

DECISIONFLOW

PRODUCT CONCEPT DOCUMENT

From meeting conversations to trusted organizational decision intelligence

FINAL DOCUMENT STATUS	1.0 VERSION	MIN THU KYAW AUTHOR	JULY 2026 DATE
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PORTFOLIO PURPOSE

A complete concept-stage product narrative covering market discovery, customer jobs, product strategy, AI architecture, responsible AI, business model, validation, operating metrics, go-to-market planning, roadmap, and reflection.

AI PRODUCT MANAGEMENT PORTFOLIO EDITION

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Document Control

Publication status, evidence conventions, revision history, and intended use

Field	Value
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Revision history

Version	2.0	Summary
0.1	July 2026	Initial concept and discovery artifacts
0.5	July 2026	Strategy, architecture, business model, and validation plan
1.0	July 2026	Integrated, renumbered, quality-reviewed final portfolio edition

How to read this document

This PCD is a concept-stage product deliverable. It separates validated facts from proposals and establishes the evidence required before material engineering investment.

Label	Meaning
Observed evidence	Result from completed primary research, experiment, pilot, or production system.
Secondary evidence	Market and workflow insight grounded in published or public sources.
Illustrative evidence	Clearly labeled fictional synthesis used to demonstrate discovery method.
Target	A threshold to validate; not a current achievement.
Hypothesis	A belief requiring a defined test and decision rule.
Proposed design	A concept architecture or workflow subject to technical validation.

Contents

Static contents with final page references; use Word Navigation Pane for heading-level browsing.

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Evidence Convention

Observed evidence is distinguished from concept-stage hypotheses, illustrative research, target thresholds, and proposed architecture. No production outcome is claimed without a completed test.

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EVIDENCE CONVENTION

Observed evidence is distinguished from concept-stage hypotheses, illustrative research, target thresholds, and proposed architecture. No production outcome is claimed without a completed test.

1. Executive Summary

The business problem, proposed solution, market wedge, value proposition, and advancement recommendation

DECISION INTELLIGENCE CATEGORY	PRODUCT MANAGERS BEACHHEAD	VERIFIED RETRIEVALS NORTH STAR	CONDITIONAL GO STATUS
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Executive overview

DecisionFlow is an AI-powered decision intelligence platform that transforms meeting conversations into structured organizational knowledge. Instead of treating transcripts and summaries as the final product, it creates verified decision records containing what was decided, why it was decided, who owns the outcome, which evidence supports it, and how the decision evolves across meetings.

The strategic opportunity is not better note-taking. It is preserving organizational memory and making that memory useful during future planning, execution, onboarding, governance, and customer commitments.

Problem and solution

Current organizational problem	DecisionFlow response
Decisions remain buried in transcripts and summaries.	Extract structured decision records linked to source evidence.
Rationale and approval history disappear over time.	Preserve rationale, participants, owners, confidence, and lifecycle status.
Teams search across recordings, notes, chat, and project tools.	Use hybrid retrieval and natural-language questions across verified records.
Action items become disconnected from the decisions that created them.	Link decisions to owners, due dates, and systems of execution.
Institutional memory depends on experienced individuals.	Build a permission-aware organizational decision memory that compounds over time.

CORE VALUE PROPOSITION

DecisionFlow transforms every meeting into trusted organizational intelligence by automatically capturing decisions, preserving rationale, connecting knowledge across time, and enabling teams to retrieve critical context instantly.

1. Executive Summary — Business Case

Why now, expected value, target users, success model, and current recommendation

Why now

Force	Product implication
Mainstream generative AI adoption	Users increasingly accept AI-assisted knowledge workflows, but expect transparency and control.
Hybrid and distributed work	More high-value decisions occur in virtual conversations across teams and time zones.
Information fragmentation	Organizations generate abundant records but cannot reliably reconstruct decision context.
Meeting-assistant commoditization	Transcription and summaries are becoming baseline capabilities rather than durable differentiation.
Enterprise trust requirements	A viable product must combine AI interpretation with deterministic controls, permissions, evidence, and human review.

Target users and business value

Primary audience	Highest-value outcome
Product Managers	Recover roadmap decisions and rationale across cross-functional meetings.
Engineering Managers	Preserve architecture choices and implementation context.
Startup Founders	Reduce dependence on founder memory while the organization scales.
Expansion users	Support design, customer success, sales, operations, and leadership with traceable decisions.

Success model

North Star Metric: Monthly Verified Decisions Retrieved — the number of historical, human-verified decisions successfully retrieved and used by teams each month.

- Quality guardrails: unsupported-decision incidents, omission rate, evidence coverage, correction rate, review burden, sensitive-data incidents, latency, and inference cost.
- Business guardrails: activation, retained teams, paid conversion, gross margin, and expansion through shared organizational memory.

CURRENT RECOMMENDATION

Proceed with low-cost Phase 2 planning and a focused evidence program. Do not make a major build commitment until primary customer research, prototype usefulness, AI quality, review burden, and willingness-to-pay thresholds are met.

2. Product Concept

Vision, mission, product principles, scope, user experience, and product boundaries

Product overview

DecisionFlow treats decisions as first-class organizational assets. The platform ingests meeting transcripts and metadata, identifies candidate decisions and related outcomes, grounds each record in source evidence, routes high-impact or uncertain records through human review, and publishes verified knowledge into a searchable decision memory.

Vision	Mission
Empower every organization with a trusted AI decision memory that transforms conversations into lasting organizational intelligence.	Help teams make better decisions by automatically capturing, structuring, connecting, and retrieving organizational knowledge from every meeting.

Core product principles

Principle	Design consequence
Decisions over documentation	Optimize for reusable outcomes, not transcript volume.
AI assists; humans decide	Users retain authority over consequential organizational records.
Evidence before confidence	Every published decision links to supporting transcript context and provenance.
Organizational memory compounds	Each verified record increases future retrieval and cross-meeting value.
Permission-aware by default	Retrieval and sharing respect source-system access controls.
Workflow fit over replacement	Integrate with meeting and execution tools instead of rebuilding the collaboration stack.

Conceptual experience

Stage	User-visible outcome
Capture	A meeting is transcribed with speakers, timestamps, and metadata.
Understand	AI identifies decisions, actions, risks, open questions, rationale, and entities.
Verify	Users review evidence, correct outputs, approve records, or mark them unresolved.
Connect	The system links related decisions, projects, people, customers, and changes over time.
Retrieve	Users ask natural-language questions and receive evidence-backed answers.
Execute	Verified decisions connect to owners, due dates, and systems of execution.

2. Product Concept — Scope & Boundaries

What the MVP must prove, what remains future-facing, and what the product will not attempt

MVP scope

Must prove	Initial capability
Decision capture value	Extract candidate decisions, rationale, actions, risks, and open questions from supported meeting transcripts.
Trustworthy review	Show evidence snippets, confidence, impact tier, edit history, and explicit approval state.
Useful retrieval	Search and answer questions across verified decisions using permission-aware hybrid retrieval.
Workflow connection	Export or synchronize approved actions and decisions to selected collaboration and execution tools.
Measurable learning	Instrument activation, correction, retrieval success, review burden, and retained team use.

Non-goals for the initial product

- Competing on commodity transcription breadth or becoming a general-purpose video meeting platform.
- Publishing high-impact decisions without human authority, evidence, and an audit trail.
- Attempting predictive decision recommendations before capture, verification, and retrieval are trusted.
- Replacing project management, documentation, CRM, or collaboration systems.
- Claiming universal accuracy across industries before domain-specific evaluation.

PRODUCT BOUNDARY

DecisionFlow owns the verified decision lifecycle between conversation capture and execution. It integrates upstream with meeting systems and downstream with systems of record and action.

Section	Focus
3. Market Opportunity	Market convergence, target segments, category framing, positioning and strategic implications.
4. User Research	Research plan, current workflow, illustrative synthesis, hypotheses and validation criteria.
5. User Personas	Primary and secondary personas, empathy map, journey and prioritization.
6. Jobs To Be Done	Core job, functional/emotional/social jobs, opportunity map and MVP priorities.

3. Market Opportunity

DecisionFlow sits between meeting intelligence and knowledge management, but competes by owning the decision lifecycle.

3.1 Market Thesis

DecisionFlow targets a structural gap in modern knowledge work. Organizations have become effective at recording conversations, but remain ineffective at preserving the decisions, rationale, ownership, and evolution that determine execution. The opportunity is therefore not another note-taking tool; it is a decision layer that converts conversations into durable organizational intelligence.

AI productivity Adjacent category	Meeting assistants Adjacent category
Knowledge management Adjacent category	Enterprise collaboration Adjacent category

3.2 Why Now

Four forces make the concept timely: mainstream AI adoption, fragmented work, rapid growth of meeting intelligence, and enterprise demand for outcomes beyond summaries.

Why Now: Converging Market and Technology Shifts

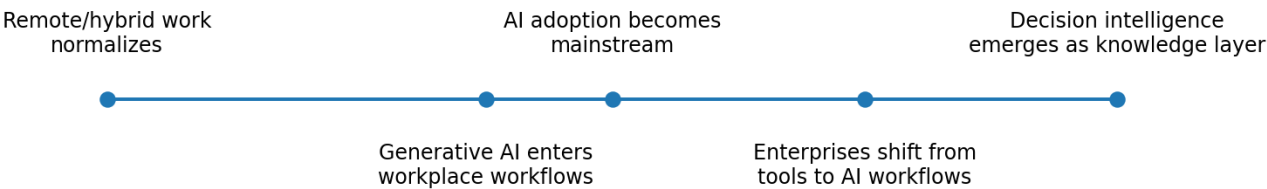


Figure 3.1 — Market and technology shifts creating the DecisionFlow opportunity.

Trend	Implication for DecisionFlow
AI becomes a workplace layer	Users are increasingly comfortable delegating language-heavy tasks to AI, reducing adoption friction.
Work becomes more fragmented	Decisions are scattered across meetings, chat, project tools, documents, and individual memory.
Meeting intelligence expands	Transcription and summaries become baseline capabilities rather than durable differentiation.
Enterprises need more than summaries	The value moves from documenting events to creating trusted decision context and traceability.

3.3 Target Market and Ideal Customer Profile

The launch market should be narrow enough to learn quickly and valuable enough to justify workflow change. The recommended beachhead is product-led technology organizations where meeting decisions directly affect roadmaps, engineering delivery, customer commitments, and cross-functional alignment.

Segment	Characteristics	Why It Matters
Primary beachhead	Product-led startups, SaaS companies, product teams, engineering teams, remote-first organizations	High meeting frequency, fast-changing priorities, and acute pain around lost decision context.
Adjacent teams	Product design, customer success, sales, consulting, agencies, operations	Similar need for commitments, rationale, traceability, and follow-through.
Enterprise expansion	Cross-functional and executive leadership	Organization-wide decision memory, governance, onboarding, and knowledge retention.

3.4 Market Size Framing

Category-based sizing

Decision Intelligence is an emerging category. At the concept stage, the opportunity should be framed through adjacent markets rather than presented as a falsely precise standalone market estimate.

Layer	Market Frame	DecisionFlow Relevance
TAM	AI productivity + enterprise collaboration	Knowledge-work organizations that use meetings and AI-enabled collaboration.
SAM	AI meeting assistants + knowledge management	Teams already paying to capture, summarize, organize, or retrieve meeting knowledge.
SOM	Product-led startups and SaaS teams	Initial beachhead with urgent pain, shorter adoption cycles, and AI-tool readiness.

3.5 Market Gap: Documentation vs. Decision Intelligence

Current Market Focus	DecisionFlow Focus
Meeting transcript	Structured decision record
Meeting summary	Decision rationale and evidence
Action-item list	Ownership and accountability
Single-meeting output	Cross-meeting decision history
Keyword search	Semantic decision retrieval
Personal productivity	Organizational memory

Category-defining question

Existing assistants answer: “What happened in this meeting?” DecisionFlow aims to answer: “What did we decide, why, who owns it, and how has it changed?”

