Generative AI Product Development

An Experiment in Augmenting the Product Development with Gen AI.

February 2026

Presented by

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Content

1 Premises and Process

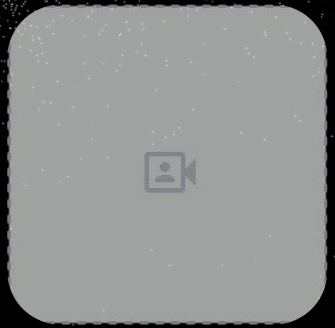
2 Ideation and Product Management

3 Design and Marketing

4 Engineering

5 Future Experiments

6 Discussion / Q&A





Can we augment or replace every major step in software product development using the current wave of Generative AI tools?

Ideation through ChatPRD, get design inspirations from Magic Patterns, build a marketing site and pitch deck through Gamma, and use agentic / vibe coding through Antigravity.

Current and past work

Fractional CTO Consulting

Startup Advisory
Product and Technology Strategies
Mentorship
Security Audits
Building out new AI powered SaaS tools

Mossa Labs

VALORI

Confreres

Learn more

AMERICAN EXPRESS

turner

tbs

TNT

WORLD GAMING

CINEPLEX

TCM
TURNER CLASSIC MOVIES

coinsmart

TREAD

Biiibo

PLATO

Dyspatch

Why not Replit?



They are probably good for someone, same goes with Loverable. I tried Replit for a month, but I do not want locked in to a specific stack or vendor. Also Replit's workflow does not match what I do and how I do things.

Product Development Process



1

Product Management

ChatPRD
Kraftful (Amplitude)
Productboard AI

2

Design

Magic Patterns
Figma
InDesign
Uizard
Uxpilot.ai/Galileo-ai

3

Engineering

Antigravity
Claude Code
Cursor
GitHub Copilot

4

QA, Testing & DevOps

CodiumAI
Katalon
Virtuoso QA
TestSigma
Pulumi AI
Kubiya
Rootly

5

Marketing / Pitch Deck

Gamma
Canva
Beautiful.ai
Tome.ai



ChatPRD
Ideation & Product Management

The "AI Product Manager." Tasked with scoping, prioritizing, and market research.

Magic Patterns
UI and UX Design

The "AI Designer." Tasked with UI inspiration and frontend code generation.

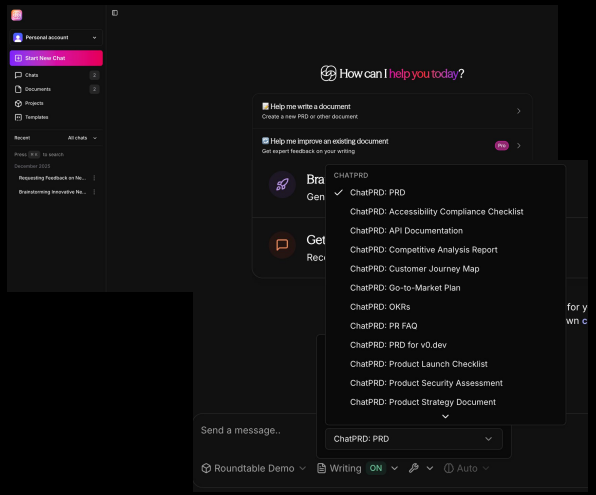
Gamma
Marketing and Pitch Deck

The "AI Marketing Team." Tasked with the pitch deck and landing page.

Antigravity
Engineering

The "AI Software Engineer." Tasked with full-stack implementation (Agentic coding).

ChatPRD



The Win

Excellent at challenging scope creep and refining the "one big thing" (MVP prioritization). Support multiple document types out of the box.

The Gap

Market research was generic ("meh").

