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From Random Tools to AI Ecosystem: How PdMs Can Use Experiments to Build Their AI Advantage

A practical framework for turning scattered AI tools into a connected, compounding system — one experiment at a time.

PRODUCT MANAGEMENT

AI ADOPTION

EXPERIMENTATION



You're Not Starting From Zero

Sound familiar?

You already use Claude, Glean, Jira AI, Rovo. The tools are there. The problem isn't tools.

It's that nothing connects.

Each tool is a dead end. You draft here, summarise there — but there's no system. No thread running through it all.

The result

→ **Decision paralysis**

Which tool? Should I go deep or try the next one?

→ **Staying reactive**

AI is a convenience, not a system.

→ **No compounding value**

Every session starts from scratch.

"You draft here, summarise there — but there's no system."

Experiments All the Way Down

What you do for your product

01

Hypothesis

Define what you believe will happen

02

Metric

Decide how you'll measure success

03

Rollout

Run it in a controlled, time-boxed way

04

Review

Learn, iterate, and decide what's next

What you do for your own AI adoption

You're trying tools **randomly**. No hypothesis. No metric. No iteration.

The reframe

Every AI capability you want to adopt **IS an experiment**. Apply the same rigour you use for your product.

Why this works

This removes decision paralysis. You're not choosing forever. **You're running a 2-week experiment.**



"You don't need to build the whole system. You need to run your first experiment."

THE PROVING GROUND

AI Across Your Backlog

6 layers, each one an experiment you could run



Vision

Epics

Stories

Acceptance

Estimation

Each layer of your backlog is an opportunity to run a structured AI experiment. Start anywhere — but start with a hypothesis and a metric, not just a tool.



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ENTERPRISE COACH

Vision to Epics

"Start with a goal, get candidate epics in 30 seconds"

Give AI your product vision or strategic goal. In seconds, you have a first-draft epic breakdown to react to, refine, and challenge — not a blank page.

The Experiment

"Can AI generate a first draft epic breakdown that saves me 30 minutes?"

Success Metric

Time from goal statement to reviewed epic list. Target: under 5 minutes vs. 35 minutes manually.

LIVE DEMO

Input: A product goal statement

Output: Candidate epics with rationale

Duration

2 weeks / 1 sprint

Tool

Claude, ChatGPT, or your preferred LLM

Epics to Stories

LIVE DEMO

Input: A single epic with context

Output: Sprint-sized user stories with dependencies flagged

Duration

2 weeks / 1 sprint

Tool

Claude, Jira AI, or Rovo

"Decompose an epic into sprint-sized user stories"

AI doesn't just break down the obvious stories — it surfaces edge cases, dependencies, and stories you might have deprioritised or missed entirely.



The Experiment

"Does AI decomposition surface stories I would have missed?"



Success Metric

Count of net-new stories surfaced by AI vs. your manual breakdown. Any new story = value.

Acceptance Criteria

"Generate Given/When/Then criteria including edge cases"

AI generates structured acceptance criteria in the Given/When/Then format — including the edge cases that typically surface mid-sprint and cause engineering back-and-forth.

The Experiment

"Are AI criteria comprehensive enough to reduce engineering back and forth?"

Success Metric

Track clarification questions from engineering per story. Target: 50% reduction over one sprint.

LIVE DEMO

Input: A user story

Output: Given/When/Then criteria + edge cases

Why it matters

Every clarification question mid-sprint is a context switch. Fewer questions = faster delivery.

Duration

2 weeks / 1 sprint

Estimation

LIVE DEMO

Input: A user story with context

Output: Rough size with reasoning

Important framing

AI estimates are a **conversation starter**, not a verdict. Use them to anchor refinement discussions.

Duration

2 weeks / 1 sprint

"Rough sizing as a conversation starter, not a verdict"

AI can provide a first-pass size estimate with reasoning. The goal isn't perfect accuracy — it's giving your team an anchor point that speeds up refinement conversations.



The Experiment

"How close are AI estimates to what the team lands on?"



Success Metric

Compare AI size category to final team estimate. Track whether AI anchors speed up or slow down refinement.

Capacity and Velocity

"How many stories actually fit in the next sprint?"

Feed AI your team's velocity, current capacity, and story list. Get a recommended sprint scope that accounts for real constraints — not just optimistic point totals.