3.6 Competitive Positioning

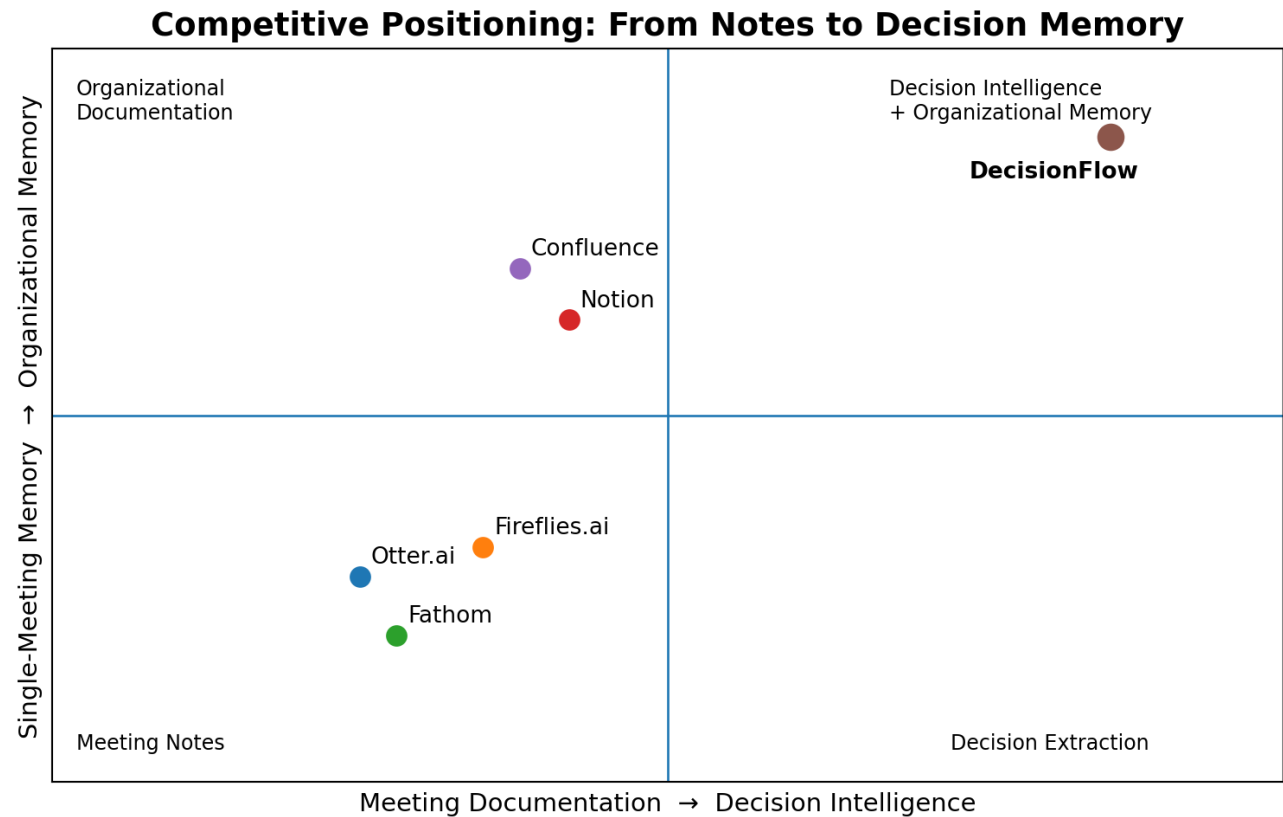


Figure 3.2 — Conceptual positioning based on product focus, not audited feature scoring.

3.7 Strategic Implications

- 1. Do not compete primarily on transcription quality; treat transcription as enabling infrastructure.
- 2. Make decision records, rationale, evidence, and lifecycle tracking the core information model.
- 3. Design for team and organizational value rather than only individual meeting productivity.
- 4. Use integrations to enter existing workflows instead of requiring teams to replace their collaboration stack.
- 5. Earn trust through human review, source citations, confidence signals, and editable outputs.

Key takeaway

DecisionFlow can win by solving a more valuable problem than note-taking: helping organizations remember, trust, and act on their decisions.

What We Know	What We Assume	What We Must Validate
Meeting data is abundant and organizational knowledge is fragmented.	Teams will adopt a dedicated decision-intelligence workflow.	Problem severity, buying ownership, willingness to pay, and workflow change.

4. User Research

A hypothesis-driven discovery plan designed to validate problem severity, unmet needs, AI trust, and willingness to change.

4.1 Research Objective

Validate whether professionals who participate in high-value meetings experience a meaningful, recurring, and costly problem in capturing, retrieving, understanding, and acting on decisions.

Research Question	What It Tests
How are outcomes documented today?	Existing workflow, tools, handoffs, and workarounds.
What information is hardest to retrieve?	Severity and frequency of decision-context loss.
Where do existing AI assistants fail?	Unmet needs beyond transcription and summaries.
Would organizational decision memory create value?	Concept desirability and relevance.
What creates trust in AI-generated records?	Human review, explainability, evidence, and control requirements.

4.2 Research Design

Method	Purpose	Stage
One-to-one interviews	Understand behavior, pain, decision retrieval, and workarounds.	Discovery
Contextual inquiry	Observe how people search, document, and transfer meeting outcomes.	Discovery
Workflow observation	Identify manual handoffs and points where context is lost.	Discovery
Secondary research	Find recurring themes in product reviews and public discussions.	Concept
Prototype testing	Evaluate comprehension, trust, usefulness, and interaction design.	Plan / MVP

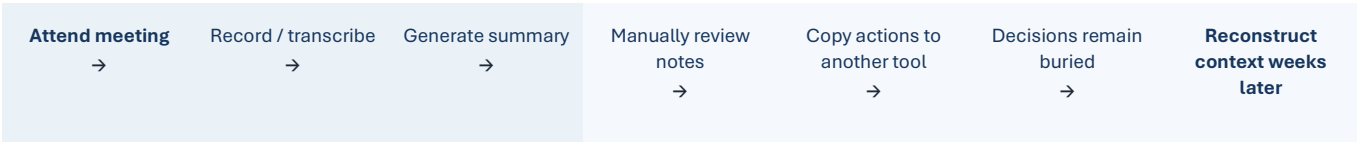
4.3 Target Participants

Priority	Role	Reason for Inclusion
Primary	Product Managers	Lead roadmap and feature decisions across functions.
Primary	Engineering Managers	Coordinate technical decisions and architectural context.
Primary	Startup Founders	Make frequent strategic decisions and carry institutional memory.
Primary	Product Designers	Need rationale behind design changes and trade-offs.
Secondary	Customer Success Managers	Track customer commitments and internal follow-through.
Secondary	Project / Program Managers	Manage execution, accountability, and dependencies.
Secondary	Sales Managers	Participate in customer and commercial commitments.

4.4 Interview Guide

Theme	Sample Questions
Meeting workflow	How many meetings do you attend? Which meetings create the most important decisions?
Documentation	Who documents outcomes? Where are notes stored? How are actions transferred?
Retrieval	Tell me about the last time you could not find a prior decision or rationale.
Existing AI tools	What is valuable today? What still requires manual effort?
Future solution	How valuable would automatic decision memory be? What would make it trustworthy?

4.5 Current-State Workflow



Primary friction

The workflow contains multiple manual handoffs. Transcripts and summaries are created, but decisions, rationale, ownership, and future retrieval remain weakly structured.

4.6 Initial Insights from Secondary Research

Users Value Today	Users Still Struggle With
Automatic transcription	Understanding why decisions were made
AI-generated summaries	Finding decisions across multiple meetings
Searchable transcripts	Tracking decisions that change over time
Less manual note-taking	Knowing who approved or owns the outcome
Faster review after meetings	Connecting discussions to downstream execution

4.7 Illustrative Interview Synthesis

RESEARCH EVIDENCE DISCLOSURE

User interviews, quotations, personas, opportunity sizing, validation findings, and success thresholds are illustrative case-study inputs unless explicitly identified as actual evidence. No confidential customer information is included; names and identifying details are fictional, anonymized, or presented as composite examples.

Participant	Current Workflow	Core Pain	Opportunity
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Participant	Current Workflow	Core Pain	Opportunity
Product Manager — SaaS startup	AI summaries + documentation platform + manual action tracking	Cannot recover the rationale behind product decisions weeks later.	Historical decision context over full transcripts.
Engineering Manager	Sprint summaries + manual architecture records + chat	Technical rationale disappears inside recordings.	Searchable architecture decisions with evidence and approval history.
Startup Founder	Meeting assistant + personally maintained strategic memory	Strategic discussions repeat; knowledge depends on the founder.	Persistent organizational memory that scales with the company.
Product Designer	Design reviews + summary review before work	Summaries do not explain why design direction changed.	Rationale captured alongside outcomes.
Customer Success Manager	Customer calls + manual CRM commitment updates	Feature promises and ownership become unclear.	Automatic commitment extraction and accountable follow-up.

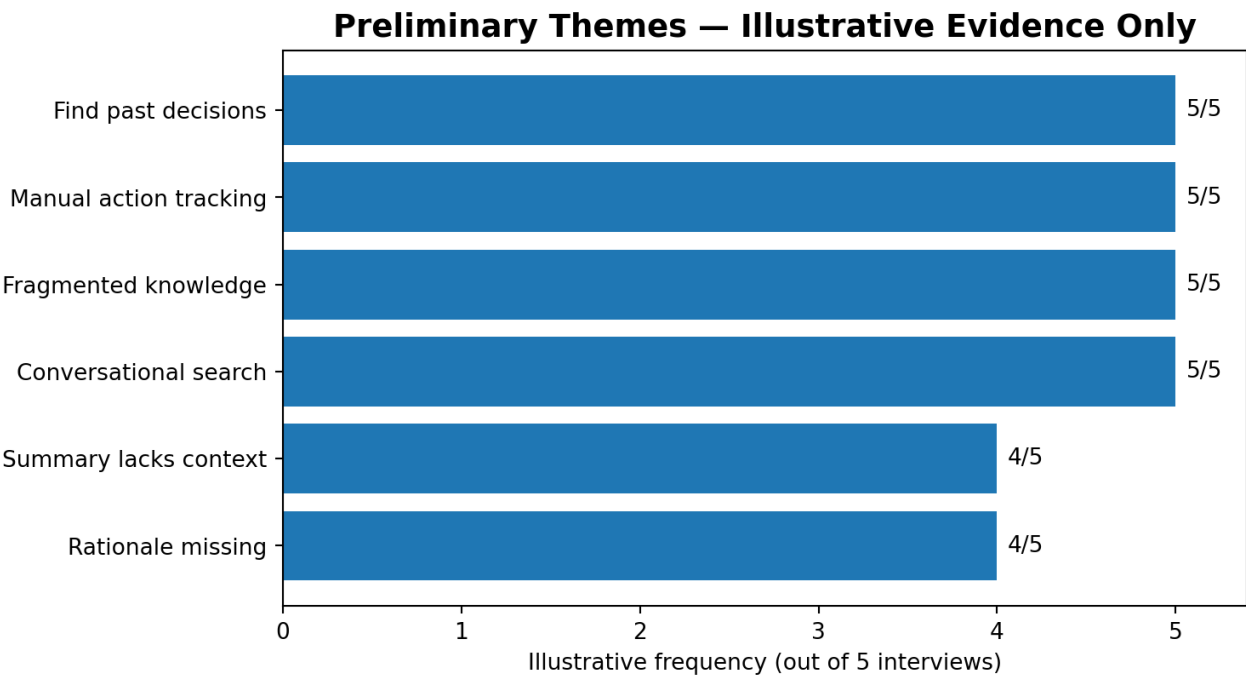


Figure 4.1 — Illustrative themes used to form hypotheses, not validation claims.

4.8 Opportunity Areas

Opportunity	User Value	Potential Product Capability
Decision extraction	Reduce transcript review	Structured decision records
Decision history	Preserve organizational knowledge	Decision timeline and versioning
Action ownership	Improve accountability	Owner, due date, and status extraction
Decision rationale	Recover historical context	Evidence-linked reasoning summaries
Semantic retrieval	Find decisions naturally	Conversational search with citations
Cross-meeting linking	Understand evolution	Decision graph and related-meeting links

4.9 Research Hypotheses and Validation Criteria

Hypothesis	Evidence Needed
H1 — Users spend meaningful time searching for previous meeting decisions.	Recent examples, frequency, time cost, and impact on execution.
H2 — Summaries are useful but insufficient for long-term retrieval.	Comparison of summary use versus rationale and source-context needs.
H3 — Teams value decision history more than complete transcripts.	Forced ranking and concept-testing preference.
H4 — Users will review AI-generated decisions when the workflow is lightweight.	Prototype completion, edit rate, and acceptance behavior.
H5 — Decision traceability has organizational and commercial value.	Willingness to adopt, champion, pay, or participate in a pilot.

≥80% Users reporting retrieval pain	≥70% Dissatisfied with current solution	≥75% Strong concept interest	≥10 Beta organizations
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4.10 Research Next Steps

1. Recruit 15–20 participants, beginning with Product Managers and Engineering Managers.
2. Use recent-behavior questions rather than asking participants to predict hypothetical future behavior.
3. Capture current workflow artifacts: notes, transcripts, project-tool handoffs, and search behavior.
4. Test a low-fidelity decision record and retrieval prototype before building a full meeting platform.
5. Replace all illustrative quotes and frequencies with actual evidence, including contradictory findings.

Decision Gate	Proceed When
Problem validation	Participants provide recent, repeated examples with measurable time or execution impact.
Concept desirability	Target users prefer decision records and evidence-linked retrieval over another summary view.
Trust feasibility	Users can review AI output quickly and understand the source evidence.
Pilot readiness	At least ten organizations are willing to test the MVP in a real workflow.

5. User Personas

Behavior-led personas focused on decision responsibility, meeting intensity, knowledge risk, and adoption potential.

5.1 Persona Strategy

DecisionFlow personas are not demographic profiles. They represent roles with recurring responsibility for decisions, cross-functional alignment, and knowledge continuity. Product Managers are the proposed beachhead because they combine high problem frequency, broad coordination needs, and strong influence over AI productivity workflows.

Sarah Chen

Senior Product Manager

PROFILE

Industry: B2B SaaS

Company: 150 employees

Experience: 7 years

Meetings: 18–25 per week

SUCCESS LOOKS LIKE

“I can instantly answer any question about previous product decisions without searching recordings or asking teammates.”

Goals	Frustrations	DecisionFlow Value
- Keep decisions aligned across functions - Recover roadmap rationale quickly - Improve action accountability - Accelerate onboarding	- Decisions disappear inside transcripts - Summaries lack context - Teams revisit resolved discussions - Actions are copied manually	- Extract decisions and rationale - Track ownership - Link meetings over time - Conversational decision search

David Kim

Engineering Manager

PROFILE

Company: 300 employees

Experience: 10 years

Meetings: 12–18 per week

Focus: Architecture and delivery

SUCCESS LOOKS LIKE

“Developers can understand the reasoning behind every important engineering decision without asking senior engineers.”

