Product AI Summit

centercode

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Recap and Field Notes

Six talks. Five patterns. One playbook for product teams getting AI right.

THE PATTERNS THAT SHOWED UP EVERYWHERE

01
Speed without direction is dangerous
AI makes building instant. That's only a problem if your team can't agree on the customer problem.

02
Humans still decide what matters
AI can process feedback in seconds. People still make the call on what counts and what's just noise.

03
Product and engineering are converging
Functional prototypes replace design files. The handoff is becoming a conversation.

04
Taste is the new scarce resource
When "good enough" is free, knowing what "great" actually looks like becomes the only moat.

05
AI adoption is personal and gradual
Background, role, and personality shape what clicks. One path doesn't work for everyone.

THE SESSIONS

Luke Freiler
Co-Founder & CEO, Centercode
> *I never had to not know anything ever again.*

Vidya Dinamani
Managing Partner, Product Rebels
> *Speed without direction is just faster waste.*

Rob Bridgman
Product Director, Centercode
> *Version 1 is what not to do. Don't skip version 1.*

Jacob F. Christensen
Customer Validation, Bang & Olufsen
> *Submitting feedback should feel like stepping onto an escalator, not climbing a mountain.*

Brad Day
Product Director, Centercode
> *"Is this what you meant?" disappeared from engineering conversations entirely.*

Brennan McEachran
Technical Founder & Advisor
> *Optimize today's processes for today's AI and you're already behind.*

Try this week. Six things you can do Monday morning.

1. **Run problem alignment.** Have everyone write the customer problem down independently, then compare. *Vidya Dinamani*
2. **Skip the deck. Build the demo.** Three people, three hours, one working prototype. *Rob Bridgman*
3. **Sandwich AI between guardrails.** Pair AI output with a deterministic component library. *Rob Bridgman*
4. **Audit your sprint ceremonies.** Which rituals exist because human attention used to be scarce? *Brennan McEachran*
5. **Make feedback an escalator.** Auto-append backend data so testers only need to say "I have feedback." *Jacob F. Christensen*
6. **Push through the dip.** Productivity drops while you learn AI. Then it climbs with no ceiling. *Luke Freiler*

Want to talk through how this applies to your team?

We've spent 25 years helping product teams turn customer feedback into better products. Let's spend 30 minutes on yours.

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