The Experiment

"Does AI-assisted planning reduce overcommitment?"

Success Metric

Compare sprint completion rate before and after AI-assisted planning.
Target: fewer stories carried over.

LIVE DEMO

Input: Velocity data + story list + team availability

Output: Recommended sprint scope with rationale

The real win

Overcommitment is a morale killer. AI-assisted planning creates a defensible, data-backed sprint scope.

Duration

2 weeks / 1 sprint

Tasks and Assignment

LIVE DEMO

Input: A user story with team roles

Output: Draft task breakdown with role suggestions

The time sink

Sprint setup — breaking stories into tasks and assigning them — can eat 30–60 minutes every sprint. AI gives you a draft to react to.

Duration

2 weeks / 1 sprint

"From stories to a draft task breakdown with role suggestions"

AI generates a task breakdown for each story, including suggested roles. Your team refines and owns it — but the blank page problem is solved before the meeting starts.



The Experiment

"Can AI task breakdowns reduce sprint setup time by 30 minutes?"



Success Metric

Time spent in sprint setup meeting before vs. after AI-generated task drafts.
Target: 30-minute reduction.

THE META SKILL

Use AI to Figure Out How to Use AI

LIVE DEMO: Ask Claude this

"Design 5 experiments for a PM who spends 3 hours per week on backlog grooming. Include hypothesis, metric, and duration for each."

AI just designed your AI adoption roadmap. In 30 seconds.

The iteration loop

01

Run Experiment 1

Learn what worked and what didn't

02

Come back to AI

"Here's what I learned — design experiment 2"

03

Every experiment creates bandwidth

For the next one. The system compounds.

Why this is the meta skill

You don't need an AI strategy document. You don't need a roadmap built in a workshop. You need **your first experiment** — and then you need AI to help you design the second one.

□ "You don't need an AI strategy. You need your first experiment, and then you need AI to help you design the second one."



YOUR NEXT STEP

Pick One. Run It. Come Back.

1

Pick one capability

Connect it to a **real pain point** you feel every sprint. Not the most exciting AI feature — the most painful problem.

2

Frame it as an experiment

Write a hypothesis. Define a metric. Set a duration. **Two weeks is enough.**

3

Run it for one sprint

Don't optimise. Don't switch tools. Just run the experiment as designed and **observe honestly.**

4

Ask AI to design the next one

Share what you learned. Let AI design experiment 2 based on your real results. **The system starts here.**

📌 The goal isn't to adopt AI. The goal is to reclaim time and make better decisions. Experiments are how you get there.



Questions, Reactions, Experiments

15 minutes open discussion

Bring your questions, your scepticism, and your half-formed ideas. All of it is useful.

Good questions to explore

- Which layer of the backlog is your biggest pain point right now?
- What experiment would you run first?
- What's stopped you from running structured AI experiments so far?
- What would "success" look like after 3 months of compounding experiments?

Keep the conversation going

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What to do after this session

- **Pick your first experiment today**
- **Use the framework template**
- **Come back with results**

AI Experiment Framework for Product Managers

From random tools to a connected AI ecosystem, one experiment at a time

Experiment Name	Give it a short, memorable name tied to the capability you're testing
Hypothesis	"I believe that [using AI for X] will [outcome] because [reason]"
Success Metric	What will I measure? (time saved, quality improvement, team satisfaction, engineering questions reduced)
Setup	Which tool? What input will I provide? What will I do with the output?
Duration	How long will I run this? (Suggested: 2 weeks / 1 sprint — enough to see signal)
Result	What happened? What did I learn? Did the hypothesis hold?
Next	Based on this result, what's my next experiment? (Ask AI to design it for you)

📄 Copy this template. Fill it in before you start. The act of writing the hypothesis is half the value.

