

ICAgile Micro-Credential: AI for Product Discovery

Workshop Overview

AI is transforming how teams discover and validate product opportunities. This ICAgile-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.

Target Audience

This course is ideal for:

- Product managers, product owners, analysts, designers, and innovation leads
- Professionals involved in early-stage product development

Learning Outcomes

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

Prerequisites

Learners should have:

General knowledge of generative AI or completion of AI training such as Foundations of AI (ICP-FAI). Completion of Agile Product Management (ICP-PDM) or equivalent product knowledge.

About Us



Agilizing is an ICAgile member organization

ICAgile helps professionals transform themselves into agile masters who can incorporate agile methods and go beyond the constraints of agile processes. We do this by ensuring that the



Agile workshops you take are certified based on proven, discipline-specific learning outcomes. As a certification body – backed by agile thought leaders – ICAgile work with training providers and organizations to certify their agile workshops and ensure that all learning leads you on your journey to agile mastery.