Goals	Frustrations	DecisionFlow Value
- Preserve architecture decisions - Share technical knowledge - Reduce repeated debates - Maintain implementation context	- Rationale is incompletely documented - Architecture discussions are buried - New developers lack context - Decisions depend on senior memory	- Capture technical decisions - Link discussions over time - Preserve implementation rationale - Search engineering knowledge

Alex Rivera

Founder & CEO

PROFILE

Company: 25 employees

Experience: 5 years as founder

Meetings: 25–35 per week

Focus: Strategy and customers

SUCCESS LOOKS LIKE

“The company should remember decisions even when I am not in the room.”

Goals	Frustrations	DecisionFlow Value
• Preserve strategic knowledge • Reduce founder dependency • Scale alignment • Track customer commitments	• Discussions repeat • Strategic context is forgotten • Commitments are difficult to track • Team relies on founder memory	• Build institutional memory • Track strategic decisions • Connect commitments • Distribute historical context

5.5 Persona Comparison

Persona	Primary Goal	Biggest Pain	Core Value
Product Manager	Product alignment	Lost decision context	Product decision history
Engineering Manager	Technical knowledge continuity	Missing architectural rationale	Technical decision memory
Startup Founder	Scale organizational knowledge	Founder dependency	Institutional memory

5.6 Product Manager Empathy Map

Thinks	Feels	Says	Does
Did we already decide this? Where is the latest version? Why did we change direction?	Frustrated by repetition Overwhelmed by fragmentation Concerned about lost context	I’ll check the transcript. Let me search the notes. I think we discussed this.	Searches documents Reads summaries Messages teammates Reviews recordings

5.7 Product Manager Journey

Stage	User Behavior	Pain	DecisionFlow Opportunity
Before meeting	Reviews prior notes	Context is hard to locate	Retrieve relevant decisions instantly
During meeting	Discusses roadmap and trade-offs	Important decisions happen quickly	Capture candidate decisions automatically
After meeting	Reviews AI summary	Manual documentation remains	Create structured, reviewable decision records
Weeks later	Needs historical context	Searches multiple tools and people	Ask natural-language questions with evidence

5.8 Persona Prioritization

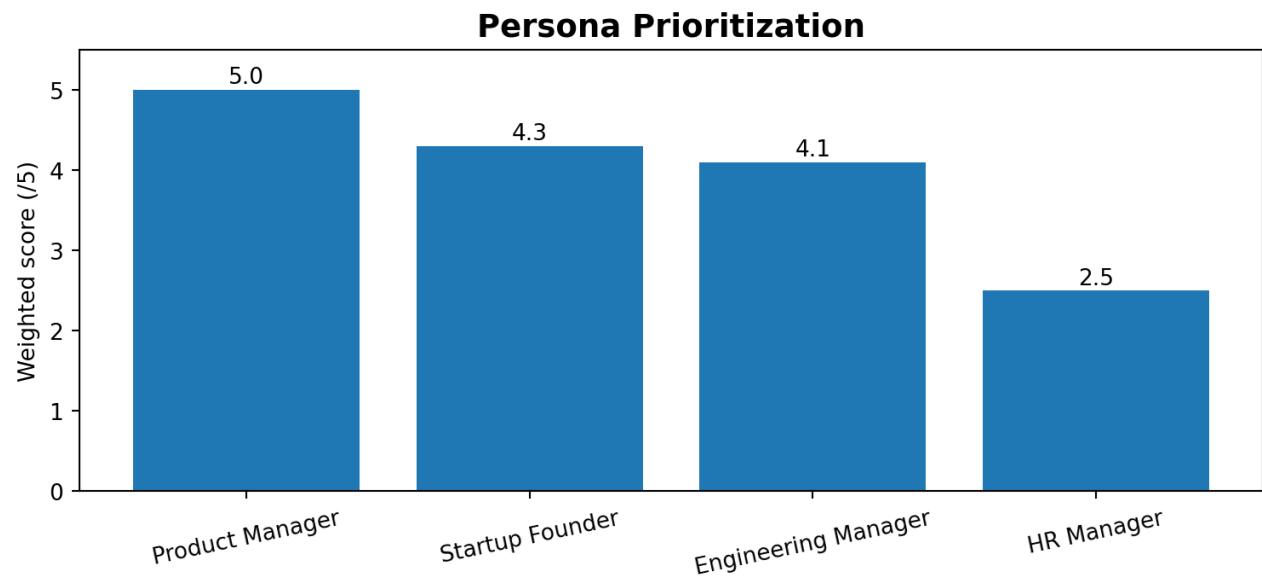


Figure 5.1 — Weighted persona scoring from the concept-stage prioritization model.

Criterion	Weight	Product Manager	Engineering Manager	Startup Founder	HR Manager
Meeting frequency	25%	5	4	5	2
Decision complexity	20%	5	5	5	3
Pain severity	20%	5	4	5	2
Market size	15%	5	4	2	3
AI adoption readiness	10%	5	4	5	3
Buying influence	10%	5	3	5	2
Weighted score	100%	5.0	4.1	4.3	2.5

Beachhead decision

Product Managers are recommended as the initial persona because they experience the strongest combination of meeting frequency, cross-functional decision complexity, pain severity, market size, and AI adoption readiness.

5.9 Expansion Strategy

Phase	Target Users	Rationale
1 — Beachhead	Product Managers	Focused problem discovery and rapid validation of product decision memory.
2 — Adjacent	Engineering Managers, Product Designers, Startup Founders	High-overlap needs with specialized decision types and workflows.
3 — Organization-	Customer Success, Sales, Operations,	Cross-functional memory, commitments, governance,

Phase	Target Users	Rationale
wide	Executives	and enterprise expansion.

Product Implication	Design Response
High context switching	Surface relevant prior decisions automatically by project and meeting context.
Cross-functional coordination	Use shared decision records with owners, evidence, and downstream links.
Trust sensitivity	Keep human approval, edit history, and transcript citations visible.
Workflow inertia	Integrate with existing meeting, documentation, and project-management tools.

Adoption risk to watch

A high persona score does not guarantee a budget or authority to buy. Discovery must identify the daily user, team champion, economic buyer, and enterprise approver separately.

6. Jobs To Be Done

Users hire DecisionFlow to reduce the cognitive burden of remembering decisions and to execute with trusted historical context.

6.1 Core Job Statement

Core job

When teams make important decisions during meetings, they need a reliable way to capture, understand, retrieve, and act on those decisions so they can execute confidently without losing context or repeating previous discussions.

6.2 Functional Jobs

Job	Current Challenge	Desired Outcome
Capture meeting decisions	Decisions are buried in transcripts	Automatically extract structured decisions
Track action items	Manual follow-up across tools	Identify owners, dates, and commitments
Retrieve historical decisions	Information is scattered	Ask questions in natural language
Understand rationale	Context is difficult to reconstruct	View reasoning and supporting evidence
Connect related meetings	Meetings exist in isolation	Link decisions across projects and time
Onboard new members	Knowledge transfer is slow	Provide searchable organizational memory

6.3 Emotional and Social Jobs

Emotional Job	Desired Feeling	Social Job	Desired Perception
Confidence	Important decisions will not be forgotten	Appear organized	Follow through consistently
Reduced stress	Less time searching for context	Demonstrate leadership	Communicate decisions clearly
Trust	AI outputs are accurate and editable	Improve accountability	Make ownership transparent
Control	Humans retain final approval	Support collaboration	Create shared understanding
Clarity	Past reasoning is understandable	Preserve knowledge	Help future teammates understand context

6.4 Job Stories

JOB STORY 1

When a meeting ends,
I want AI to identify every important decision,
so I do not need to review the entire transcript later.

JOB STORY 2

When someone asks why a decision was made,
I want to retrieve the original discussion instantly,
so I can explain the reasoning with confidence.

JOB STORY 3

When a new employee joins,
I want them to understand previous decisions quickly,
so they can contribute without lengthy knowledge-transfer sessions.

JOB STORY 4

When a project spans several months,
I want AI to connect related decisions across meetings,
so I can understand how the team’s thinking evolved.

JOB STORY 5

When AI extracts outcomes,
I want to review and edit them before publishing,
so I remain confident in the organizational record.

6.5 Desired Outcomes

Faster retrieval	Better execution	Improved alignment
Stronger memory	Lower cognitive load	

6.6 JTBD Opportunity Map

1 Participate	2 Understand	3 Assign	4 Preserve	5 Retrieve	6 Learn
PAIN Decisions happen quickly	PAIN Long transcripts; missing rationale	PAIN Manual ownership and follow-up	PAIN Information scattered	PAIN Slow keyword search	PAIN Knowledge disappears over time
OPPORTUNITY Capture	OPPORTUNITY Structure	OPPORTUNITY Own	OPPORTUNITY Connect	OPPORTUNITY Retrieve	OPPORTUNITY Explain & learn

Lifecycle advantage

Most meeting assistants concentrate on generating a summary immediately after a meeting. DecisionFlow is designed to support the full lifecycle: capture, structure, connect, retrieve, explain, and learn.

6.7 Prioritized Jobs and Product Scope

Horizon	Jobs to Solve	Reason
MVP — Must solve	Decision extraction; action-item capture; owner identification; natural-language retrieval	Directly addresses the highest-frequency jobs and enables early value testing.
Phase 2	Decision rationale; cross-meeting linking; decision timeline; organizational decision graph	Builds differentiated memory and compounding team value.
Future vision	Risk prediction; stakeholder recommendations; conflict detection; strategic insights	Moves from memory toward an AI decision copilot after trusted data foundations exist.

6.8 JTBD Success Metrics

Outcome	Example Metric
Retrieve historical decisions quickly	Median time to find a verified decision
Reduce manual documentation	Post-meeting documentation time saved
Increase trust	Verified decision approval rate and edit rate
Reduce repeated discussions	Self-reported or tagged duplicate-decision events
Improve onboarding	Time for new members to answer project-history questions
Create recurring value	Monthly Verified Decisions Retrieved

6.9 Product Insight

What customers are really hiring

Customers are not hiring DecisionFlow to create better summaries. They are hiring it to remember what matters, understand why decisions were made, coordinate action, preserve institutional knowledge, and reduce the mental effort of complex collaborative work.

Discovery Decision	Current Direction
Market	Compete in Decision Intelligence, not transcription.
Beachhead	Start with Product Managers in product-led technology companies.
User evidence	Treat secondary findings as directional and interviews as illustrative until primary discovery.
Core job	Capture, understand, retrieve, and act on decisions with trusted context.
MVP test	Decision extraction + lightweight human review + evidence-linked natural-language retrieval.

Discovery recommendation
Proceed to planning with an Iterate posture: the strategic direction is coherent, but customer evidence, buying ownership, and AI trust thresholds remain to be validated.

APPENDIX A. Discovery Evidence Notes

Evidence status, open questions, and handoff into product planning.

A.1 Evidence Status

Artifact	Current Status	Required Upgrade
Market trends	Secondary research summary	Verify and cite original sources before public release.
Market sizing	Category-based framing	Develop quantified TAM/SAM/SOM using explicit assumptions.
Interview synthesis	Illustrative composite inputs	Replace with transcripts and coded findings from real interviews.
Personas	Research-informed hypotheses	Update goals, pains, workflows, and buying roles after discovery.
JTBD	Concept-stage synthesis	Validate job importance, satisfaction, and priority with customers.

A.2 Open Questions for the Plan Phase

- Is the primary pain decision retrieval, decision capture, or action follow-through?
- Which decision types create the highest value: product, architecture, customer commitments, or strategy?
- How much human review is acceptable before the workflow feels burdensome?
- Who is the daily user, internal champion, economic buyer, and security approver?
- What minimum accuracy and evidence quality are required for users to trust the decision record?
- Which integration should be the first workflow anchor: Zoom/Teams/Meet, Slack, Jira, Notion, or Confluence?

A.3 Discovery Handoff

Decision entering product strategy

Proceed with Product Managers as the initial beachhead hypothesis, but treat persona priority and interview themes as unvalidated until primary discovery is completed. Use the MVP to test decision extraction, lightweight human review, and evidence-linked retrieval before expanding scope.

7. Product Strategy & Strategic Thesis

Own the decision lifecycle—not the transcript

The strategic choice

DecisionFlow should not compete as a general meeting recorder. Its strategic position is the layer between conversation capture and execution: the system that converts unstructured discussion into verified, reusable decision memory.

Strategic thesis

Teams do not need another place to store meeting notes. They need a trustworthy way to recover what was decided, why it was decided, who owns the outcome, and how the decision evolved.

Where to play

Dimension	Initial choice	Rationale
Customer	Product-led technology teams	High meeting frequency, cross-functional coordination, and urgent decision traceability pain.
Beachhead persona	Product Managers	Strong pain concentration and influence over workflow tools.
Workflow	Post-meeting decision capture and retrieval	Delivers immediate value without requiring teams to replace their meeting platform.
Category	AI Decision Intelligence	Avoids feature-by-feature competition on transcription and summaries.
Expansion	Engineering, founders, customer-facing teams	Adjacent roles share the same need for rationale, commitments, and historical context.

