AI-Augmented Product Designer

Training program

2 DAYS (14h)

From research to delivery: integrating AI as a structural lever for Product Design practice.

Target audience and prerequisites

This training is designed for confirmed to senior Product Designers, as well as Lead Product Designers, Design Managers, and Design Ops profiles, looking to structure and strengthen the use of AI in their practices.
It is designed for designers who have mastered the full product cycle and wish to increase their impact without compromising on quality, craft, and design decisions.

This is not an introduction to AI, but an advanced program focused on hands-on application. **Prompting fundamentals must be mastered**: if this is not the case, please let us know.

Training objectives

From research to delivery: integrating AI as a structural lever for Product Design practice.

- ✓ **UNDERSTAND** where and how AI truly creates value for product design
- ✓ **MASTER** solid **prompting fundamentals** applied to design
- ✓ **STRUCTURE** reusable **prompts and assistants** for research, ideation, and delivery
- ✓ **ACCELERATE** analysis, synthesis, and **design capabilities**
- ✓ **MAINTAIN** a **high standard of quality**, craft, and critical thinking
- ✓ **ESTABLISH** a sustainable AI **discipline** in the designer's daily workflow

Acquired skills assessment

- Acquired skills are assessed throughout the course by the trainers.
- At the end of the session, participants will receive a certificate of completion.

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MODULE 1   Product Design & AI: Setting a clear framework & prompting fundamentals

- What generative AI can (actually) do / cannot (yet) do in design
- AI as a tool and cognitive partner, but not a decision-maker
- Mapping design tasks: analytical, repetitive, creative & critical
- Prompting fundamentals applied to Product Design
- Identifying your first relevant AI use cases

USE CASE   **PROMPT ENGINEERING**

MODULE 2   AI-augmented Research & Discovery

- Preparing user interviews with AI
- Synthesis and structuring of user verbatims
- Extracting patterns, tensions, and opportunities
- Generating and enriching personas
- Exploring hypotheses and usage scenarios
- Identifying AI biases, hallucinations, and blind spots

USER INTERVIEWS   **INSIGHT SYNTHESIS**   **PERSONAS**

MODULE 3   AI-Augmented ideation, design & craft

- AI as an ideation partner (brainstorming, variants, alternatives)
- Exploring solutions, UX alternatives, and flows
- Using AI to challenge existing choices, identify edge cases, improve micro-copy and states
- Maintaining mastery of craft and decision-making
- Introduction to conversational prototyping
- Automated documentation of design choices

IDEATION   **CHALLENGE**   **PROTOTYPING**   **DOCUMENTATION**

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MODULE 4 AI-augmented Delivery & Product/Tech collaboration

- Role of the design system in product performance
- Generating clear and actionable design specs
- Assistance with writing user stories and acceptance criteria
- AI as a design QA support (consistency, accessibility, UX debt)
- Generating test scenarios and test hypotheses
- Limits and risks of "full automation"

DESIGN SYSTEM   **DESIGN SPECS**   **DESIGN QA**

MODULE 5 Building a sustainable AI practice as a Product Designer

- Building your AI routine
- Structuring a prompt library
- Measuring your gains (time, quality, impact)
- Defining your personal 30-day AI roadmap

AI ROUTINE   **CONTINUOUS IMPROVEMENT**   **ACTION PLAN**

Thiga Academy
Our support

Teaching method

Practical work accounts for around 60% of the course. This is complemented by **20% of theory and 20% of discussion** between participants and trainers, to ensure that the content is adapted to each participant's individual context. A "red thread" product will be used as a case study throughout all the workshops.

Practical information

PRIVATE

Sessions are designed for groups of **6 to 10 participants**. We can organize training on **our premises in Paris**, on **your premises,** or **remotely**, up to 7 days before the scheduled date, subject to availability and **receipt of a signed agreement**.

