

SKILLNAVORA · AI PRODUCT MANAGEMENT & GENAI
LAUNCHPAD

AI Builder Tools: Claude, ChatGPT, Codex, Gemini, Lovable

What you can do with Claude, Claude Code, ChatGPT and Codex, Gemini, Lovable and other top AI tools, and exactly how: create a website, add pages, connect tools, connect other websites and APIs, publish on your own domain, and run PM workflows end to end.

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How to use this guide

Each class has goals, concepts with Indian examples, key takeaways and a practice exercise, from basic to advanced. Finish with the final project to build something you can show in interviews.

	Class	Level
Class 1	Choosing the right AI tool	Basic
Class 2	Claude for PMs: what you can do and how	Basic
Class 3	ChatGPT for PMs: Projects, GPTs, Canvas, research and agent	Basic
Class 4	Gemini for PMs: Gemini app, Gems, Deep Research, NotebookLM, Workspace, AI Studio	Basic
Class 5	Lovable: from idea to a working app (no code)	Intermediate
Class 6	Claude Code and OpenAI Codex: coding agents for PMs	Intermediate
Class 7	Tutorial: create a website, add pages and publish on your domain	Intermediate
Class 8	Connect your tools: Zapier, Make, n8n, webhooks and MCP	Intermediate
Class 9	Connect other websites and services	Advanced
Class 10	PM workflows end to end and capstone	Advanced
Toolkit: templates, which tool for what, glossary, 8 interview questions, further reading		

Choosing the right AI tool

Know the four kinds of AI tools and when to use each.

AI assistants

Claude, ChatGPT, Gemini: research, writing, analysis, documents

App & website builders

Lovable, Bolt, v0, Replit: idea to working app in the browser

Coding agents

Claude Code, OpenAI Codex, Cursor, GitHub Copilot: build and change real code

Automation & connectors

Zapier, Make, n8n, MCP: connect tools and websites

The AI builder stack

I want to...	Start with
Research a market, write a PRD, analyse a spreadsheet	Claude, ChatGPT or Gemini
Make a clickable prototype or small app fast, no code	Lovable (or Bolt, v0, Replit)
Build or edit a real website/codebase, deploy it, keep it in GitHub	Claude Code or OpenAI Codex (or Cursor)
Connect a form to a sheet, email, Slack or CRM	Zapier, Make or n8n
Let your AI assistant read/write your tools (Drive, Notion, GitHub)	Connectors and MCP
Ask questions across your own documents	NotebookLM, Claude/ChatGPT Projects

Product menus and plan limits change often; the steps here describe what to look for, and each class links to the official guide.

Key takeaways

- Assistants think and write; builders make apps; coding agents change real code; automation connects tools.
- Pick by the job, not the brand.
- Combine tools in one workflow.

Practice exercise: List 5 tasks from your work and choose the tool type for each.

Claude for PMs: what you can do and how

Use Claude's Projects, Artifacts, research, connectors and Skills in daily PM work.

What you can do	How
Keep a product workspace	Create a Project → add instructions ("I'm the PM for...; answer concisely") → upload PRDs, research, metrics
Write PRDs, updates, emails	In the Project, ask with goal, audience and format; attach the brief; ask it to self-check against your template
Make interactive pages, dashboards, mock-ups	Ask for an Artifact : "Build an interactive pricing calculator as an artifact"; iterate by chatting; share the link
Research with sources	Turn on web search / research; ask for a cited table; verify key sources
Work with your tools	Enable connectors (Google Drive, Gmail, Calendar, GitHub, Notion, Slack...) in settings; then ask "Summarise this week's customer emails"
Analyse data	Upload a CSV/Excel; ask for charts and insights; ask it to show the calculations
Reuse your methods	Create Skills for PRDs, updates, teardowns (see AI Skills & Templates course)

Starter prompt

You are my product co-pilot for [product]. Users: [who]. Goal this quarter: [metric]. Using the attached interview notes, list the top 5 problems with quotes and frequency, then draft a 1-page PRD for the biggest one using my PRD template. Mark assumptions.

More: PM handbook [Module 14: Claude for daily PM work](#).

Key takeaways

- Projects hold context; Artifacts make interactive outputs.
- Connectors bring your real data in.
- Skills make your best methods repeatable.

Practice exercise: Create a Claude Project for a product you know, add 3 documents, and produce a 1-page PRD and an interactive artifact.