How to win

- Make decisions first-class records with evidence, owners, status, and evolution history.
- Use human review to make AI output trustworthy enough for organizational use.
- Build cross-meeting memory that becomes harder to replace as verified knowledge accumulates.
- Integrate with systems of execution instead of attempting to replace them.
- Measure knowledge reuse and decision retrieval—not transcript volume.

7.1 Product Strategy

A compounding organizational memory, not an isolated AI feature

Strategic Flywheel: Value Increases With Every Verified Decision

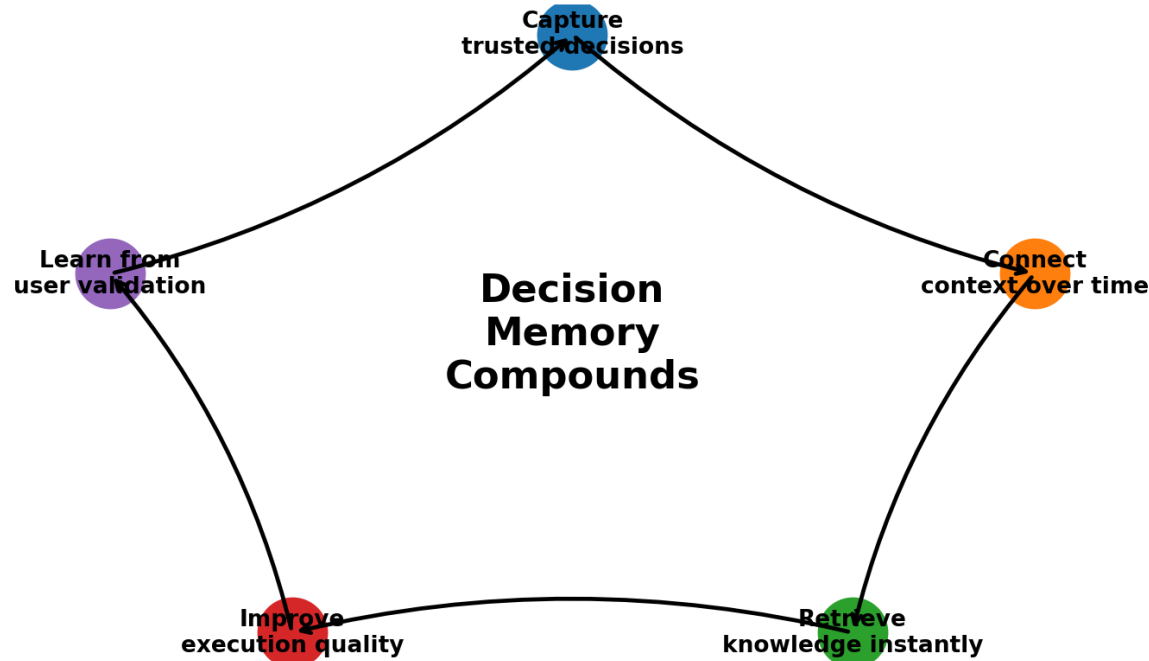


Figure 4.1 — DecisionFlow strategic flywheel.

Non-goal

DecisionFlow does not make organizational decisions. It structures and retrieves human decisions while preserving human accountability.

Strategic pillars

Five mutually reinforcing pillars translate the strategic thesis into product choices and defensibility.

Pillar	Customer promise	Product implication	Defensibility
Trusted capture	Important decisions are not lost after a meeting.	Extraction, evidence links, confidence, human approval.	Verified decision corpus and workflow trust.
Connected context	Users can understand how a decision changed over time.	Decision graph, related meetings, supersession and dependency links.	Compounding organizational knowledge.
Instant retrieval	Users ask natural questions and receive grounded answers.	Hybrid search, RAG, citations, permissions-aware retrieval.	Workflow habit and high-value reuse.
Execution bridge	Decisions remain connected to owners and follow-up work.	Jira, Slack, Notion and task system integrations.	Embedded position in daily work.
Enterprise trust	Knowledge is secure, auditable and controllable.	RBAC, retention, audit logs, data isolation, model governance.	Procurement readiness and switching cost.

Strategy implication

The differentiator is the verified decision memory and workflow trust—not the underlying model alone.

8. AI Opportunity Assessment

Use AI for language understanding; use software controls for reliability

Why AI is necessary

The core challenge is semantic interpretation. Meetings contain ambiguous language, proposals that never become commitments, changing opinions, implicit ownership, and rationale spread across multiple speakers. Deterministic software can store, permission, route, and audit information; it cannot reliably infer these meanings from open conversation.

User problem	Traditional approach	AI capability	Expected value
Find a transcript	Keyword search	Semantic retrieval	Faster discovery
Understand what was decided	Manual reading	Decision extraction	Reduced review effort
Assign ownership	Manual documentation	Action-item and owner extraction	Improved accountability
Explain why a decision changed	Manual investigation	Decision linking and reasoning	Stronger organizational memory
Search historical context	Keyword matching	Natural-language Q&A	Higher productivity
Connect related meetings	Manual comparison	Knowledge graph + AI-assisted linking	Better strategic alignment

AI vs. deterministic responsibility boundary

Reliability depends on assigning each responsibility to the right control layer.

Capability	AI-led	Software-led	Human-controlled
Speech and language interpretation	✓		
Decision candidate extraction	✓		
Rationale summarization	✓		
Semantic retrieval and answer synthesis	✓		
Permissions and tenant isolation		✓	
Retention and audit policies		✓	
Confidence routing		✓	
Final approval / correction			✓
Publishing high-impact decisions			✓
Resolving ambiguous ownership			✓

Design rule

AI proposes structured knowledge; deterministic systems enforce access, workflow, provenance, and auditability; humans retain authority over the organizational record.

9. AI Processing & Verification

From transcript to a verified decision record

Extraction and verification workflow

The pipeline separates generative interpretation from deterministic controls and human authority.

1 INGEST Transcript, speaker data and meeting metadata	2 DETECT Candidate decisions, actions, risks and questions	3 CLASSIFY Decision vs. proposal, status and impact tier	4 ENRICH Rationale, owner, approver, date and entities
5 GROUND Transcript evidence, provenance and confidence	6 REVIEW Human correction, approval or unresolved routing	7 PUBLISH Verified record enters decision memory	FEEDBACK Corrections feed benchmarks and regression tests

Figure 4.2 — Conceptual AI extraction and verification pipeline.

Pipeline principle
Low-confidence, ambiguous, or high-impact candidates are routed to human review before they enter organizational memory.

Decision record schema

A structured record makes decisions searchable, auditable, and linkable across meetings and execution systems.

Field	Purpose	Example
Decision statement	Canonical description of the finalized choice.	Postpone the mobile redesign to Q4.
Status	Final Public Portfolio Edition — Concept Baseline	Approved
Rationale	Concise explanation of why the choice was made.	Security testing requires two additional weeks.
Owner / approver	Accountability and governance.	Product VP
Effective date	When the decision applies.	2026-10-01
Evidence	Timestamped transcript excerpts and meeting source.	31:08–31:42
Confidence	Model certainty used for review routing.	0.94
Relationships	Links to projects, decisions, customers, risks, and actions.	Supersedes Decision DF-018

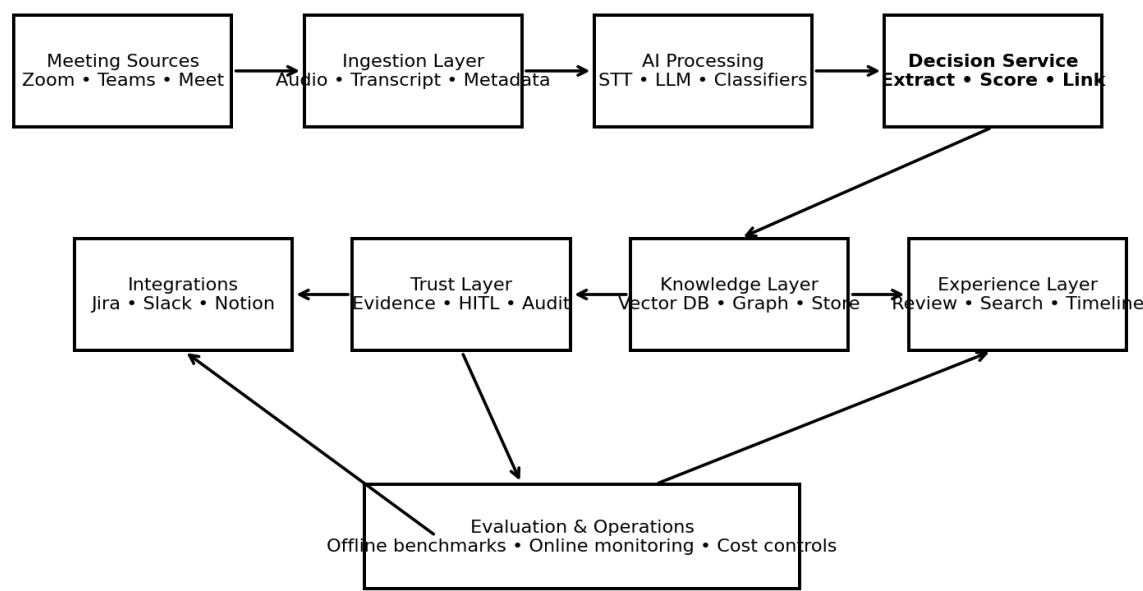
Handling ambiguity

- Separate proposals, preferences, commitments, and finalized decisions.
- Allow “unresolved” as a valid output rather than forcing a decision.
- Retain source evidence and speaker attribution for every extracted record.
- Use confidence thresholds and impact tiers to determine mandatory review.
- Capture corrections as labeled feedback for evaluation and future improvement.

10. Concept Solution Architecture

Modular, evidence-first, and designed for enterprise boundaries

DecisionFlow Concept Architecture



Concept-stage architecture: components and technology choices require prototype validation.

Figure 4.3 — DecisionFlow concept architecture.

Architecture status

This is a product architecture hypothesis. Technology choices must be validated against accuracy, latency, privacy, cost, and operational requirements.

Core component responsibilities

The modular boundary allows model, storage, and integration choices to evolve without weakening provenance or review controls.

Layer	Responsibilities	Key product decision
Ingestion	Meeting connectors, transcript normalization, speaker and metadata handling.	Process recordings directly or accept customer-provided transcripts?
AI processing	Decision extraction, rationale, action items, risks, entity recognition.	Single large model vs. staged models and classifiers?
Decision service	Schema validation, confidence policy, deduplication, versioning, links.	What constitutes a publishable organizational decision?
Knowledge layer	Relational records, semantic embeddings, graph relationships, evidence.	How much graph complexity is needed for MVP?
Trust layer	Human review, permissions, evidence, audit, retention, model versioning.	Which decisions require mandatory approval?
Experience	Inbox, decision detail, timeline, conversational search, admin controls.	What first-session experience proves value fastest?
Operations	Evaluation, monitoring, prompt/model registry, cost and latency controls.	Which metrics block release or trigger rollback?

11. Retrieval & Organizational Memory

Ground answers in evidence and track decision evolution

Retrieval pattern

Step	System behavior	Trust control
1. Interpret query	Identify entities, timeframe, project and intent.	Display interpreted filters where useful.
2. Permission filter	Restrict sources before retrieval.	RBAC and tenant isolation enforced deterministically.
3. Hybrid retrieval	Search verified decision records, embeddings and graph links.	Prefer approved records over raw model output.
4. Rerank context	Prioritize relevance, recency, authority and decision status.	Show superseded or conflicting records explicitly.
5. Generate answer	Synthesize a concise response from retrieved evidence.	No unsupported answer; abstain when evidence is weak.
6. Present provenance	Show meetings, timestamps, approvers and confidence.	User can open source context and report errors.

Decision evolution model

Relationship	Meaning	Example
Supports	Evidence or rationale strengthens a decision.	Customer research supports pricing change.
Depends on	Decision requires another decision or condition.	Launch depends on security approval.
Supersedes	New decision replaces an earlier decision.	Q4 launch replaces Q3 launch.
Conflicts with	Two active records appear inconsistent.	Sales commitment conflicts with roadmap scope.
Implements	Action or project executes the decision.	Jira epic implements migration decision.
Related to	Contextually relevant without a stronger relationship.	Two meetings discuss the same customer.

MVP simplification

Start with explicit, user-confirmed links; add graph inference only after retrieval value is proven.

12. Human-in-the-Loop & Responsible AI

Trust is an operating workflow, not a disclaimer

Review policy by impact

Impact tier	Example	Default workflow	Publish rule
Low	Internal note or non-binding action.	AI draft; optional review.	Can publish with clear AI label and edit history.
Medium	Roadmap decision or cross-team commitment.	Assigned reviewer receives decision inbox item.	Reviewer approval required.
High	Customer, legal, financial, security or executive commitment.	Mandatory owner and approver confirmation.	Dual confirmation or restricted publishing policy.
Ambiguous	Conflicting speakers, low confidence, unclear final state.	Route as unresolved question.	Cannot publish as approved decision.