PUBLIC

Sessions are designed for groups of **6 to 12 participants at our Paris premises**. Registration is open **until the day before the training** session, subject to availability of places and receipt of a **signed agreement** before the session.

✔ *We adapt our services for people with disability upon request.*

✔ *Special rates for individuals and self-employed people (please contact us).*

Our tailor-made offer

Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.

✔ Onboard new team members

✔ Internal transformation support

✔ Retain talents

✔ Create internal career paths

Thiga Academy
They talk about us

Our trainers

Our training courses are led by one of our **experts**, who act as **trainers**, **program designers**, and **consultants**. They combine their professional experience with pedagogical skills to support your skills development.

What our Alumni say

"*The training was great, very concrete and actionable. You can start applying it right away. The trainer constantly provided precise examples from his own experience. He showed us how he organizes his tools, roadmap, etc., which made everything very tangible. I can't wait to put it into practice.*

Tina - Product Manager at Decathlon

"*Many thanks for this top-quality training course, with many actionable elements in the PM's day-to-day role! It's a real gas pedal for going further and becoming more efficient. I really appreciated the fact that the trainers were also PMs or Heads of Product. You can get feedback on their experiences too.*

Tara - Product Manager at Gens de Confiance

Our Partners & Clients

Thiga Academy
Our training path

01 Product Basics

| Agile awareness | Product Culture awareness | AI awareness | Product Owner | Figma Advanced |

02 Product Builders

0 to 2 years

Advanced Product Owner	Product Manager
Product Marketing	Product Designer
Tech for PM avec le wagon	Fullstack Product Manager
GenAI: Learn how to prompt	Responsible Product

2 to 4 years

Data Informed PM	AI Product Manager
Advanced Product Manager	Design System Strategy
Discovery Discipline	Product Soft Skills
Adopt a business-driven mindset in Product Design	Business Fundamentals
AI-Augmented Product Manager	Building great GenAI powered products

4-5 years and above

| Product Lead | Lean Portfolio Management |
| Product ROI | |

03 Product Leaders: 4-5 teams and more

| Product Leadership Programme with l'INSEAD | Build the Best Product Organization | Unlock your team's power with WILL | Create and implement your Product strategy | Scale your Product organization | AI for Leaders |

PRACTICAL INFORMATION

Private 🇫🇷 🇬🇧 🇪🇸
- Groups of **6 to 10 people**
- On **our premises in Paris**, on **your premises**, or **remotely**
- Can be scheduled up to 7 days in advance, subject to **receiving a signed agreement**

Public 🇫🇷 🇬🇧
- Groups of **6 to 12 people**
- On **our premises in Paris**
- Registration possible **up to the day before the training session**, subject to availability of places and to **receiving the signed agreement before the session**

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# Thiga Academy

About Thiga

Our books on Product

We have written and published several books on **Product Management and Product Design**. Our goal? To provide the Product community with actionable advice and methods, from mastering the basics of Product Management to setting up a full-fledged Product organization. Our entire training curriculum is built around these books.

The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who seek to **share their experiences** and discover the best ways to **turn their ideas into reality**. We empower the European Product community to **promote the product mindset** within their organizations.
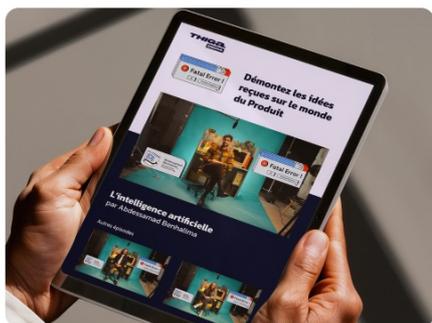
Our Media

Explore our media platform, designed to inform and inspire today's and tomorrow's **Product leaders**. You'll find everything you need to fuel your Product journey: practical guides, thought pieces by leading experts, thematic series, and in-depth articles.
In short, original content to get you through the doors of the best tech companies.

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