

# AI Product Playbook

A practical guide to shipping AI features that move revenue, retention, and activation.

## 1. Pick the right wedge

- Start with one workflow that already burns time or money.
- Optimize for a metric an exec already tracks.
- Avoid horizontal copilots on day one.

## 2. Design the human-in-the-loop

- Show provenance: sources, confidence, what changed.
- Default to suggest, not act, for high-stakes actions.
- Build clear undo and audit logs.

## 3. Engineer for evals from day one

- Define a golden set before writing the prompt.
- Track regressions on every prompt or model change.
- Tie eval scores to one product KPI.

## 4. Pick models pragmatically

- Benchmark 2-3 frontier models on your eval set.
- Cache and quantize for cost, not at the expense of quality.
- Always keep a fallback model and a fallback path.

## 5. Ship measurable outcomes

- Instrument time saved, conversion lift, retention delta.

- Run a holdout group for 30 days minimum.
- Tell the revenue story before the architecture story.