Responsible AI controls

Risk area	Preventive control	Detective control	Corrective control
Hallucinated decisions	Evidence-required prompts and constrained schema.	Precision benchmark and user rejection rate.	Remove record, preserve audit trail, improve evaluation set.
Missing decisions	Recall-oriented candidate extraction.	Benchmark recall and “missing decision” feedback.	Add record manually and update prompts/examples.
Incorrect ownership	Speaker/context signals plus no forced assignment.	Owner correction rate.	Require confirmation for important commitments.
Privacy leakage	Tenant isolation, encryption, data minimization.	Access logs and security monitoring.	Revoke access, incident process, retention controls.
Model drift	Versioned prompts/models and gated releases.	Regression suite and online quality trends.	Rollback to prior configuration.
Automation bias	Visible AI labels, evidence, confidence and editable records.	Approval behavior and correction analysis.	Strengthen review policy and user education.

Trust principle

A high confidence score is not a substitute for evidence. Users should be able to see why a record exists and who approved it.

13. AI Evaluation Framework

Measure extraction quality, grounded retrieval, and user trust

Metric Hierarchy: Measure Reused Knowledge, Not Meeting Volume

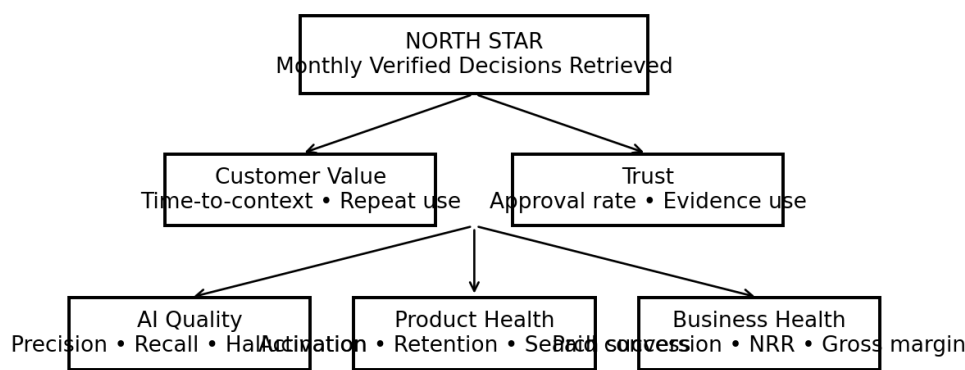


Figure 4.4 — DecisionFlow metric hierarchy.

Initial AI quality targets

Metric	Concept target	Definition / use
Decision extraction precision	≥90%	Share of extracted decisions that are genuine finalized decisions.
Decision extraction recall	≥85%	Share of genuine decisions identified by the system.
Action item accuracy	≥90%	Correct task description and commitment classification.
Owner identification accuracy	≥90%	Correct responsible person when ownership is explicit.
Hallucination rate	<3%	Published candidates unsupported by meeting evidence.
Grounded answer rate	To be benchmarked	Answers fully supported by retrieved decision evidence.
Abstention quality	To be benchmarked	System declines when evidence is insufficient or conflicting.

Evaluation design

- Create a labeled benchmark spanning product, engineering, customer, and strategy meetings.
- Evaluate both strict record accuracy and user-perceived usefulness.
- Report metrics by meeting type, audio/transcript quality, decision complexity, and language.
- Test regression whenever prompts, models, schemas, or retrieval logic change.
- Track cost and latency alongside quality to prevent an uneconomic architecture.

≥80% positive Useful AI output	≥80% HITL acceptance	≥90% Decision precision
≥85% Decision recall	<3% Hallucination	100% target Evidence coverage

14. Lean Canvas

A hypothesis-driven path from decision pain to SaaS value

PROBLEM • Decisions buried in transcripts • Historical context is hard to retrieve • Knowledge fragmented across tools	SOLUTION • Decision extraction • Rationale and owner capture • Cross-meeting memory • Conversational retrieval	UNIQUE VALUE Transform every meeting into trusted organizational intelligence.
CUSTOMERS Primary: Product Managers Secondary: Engineering Managers, Founders Expansion: CS, Sales, Operations, Leadership	CHANNELS PLG and free trial Meeting-platform integrations Content and communities Marketplace partnerships Enterprise sales	REVENUE Freemium Professional subscription Team plan Enterprise license Future API / services
COSTS AI inference Cloud and storage Engineering and design Security/compliance Support and GTM	KEY METRICS Monthly Active Teams Verified decision approval Decision retrievals Retention and NRR Gross margin	UNFAIR ADVANTAGE A verified organizational decision graph that compounds over time and becomes embedded in execution workflows.

Business model status
Revenue, pricing, willingness to pay, gross margin, and enterprise sales motion are unvalidated hypotheses. The validation program should test value perception and pricing before treating the Lean Canvas as a plan.

15. Monetization & Go-to-Market Hypotheses

Land with immediate workflow value; expand through shared memory

Packaging hypothesis

Tier	Primary user	Value boundary	Key hypothesis
Free	Individual evaluator	Limited meetings, basic extraction, short history.	Fast time-to-value can generate qualified team adoption.
Professional	Power user / PM	Longer history, advanced search, personal integrations.	Individuals will pay for reliable decision retrieval.
Team	Cross-functional team	Shared memory, collaboration, admin and execution integrations.	Value rises when decisions are reused across a team.
Enterprise	Security-conscious organization	SSO, RBAC, retention, audit, data controls, support.	Trust and governance unlock larger contracts.
Future platform	Developers / operations	API, workflow automation and domain intelligence.	Decision memory can become infrastructure.

Growth loop hypothesis

Trigger	User action	Shared value	Expansion signal
Meeting processed	PM reviews and publishes decision.	Decision link is shared with collaborators.	More teammates open and search the workspace.
Question arises later	User retrieves verified historical context.	Answer cites evidence and avoids repeat discussion.	Team begins relying on DecisionFlow for context.
Execution work starts	Decision links to Jira, Slack or Notion.	Owners and rationale travel with the work.	Additional projects and integrations are added.
New member joins	Onboarding uses decision history.	Institutional memory becomes visible and reusable.	Leadership recognizes organization-level value.

GTM priority

Do not lead with “AI meeting assistant.” Lead with one measurable workflow: recover a trusted product decision and its rationale in seconds.

16. Critical Assumptions

The concept advances only when the highest-risk beliefs are tested

ID	Assumption	Impact if false	Priority	First validation
A1	Teams frequently struggle to retrieve historical meeting decisions.	High	Critical	15–20 discovery interviews and workflow evidence.
A2	Existing meeting assistants do not adequately solve decision management.	High	Critical	Competitive workflow testing and user switching analysis.
A3	Users value decision rationale more than summaries alone.	High	High	Concept test with summary vs. structured decision prototype.
A4	Human review makes AI-generated decision records trustworthy.	High	High	Usability test and decision acceptance rate.
A5	Product Managers are the best beachhead segment.	Medium	High	Compare pain, urgency and adoption across personas.
A6	Decision intelligence creates measurable business value.	High	Critical	Pilot time-to-context, repeated discussion and onboarding outcomes.
A7	Organizations will pay for improved decision management.	High	Critical	Pricing interviews, pilot conversion and procurement feedback.

Evidence Roadmap Before Significant Engineering Investment

1. Problem proof

2. AI feasibility

3. Trust proof

4. Value proof

5. Business proof



15–20 interviews
workflow measurement

Benchmark dataset
precision / recall

Clickable prototype
review acceptance

Pilot teams
retrieval and retention

Pricing tests
paid conversion

Figure 4.5 — Evidence roadmap for critical assumptions.

17. Risk Register & Mitigation

Design for the failures that would destroy trust or viability

Risk	Probability	Impact	Priority	Mitigation / experiment
Weak problem validation	High	High	Critical	Interview target users; measure current retrieval effort and behavior.
Hallucinated decisions	Medium	High	Critical	Evidence-required records, HITL, precision benchmark and release gates.
Low user adoption	Medium	High	Critical	Minimize setup; prove first-meeting value; integrate with current workflow.
Competitive imitation	High	Medium	High	Focus on verified cross-meeting memory, workflow depth and trust.
Privacy or access failure	Low	High	High	RBAC, encryption, data isolation, retention controls and audits.
Poor transcription quality	Medium	High	High	Transcript confidence, user-supplied transcripts and quality thresholds.
LLM cost pressure	Medium	Medium	Medium	Selective inference, smaller models, caching, batch processing and limits.
Integration delays	Medium	Medium	Medium	Prioritize transcript import and a small number of high-value connectors.
Model inconsistency	Medium	Medium	Medium	Versioning, regression datasets, canary releases and rollback.
Slow enterprise buying	High	Medium	High	Start with PLG/team adoption while building enterprise controls incrementally.

Risk posture

Hallucination / privacy Trust-killing risks	Weak pain / no WTP Business-killing risks	Workflow change Adoption risk
Inference cost Margin risk	Feature imitation Strategic risk	Test before scale Mitigation model

Decision rule

A technically impressive prototype should not advance if problem severity, trust acceptance, or willingness to pay cannot be demonstrated.

18. Strategy Decision & Handoff

Proceed to planning only through explicit evidence gates

Go / Iterate / No-Go framework

Outcome	Criteria	Decision
GO	Critical assumptions validated; AI feasibility and trust targets achieved; pilot behavior indicates repeated value.	Proceed to Phase 2 — Plan and define detailed PRD, delivery roadmap and operating model.
ITERATE	Problem remains attractive, but accuracy, trust, persona, workflow or pricing assumptions remain unresolved.	Continue discovery and prototype experiments; narrow scope.
NO-GO / PIVOT	Pain, differentiation, AI feasibility, trust, or business viability cannot be demonstrated.	Stop investment or pivot to a narrower decision-management problem.

Minimum evidence to advance

Dimension	Target evidence	Status at concept stage
Customer validation	15–20 interviews; ≥80% report retrieval pain; ≥10 beta organizations.	Not yet validated
Market differentiation	Users recognize decision intelligence as meaningfully different.	Desk research hypothesis
AI feasibility	Decision precision ≥90%, recall ≥85%, hallucination <3%.	Requires benchmark prototype
Trust	≥80% usefulness and HITL acceptance in testing.	Requires prototype testing
Business viability	≥10 pricing interviews; ≥60% positive willingness to pay.	Not yet validated
Strategic fit	Verified organizational memory remains the core differentiator.	Conceptually defined

Current recommendation

ITERATE TOWARD PLAN: the concept is strategically coherent, but the evidence base is still incomplete. Advance through customer discovery, AI benchmarking, HITL prototype testing, and pricing validation before committing to a broad build.

VALIDATION HANDOFF

Convert the concept into an executable product plan and validation program

Workstream	Validation deliverable	Decision enabled
MVP scope	MoSCoW priorities, user flows, dependencies and non-goals.	What must be built first to prove the core job?
Product requirements	PRD covering functional, AI, security, analytics and integration requirements.	What does “done” mean for the first releasable experiment?
AI validation	Benchmark dataset, labeling guide, offline evaluation and HITL prototype plan.	Can the system reach quality and trust thresholds?
Roadmap & resourcing	Phased delivery plan, team model, cost assumptions and architecture spikes.	What sequence reduces risk fastest?
GTM & pricing	Pilot recruitment, packaging, willingness-to-pay and conversion experiments.	Can product value become a sustainable business?
Governance	Release gates, risk controls, model/version policy and incident handling.	How will quality and enterprise trust be maintained?

Validation success condition

A focused MVP plan that ties every feature and architecture choice to a critical assumption, measurable outcome, or risk control.

APPENDIX B. Strategy & Architecture

Evidence Notes

Traceability for the strategy and architecture synthesis

Source document	Material used
AI Opportunity Assessment.docx	AI rationale, opportunity matrix, HITL, AI risks and quality targets.
Product Vision.docx	Vision, mission, principles, North Star and long-term stages.
Value Proposition.docx	Customer jobs, pains, gains, positioning and differentiators.
Lean Canvas.docx	Business model blocks, channels, revenue, costs and key metrics.
Assumptions & Risks.docx	Critical assumptions, product/AI/privacy/technical/market risks and validation methods.
Success Criteria.docx	Concept exit criteria, AI feasibility targets and Go/Iterate/No-Go framework.
Discovery document	Beachhead persona, research evidence status and JTBD priorities.

Evidence labels used in this document

Label	Meaning
Concept / hypothesis	A strategic or design belief requiring validation.
Target	A proposed success threshold—not a measured result.
Illustrative	Example used to communicate a workflow, not primary research evidence.
Validated	Reserved for findings supported by completed research or product evidence.

Portfolio integrity note

This section deliberately distinguishes proposed architecture, target metrics, and business hypotheses from validated findings. That separation is essential for credible AI product management.

Section	Purpose
5.1 Success architecture	How the concept is evaluated before additional investment
5.2 Customer validation	Problem severity, behavior, interest, and beta commitment
5.3 Market & differentiation	Market gap and category-position evidence
5.4 AI feasibility	Model quality, usefulness, review burden, and guardrails
5.5 Business viability	Willingness to pay, packaging, channel, and unit-economics hypotheses

Section	Purpose
5.6 Phase exit checklist	Cross-functional requirements to enter detailed planning
5.7 Decision framework	Go / Iterate / No-Go criteria and current recommendation
5.8 Metrics operating model	North Star, value drivers, quality metrics, and guardrails
5.9 Experiment roadmap	A sequenced plan for reducing the highest uncertainty
5.10 Go-to-market execution	ICP, adoption loop, channels, packaging, and expansion
5.11 Product roadmap	Evidence-gated evolution from planning to enterprise scale
5.12 Launch readiness	Operational, security, quality, and support gates
5.13 Product Manager reflection	How the concept evolved and what remains uncertain
5.14 Recommendation & handoff	Decision, conditions, and final-document assembly plan

Verified retrieval North Star	Hypothesis-led Evidence posture	Conditional Go Current decision	Final PCD Next deliverable
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Evidence Integrity

Illustrative interviews, commercial assumptions, AI quality thresholds, and roadmap timing are explicitly labeled as hypotheses or validation targets. They are not presented as measured production results.

