



Connecting Innovators Worldwide

INNOVATION IN FOCUS

A Monthly Webcast Series

Q4: PRODUCT PROCESS STRATEGY

Welcome – We Will Begin Shortly!

**FROM RESEARCH TO REALITY:
LAUNCHING AI PRODUCTS AT BIG TECH**



EILEEN WU

Product Manager
Google

October 9, 2025 | 11 AM – 12 PM CT



pdma

Connecting Innovators Worldwide

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Connecting Innovators Worldwide

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The Product Development and Management Association (PDMA) is a global community of professionals whose skills, expertise and experience power the most recognized and respected innovative companies in the world.

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Upcoming Events



INNOVATION IN FOCUS
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OUR FOCUS FOR 2025 IS STRATEGY
Q4: PRODUCT PROCESS STRATEGY

**NEXT-GEN PRODUCT
MANAGEMENT:
STRATEGY TO IMPACT**



TERESA CAIN
Next-Gen
Product Management

DIANA STEPNER
Next-Gen
Product Management

 12 NOVEMBER  11AM - 12PM CST

Register Today for FREE

[PDMA.ORG](https://pdma.org)


Carolinas Chapter

September 23 – November 4, 2025 (Every Tuesday)
Fall 2025 Body of Knowledge Training - presented by PDMA Carolinas Chapter
6:30 pm – 8:00 pm (Eastern Time/EST -5:00)
Location: Virtual

[Learn More](#)


St. Louis Chapter

October 14, 2025
PDMA St. Louis: From Insight to Impact: Using GenAI to Revolutionize Market Research in Product Innovation
6:00 pm – 8:00 pm (Central Time/CST -5:00)
Location: Virtual

[Learn More](#)


Minnesota Chapter

November 19, 2025
PDMA Minnesota: The Trend Curve: Addressing the Constant Changes Impacting Your Business
5:30 pm – 7:00 pm (Central Time/CST -5:00)
Location: Virtual

[Learn More](#)

