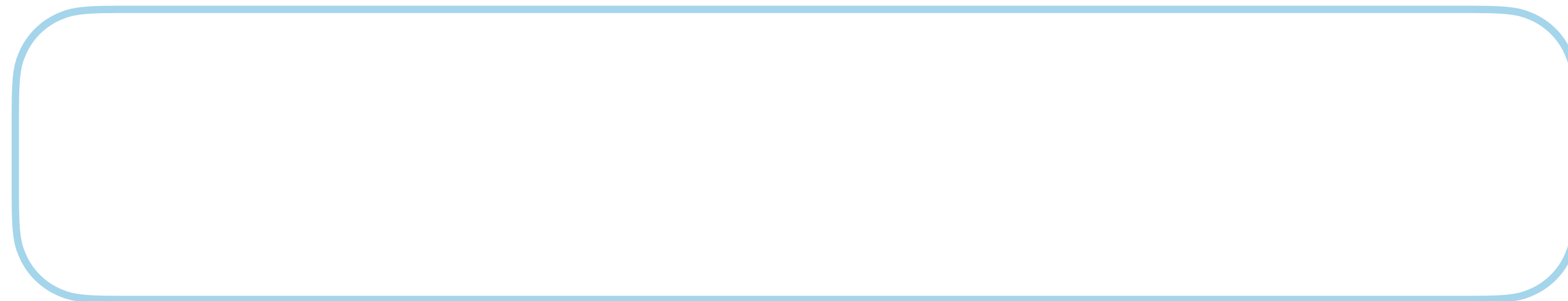
Context / Goal

A large, empty rounded rectangular box with a dark blue border, intended for writing the context or goal of the task.

Task

A large, empty rounded rectangular box with an orange border, intended for writing the specific task to be performed.

Format / output

A large, empty rounded rectangular box with a light blue border, intended for writing the format or output of the task.

Activities

Identify potential users / customers

Extra “stuff”

Only one “context” per session / window

Follow up “Framework”

Ask chatGPT to...

1. Create more personas (i.e. 5 examples)
2. Include more attributes such as: *what the personas would Think & feel? Hear? See? Say and Do?*
3. What else could you learn about your customers and users?

Context / Goal

Task

Format / output

INPUT

- Context: Imagine that you are the Product Owner of a Brazilian online shoe store. Your store offers a wide range of footwear, from everyday casual shoes to high-end luxury brands, as well as athletic and performance footwear. You've built a strong foundation for your store, but now it's time to refine your customer focus and ensure you're meeting the needs of your diverse audience. Your goal is to understand who your customers are - what they need, what motivates them, and what challenges they face when purchasing shoes online.
- Your task is to identify at least three customer segments for your products and to create one user persona.
- Format: for customer segment, consider geographic, demographic, psychographic and behavioural types. For the user persona, consider including a realistic photo, a name, some personal information, goals and pain.

Follow up

- Task: create a photo of Sofia Almeida (Urban Millennial) following the attributes you defined for this persona
- Format: I do not want a carton, please; it has to be as close as possible to a human face; export as "png"

OUTPUT

Customer Segments

- Geography: Large cities such as São Paulo, Rio de Janeiro, Belo Horizonte
- Demographics: 25-35 years old, professionals with mid-to-high income
- Psychographics: Style-conscious, environmentally aware, and value convenience. They enjoy blending trendy looks with comfort and are drawn to brands that promote sustainability.
- Behaviours: Frequently shop online for fashion, engage with social media influencers, and expect seamless user experiences. They are likely to return items if unsatisfied.

User Personas

Sofia Almeida (Urban Millennial)

- Photo: A stylish woman in her late 20s, wearing casual yet clothing, with her smartphone in hand.
- Name: Sofia Almeida, 29 years old, Single
- Location: São Paulo
- Occupation: Marketing Manager | Income: BRL 8,000/month
- Interests: Fashion, sustainability, social media, city nightlife
- Goals:
 - Keep up with the latest fashion trends while prioritising comfort and sustainability.
 - Support brands that align with her values of eco-consciousness.
 - Find shoes that fit well with her busy lifestyle, balancing professional and social activities.
- Pain Points:
 - Struggles to find eco-friendly options that are both stylish and affordable.
 - Frustrated by the difficulty in ensuring correct sizing when shopping online.
 - Time constraints, needing an efficient shopping experience with fast delivery.



Activities

Find who the competitors are

Extra “stuff”

Only one
“context” per
session / window

Follow up “Framework”

Ask chatGPT to...