ChatGPT for PMs: Projects, GPTs, Canvas, research and agent

Use ChatGPT's main features for research, documents, data and automation.

What you can do	How
Organise work	Projects: group chats and files per product, with project instructions
Edit long documents and code side by side	Canvas: ask "open this in canvas", then edit sections, change tone and length
Deep research reports	Deep research: give a clear question and scope; get a cited report; verify sources
Analyse spreadsheets	Upload files; ask for cleaning, pivots, charts; download results
Build team assistants	Custom GPTs: Explore GPTs → Create → instructions, files, conversation starters → share with your team
Let AI do web tasks	Agent mode: describe the task with allowed sites and stop points (see Browser Automation course)
Voice and images	Voice conversations for practice; image generation for mock-ups and visuals

Custom GPT recipe: "PRD Reviewer"

1. Create a GPT → Instructions: "Review PRDs against this checklist; score each section; suggest fixes."
2. Upload your PRD template and a great example.
3. Add conversation starters: "Review my PRD", "What's missing?".
4. Test on 3 PRDs, refine, then share with your team.

Key takeaways

- Projects + Canvas for documents; deep research for reports.
- Custom GPTs package team methods.
- Agent mode for web tasks with approvals.

Practice exercise: Build a 'PRD Reviewer' custom GPT and test it on two PRDs.

Gemini for PMs: Gemini app, Gems, Deep Research, NotebookLM, Workspace, AI Studio

Use Google's AI tools, especially if your team lives in Google Workspace.

What you can do	How
Chat, write, analyse	Gemini app (gemini.google.com): upload files, ask for analysis and drafts
Reusable assistants	Gems : create a Gem with instructions (e.g. "Interview synthesiser") and reuse it
Research reports	Deep Research : research plan → cited report → export to Google Docs
AI inside Gmail, Docs, Sheets, Slides, Meet	Gemini in Workspace : side panel to summarise threads, draft docs, build formulas, make slides, meeting notes
Ask across your sources	NotebookLM : add PDFs, Docs, links, videos → ask with citations → audio/video overviews
Prototype with the API	Google AI Studio (aistudio.google.com): test prompts, get an API key, build small apps (SkillNavora's AI uses Gemini this way)

Workflow: user interviews → insights deck

1. Upload interview transcripts to NotebookLM; ask "Top 5 pain points with quotes and counts".
2. Paste results into a Gemini chat; ask for a 6-slide outline.
3. In Google Slides, use Gemini to draft slides from the outline; edit and add data.

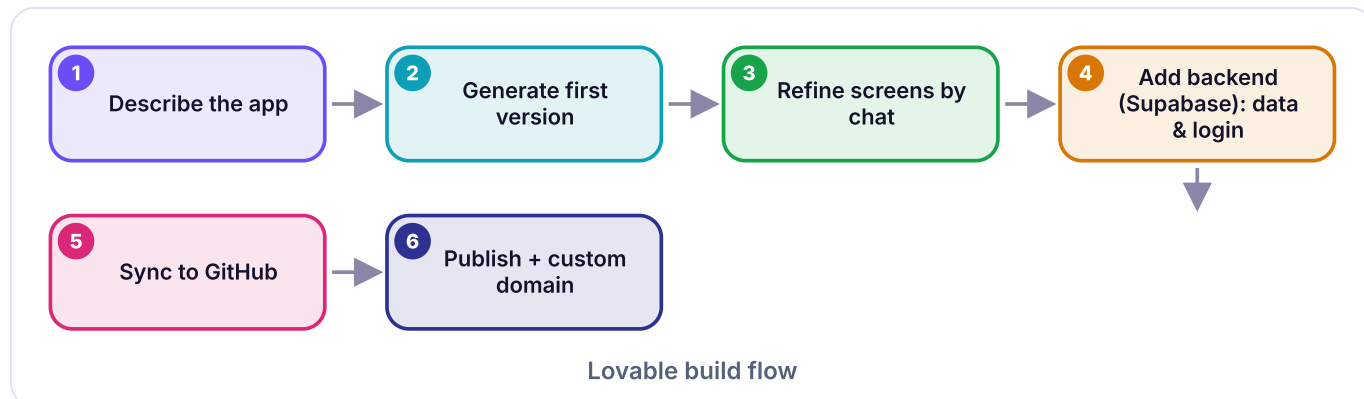
Key takeaways

- Gemini shines inside Google Workspace.
- Gems and NotebookLM make repeatable, source-grounded work.
- AI Studio gives you API keys and prototypes.