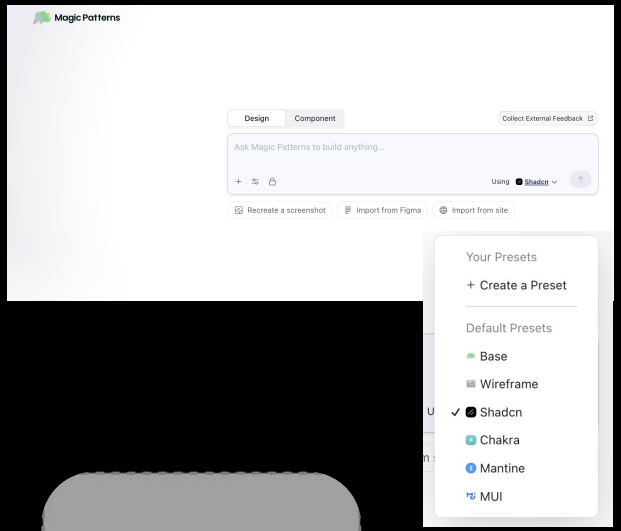
The Verdict

Useful for acceptance criteria and user stories, but biased towards the prompter's vision. Good starting point documents for people who never done product management before.

Who's this for

Anyone who has background or some professional interactions with product managers, but don't have time to fine tune documentation templates, or want to have some way to break down big project ideas.

Magic Patterns



The Win

Quick generation of initial concepts.

The Gap

Limited to presets; felt repetitive after a few iterations. Creating unique B2C experiences was difficult compared to generic B2B admin panels.

"Pro" tier walls prevented seamless integration with the IDE (Antigravity).

The Verdict

Presets are limited to the UI frameworks they support, at times it felt repetitive.

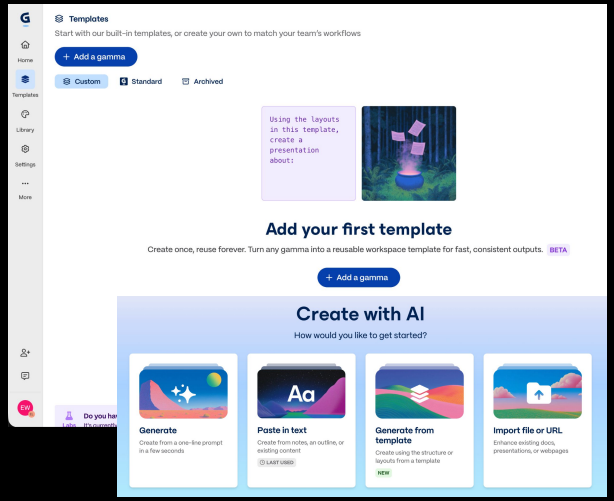
UI and component design based on existing design can be useful.

Wish they can import stylescapes.

Who's this for

Rapid prototyping for your own ideas and go beyond typical wireframes. But user will need to export page layouts to Figma and have professional to apply proper branding and styling.

Gamma



The Win

Fast generation of a slide deck and website skeleton. Able to pull in your website and other existing documentation, and create a deck for you.

The Gap

WYSIWYG editor felt restrictive compared to code (React/Next.js). Hosting lock-in is a dealbreaker for technical founders.

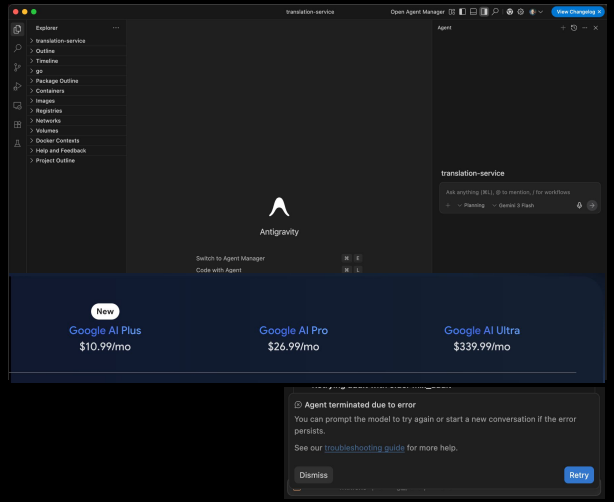
The Verdict

If you are familiar with using Canva, Webflow, Pitch, etc, this is a good alternative. Probably useful for tech people to create decent deck outlines with supporting graphics.

Who's this for

Anyone who needs help writing decks. Reservation on creating and hosting marketing website in Gamma. I.e. no export website to Figma.

Google Antigravity



The Win

The "Implementation Plan" feature with inline commenting mirrors real-life CTO/Engineer interaction.

The Gap

Usage limits (the 5-day wait). Context window issues (ignoring Tailwind settings). Significant "back-and-forth" required with the model (Gemini 3 Pro High).

Random agent terminations.

