TIMES INTERNET

AI-Led Product Development from Ideation to Execution - What has Changed?

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Times Internet

AI will do everything....

Product Ideation

- The expectations from AI
- Identification of Market Fit
- Workflows using AI
- Innovative vs Gap
- Decision Making

There is a Magic Button- Press It

AI will do everything....

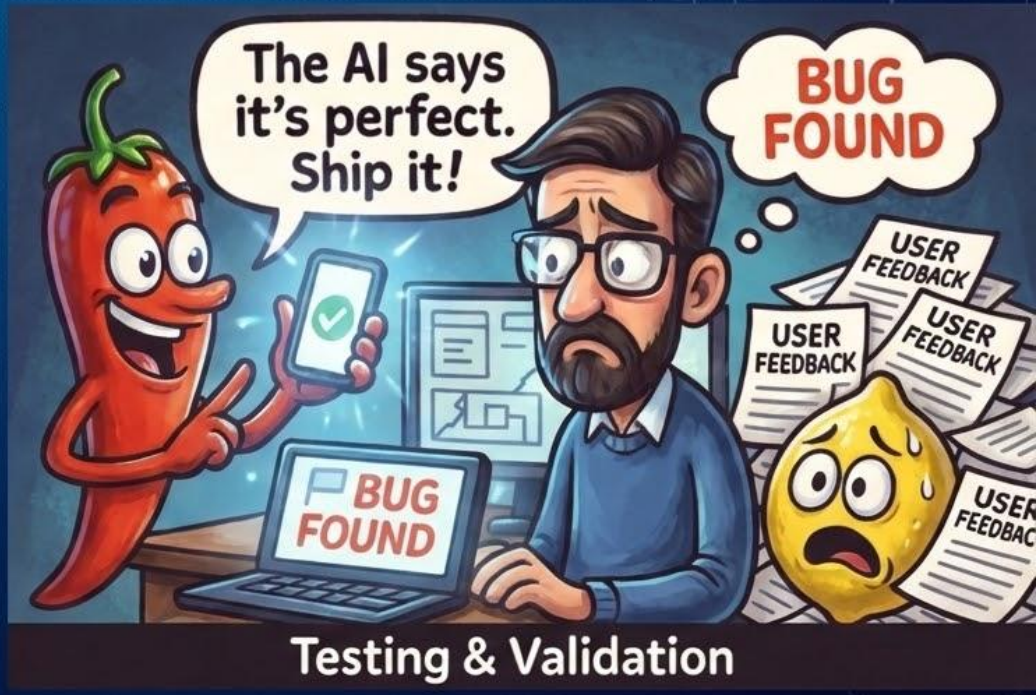
Prototyping and Dev

- PRD Creation
- Design Creation
- User Journey
- Coding
- Quality

AI will do everything....

Testing and Validation

- Usable Product
- Quality
- UAT
- Usable
- Need vs Adoption
- Machine to Human



AI will do everything....

Launch and Celebration

- Go to Market Plan
- Product Strategy
- Marketing Campaign
- Launch Plans
- Number Crunchin

AI will do everything....

Post Launch Review

- Retention Plan
- Customer Support
- Feature Rollout
- User Experience

AI will do everything....

Investor Pitch

- The Grand Irony
- Product Innovations
- Design Innovation
- Development Investment
- Top Line Estimation

AI will do everything....

AI Exit Interview

- Humane
- Intuition
- Aspects of psychology
- Belongingness
- Observant
- Experience

Thank You!

TIMES INTERNET

As AI rapidly reshapes the digital landscape, product teams are undergoing a fundamental shift in how they imagine, build, and refine software. In this session, Nishant, AI Software Product Head at Times Internet, explores how artificial intelligence has transformed the product development lifecycle end-to-end — from idea generation and prioritization to engineering workflows and quality assurance.

The talk will highlight how AI augments decision-making, accelerates experimentation, and elevates product quality, while also addressing the critical question of balance: how much AI is enough? Nishant will examine the risks of over-automation, including the erosion of human intuition and user empathy, and will share principles for building AI-powered products that remain deeply human-centric. Attendees will walk away with actionable insights on leveraging AI responsibly while preserving the emotional intelligence that great products require.