Practice exercise: Create a Gem for interview synthesis and a NotebookLM notebook with 3 sources; produce an insights summary.

Lovable: from idea to a working app (no code)

Build and publish an app with Lovable, including a database, login and your own domain.



Step by step

1. Sign in at lovable.dev → **new project** → describe the app: users, pages, key actions, style ("A booking app for a Pune yoga studio: home, classes, book a slot, my bookings; calm green style").
2. Review the first version; ask for changes one at a time ("Add a pricing page with 3 plans", "Make the header sticky").
3. Connect **Supabase** for a database and user login; ask Lovable to create the tables (classes, bookings) and sign-up.
4. Connect **GitHub** to keep the code (you or a developer can continue in Claude Code or Codex).
5. **Publish**, then connect a **custom domain** in project settings and add the DNS records it shows at your domain provider.

Tips

- Write a mini-PRD first (pages, data, roles); paste it as the first prompt.
- Use screenshots or Figma links as references.
- Never put secret keys in the front end; use the backend's secure settings.

More: PM handbook [Module 16: Lovable basic to advanced](#).

Key takeaways

- Start with a mini-PRD prompt.
- Supabase adds data and login.
- GitHub sync lets you grow beyond the builder.

Practice exercise: Build a 3-page app in Lovable with a form that saves data, then publish it.

Claude Code and OpenAI Codex: coding agents for PMs

Use coding agents to build and change real websites and apps, safely.

	Claude Code	OpenAI Codex
What it is	Anthropic's coding agent: in the terminal, IDEs, desktop and web	OpenAI's coding agent: CLI, IDE extension and cloud tasks
Good at	Building features from plain English, editing many files, running tests, git, deploying	Same jobs; runs tasks in parallel in the cloud and proposes changes
Project memory	CLAUDE.md file with project rules	AGENTS.md file with project rules

Build your first website with a coding agent

1. Install the agent (see official docs) and create an empty folder.
2. Prompt: "Create a fast, mobile-friendly website for [business] with pages: Home, About, Services, Pricing, Contact (form). Plain HTML/CSS/JS. Use these brand colours ... Add SEO titles and a sitemap."
3. Ask: "Run it locally and tell me how to preview it." Open it in the browser.
4. Iterate: "Add a testimonials section", "Make the contact form send to Formspree".
5. "Initialise git and push to a new GitHub repo."
6. Deploy free: connect the repo to Cloudflare Pages or Netlify; every push goes live.

Safety habits

- Work on a branch; review the summary of changes before merging.
- Keep secrets in the host's environment settings, never in code.
- Write project rules (CLAUDE.md / AGENTS.md): how to build, test and deploy.

More: [PM handbook Module 15: Claude Code](#) and the [Claude Code complete tutorial](#) in the Data Science handbook (AI Agents track).

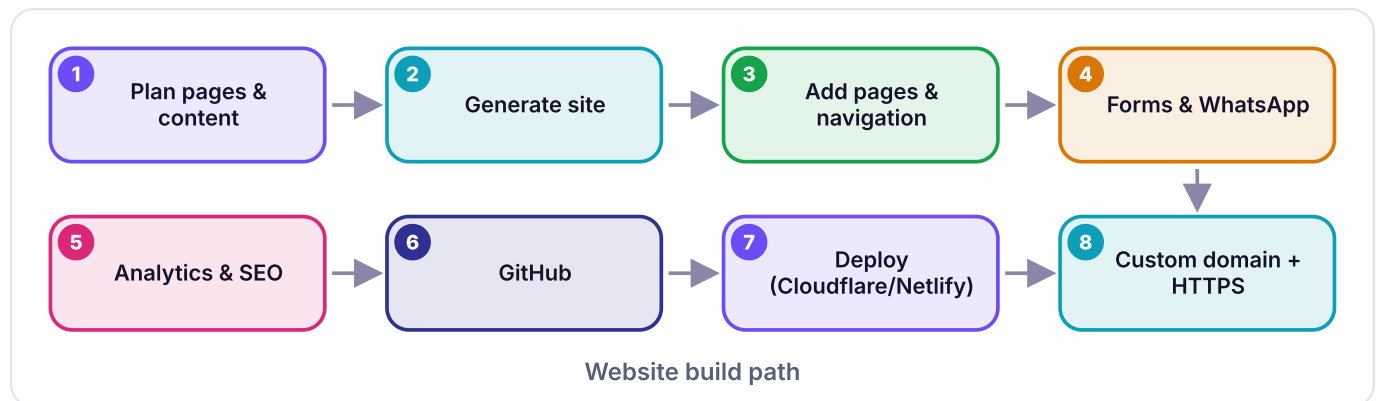
Key takeaways

- Coding agents turn plain English into real code changes.
- Project rules files keep them consistent.
- GitHub + Cloudflare/Netlify = free automatic deploys.