19. Success Architecture

A balanced gate across desirability, differentiation, feasibility, viability, and trust

DecisionFlow should advance because multiple forms of evidence converge - not because the concept is compelling in narrative form. The success framework therefore combines customer evidence, market evidence, AI performance, commercial viability, and strategic differentiation.

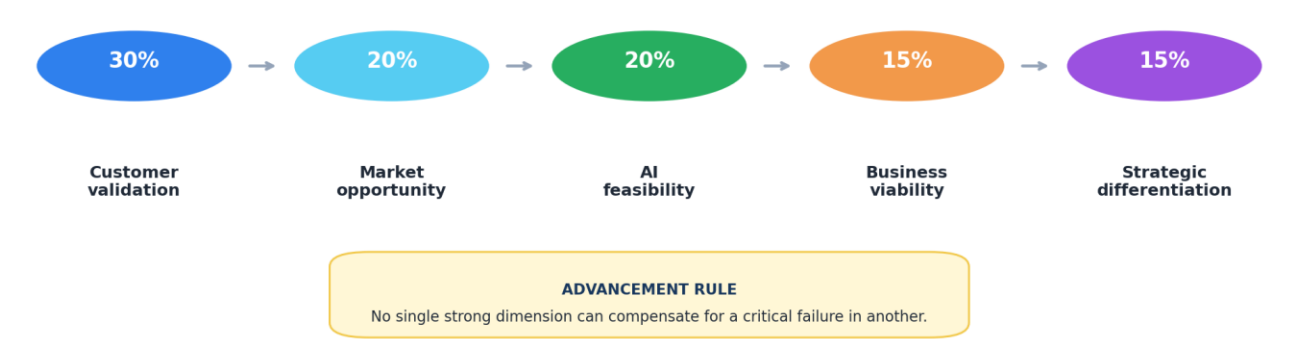


Figure 5.1 - Weighted concept success framework

Scoring and advancement rules

Rule	Application
Minimum overall score	4.2 / 5 after evidence is collected and scored.
Critical-gate rule	A critical failure in customer demand, AI trust, or business viability blocks advancement regardless of the total score.
Evidence hierarchy	Observed behavior and completed experiments outweigh stated preference, secondary research, and internal opinion.
Decision owner	Product leads the recommendation; engineering, design, data/AI, security, and commercial stakeholders approve their gates.

CURRENT EVIDENCE POSTURE

The framework and target thresholds are defined. Primary interviews, a decision-extraction benchmark, and willingness-to-pay tests are still pending; therefore a final readiness score should not yet be claimed.

20. Customer Validation

Confirm the problem is frequent, painful, behaviorally visible, and important enough to change workflow

Exit criteria

Success metric	Validation target	Evidence source
Discovery interviews completed	15-20	Recorded interviews and coded synthesis
Users struggle to retrieve historical decisions	At least 80%	Behavioral examples from interviews
Users dissatisfied with current solutions	At least 70%	Workflow comparison and survey
Strong interest after concept exposure	At least 75%	Concept test with task scenarios
Organizations willing to join an MVP beta	At least 10	Named recruitment pipeline

Research design

Method	What to observe	Decision signal
Problem interview	Recent examples of lost rationale, repeated discussion, or ownership ambiguity	Users can recall specific incidents and quantify time or execution impact.
Workflow walkthrough	Where notes, transcripts, actions, and decisions are stored today	Pain occurs across tools and cannot be solved by a simple search improvement.
Concept task test	Find a past decision, validate evidence, correct an owner, share the result	Users complete the workflow and prefer it to reviewing a transcript.
Beta commitment	Access, champion availability, security constraints, meeting volume	The organization assigns a champion and agrees to a time-bounded pilot.

ANTI-BIAS RULE

Do not treat praise, feature requests, or hypothetical usage as validation. Require a recent pain example, observable workflow behavior, or a concrete commitment.

21. Market Validation & Strategic Differentiation

Validate a distinct problem category rather than a feature gap that incumbents can quickly absorb

Market validation criteria

Criterion	Target state	Validation method
Adjacent markets	Large and growing categories are identified	Triangulate AI productivity, meeting intelligence, collaboration, and knowledge-management research.
Competitive gap	Current products leave the decision lifecycle fragmented	Task-based competitor review across extraction, rationale, evolution, retrieval, and approval.
Beachhead	Product Managers in product-led technology companies	Interview frequency, pain severity, adoption readiness, and buying influence.
Sustainable opportunity	Value extends beyond a single-meeting summary	Test recurring retrieval and cross-meeting memory as repeat-use behaviors.

Differentiation test

Question	Pass condition
Does the product solve a different job?	Users describe preserving and retrieving decision context as distinct from generating notes.
Does value compound?	Verified records become more useful as related meetings, owners, projects, and changes accumulate.
Is trust built into the workflow?	Answers include evidence, confidence, approval state, and an editable audit trail.
Can the wedge survive feature imitation?	The advantage depends on the decision graph, workflow integration, and accumulated verified memory - not a prompt alone.

POSITIONING STATEMENT

DecisionFlow is an AI Decision Intelligence platform for teams that need to preserve, verify, and reuse the decisions created in meetings. It is not positioned as a general recording or transcription tool.

22. AI Feasibility & Trust

Prove that AI creates material value while the product controls hallucination, omission, inconsistency, and review burden

Validation targets

Metric	Initial target	Why it matters
Decision extraction precision	At least 90%	False decisions can corrupt organizational memory and damage trust.
Decision extraction recall	Benchmark by meeting type; threshold set after baseline	Missing important decisions reduces product completeness and retrieval value.
Evidence coverage	100% for published decisions	Every trusted record must link to supporting transcript evidence.
Output usefulness	At least 80% positive task feedback	Quality must translate into user value, not just benchmark performance.
Review-flow acceptance	At least 80% acceptance	Human oversight must feel lightweight enough for regular use.
Critical hallucination incidents	Zero in pilot publication workflow	High-impact unsupported decisions are a release-blocking failure.

Evaluation plan

Layer	Method	Output
Offline benchmark	Labeled transcripts across product, engineering, customer, and strategy meetings	Precision, recall, evidence coverage, owner accuracy, and failure taxonomy.
Human evaluation	Blind rubric scoring of decision correctness, rationale fidelity, and usefulness	Agreement rates, severity-weighted errors, and qualitative failure patterns.
Workflow test	Users review, edit, approve, reject, and retrieve records	Review time, edit rate, approval rate, and task success.
Pilot monitoring	Versioned prompts/models, audit logs, incident review, and regression tests	Release gates and rollback triggers.

RELEASE PRINCIPLE

A high average score does not override a severe unsupported decision. Quality gates must be risk-weighted, evidence-backed, and evaluated by meeting type.

23. Business Viability

Validate value capture, adoption motion, and a credible path to sustainable SaaS economics

Commercial discovery targets

Success metric	Target	Evidence
Willingness-to-pay interviews	At least 10	Budget owner and champion interviews
Positive willingness to pay	At least 60%	Trade-off conversation, not a yes/no question
Pricing hypothesis	Defined and testable	Per-seat, usage, workspace, and hybrid comparisons
Acquisition channels	At least two credible channels	Small experiments with conversion and lead quality
Pilot conversion intent	Named next step and buying process	Security, procurement, champion, and budget requirements

Value and cost model

Economic driver	Value hypothesis	Measurement
Time saved	Faster retrieval and less manual reconstruction	Baseline vs assisted time-to-answer.
Execution quality	Fewer repeated discussions and clearer ownership	Duplicate-decision events, action follow-through, stakeholder survey.
Knowledge retention	Reduced dependency on individual memory	Onboarding task success and retrieval by new team members.
AI cost	Inference, embeddings, storage, and transcription remain within plan margin	Cost per processed meeting and cost per verified retrieval.
Expansion	Accumulated memory increases multi-team value and switching cost	Workspace depth, cross-team retrieval, and expansion revenue.

VIABILITY RULE

Do not price the product around model tokens alone. Test the value metric that best matches team memory, governance, meeting volume, and decision reuse.

24. Phase Exit Checklist

A cross-functional definition of ready before detailed product planning becomes a build commitment

Area	Exit requirement	Current evidence status
Customer	15-20 interviews complete; problem statement and JTBD refined; beta pipeline established	Pending primary evidence
Product	Vision, value proposition, concept flows, MVP boundaries, and non-goals approved	Defined; validation pending
AI	Opportunity assessed; benchmark built; HITL design tested; quality and incident gates approved	Architecture defined; prototype pending
Market	Beachhead selected; gap and positioning tested with users; competitor tasks completed	Secondary evidence; primary test pending
Business	Pricing and revenue hypotheses tested; buyer/champion process mapped; pilot terms drafted	Hypothesis only
Security & privacy	Data flow, permissions, retention, audit, and enterprise requirements reviewed	Concept controls defined
Documentation	PCD complete; decision log updated; stakeholder review and recommendation recorded	In progress through final portfolio validation

Definition of ready

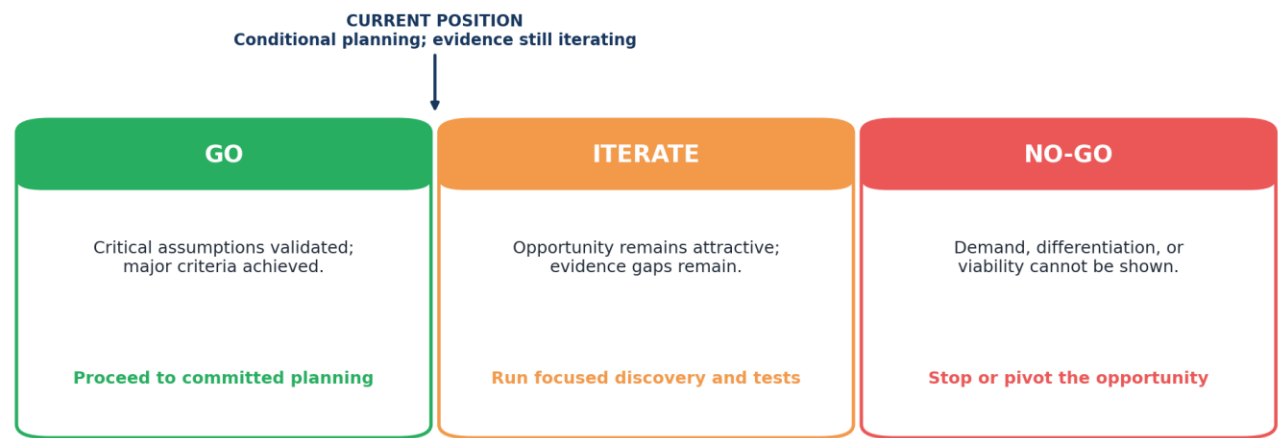
- All P0 assumptions have an owner, test, threshold, and decision date.
- The MVP scope maps directly to the highest-priority validated jobs and excludes speculative platform breadth.
- The AI benchmark and incident policy are part of product acceptance criteria, not a separate research artifact.
- Pilot organizations understand the review workflow, data requirements, and expected learning outcomes.
- The roadmap is presented as evidence-gated sequencing rather than a fixed feature calendar.

READINESS INTERPRETATION

A partially complete checklist supports additional discovery and planning. It does not support a production launch or enterprise-scale claim.

25. Go / Iterate / No-Go Decision Framework

Make the investment decision explicit, evidence-based, and reversible



Planning may begin at low cost, but build commitment remains gated by primary research, prototype quality, and willingness-to-pay evidence.

Figure 5.2 - Decision framework and current recommendation

Current recommendation

Proceed with Phase 2 planning on a conditional basis while running the highest-priority evidence program. The concept is strategically coherent and differentiated, but primary customer evidence, AI benchmark results, and willingness-to-pay signals remain required before committing to a full build.

Condition to continue	Required evidence
Problem demand	Repeated, recent pain examples and at least 10 credible beta organizations.
AI trust	High precision, complete evidence links, manageable review effort, and no critical unsupported published decisions.
Commercial value	Positive willingness-to-pay signal and a clear champion-to-buyer path.
Operational fit	Low-friction meeting ingestion, permissions, retention, and integration requirements understood.

DECISION BOUNDARY

If customers value summaries but do not repeatedly retrieve decisions, the concept should narrow or pivot. If AI review effort remains high, the workflow should shift toward assisted capture rather than autonomous extraction.

25.1 Concept Assessment Scorecard

Separate target definition from actual evidence maturity

Dimension	Weight	Target score	Current evidence maturity	Scoring note
Customer validation	30%	At least 4.5 / 5	Pending	Illustrative synthesis exists; primary interviews are required.
Market opportunity	20%	At least 4.0 / 5	Partially evidenced	Adjacent markets and competitor gap are mapped through secondary research.
AI feasibility	20%	At least 4.0 / 5	Pending prototype	Architecture, controls, and metrics are defined; benchmark results are not yet available.
Business viability	15%	At least 4.0 / 5	Hypothesis	Revenue model and packaging are conceptual; WTP evidence is pending.
Strategic differentiation	15%	At least 4.5 / 5	Strong concept evidence	Decision intelligence and organizational memory form a clear position to test.

