



Free Guide

The Product Owner's AI Start Checklist

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



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AI-aware Product Owner Definition

An AI-aware Product Owner is the one who has invested in their AI literacy, knows the AI potentials, and can easily connect product management use cases with proper AI capabilities.

This new-gen Product Owner has more focus on the market, customers, and stakeholders. Most of their time will be spent on product discovery, strategy, and complex problem-solving to move from backlog managers to true product leaders.









The only way to become an AI-aware Product Owner is through learning and experiencing the use of AI in real cases.















Product Management Use Cases & AI Choices

This table shows all things you need to invest in and be aware of.

Category	AI Tools	Use Case
AI-facilitators of meetings	<ul style="list-style-type: none">• Fireflies.ai • Otter.ai • Tactiq • Fathom 	<ul style="list-style-type: none">• Using them as a meeting assistant in your meetings with stakeholders and customers• Collecting and managing feedback in the Sprint Review• Creating a list of stakeholders' ideas in the Sprint Review for the Product Backlog• Transcribing meetings and taking notes with AI• Generating a summary of the meetings• Searching the content of the meetings• Interacting with your meeting recording for instant answers and insight• Crafting follow-up emails
AI-generated sketch and prototype	<ul style="list-style-type: none">• Bolt.new • Uizard • Visily • V0.dev 	<ul style="list-style-type: none">• Showing ideas visually to stakeholders• Creating prototypes for better understanding in Product Backlog Refinement• Creating a Product Box• Creating a visual elevator pitch• Getting feedback from stakeholders based on a visual design• Tweaking better innovation and making synergy in product design• Creating prototypes to extract Acceptance Criteria and test scenarios• Visual storytelling










Product Management Use Cases & AI Choices

Category	AI Tools	Use Case
AI-generated video	<ul style="list-style-type: none">Synthesia HeyGen DeepBrain AI Colossyan 	<ul style="list-style-type: none">Creating a compelling Product Goal / Product Vision videoCreating a compelling elevator pitch for stakeholders and investorsCreating studio-quality videos with your own AI avatars and voiceoversCreating a video with your own avatar to announce a new releaseExplaining how your product worksMaking a welcome video for meetings & eventsMaking a video for the Sprint Planning summarySprint Review kickoff videoMaking onboarding video for new users
AI-generated presentation	<ul style="list-style-type: none">Gamma.app Decktopus AI Canva Magic Design 	<ul style="list-style-type: none">Creating stunning report of market research and product discoverySharing the EBM metrics trendsBuilding burndown, burnup charts for the Product Backlog or any specific releaseCreating roadmaps and strategic plansInforming your stakeholders about the result of the Sprint PlanningCommunicating the progress of the product developmentCreating a compelling elevator pitch for stakeholders and investors
AI-generated audio	<ul style="list-style-type: none">NotebookLM ElevenLabs Play.ht 	<ul style="list-style-type: none">Converting a potential customer profile into a podcastCommunicating the Product Goal / Product Vision through a podcast formatStorytelling of your product through voiceCreating a voice message to inform your stakeholders about the result of the Sprint PlanningCreating a podcast for the summary of the Sprint ReviewCreating a voice message with multiple languages for diverse and globally distributed stakeholdersConverting Sprint outcomes into short audio updates for stakeholders



Product Management Use Cases & AI Choices

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Shared	<ul style="list-style-type: none">• ChatGPT • Google Gemini • DeepSeek • Grok 	<ul style="list-style-type: none">• Creating user personas• Doing market research and product discovery through the deep search capability of LLMs• Writing user stories and requirement documents• Writing acceptance criteria• Generating new ideas and thoughts for the product• Asking for the guide for things that Product Owners don't know• Developing Product Goal / Product Vision• Adding more details to PBIs in the Product Backlog Refinement• Creating the Product roadmap and strategic plan• Creating release plans• Converting pictures of hand-written post-its into digital text• Converting the voice of sales calls to text• Generating improvement items based on the metrics• Preparing agendas or discussion points for a meeting• Summarizing text, generating scripts, generating email text, converting text into bullets, ...
Others	<ul style="list-style-type: none">• Miro AI • Productboard • Zeda.io 	<p>Miro AI:</p> <ul style="list-style-type: none">• Brainstorming ideas and refinement• Generating user stories and ordering them• Writing acceptance criteria for user stories• Creating Product brief documents <p>Productboard:</p> <ul style="list-style-type: none">• Collecting feedback from multiple channels• AI groups related feedback and recommends features to prioritize• Keeping your roadmap connected to real user needs <p>Zeda.io:</p> <ul style="list-style-type: none">• AI assists in backlog refinement and feature prioritization• Automates insights from user feedback, support tickets, and surveys• Helps generate PRDs (Product Requirement Documents) with AI



The 4D 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:

Delegation

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

Description

Effectively describing goals to prompt useful AI behaviors and outputs.

Discernment

Accurately assessing the usefulness of AI outputs and behaviours.

Diligence

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



Want to go deeper?!

If you want to go further, join one of my **PSPO-AI Essentials** classes. It is Scrum.org's brand-new one-day course, helping you to get the AI literacy required for the new generation of product management.



Professional Scrum Product Owner™ – AI Essentials

[Learn more](#)