Practice exercise: Use Claude Code or Codex to build a 5-page website, push it to GitHub and deploy it.

Tutorial: create a website, add pages and publish on your domain

Follow one complete path from idea to a live site you own.



1. **Plan:** audience, goal (leads? bookings?), pages, one call to action; collect logo, colours, photos, text.
2. **Generate:** Lovable (no code) or Claude Code/Codex (code you own). Paste your plan as the first prompt.
3. **Add pages:** "Add a Blog page with 3 sample posts and link it in the menu"; check mobile view.
4. **Forms:** contact form to email/Sheet (Formspree, Google Forms embed, or your backend); WhatsApp chat button with your number link.
5. **Analytics & SEO:** Google Analytics 4 or Microsoft Clarity; page titles, descriptions, sitemap; submit to Google Search Console.
6. **GitHub:** keep the code in a repository.
7. **Deploy:** connect the repo to Cloudflare Pages or Netlify (free tiers).
8. **Domain:** buy a domain (GoDaddy, Hostinger, Cloudflare Registrar); add it in your host's "custom domains"; copy the DNS records; HTTPS turns on automatically.

This is exactly how skillnavora.in is built: code in GitHub, Claude Code for changes, deployed on Cloudflare Pages.

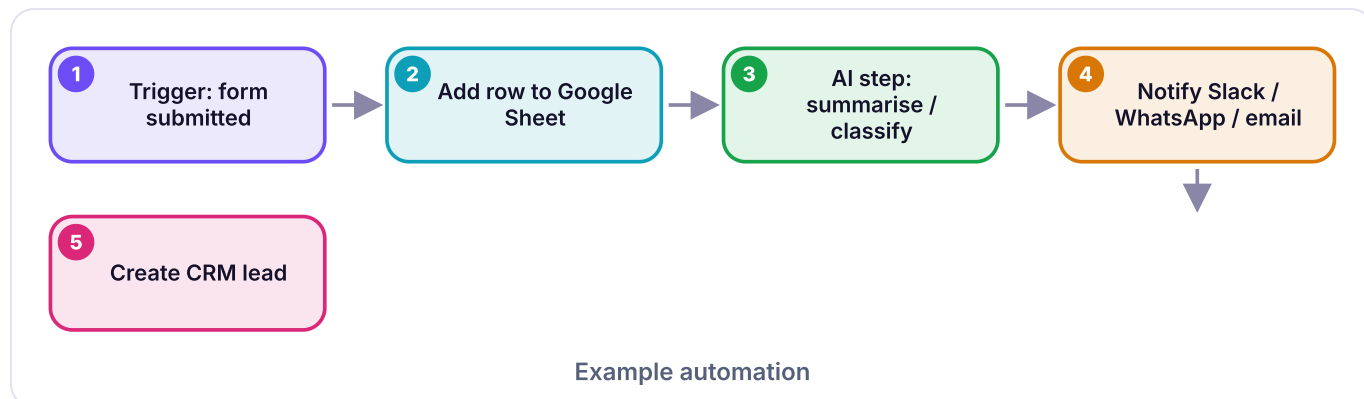
Key takeaways

- Plan before you prompt.
- Own your code in GitHub.
- Free hosting + your domain + HTTPS in under an hour.

Practice exercise: Publish a 4-page website on your own domain with a working contact form and analytics.

Connect your tools: Zapier, Make, n8n, webhooks and MCP

Make your website and tools talk to each other.



Tool	Best for
Zapier	Easiest; thousands of app connections
Make	Visual, flexible scenarios, good value
n8n	Powerful, self-hostable, strong AI nodes
Webhooks	Any app that can send or receive an HTTP request
MCP / connectors	Let Claude or ChatGPT read and act in your tools from chat

Recipe: website lead → Sheet → AI summary → Slack

1. In Zapier/Make/n8n, choose a trigger: "New form submission" (Typeform, Google Forms, Webflow) or a **webhook** your site posts to.
2. Action: add a row to Google Sheets.
3. AI step: "Classify this lead as Hot/Warm/Cold and write a 2-line summary."
4. Action: post to Slack; if Hot, also email sales.
5. Test with 3 sample leads; turn it on; check the run history weekly.

