AI Product Thinking Framework

Seven questions that turn any project into evidence of AI product thinking. Write one honest sentence for each, and you have the outline of a stronger case study.

Full AI Portfolio Upgrade Kit: shujdesign.com/ai-portfolio

1 PROBLEM
What human or business problem are you solving?

2 OPPORTUNITY
Why is AI genuinely useful here, and not merely possible?

3 EXPERIENCE
What should the system actually do, in the user's terms?

4 HUMAN + AI
Who decides what? Where does control stay with the person?

5 JUDGMENT
What tradeoffs did you make, and which decisions could have gone the other way?

6 EVALUATION
How do you know the experience works, not just that the model scores well?

7 IMPACT
What changed for the user and the business, and what did you learn?