4.2 / 5 Overall threshold	3 Critical evidence gaps	0 Validated production metrics	Conditional Go Recommendation
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Why no current numeric score is claimed

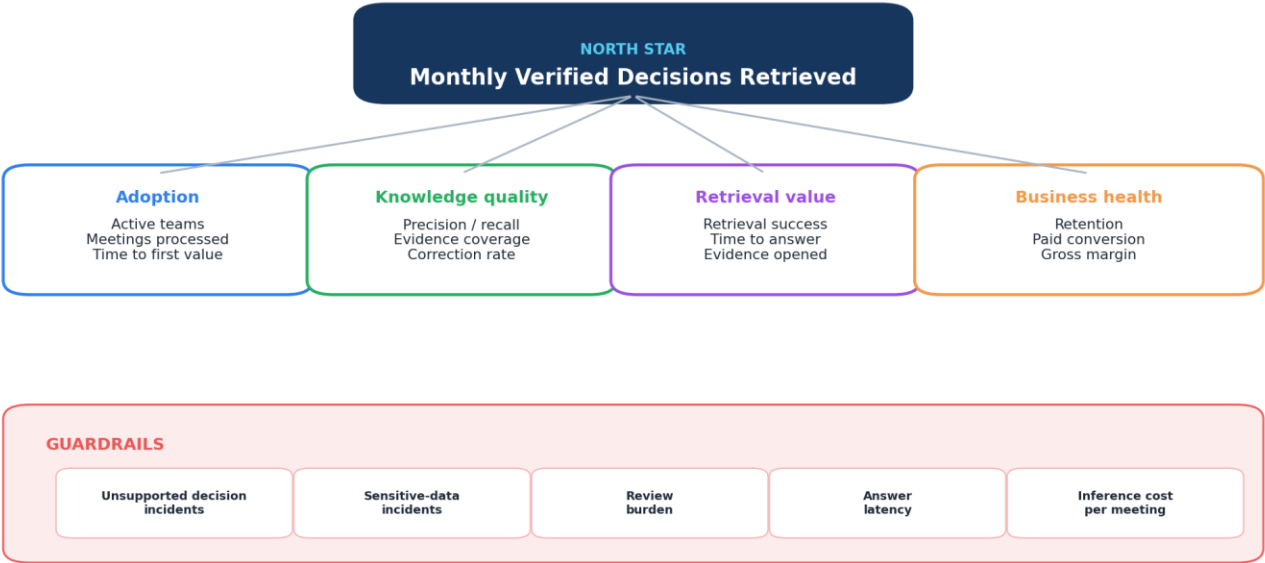
Assigning a precise readiness score before primary research and prototype evaluation would create false certainty. This document establishes the rubric and evidence requirements; the score should be calculated only after the planned experiments are complete.

PORTFOLIO INTEGRITY

The document demonstrates how a Product Manager would make the decision, while clearly separating completed analysis from evidence that has not yet been collected.

26. Metrics Operating Model

Measure trusted decision reuse and business value - not raw AI output volume



Metric principle: optimize verified decision reuse, not raw transcript volume or model output volume.

Figure 5.3 - North Star metric tree and guardrails

North Star definition

Metric	Definition	Counting rule
Monthly Verified Decisions Retrieved	The number of approved historical decision records successfully retrieved and used by teams during a month.	Count a decision once per meaningful retrieval session when the user opens evidence, shares the record, or uses it to complete a downstream task.

METRIC INTENT

The North Star connects product output to reused organizational knowledge. Meetings processed and decisions extracted are inputs; they do not prove customer value by themselves.

26.1 KPI Dictionary

Definitions, formulas, and decision use

Metric	Formula	Decision supported	Owner
Activation rate	Teams that verify a decision within 24 hours / new teams	Onboarding and first-value quality	Product
Time to first verified decision	Median time from workspace creation to first approved record	Setup friction	Product
Decision precision	Correct extracted decisions / all extracted decisions	Trust and false-positive risk	AI
Decision recall	Correct extracted decisions / all true decisions in benchmark	Completeness	AI
Evidence coverage	Published decisions with valid evidence / all published decisions	Explainability and auditability	AI / Trust
Correction rate	Edited approved decisions / all approved decisions	Model and UX quality	Product / AI
Retrieval success rate	Retrieval sessions ending in a useful record / all retrieval sessions	Core value realization	Product
Weekly active teams	Teams completing a core value action in a week	Adoption depth	Growth
8-week team retention	Activated teams active in week 8 / activated teams	Stickiness	Product / Growth
AI cost per verified retrieval	AI processing cost / verified decisions retrieved	Economic efficiency	Finance / AI

CORE VALUE ACTION

A core value action is one of: approve a decision, retrieve a verified decision, open its evidence, share it, or sync an associated action into a work system.

26.2 Instrumentation, Cadence & Ownership

Create one operating language across product, AI, design, engineering, security, and commercial teams

Core event taxonomy

Event	Required properties	Primary use
meeting_processed	workspace, source, duration, transcript confidence, cost	Volume, reliability, and unit cost
decision_detected	meeting, model version, confidence, evidence span, type	Model output and benchmark analysis
decision_reviewed	reviewer, decision, outcome, elapsed time	Review burden and approval workflow
decision_edited	fields changed, edit severity, model version	Failure taxonomy and prompt/model improvement
decision_retrieved	query, result rank, decision, session, latency	Retrieval success and North Star
evidence_opened	decision, source span, time from retrieval	Trust behavior and meaningful use
action_synced	decision, destination, owner, due date	Downstream execution value
incident_logged	severity, category, model version, response	Safety, privacy, and release governance

Operating cadence

Cadence	Review	Decision
Daily	Pipeline failures, critical incidents, cost spikes, latency	Pause, rollback, or hot-fix
Weekly	Activation, review burden, precision sample, retrieval success, pilot feedback	Prioritize product and model changes
Monthly	North Star, retention, paid signal, margin, segment performance	Roadmap and resource allocation
Per release	Benchmark regression, privacy/security checklist, incident readiness	Ship / hold decision

OWNERSHIP PRINCIPLE

Every metric needs one accountable owner and a documented decision it informs. Metrics without a decision use should not become dashboard clutter.

27. Experiment Backlog

Sequence learning by risk, impact, and cost of being wrong

Pri.	Experiment	Risk	Method	Primary metric	Decision
P0	Problem interviews	A1 / A3	15-20 PM and engineering interviews	Pain frequency, severity, current behavior	Refine or reject primary problem
P0	Decision benchmark	A4 / A6	Label a diverse transcript set and evaluate extraction	Precision, recall, evidence coverage	Choose model/workflow boundary
P0	Review workflow test	A4	Prototype approve/edit/reject flow	Task success, review time, acceptance	Simplify HITL before build
P0	Beta recruitment	A1 / A5	Secure 10 named organizations and champions	Commitment, meeting access, constraints	Confirm beachhead and pilot viability
P1	WTP interviews	A7	Trade-off tests with champions and buyers	Price sensitivity, budget source, value metric	Select packaging test
P1	Retrieval usability test	A3 / A6	Ask users to answer historical questions from a prototype	Success rate, time, evidence use	Validate core repeated value
P1	Pilot concierge	A4 / A6	Manually assist extraction for real meetings	Use frequency, corrections, downstream action	Define MVP automation level
P2	Channel smoke tests	Acquisition	Content, community, referral, and integration landing pages	Qualified conversion and lead quality	Prioritize GTM channel

Experiment design standard

- State the assumption and decision before running the test.
- Define a threshold and failure condition before seeing results.
- Capture segment, meeting type, and workflow context with each result.
- Record negative evidence and rejected hypotheses in the decision log.

PRIORITY LOGIC

P0 experiments address assumptions that could invalidate the product or materially change the MVP. P1 tests shape the workflow and business model. P2 optimizes growth only after value is demonstrated.

27.1 Twelve-Week Evidence Roadmap

A focused learning sequence before material engineering investment

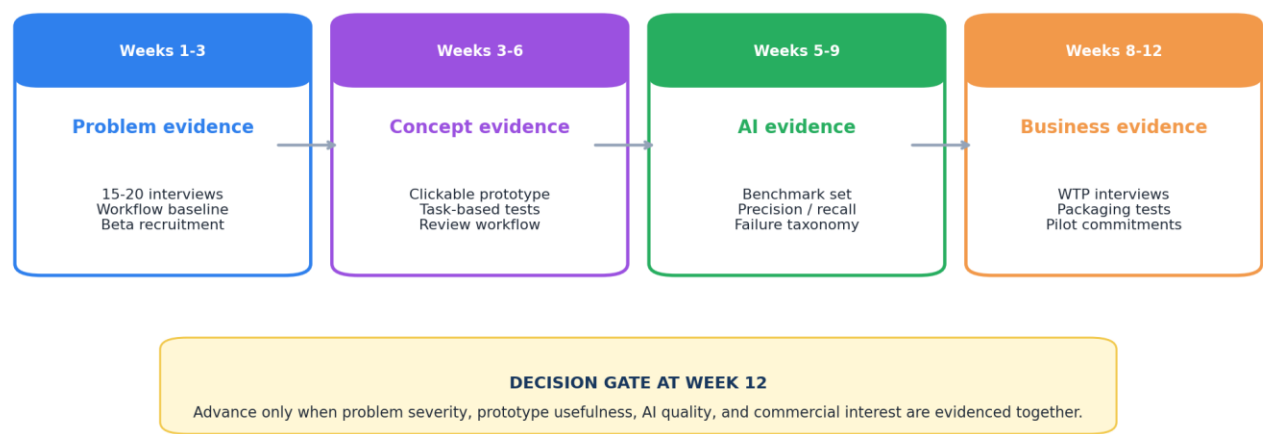


Figure 5.4 - Evidence roadmap and decision gate

Decision artifacts produced

Milestone	Artifact
End of Week 3	Interview repository, coded themes, revised problem statement, beta candidate list
End of Week 6	Usability findings, validated workflow, revised MVP scope, review-burden estimate
End of Week 9	Benchmark report, model/prompt baseline, failure taxonomy, release gates
End of Week 12	WTP synthesis, packaging recommendation, pilot plan, Go / Iterate / No-Go decision

SCHEDULE NOTE
The roadmap is illustrative. Calendar timing should change when recruitment, data access, legal review, or benchmark complexity requires it; the evidence sequence should not.

28. Go-to-Market Execution

Land through a painful team workflow; expand through shared memory, governance, and cross-team value

Initial market motion

Element	Working hypothesis
Ideal customer profile	Product-led B2B technology companies with frequent cross-functional meetings, distributed work, and visible decision-context loss.
Beachhead champion	Senior Product Manager or Product Operations lead who feels the pain and can coordinate a pilot.
Economic buyer	Product/Engineering leader, COO, CIO, or knowledge-management owner depending on organization size.
Entry use case	Preserve roadmap, prioritization, architecture, and customer-commitment decisions with evidence and ownership.
Core promise	Find a trusted answer to a historical decision question in seconds rather than reconstructing context across tools.
Proof required	Verified decision quality, low review burden, repeated retrieval, security fit, and measurable workflow improvement.

Adoption loop

- Connect a meeting source and process a decision-rich meeting.
- Review the extracted decisions and supporting evidence.
- Retrieve or share a verified decision when context is needed.
- Sync an action or use the record in planning and onboarding.
- Invite adjacent teams as cross-meeting context becomes valuable.

GTM PRINCIPLE

The product should demonstrate useful organizational memory after the first decision-rich meeting, while making its long-term compounding value visible without requiring a large initial rollout.

28.1 Acquisition-to-Expansion Funnel

Define the behavior and proof required at each growth stage

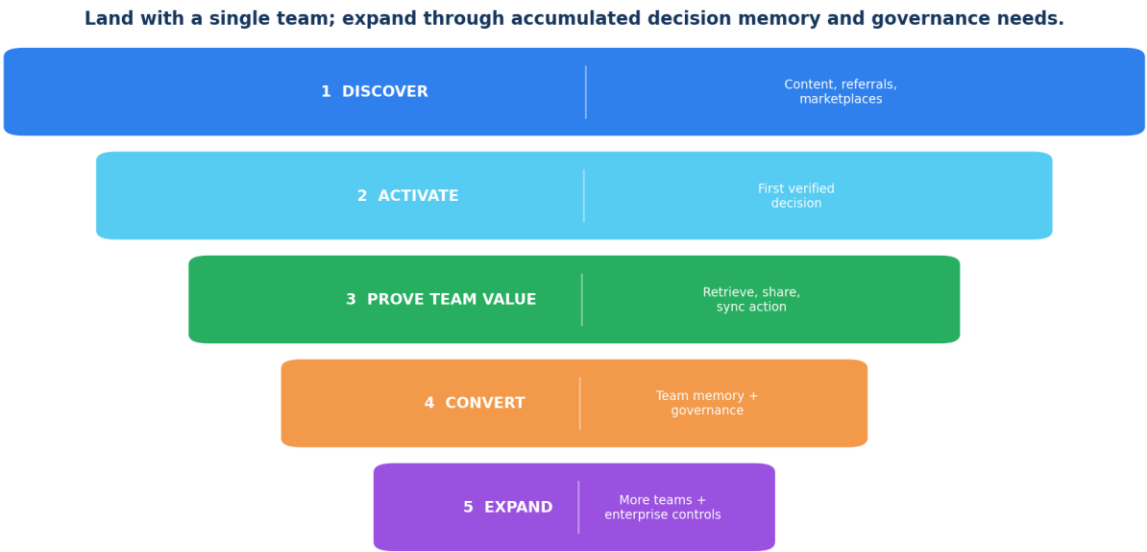


Figure 5.5 - Product-led land-and-expand funnel

Stage	Primary metric	Key friction to test
Discover	Qualified workspace starts	Category understanding and urgency
Activate	First verified decision within 24 hours	Integration setup, transcript quality, review clarity
Prove value	Decision retrieved or shared within 14 days	Need frequency and search relevance
Convert	Team upgrades after value proof	Buyer path, packaging, ROI, security requirements
Expand	Additional teams or workspaces added	Permissions, governance, shared taxonomy, integration breadth

Channel hypotheses

Channel	Why it may work	Early test
Product-management content	Beachhead users actively seek workflow and AI productivity guidance	Decision-memory assessment and concept waitlist
Communities and referrals	Trust matters for a new category and sensitive data workflow	Design-partner referral program
Integration marketplaces	Users already search where meetings and work systems live	Marketplace listing and integration landing page
Founder-led enterprise outreach	Complex buying requires discovery, security discussion, and education	Targeted pilot offers to product and engineering leaders

28.2 Packaging & Pricing Hypotheses

Test the value metric before committing to a price architecture

Package	Intended user	Value boundary	Hypothesis to test
Free / Trial	Individual evaluator	Limited meetings, recent history, basic extraction and review	Does first-meeting value drive a team invitation?