More: [PM handbook Module 20: Zapier, Make and n8n](#) and the n8n complete tutorial in the Data Science handbook.

Key takeaways

- Trigger → actions → AI step → notify.
- Webhooks connect anything that speaks HTTP.
- MCP lets AI assistants use your tools.

Practice exercise: Build the lead automation above with a test form.

Connect other websites and services

Embed, integrate and call other websites safely.

Goal	How
Show a video, map, calendar or form	Embed: YouTube, Google Maps, Calendly, Google Forms give an embed code (iframe) to paste into a page
Take payments	Payment links or checkout from Razorpay, Stripe or Cashfree; webhooks confirm payment to your system
Login with Google / email	Auth from Supabase, Firebase or Clerk
Show data from another service	Call its API from your backend or an automation; cache results
Send emails/WhatsApp	Email APIs (Resend, SendGrid) or WhatsApp Business API providers
Let AI use your site's data	Expose an API or MCP server with read-only access first

Rules for connecting safely

- API keys and secrets only in server/host settings, never in the browser.
- Use test mode for payments first; verify webhooks.
- Respect terms of use and privacy (DPDP); ask consent before collecting personal data.
- Prefer official APIs over scraping.

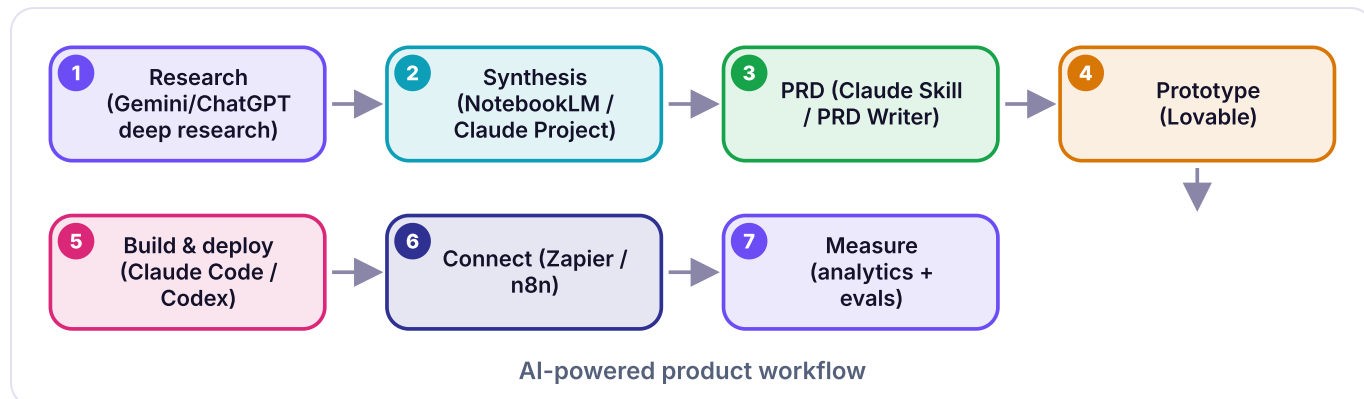
Key takeaways

- Embeds for content; APIs for data; webhooks for events.
- Secrets stay on the server.
- Test mode before real money.

Practice exercise: Add a Calendly embed and a Razorpay test payment link to your site.

PM workflows end to end and capstone

Combine tools into a real product workflow.



Capstone

Pick a real problem (for example a booking app for a local business). Deliver:

1. Research summary with sources.
2. PRD (with metrics and evals).
3. Lovable prototype tested with 3 users.
4. A live website or app on your own domain built with Claude Code or Codex.
5. One automation (lead → Sheet → Slack).
6. A 5-minute demo: what each AI tool did, time saved, what you'd improve.

Cost and safety checklist

- Free tiers first; set spending limits on paid plans and API keys.
- Don't paste confidential company data into personal accounts.
- Review AI output before publishing; keep humans approving sends and payments.

Key takeaways

- Each tool has a role in the workflow.
- Ship something real and measurable.
- Control cost and data from day one.