Six Experiments to Get Started

1. Vision to Epics

"AI can generate a first draft epic breakdown from a product goal that saves 30+ minutes"

2. Epic Decomposition

"AI story decomposition surfaces stories and dependencies I would have missed"

3. Acceptance Criteria

"AI generated criteria reduce back and forth with engineering by 50%"

4. Estimation

"AI rough sizing gets within one category of what the team lands on, speeding up refinement"

5. Sprint Planning

"AI assisted capacity planning reduces overcommitment compared to the last 3 sprints"

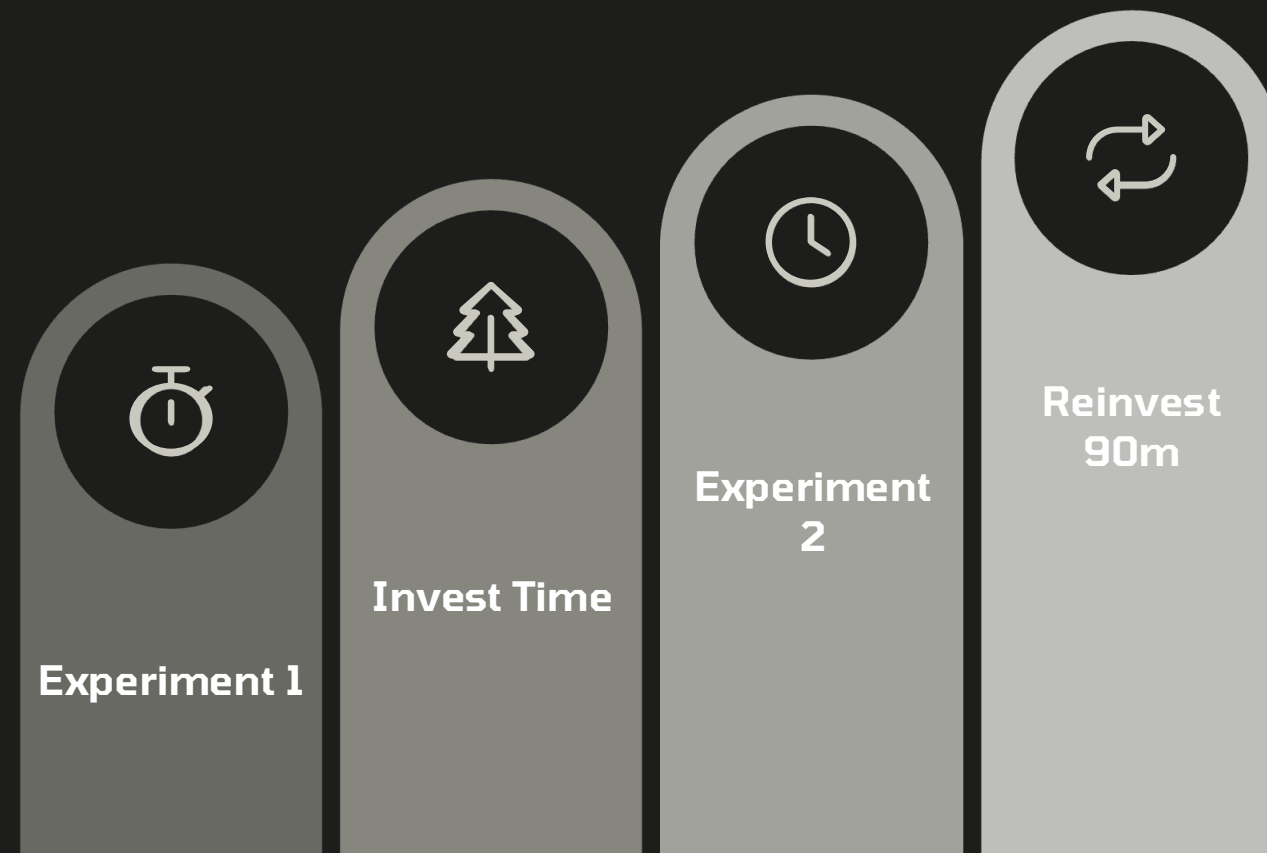
6. Task Breakdown

"AI generated task breakdowns reduce sprint setup time by 30 minutes"

Each of these is a complete, runnable experiment. Pick the one that connects to your biggest pain point and start there.

The Compounding Effect

"Use AI to figure out how to use AI. After each experiment, ask AI to design your next one based on what you learned. Every experiment creates bandwidth for the next."



The compounding effect is real. The first experiment is the hardest — it requires discipline to frame it properly and resist switching tools mid-run. But once you have a result, the second experiment designs itself. And the third. The system builds momentum.

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Download this deck
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Start today

Pick one experiment. Run it this sprint.