Package	Intended user	Value boundary	Hypothesis to test
Professional	Power user	Longer history, advanced retrieval, personal integrations	Will individuals pay for dependable decision recall?
Team	Cross-functional team	Shared memory, approvals, project links, admin controls, core integrations	Is the main value captured at team/workspace level?
Enterprise	Multi-team organization	SSO, RBAC, audit, retention, compliance, data controls, support	Will governance and cross-team memory support enterprise pricing?

Pricing model candidates

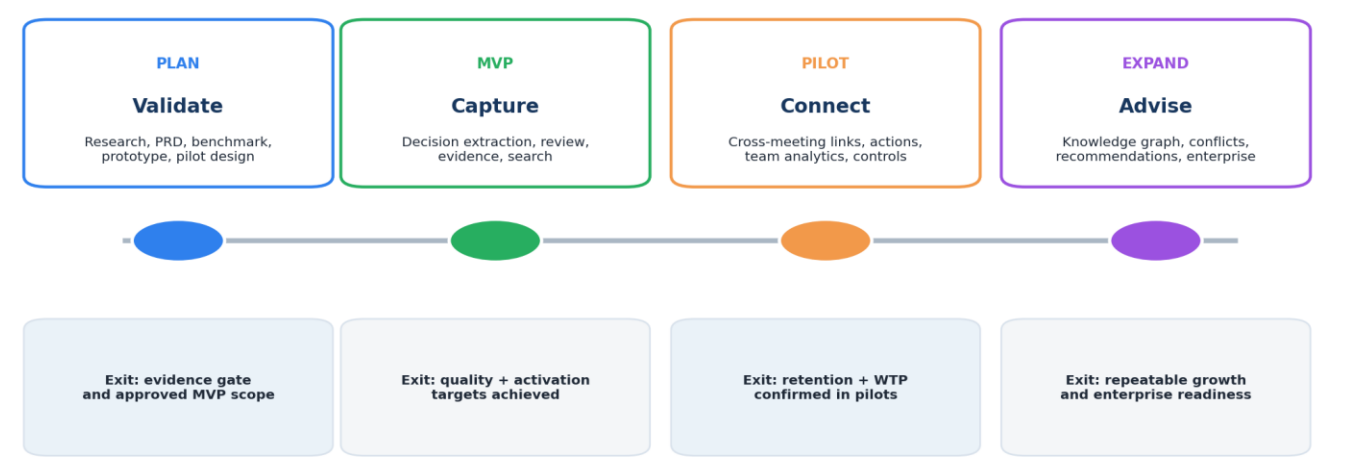
Model	Strength	Risk	Test
Per seat	Simple and familiar	May underprice high meeting volume or discourage broad access	Compare champion preference and procurement fit.
Usage based	Aligns with processing cost	Creates unpredictability and may discourage usage	Test meeting-hour or processed-meeting comprehension.
Workspace tier	Aligns with shared organizational memory	Requires clear feature/value boundaries	Test willingness to pay for history, governance, and integrations.
Hybrid	Balances access and processing	More complex to explain	Test only after primary value metric is understood.

COMMERCIAL EVIDENCE RULE

A stated acceptable price is weaker than a trade-off. Ask what budget replaces, who approves, which capability triggers upgrade, and what would prevent purchase.

29. Evidence-Gated Product Roadmap

Evolve from verified capture to connected memory and decision support



Illustrative sequencing - not a committed delivery schedule. Each horizon is gated by evidence from the previous one.

Figure 5.6 - Evidence-gated product roadmap

MVP boundary

In scope	Out of scope until validated
Transcript ingestion for prioritized platforms	Full meeting platform coverage
Decision, rationale, owner, action, and evidence extraction	Predictive recommendations and autonomous decisions
Human review: approve, edit, reject, merge	Unreviewed publication of high-impact decisions
Verified decision repository and natural-language retrieval	Organization-wide knowledge graph breadth
Basic project/action integration and audit trail	Complex workflow automation and industry-specific models

ROADMAP RULE

Each horizon starts only after its exit criteria are satisfied. Feature sequencing may change; the learning and trust gates should remain stable.

30. Launch Readiness Scorecard

Define what must be true before a controlled pilot or broader release

Area	Readiness requirement	Release evidence
Product	Core tasks work end-to-end; onboarding and review are understandable	Activation and task-success targets met
AI quality	Benchmark passes by meeting type; evidence coverage is complete	No critical regression; quality report approved
Trust & safety	Incident severity model, audit, rollback, and escalation are operational	Tabletop incident exercise complete
Security & privacy	Access, encryption, retention, deletion, consent, and vendor review complete	Security owner sign-off
Reliability	Monitoring, retries, idempotency, latency, and cost controls operate	SLO and cost thresholds met
Commercial	Pilot scope, success criteria, pricing treatment, and buyer process are documented	Pilot agreement and champion confirmed
Support	Known limitations, user guidance, feedback path, and response ownership exist	Support runbook approved

Launch stages

Stage	Audience	Purpose
Internal alpha	Product, AI, engineering, design, security	Find workflow and quality failures safely.
Design-partner pilot	Small number of named teams with active champions	Measure usefulness, trust, repeated retrieval, and commercial signal.
Limited beta	Qualified teams in the beachhead segment	Test onboarding, reliability, retention, and scalable support.
General availability	Broader market after quality, security, and business gates	Scale a repeatable and defensible product motion.

30.1 Early Warnings, Responses & Kill Criteria

Make failure signals actionable before sunk cost grows

Risk	Early warning	Response	Pivot / stop condition
Unsupported decisions	Any severe published record without evidence	Pause publication; review model/prompt/data; increase review requirement	Pivot to draft-only assisted capture if severe errors persist.
Low retrieval use	Teams approve records but rarely retrieve them	Test triggers, search, integrations, and higher-value meeting types	Narrow the product if repeated retrieval is not a meaningful job.
High review burden	Review time or edit rate makes usage feel like manual documentation	Reduce output scope, improve extraction, batch review, and confidence routing	Abandon autonomous extraction for fields that cannot be reliably reviewed.
Weak willingness to pay	Interest does not translate into buyer action or budget	Test ROI, segment, package, and buyer; compare adjacent use cases	Stop expansion if no segment demonstrates credible value capture.
Poor unit economics	Processing cost scales faster than verified value	Selective inference, caching, smaller models, asynchronous processing	Limit or redesign high-cost features without measurable value.
Integration friction	Setup prevents activation or creates security objections	Prioritize fewer platforms and admin-friendly deployment	Change entry wedge if required access is unacceptable to target customers.

RISK POSTURE

The concept should be designed for reversible decisions: limited pilots, versioned models, scoped permissions, explicit publication states, and kill criteria agreed before launch.

31. Product Manager Reflection

How discovery changed the problem, product, and role of AI



Figure 5.7 - Evolution of the DecisionFlow product thesis

The product reframe

The initial hypothesis was that teams needed better meeting notes. Competitive analysis and discovery reframed the opportunity: transcription is increasingly commoditized, while the durable pain is losing decision context, rationale, ownership, and history. This changed the product from a documentation assistant into a trusted decision-memory system.

What changed in the AI strategy

AI moved from being the visible feature to being an enabling capability inside a controlled workflow. The important product design is not simply extraction quality; it is the combination of evidence, confidence, review, versioning, permissions, and retrieval that allows users to trust and reuse the result.

PERSONAL LEARNING

Successful AI products begin with a customer outcome and a risk-aware workflow. Model capability is necessary, but it is not the product strategy.

31.1 Strategic Decisions, Lessons & Open Questions

Record why the concept looks the way it does and what could still change

Strategic decisions

Decision	Rationale
Focus on decision intelligence instead of note-taking	Current competitors already solve transcription and basic summaries effectively.
Select Product Managers as the beachhead	They combine high meeting frequency, cross-functional coordination, strong context pain, and tooling influence.
Treat AI as an enabling capability	The value comes from understanding and connecting language, not from displaying an AI feature.
Build organizational memory instead of isolated summaries	Value compounds when decisions, rationale, owners, projects, and changes remain connected.
Adopt Human-in-the-Loop publication	Review and evidence improve trust, correction, enterprise readiness, and accountability.

Lessons learned

- Solving the wrong problem exceptionally well still produces a weak product.
- Customer value is expressed through outcomes and behavior, not feature breadth.
- Differentiation comes from a meaningful workflow and accumulated system value, not technology alone.
- Trust, explainability, and control are core product features for AI systems that influence business decisions.
- Discovery is a continuing operating discipline, not a stage that ends when a document is complete.

Open questions

Theme	Question
Customer	Will teams retrieve verified decisions often enough to form a durable habit?
AI	What accuracy and review burden are acceptable across different meeting types?
Business	Which value metric and buyer path best match organizational memory?
Adoption	Can the product deliver useful value after one meeting without requiring broad rollout?

32. Final Recommendation

Close the concept phase with a disciplined recommendation and a clear publishing plan

Recommendation

CONDITIONAL GO TO PHASE 2 - PLAN

DecisionFlow represents a coherent and differentiated product opportunity. Proceed with customer discovery, prototype evaluation, benchmark creation, and commercial testing. Do not treat the concept as build-validated or market-validated until the defined evidence gates are met.

Final publication scope

Workstream	Final publication output
Content synthesis	Integrated into this final narrative; duplicates, placeholders, and contradictory wording have been removed.
Document design	Apply one cover, document control, automatic Table of Contents, heading system, captions, and page navigation.
Evidence audit	Label illustrative research, hypotheses, targets, external sources, and measured evidence consistently.
Visual normalization	Standardize diagrams, tables, terminology, numbering, and accessibility text.
Editorial QA	Check grammar, claims, references, cross-references, layout, headers/footers, and section transitions.
Portfolio packaging	Create the final Word document and a concise case-study version suitable for the portfolio website.

Final decision log entries

- Product category: AI Decision Intelligence.
- Beachhead: Product Managers in product-led technology organizations.
- North Star: Monthly Verified Decisions Retrieved.
- MVP trust model: evidence-backed extraction with Human-in-the-Loop publication.
- Investment status: conditional planning; build commitment gated by evidence.

PHASE STATUS

The concept-stage documentation is structurally complete. This final edition assembles, normalizes, verifies, and publishes the Product Concept Document.

APPENDIX C. Validation & Operating Evidence Notes

Traceability for the validation and operating plan

Source document	Material used
Success Criteria	Five-dimension framework, targets, exit checklist, decision framework, and 4.2 / 5 threshold.
Product Manager Reflection	Initial hypothesis, product reframe, strategic decisions, lessons, open questions, and recommendation.
Product Vision	North Star metric, product principles, vision horizons, and long-term decision-copilot direction.
Lean Canvas	Customer segment, channels, revenue options, cost structure, and key metrics.
Assumptions & Risks	Critical assumptions, product/AI/security/technical/commercial risks, and mitigation themes.
Strategy & Architecture section	AI responsibility boundary, evaluation approach, Lean Canvas synthesis, risk posture, and validation handoff.

Evidence labels used

Label	Meaning
Defined	A framework, design, or strategy has been documented.
Secondary evidence	Supported by market, competitor, or public research but not yet confirmed with target users.
Illustrative	Created to demonstrate discovery output; not a real interview result.
Hypothesis	A belief to be tested through research or experimentation.
Validation target	A threshold established before the experiment; not a measured result.
Measured evidence	An observed result from a completed test or production system. None is claimed in this validation section.

EVIDENCE & PUBLISHING INTEGRITY

This public portfolio edition distinguishes actual evidence, assumed continuity steps, simulated case-study outcomes, targets, and recommendations. Simulated customers, commercial results, benchmarks, incidents, quotations, and later-lifecycle outcomes are illustrative and must not be interpreted as results from a live commercial product. Evidence labels are retained throughout the package to support transparent and responsible interpretation. User interviews, quotations, personas, opportunity sizing, validation findings, and success thresholds are illustrative case-study inputs unless explicitly identified as actual evidence. No confidential customer information is included; names and identifying details are fictional, anonymized, or presented as composite examples.