Practice exercise: Complete the capstone and record a 5-minute demo.

Templates

A. Website plan (paste as your first prompt)

```
Business / product:
Audience:
Goal & main call to action:
Pages (with 1-line purpose each):
Brand (colours, fonts, tone), logo link:
Forms & integrations (email, Sheet, WhatsApp, payments, booking):
Must-have: mobile-friendly, fast, SEO titles, analytics
```

B. Tool chooser

Task	Tool	Why

C. Launch checklist

```
[ ] All pages load on mobile  [ ] Forms tested  [ ] Analytics on  [ ] Titles & sitemap
[ ] Custom domain + HTTPS    [ ] Secrets not in code  [ ] Privacy policy  [ ] Backup in
GitHub
```

Which tool for what

Term / tool	Meaning / use
Claude	Projects, Artifacts, research, connectors, Skills, data analysis
Claude Code	Coding agent: build/edit sites and apps, git, deploy
ChatGPT	Projects, Canvas, deep research, custom GPTs, agent mode, data analysis
OpenAI Codex	Coding agent: CLI, IDE and cloud tasks
Gemini	Gemini app, Gems, Deep Research, Workspace side panel
NotebookLM	Answers from your sources with citations; audio overviews
Google AI Studio	Prompt testing, API keys, quick AI apps
Lovable	No-code apps: Supabase data/login, GitHub sync, publish + domain
Bolt / v0 / Replit	Other app builders in the browser
Cursor / GitHub Copilot	AI inside code editors
Zapier / Make / n8n	Automations between apps
Cloudflare Pages / Netlify	Free hosting from GitHub with custom domains

Glossary

Artifact	Interactive output (page, app, chart) created in Claude
Canvas	ChatGPT's side-by-side editor
Gem	Custom Gemini assistant
Custom GPT	Custom ChatGPT assistant
CLAUDE.md / AGENTS.md	Project rules files for coding agents
DNS	Settings that point your domain to your host
Webhook	Automatic HTTP message when an event happens
Embed	Code that shows another site's content in your page

8 interview questions with answers

Q1. Which AI tool would you use to prototype an app quickly?

A no-code builder like Lovable (or Bolt/v0/Replit) for a clickable, working prototype; then move to a coding agent for production.

Q2. Claude Code vs Lovable?

Lovable is a no-code app builder in the browser; Claude Code is a coding agent that edits real code in your repo, runs commands and deploys, giving full ownership and flexibility.

Q3. How would you build a website as a PM?

Plan pages and CTA, generate with Lovable or a coding agent, add pages and forms, analytics and SEO, push to GitHub, deploy on Cloudflare Pages/Netlify, connect a custom domain.

Q4. How do you connect a website form to your tools?

Use an automation (Zapier/Make/n8n) or a webhook: form → Sheet → AI summary → Slack/CRM.

Q5. What are Custom GPTs and Gems?

Reusable assistants with your instructions and files in ChatGPT (GPTs) and Gemini (Gems).

Q6. How do you keep API keys safe?

Store them only in server or hosting secret settings, never in front-end code or prompts; use limits and rotate keys.

Q7. When use NotebookLM?

When answers must come from your own sources with citations: research, study, interview synthesis.

Q8. How do PMs use coding agents responsibly?

Branches and reviews, project rules files, tests, no secrets in code, and human approval before merging and deploying.

Further reading and tools

- Claude help center: <https://support.anthropic.com/>
- Claude Code docs: <https://docs.claude.com/en/docs/claude-code/overview>
- ChatGPT help: <https://help.openai.com/>
- OpenAI Codex docs: <https://developers.openai.com/codex>
- Gemini help: <https://support.google.com/gemini>
- Google AI Studio: <https://aistudio.google.com/>
- NotebookLM help: <https://support.google.com/notebooklm>
- Lovable docs: <https://docs.lovable.dev/>
- Replit docs: <https://docs.replit.com/>
- v0 docs: <https://vercel.com/docs/v0>
- Cursor docs: <https://docs.cursor.com/>
- Cloudflare Pages docs: <https://developers.cloudflare.com/pages/>
- Netlify docs: <https://docs.netlify.com/>
- Zapier Learn: <https://learn.zapier.com/>
- n8n docs: <https://docs.n8n.io/>
- Razorpay docs: <https://razorpay.com/docs/>
- Calendly embed help: <https://help.calendly.com/>
- Google Search Console: <https://search.google.com/search-console>

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