PRODUCTLAPSE Capstone Project

AI-Empowered Product Manager Certification

Student Name: [Your Full Name]
Email: [Your Email Address]
Submission Date: [Date]
Product Name: [Your Product/Company Name]

Welcome to Your Capstone Project!

Congratulations on completing all 15 chapters! This capstone project is your opportunity to demonstrate the AI-powered product management skills you've learned throughout the course. You'll apply concepts from every chapter to create a comprehensive product strategy for a real or hypothetical product.

What You'll Create: A complete AI-Empowered Product Management portfolio that showcases your ability to leverage AI tools across the entire product lifecycle.

Time Estimate: 8-12 hours over 1-2 weeks

Passing Score: 70% or higher

Project Overview

Choose ONE of the following scenarios for your capstone:

Option A: Apply AI-PM skills to your current company/product
Option B: Create a new AI-powered product concept

Option C: Improve an existing product you use daily

Part 1: Foundation & Strategy (Chapters 1-3)

Weight: 20% | Skills: AI Foundations, Market Analysis, Prioritization

1.1 AI Integration Assessment (Chapter 1)

Task: Evaluate how AI can transform your product management approach.

Deliverable: Complete the table below

PM Activity	Current Approach	AI-Enhanced Approach	Expected Improvement
Market Research	[How you do it now]	[How AI will help]	[Time/Quality gain]
User Analysis			
Feature Prioritization			
Documentation			
Stakeholder Communication			

AI Tool Used: [e.g., ChatGPT, Claude, Gemini]

Your Prompt:

```
[Paste the prompt you used to help with this analysis]
```

1.2 Market Intelligence Report (Chapter 2)

Task: Use AI to conduct comprehensive market analysis.

Deliverable:

Market Overview

Metric	Value	AI Source/Method
Total Addressable Market (TAM)	$	
Target Market Size	$	
Growth Rate	%	
Key Trends		

Competitive Analysis

Competitor	Strengths	Weaknesses	AI Opportunity
[Name 1]			
[Name 2]			
[Name 3]			

AI-Generated Insights

[Write 3-5 key insights from your AI-powered market research]

1.
2.
3.

1.3 Feature Prioritization with RICE (Chapter 3)

Task: Prioritize 5 features using AI-assisted RICE scoring.

Deliverable:

Feature	Reach (1-10)	Impact (1-10)	Confidence (1-10)	Effort (weeks)	RICE Score	Priority

How AI Helped: [Explain how you used AI to estimate scores]

Part 2: Product Documentation (Chapters 4-5)

Weight: 20% | Skills: PRD Writing, Change Management

2.1 AI-Enhanced PRD (Chapter 4)

Task: Create a PRD for your top-priority feature using AI assistance.

Deliverable:

Feature: [Feature Name]

Problem Statement: [2-3 sentences describing the problem]

Solution Overview: [2-3 sentences describing your solution]

User Stories:

As a…	I want to…	So that…
[User type]	[Action]	[Benefit]

Acceptance Criteria:

- [ ] Criterion 1
- [ ] Criterion 2
- [ ] Criterion 3
- [ ] Criterion 4

Success Metrics:

Metric	Current	Target	Timeline

AI Prompt Used for PRD:

```
[Your prompt]
```

2.2 Change Communication Plan (Chapter 5)

Task: Create a stakeholder communication plan for your feature launch.

Deliverable:

Stakeholder Analysis

Stakeholder	Interest Level	Influence	Communication Approach
	High/Medium/Low	High/Medium/Low	

Communication Timeline

Week	Audience	Message	Channel
-4			
-2			
Launch			
+1			

Sample Announcement (AI-Generated)

[Write a 100-word launch announcement using AI assistance]

Part 3: Customer & Team Excellence (Chapters 6-7)

Weight: 20% | Skills: Customer Support AI, Team Management

3.1 AI-Powered Support Strategy (Chapter 6)

Task: Design an AI-enhanced customer support system.

Deliverable:

Support Automation Plan

Support Type	Current Method	AI Enhancement	Expected Impact
FAQs		Chatbot/AI	
Ticket Routing		AI Classification	
Response Drafts		AI Suggestions	
Sentiment Analysis		AI Monitoring	

Sample AI Chatbot Responses

Create 3 sample chatbot responses for common questions:

Q1: [Common question] **AI Response:** [Your designed response]

Q2: [Common question] **AI Response:** [Your designed response]

Q3: [Common question] **AI Response:** [Your designed response]

3.2 Team Orchestration Plan (Chapter 7)

Task: Design an AI-assisted team management approach.