FROM RESEARCH TO REALITY: LAUNCHING AI PRODUCTS AT BIG TECH



EILEEN WU

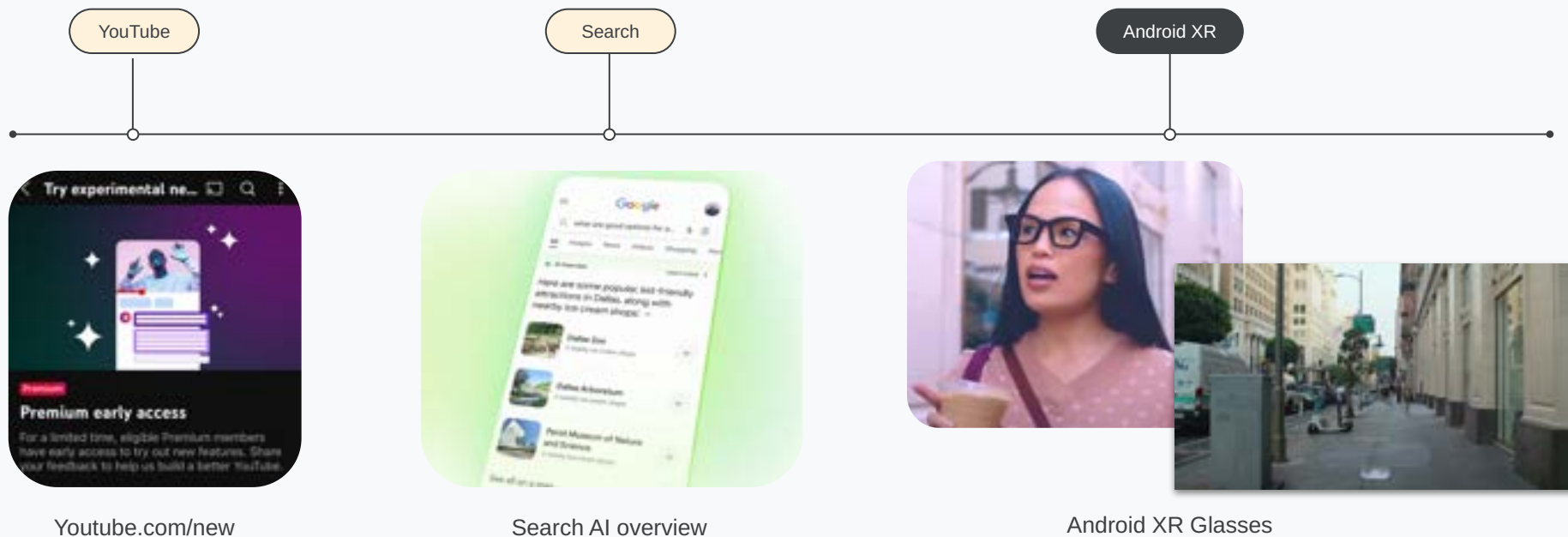
Product Manager
Google

From Research to Reality: Launching AI products at Big Tech



Eileen Wu
Product Manager @ Google

A short history of Eileen



1.	Intro	5 mins
2.	Challenges for working on AI initiatives in big tech	15 mins
3.	How to tackle each challenge	20 mins
4.	Q&A	10 mins

Agenda



Challenges for working on AI Initiatives in Big Tech

Poll question #1:

What is your biggest challenge in launching new AI features/products in Big Tech?

- A. Not sure how much value this feature can create for users 
- B. Evaluate performance of your AI feature/product 
- C. Struggle to reach to the launchable quality bar 
- D. Hard to sell your ideas to the leadership 
- E. Integration with legacy systems 
- F. Regulatory landscapes & compliance 
- G. Others

Challenges

1

Cool AI features vs.
Real User Needs

2

"AI" as the black box - model
unpredictability

3

Organizational
challenges

Challenges

1

Cool AI features vs.
Real User Needs

Case study - Humane AI Pin

The Humane AI Pin is a wearable, voice-activated AI device designed to interact with users through conversational AI and a laser projector that displays information on the palm of the hand.



Source: [The Verge](#)

<i>Cool AI Features</i>		<i>Real User Needs</i>
Laser Ink Projection: projects a UI directly onto the user's hand	<i>that failed to meet</i>	Discreet, private, reliable display that works for all day
Voice AI Assistant: fully unconstrained AI that handles any questions		Instant task execution and reliable, accurate responses
Always-on camera/mic for contextual AI		Unambiguous, physical guarantee of when and where data is being captured.



Problem: building cool features without thorough understanding of the user needs

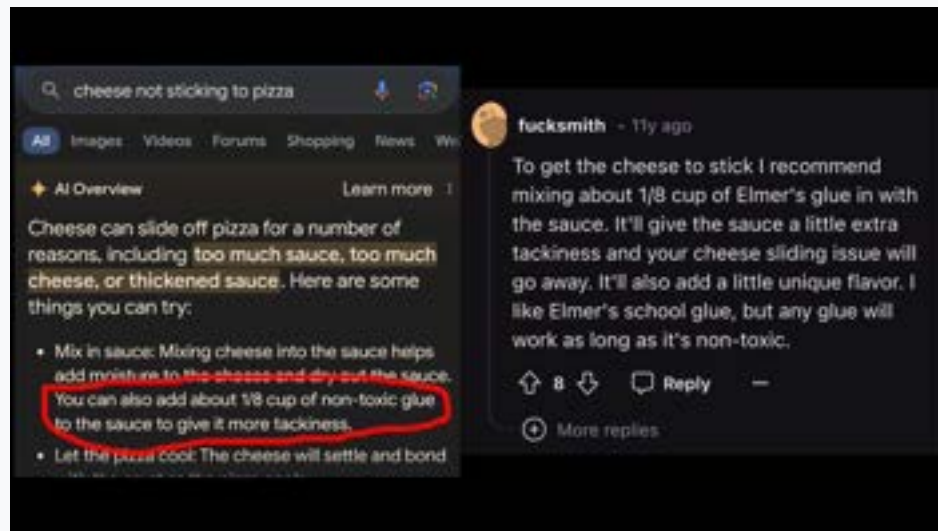
Challenges

2

"AI" as the black box -
model unpredictability

Case study - Google Search

When Google just launched AI overview last year, there were some bad answers/misleading results.



