AI x Product Strategy Cheat Sheet

🧠 THE P.A.I.R. FRAMEWORK FOR AI-FIRST PRODUCTS

Step	Key Question	Tips
P	Can AI eliminate the task entirely?	Focus on outcomes, not features
A	What type of intelligence do we need?	Use this spectrum: Retrieval → Summarization → Generation → Prediction → Action
I	Where in the product does AI belong?	Back-end intelligence, visible UI, or agentic autonomy
R	How do we ensure responsible AI use?	Add human-in-the-loop, transparency. feedback channels

⊘ STRATEGIC SHIFTS TO EMBRACE
- Continuous Learning: Ship to learn, not just to launch
- AI-Powered Personalization: Context is the new currency
- Agentic Capabilities: Think assistants, not features

⊘ COMMON PITFALLS TO AVOID
- Treating AI like a feature, not a paradigm
- Skipping evaluation and observability
- Underestimating prompt UX and LLM costs

⊘ BEST PRACTICES
- Use real user workflows to map AI moments