The Verdict

Cursor (Human-in-the-loop coding) > Antigravity (Agentic coding). User have to like how what Gemini build application over ChatGPT or Claude.

Antigravity is way too eager to start coding.

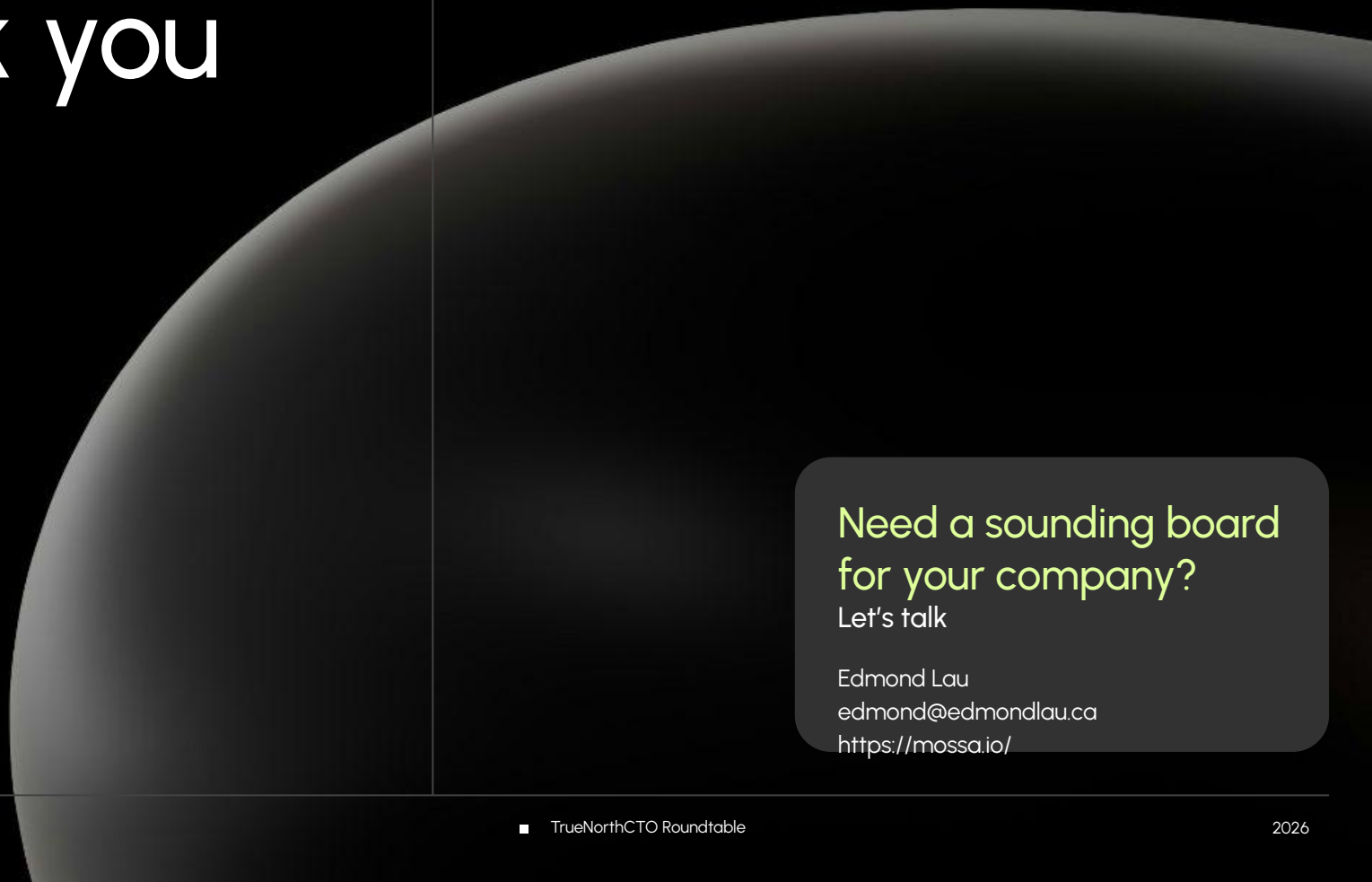
Who's this for

People already have Gemini Ultra and not currently paying for another high end coding Agentic AI..

Discussion / Q&A



Thank you



Need a sounding board for your company?

Let's talk

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