Source: [Peter Yang on X, May 22, 2024](#)

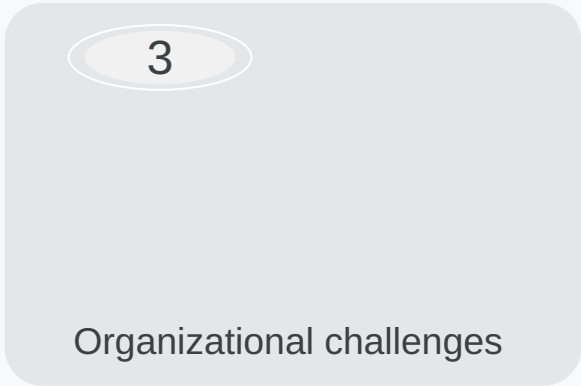
PM's pain points

- It takes a long time to bridge the gap between academic/research code to production ready
- Even you get to 90% accuracy (hypothetical), the 10% chance can ruin user trust. How to prepare for the 10% chance?
- You are spending more time doing evaluations to find good/bad use cases than designing / defining products.



Source: Generated by Nano Banana

Challenges



3

Organizational challenges

<i>Challenges</i>	<i>Examples</i>
Proof of concept <-> Production path	Convince leadership to invest heavily in experimental, high-burn projects, while simultaneously delivering stable, low-risk features using limited resources.
Velocity, Product adoption <-> Legal, Privacy, Safety	Legal and Policy XFNs act as the final, absolute bottleneck for launch, often requiring exhaustive, slow red-teaming and bias audits.
Working on your own <-> Dependencies on other teams	Big projects always require relying on an external team for resources; deliverables are held hostage by another team's priorities.

Solutions

1

Always listen to the users

2

Set up right metrics to evaluate
AI feature/product quality

3

Do + Show + Champion
your new AI initiatives

Solutions

1

Always listen to the users

How to listen to the users?

- Take an active role in designing and observing the user study. And also learn from the past user research!
 -
- Find good industry insights & research.
 - Want to get some inspiration from the industry?
 - Some people to follow: Josh Woodward (Google Labs), Kevin Weil (Open AI), Amanda Askill (Anthropic), Lenny's Podcast, Acquired (Podcast)...
-
- Search on [Reddits/X/Tiktok/Store](#) etc. to directly listen to the users.
 -
- Talk to / [observe](#) people around you to see how they are using products. Use [open-ended questions](#) to generate new insights.
 -
- Focus on the "Why," Not Just the "What": listening for the facts, feelings, and needs behind the request.



Source: Generated by Nano Banana

Solutions

2

Set up right metrics to evaluate
AI feature/product quality

Poll question #2:

When launching a new consumer-facing AI feature, which factor is most crucial for long-term user adoption?

- A. *Model Accuracy: Low error rates and high precision* ✅
- B. *Latency: Millisecond-level speed and responsiveness* ⚡
- C. *Explainability: Understanding how the AI reached its decision* 💡
- D. *Integration: Seamlessly fitting into the existing user flow* 🔗
- E. *Collaboration: Work with the users and improve personalization* ✨
- F. *Others*

Case Study: AI voice assistant

<i>Metrics</i>	<i>Examples</i>
Model Performance	Speed & Responsiveness Factual Accuracy & Reliability
User Experience & Trust	Usability & Stickiness Smoothness of the conversation Collaborativity
Strategic Impact	Contribute to the key/core company strategic goals Differentiate from competition Profitable and sustainable to run at scale

Solutions

3

Do + Show + Champion
your new AI initiatives

Do

- Proof of concept
- Some good prototyping tools
 - Light prototyping: Gemini, Claude, ChatGPT
 - Robust prototyping: Firebase Studio, Replit, Lovable
 - Resources to learn more: [Sachinrekhi.com](https://sachinrekhi.com)

Show

- Share your prototypes and include feedback from the team
- Use user story, data in your PRDs and Reviews
- Show the potential by clearly explaining what's feasible today and what needs to be done

Champion

- Build relationships with leaderships who are excited about the idea personally and let them be your champion partners
- Propose a team to your leadership: gather a team to have people who are really passionate and motivated about the idea
- Always tie to the core company/product value by thinking in advance on scaling and future vision



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Thank you!

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