

SKILLNAVORA · AI PRODUCT MANAGEMENT & GENAI
LAUNCHPAD

Product Operations

Help product teams scale: what product ops does, processes and rituals, tools and data, customer-insight pipelines, launch management, and AI in product ops.

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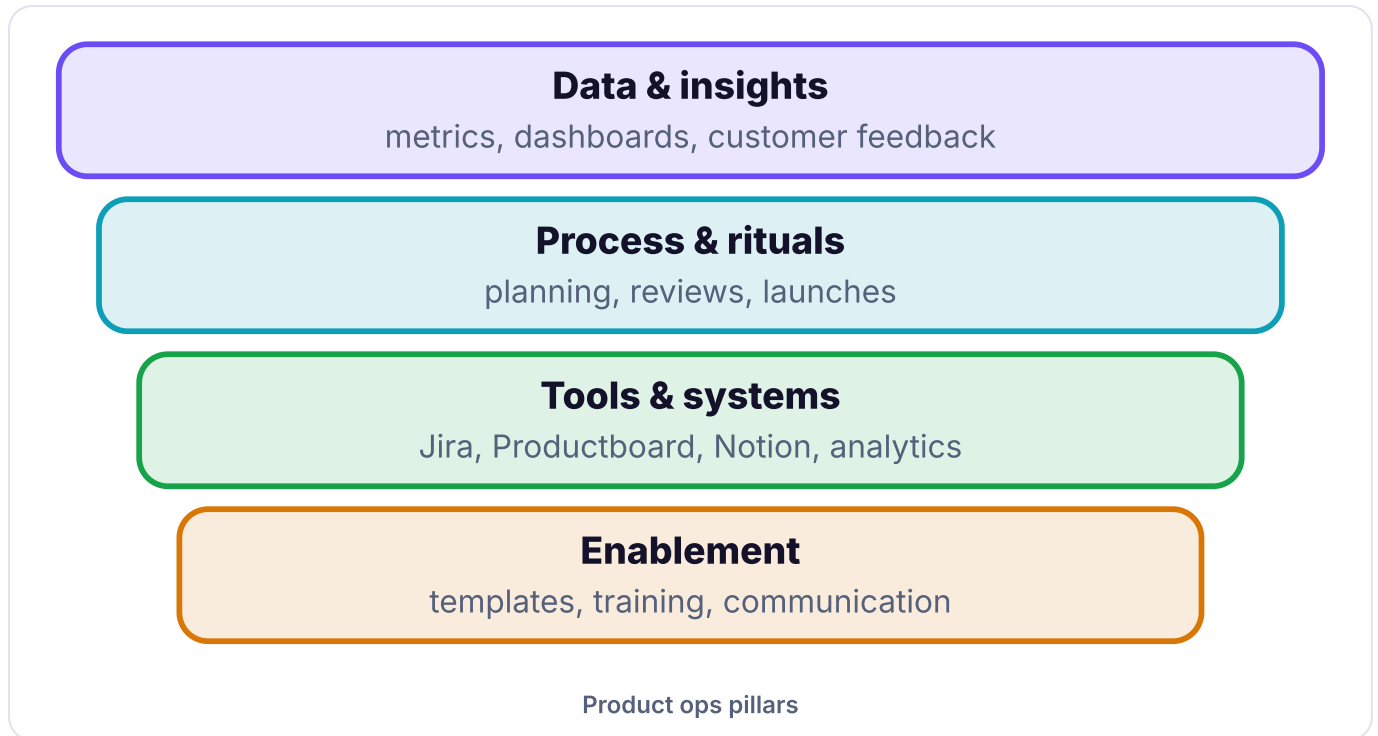
How to use this guide

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	What product ops is	Basic
Class 2	Processes and rituals	Basic
Class 3	Tools and data	Intermediate
Class 4	Customer-insight pipelines	Intermediate
Class 5	Launch management and governance	Advanced
Class 6	AI in product ops and final project	Advanced
Toolkit: templates, cheat sheet, glossary, 4 interview questions, further reading		

What product ops is

Know the scope and value of product ops.



Common in companies with 10+ PMs; in smaller teams PMs do it themselves.

Key takeaways

- Product ops removes friction.
- Four pillars: data, process, tools, enablement.
- Scale matters.

Practice exercise: List 10 recurring admin tasks PMs on your team do.

Processes and rituals

Design lightweight rhythms.



Each ritual needs an owner, inputs, outputs and a template; cut rituals that don't change decisions.

Key takeaways

- Rituals must change decisions.
- Templates make them fast.
- Owners keep them alive.

Practice exercise: Design the agenda and template for a monthly product review.

Tools and data

Run the product tool stack and metrics.