1. Return the top 10 courses
2. Include these following attributes: percentage of market share and market strategy
3. If I had to lunch a short version of this course, what modules would you say are ‘must haves’
4. Create a table with this analysis and export to .csv (**free plan will reach its limit**)

Context / Goal

Task

Format / output

INPUT

- Context: Imagine you are the Product Owner of an European consulting company, focused on helping organisations that are struggling to deliver valuable digital product outcomes. After 'lockdown', the company has identified an opportunity to support more people by launching an online course for product managers, and your product director is keen to identify what the top 5 courses are in this field, so they can create a more disruptive solution.
- Task: create a competitor's analysis of the top 5 product manager online courses. You should focus on volume of sales for 2024 to define the top 5.
- Format: Display their names or brands, courses structure or outline, basic pricing plans in USD and target customers

OUTPUT

Udacity - Product Management Nanodegree

- Structure: Project-based with real-world case studies, personalised mentorship, and career support.
- Price: \$399/month (average program length: 3-4 months).
- Target Customer: Aspiring or current product managers wanting practical, hands-on experience, especially in tech-focused industries.
- Unique Selling Point: Focuses on AI product management and collaboration with tech giants like Google .

2. Coursera - Digital Product Management: Modern Fundamentals (University of Virginia)

- Structure: Case study-based, self-paced, includes certifications.
- Price: Free (optional certificate for \$49).
- Target Customer: Beginners or early-career professionals interested in a flexible, university-backed certification.
- Unique Selling Point: Provides a strong academic foundation with modern product management practices .

3. Udemy - Become a Product Manager (Cole Mercer & Evan Kimbrell)

- Structure: 13 hours of on-demand video, with career advice and practical resources.
- Price: \$99.99 (frequent discounts apply).
- Target Customer: Beginner to intermediate learners seeking affordable, self-paced learning.
- Unique Selling Point: High flexibility, real-world PM job placement success stories, and lifetime access .

4. LinkedIn Learning - Product Management First Steps

- Structure: Introductory course with Q&A and networking features.
- Price: \$29.99/month (first month free).
- Target Customer: Professionals wanting a concise overview of product management basics.
- Unique Selling Point: Taught by a former Adobe product manager, provides a quick, accessible introduction to the field .

5. General Assembly - Product Management Course

- Structure: 10-week program with live instruction, portfolio development, and alumni networking.
- Price: \$3,950.
- Target Customer: Serious career-switchers or professionals looking for in-depth, expert-led training.
- Unique Selling Point: Extensive alumni network, career services, and real-time support make it a top choice for immersive learning .

Activities

Create product backlog items

Extra “stuff”

Only one
“context” per
session / window

Follow up “Framework”

Ask chatGPT to...

1. Include non-functional requirements
2. Prioritise the items from the story map (take a photo of the story map and upload it to ChatGPT)
3. Create a release plan for you
4. Suggest a few items for the first sprint

Context / Goal

Task

Format / output

INPUT

- Context: Imagine you are an experienced Product Owner of a restaurant company in the UK that is rebuilding their online ordering app. After weeks of interviews with users and customers, you and your design team have finished producing a user story map. Your goal is to create enough product backlog items for the Scrum team to get this work started in the next sprint.
- Task: Create user stories for these items: homepage search, menu, credit card and confirm order. The users should be able to complete a basic order (end-to-end) when all these stories are delivered.
- Format: 'User story' for the requirements. Most users are students.

OUTPUT

Homepage Search

As a student,

I want to search for specific food items or restaurants on the homepage, so that I can quickly find what I'm looking for without browsing through the entire menu.

Acceptance Criteria:

- Users can type keywords into a search bar on the homepage.
- Search results show relevant dishes, categories, or restaurants based on the entered keywords.
- Autocomplete suggestions appear as the user types.
- The user can clear the search input or refine the search.

Menu

As a student,

I want to view the menu with clear categories and item descriptions, so that I can easily browse and choose what to order.

Acceptance Criteria:

- Users can view the menu organised into sections (e.g., starters, mains, drinks, desserts).
- Each menu item displays a name, description, price, and dietary information.
- Users can select a menu item to view more details or add it to the cart.
- Users can filter items by category or dietary restrictions (e.g., vegetarian, vegan, gluten-free).

Credit Card Payment

As a student,

I want to be able to enter my credit card information securely, so that I can complete my purchase without worrying about my data being compromised.

Acceptance Criteria:

- Users can input their credit card number, expiration date, and CVV.
- Card details are validated before submission (e.g., wrong card number, expired card).
- Users can securely save their card details for future orders if desired.
- All payment data is encrypted and complies with relevant security standards (e.g., PCI-DSS).

Confirm Order

As a student,

I want to review and confirm my order before finalizing the payment, so that I can ensure everything is correct before placing the order.

Acceptance Criteria:

- Users can view an order summary with itemized costs (e.g., food items, taxes, delivery fees).
- Users can make changes to their cart (e.g., remove items, update quantity) before confirming.
- Users can confirm the delivery address and any special instructions.
- After confirmation, users receive an order confirmation message or email, including an estimated delivery time.

Retrospective

On Manual vs 'Machine' implementation

Benefits & Risks

Using ChatGPT (or any AI)

THANK YOU!



Leandro Bodo

Scrum Trainer | Product Lead at Nando's UK
& IRE