Deliverable:

Sprint Planning with AI

Task	Estimated Hours	AI-Suggested Assignee	Reasoning

AI Tools for Team Management

Activity	AI Tool	How It Helps
Task Assignment		
Progress Tracking		
Meeting Summaries		
Performance Insights		

Part 4: Data & Analytics (Chapters 8-9)

Weight: 20% | Skills: Predictive Analytics, Feedback Analysis

4.1 Predictive Analytics Dashboard (Chapter 8)

Task: Design a data-driven decision-making framework.

Deliverable:

Key Metrics Dashboard

Metric	Definition	Data Source	AI Analysis Type
			Trend/Prediction/Anomaly

Predictive Model Concept

What to Predict: [e.g., churn, conversion, engagement] **Input Data:** [What data would you use] **Expected Accuracy:** [Your estimate] **Business Impact:** [How this helps decisions]

4.2 Feedback Analysis System (Chapter 9)

Task: Create an AI-powered feedback analysis workflow.

Deliverable:

Feedback Collection Channels

Channel	Frequency	AI Processing
In-app surveys		Sentiment analysis
Support tickets		Topic clustering
Reviews		Theme extraction
Social media		Trend detection

Sample Feedback Analysis

Take 5 sample feedback items and show AI analysis:

Feedback	Sentiment	Category	Priority	Action
"[Sample 1]"	Positive/Negative/Neutral			
"[Sample 2]"				
"[Sample 3]"				
"[Sample 4]"				
"[Sample 5]"				

Part 5: Growth & Innovation (Chapters 10-15)

Weight: 20% | Skills: Innovation, Scaling, PMF, Competition, Metrics

5.1 AI-Driven Innovation Session (Chapter 10)

Task: Use AI to generate and evaluate new product ideas.

Deliverable:

Ideation Results

Use AI to brainstorm 5 new feature ideas:

Idea	AI Confidence	Feasibility	Innovation Score
	High/Medium/Low	High/Medium/Low	1-10

Best Idea Deep Dive: [Expand on your top idea in 100 words]

5.2 Organizational AI Readiness (Chapter 11)

Task: Assess and plan for AI adoption in your organization.

Deliverable:

AI Readiness Assessment

Dimension	Current State (1-5)	Target State	Gap
Data Infrastructure			
Team Skills			
Tool Adoption			
Process Integration			
Culture			

90-Day AI Adoption Plan

Week	Action	Owner	Success Metric
1-2			
3-4			
5-8			
9-12			

5.3 Growth Strategy (Chapter 12)

Task: Create an AI-powered growth plan.

Deliverable:

Growth Levers

Lever	Current	AI-Enhanced Strategy	Target
Acquisition			
Activation			
Retention			
Revenue			
Referral			

5.4 Product-Market Fit Validation (Chapter 13)

Task: Design a PMF measurement framework.

Deliverable:

PMF Indicators

Indicator	Current Value	PMF Threshold	Status
NPS Score		>50	🟢/🟡/🔴
Retention (30-day)		>40%	
Organic Growth		>25%	
Sean Ellis Test		>40% "very disappointed"	

AI-Powered PMF Analysis

[Describe how you would use AI to continuously monitor PMF]

5.5 Competitive Differentiation (Chapter 14)

Task: Identify AI-powered competitive advantages.

Deliverable:

Competitive Moat Analysis

Moat Type	Your Advantage	AI Enhancement
Data		
Network Effects		
Switching Costs		
Brand		
Technology		

5.6 Success Metrics Framework (Chapter 15)

Task: Create a comprehensive metrics dashboard.

Deliverable:

North Star Metric

Metric: [Your North Star] **Definition:** [How it's calculated] **Current:** [Value] **Target:** [Goal]

Supporting Metrics

Category	Metric	Target	AI Monitoring
Engagement			
Revenue			
Efficiency			
Quality			

AI Tools Summary

Document all AI tools used in this project:

Section	AI Tool	Effectiveness (1-5)	Key Learning
Part 1			
Part 2			
Part 3			
Part 4			
Part 5			

Reflection & Next Steps

What I Learned

[Write 3-5 sentences about your key learnings from this capstone]

How I'll Apply This

[Write 3-5 sentences about how you'll use these skills in your work]

My AI-PM Commitment

[Write a brief statement about your commitment to AI-empowered product management]

Submission Checklist

Before submitting, ensure you have completed:

- ☐ Part 1: Foundation & Strategy (all 3 sections)
- ☐ Part 2: Product Documentation (all 2 sections)
- ☐ Part 3: Customer & Team Excellence (all 2 sections)
- ☐ Part 4: Data & Analytics (all 2 sections)
- ☐ Part 5: Growth & Innovation (all 6 sections)
- ☐ AI Tools Summary table
- ☐ Reflection & Next Steps
- ☐ All AI prompts documented
- ☐ Proofread for clarity and completeness

Good luck! You've got this! 🚀

Remember: This capstone is about demonstrating your ability to think strategically about AI in product management, not about having perfect answers. Show your process, document your AI interactions, and explain your reasoning.