



Suhas Bhairav

AI Product Discovery Guide

A practical route to uncover AI-enabled product opportunities from real customer and market signals

Identify and validate AI-enabled product ideas with data-driven rigor.

Suhas Bhairav

suhasbhairav.com

Inputs & Alignment

Collect and harmonize customer interviews, support data, analytics, and market signals to surface candidate AI-enabled product ideas. Establish ownership, data access, and alignment with business goals before ideation.

Key move **Action: Agree on 2–3 candidate inputs to start capturing this week.**

PRACTICAL CHECKLIST

- 01** Define a shared problem statement aligned to strategic goals.
- 02** Map data sources: interviews, ticket data, usage analytics, and market signals.
- 03** Assign owners for data quality, access, and privacy compliance.
- 04** Identify success metrics tied to business outcomes (revenue, retention, NPS).
- 05** Initial guardrails: product scope limits, privacy rules, and ethical AI considerations.
- 06** Create a lightweight reporting template to summarize findings weekly.
- 07** Plan a weekly 60-minute discovery sync to review inputs.

Suhas Bhairav AI Resource

Identify and validate AI-enabled product ideas with data-driven rigor.

Evidence Synthesis & Prioritization

Turn inputs into testable opportunities using a simple scoring rubric and evidence map. Prioritize ideas with high impact and fast validation.

Key move **Action: Publish the top 3 MVEs for 2 weeks of testing.**

PRACTICAL CHECKLIST

- 01** Create an evidence map linking customer pain, support patterns, analytics signals, and business goals.
- 02** Score opportunities on impact, feasibility, data readiness, and strategic fit.
- 03** Flag low-confidence ideas to revisit after acquiring more data.
- 04** Define minimal viable experiments (MVEs) with success criteria.
- 05** Annotate assumptions and risks for quick review.
- 06** Assign a product owner and a data owner per idea.
- 07** Set a weekly review cadence to re-score and prune ideas.

Suhas Bhairav AI Resource

Identify and validate AI-enabled product ideas with data-driven rigor.

Experimentation Plan & Guardrails

Run small, time-boxed experiments to validate AI-enabled opportunities. Maintain guardrails for data privacy, model risk, and human oversight.

Key move Pilot fast, learn fast; sunset underperforming experiments.

PRACTICAL CHECKLIST

- 01** Define MVEs: success metrics, data sources, and decision thresholds.
- 02** Automate data collection where safe; otherwise, export for human review.
- 03** Review outputs with product and policy owners; approve go/no-go.
- 04** Set monitoring: user feedback, error rates, and data drift.
- 05** Document ownership: who decides, who acts, who signs off.
- 06** Guardrails: avoid sensitive data, personal data, and biased outcomes.
- 07** Weekly retrospective to measure impact and adjust backlog.

Suhas Bhairav AI Resource

Identify and validate AI-enabled product ideas with data-driven rigor.

ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

WEBSITE

suhasbhairav.com

EMAIL

suhasbhairav@gmail.com