- Single source of truth for roadmap and feedback (Productboard, Jira Product Discovery, Notion).
- Metrics definitions and dashboards (a metrics dictionary).
- Clean taxonomy: product areas, customer segments, tags.
- Tool consolidation and access hygiene.

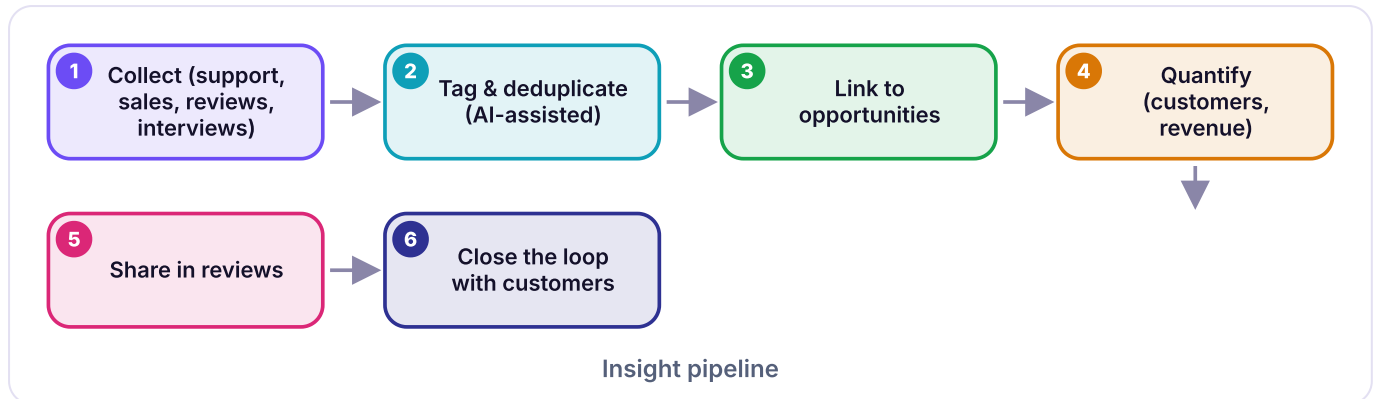
Key takeaways

- One source of truth per object.
- A metrics dictionary prevents arguments.
- Taxonomy makes insights searchable.

Practice exercise: Draft a metrics dictionary with 8 metrics.

Customer-insight pipelines

Turn feedback into prioritised insights.



Key takeaways

- AI can tag and cluster feedback at scale.
- Link insights to opportunities and revenue.
- Close the loop with customers.

Practice exercise: Build a feedback-tagging taxonomy and test it on 30 items with AI.

Launch management and governance

Make launches predictable.

- Launch tiers (big, medium, small) with checklists.
- Go/no-go reviews with evals, support readiness, docs, legal.
- Release notes and internal enablement; post-launch reviews.

Key takeaways

- Tier launches by impact.
- Checklists and go/no-go.
- Post-launch review every time.

Practice exercise: Create a tiered launch checklist.

AI in product ops and final project

Automate product ops with AI.

- AI skills for weekly reports, release notes, insight synthesis, meeting notes.
- Agents that keep Jira and docs in sync (with approvals).
- Dashboards with AI summaries.

Final project

Design a product-ops toolkit for a 10-PM team: operating rhythm, templates, metrics dictionary, insight pipeline, launch tiers, and 3 AI automations.

Key takeaways

- Automate reporting and synthesis.
- Keep humans on decisions.
- Measure time saved for PMs.

Practice exercise: Complete the product-ops toolkit.

Templates

Operating rhythm sheet

ritual | cadence | owner | inputs | outputs | template | decisions it informs

Cheat sheet

Term / tool	Meaning / use
Operating rhythm	Recurring planning and review cadence
Metrics dictionary	Agreed definitions of metrics
Launch tier	Size category deciding launch process

Glossary

Taxonomy	Agreed categories and tags
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4 interview questions with answers

Q1. What is product ops?

A function that scales product teams through data, process, tools and enablement.

Q2. When do you need it?

When PM count grows and inconsistency, admin load and scattered data slow decisions.

Q3. How do you build an insight pipeline?

Collect from all channels, tag and dedupe (AI-assisted), link to opportunities, quantify, share, close the loop.

Q4. How does AI change product ops?

Automates synthesis, reports, release notes and tool hygiene; humans keep decisions.

Further reading and tools

- Productboard: product ops: <https://www.productboard.com/blog/>
- Atlassian: Jira Product Discovery: <https://www.atlassian.com/software/jira/product-discovery>
- Mind the Product: product ops: <https://www.mindtheproduct.com/>

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