ICAgile AI for Product Discovery Micro-credential Training

Duration: **3 Day**

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Overview

AI is transforming how teams discover and validate product opportunities. This ICA-accredited micro-credential introduces practical ways to use generative AI tools to accelerate product discovery. Participants will learn how to uncover customer needs, generate and refine ideas, and assess opportunities using AI while maintaining human judgment, creativity, and ethical standards. The course supports faster, more informed decision-making in early product development.

Prerequisites

Learners should have:

- Completed Foundations of AI (ICA ICP-FAI), or have equivalent knowledge of generative AI tools and capabilities.

Target audience

This course is ideal for:

- Product managers, product owners, analysts, designers, and innovation leads
- Professionals involved in early-stage product development
- Teams seeking to enhance discovery through responsible use of AI

What You Will Learn

By the end of the course, participants will be able to:

- Use AI to research and identify customer needs and problems
- Generate and refine product ideas with AI assistance
- Evaluate potential solutions using data and trend analysis
- Understand the strengths and limitations of AI in discovery
- Apply ethical principles when using AI to inform product decisions