



AI-First Product Strategy: Building for the Next Era

AI is rewriting the product playbook—shifting us from static planning to dynamic, data-informed evolution.

Product strategy is no longer just about features. It's about foresight.



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Why This Talk Matters



AI reshaping industries

AI is not just disrupting industries, it's rewriting the rules of product strategy



Product roles evolving

From shipping features to delivering outcomes



Your moment to retool

Not restart - build on existing skills



The Evolving Strategy Paradigm

Traditional Approach



AI-Driven Approach





Key Strategic Shifts Driven by AI



Continuous Learning Loops

Dynamic feedback systems convert user behavior into LLM insights for instant iteration.



Personalization at Scale

Hyper-custom experiences leverage user context, behavior, and prompts.

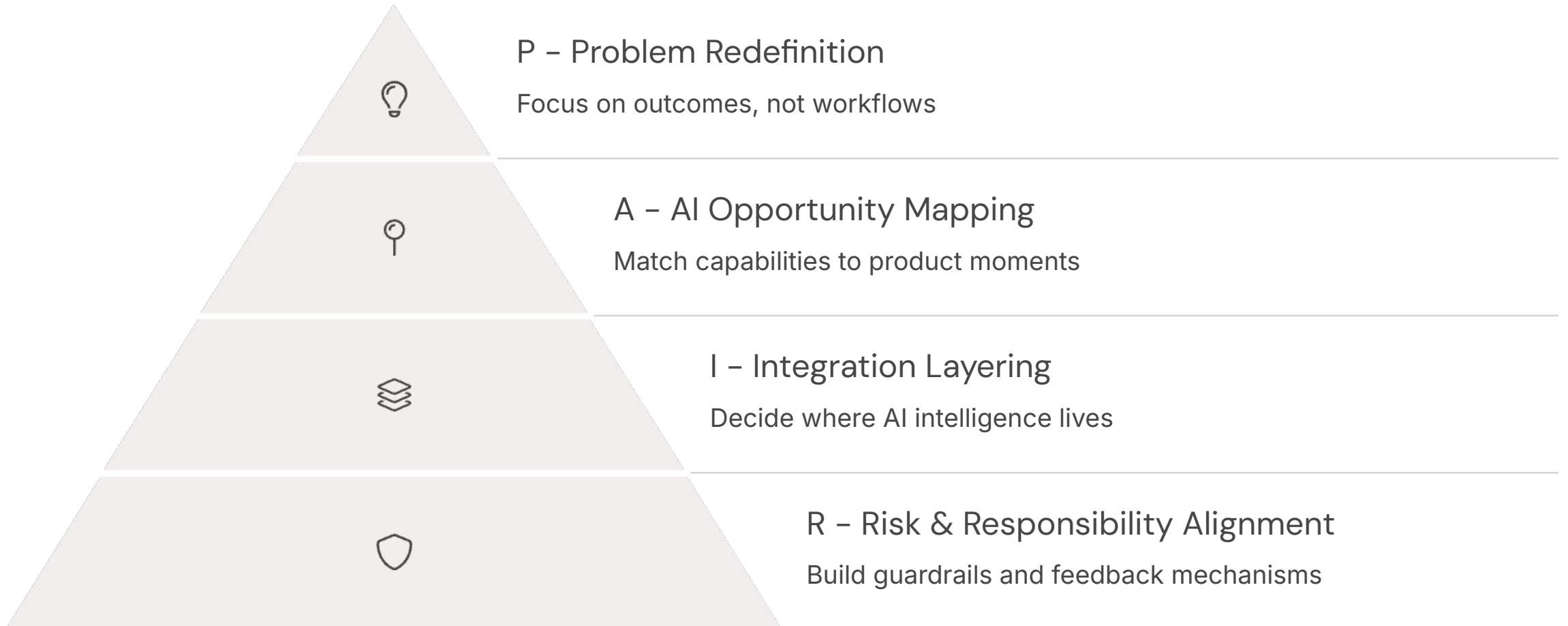


From Tool to Teammate

Products become co-pilots as agentic AI takes action on behalf of users.

AI-First Product Strategy Model

The P.A.I.R. Framework





Best Practices & Pitfalls



Start narrow, expand later

Focus on specific, high-value use cases before scaling.



Prioritize evaluation frameworks

Measure accuracy, latency, responsibility and alignment with UX goals.



Make AI visible when helpful

Transparent AI builds user trust and understanding.



Don't force AI everywhere

Not every feature needs artificial intelligence.

Integration Layering Strategy



Backend Intelligence
Invisible AI powering core systems



UI Copilots
Interactive assistants enhancing user experience



Autonomous Agents
Systems that take action on behalf of users

Key Takeaways

AI is a Force Multiplier

Not just a feature—it fundamentally transforms product strategy and capabilities.

Embrace Strategic Shifts

- Ship to learn, not just launch
- Context is the new currency
- Think assistants, not features

Practical Implementation

- Map real user workflows to AI moments
- Combine AI with UX scaffolding
- Prototype with real data, not assumptions

