PORTFOLIO EVIDENCE / PRISM

Evidence behind the PRISM case study

A privacy-safe record of the research, decisions, planning artifacts and working product produced during the Product Management with Generative & Agentic AI capstone.

PROJECT	PRISM - Pre-meeting Research Intelligence System Manager
TEAM	Five-person capstone team
OSHIJ'S DOCUMENTED ROLE	Product strategy and problem definition; AI layers and system architecture; MVP scope; report compilation; user stories and personas; frontend and AI workflow implementation.
STATUS	Working prototype. Business impact, retention and sales outcomes remain unvalidated.
EVIDENCE STANDARD	Observed findings, built outputs and hypotheses are separated throughout this pack.

READ THIS FIRST

What this pack does - and does not - claim

The underlying coursework archive contains exploratory market scenarios and proposed success metrics. They are useful planning exercises, but they are not business results. This portfolio pack includes only claims that can be traced to interview documentation, project artifacts or the working prototype.

01 / RESEARCH TRAIL

From broad signals to five documented interviews

The archive contains the research guide, five participant recording sets, persona artifacts, a Phase 2 synthesis and one written meeting summary. Raw recordings are retained privately to protect participant privacy.

DOCUMENTED SAMPLE	Five interviews with sales professionals across different experience levels, recorded in the Phase 2 report and supported by five recording sets in the project archive.
OBSERVED BASELINE	The Phase 2 synthesis reports approximately 30-60 minutes of preparation per meeting.
RECURRING PROBLEM	Research was fragmented across tools and required repeated context switching.
FORMAT PREFERENCE	Participants preferred concise, actionable summaries over complex dashboards or raw information.
PUBLISHED EVIDENCE	Two attributed quotes are used on the portfolio. Full recordings are not published.

SELECTED INTERVIEW SIGNALS

> *“Most of our time should be spent pitching to clients, but instead, we end up investing the majority of it in gathering, deriving, and analysing client insights.”*
>
> *- Product Head interview*

> *“By the time I gather and analyse the data, the opportunity is already slipping away.”*
>
> *- Senior Sales Manager interview*

RESEARCH MATERIAL RETAINED

- Interview-question bank and consolidated questionnaire.
- Five participant recording sets: Amodh, Aniket, Deepak, Mohit and Shaishavi.
- Phase 2 synthesis, two visual personas and one written meeting summary.
- Participant media is intentionally private; it should only be shared with explicit consent.

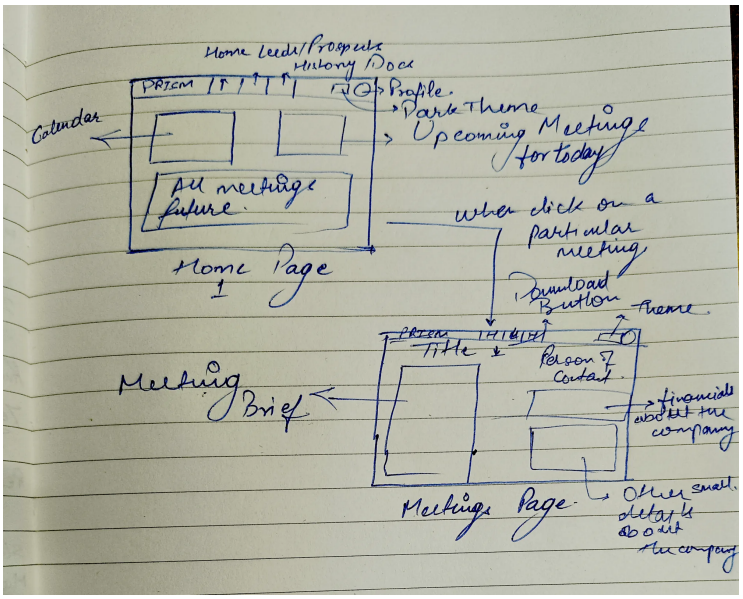
02 / DECISIONS

What the evidence changed

The project narrowed from a broad intelligence platform to a testable research-to-brief workflow.

DECISION 1	Use manual meeting input stored in Supabase before attempting Salesforce or HubSpot integration.
REASON	The key uncertainty was whether the generated brief was useful, not whether CRM integration was technically possible.
TRADE-OFF	More manual entry, but faster MVP delivery and lower integration risk.
DECISION 2	Use parallel specialist research agents with one final brief generator instead of one general prompt.
REASON	Company, news, finance, social and stakeholder research have different structures and failure modes.
TRADE-OFF	Greater inspectability and control, with additional n8n orchestration and API complexity.

EARLY WORKFLOW ARTIFACT

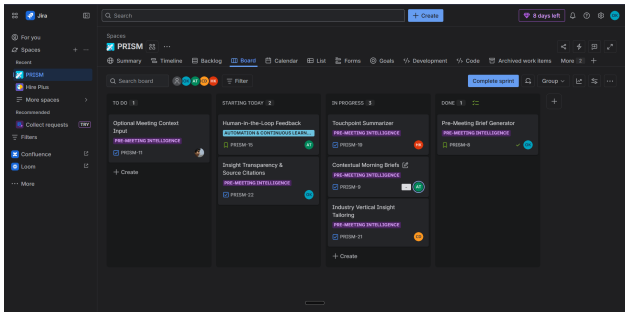


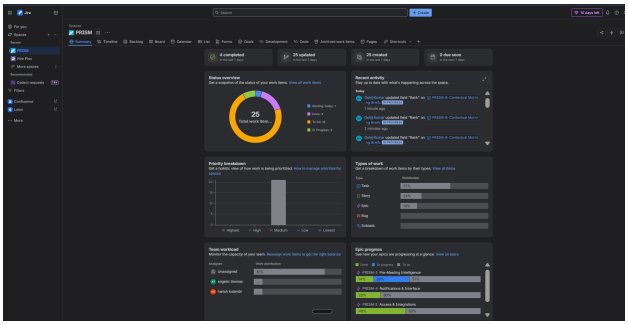
Low-fidelity wireframe used to make the meeting-to-brief workflow concrete before the final interface was built.

03 / DELIVERY EVIDENCE

Planning, backlog and responsible-AI work

The archive shows how the team translated the concept into a planned delivery sequence and considered ethical risks alongside product scope.





Jira board and project summary retained in the Phase 3 archive.

- Backlog and sprint artifacts document feature breakdown and delivery sequencing.
- A 16-week coursework roadmap mapped planning, design, prototype sprints, QA/UAT and demo milestones.
- An ethical-considerations artifact covers privacy, consent, bias, hallucination risk, explainability, data security and human oversight.
- The roadmap's adoption and sales-impact figures were proposed targets, not achieved outcomes.

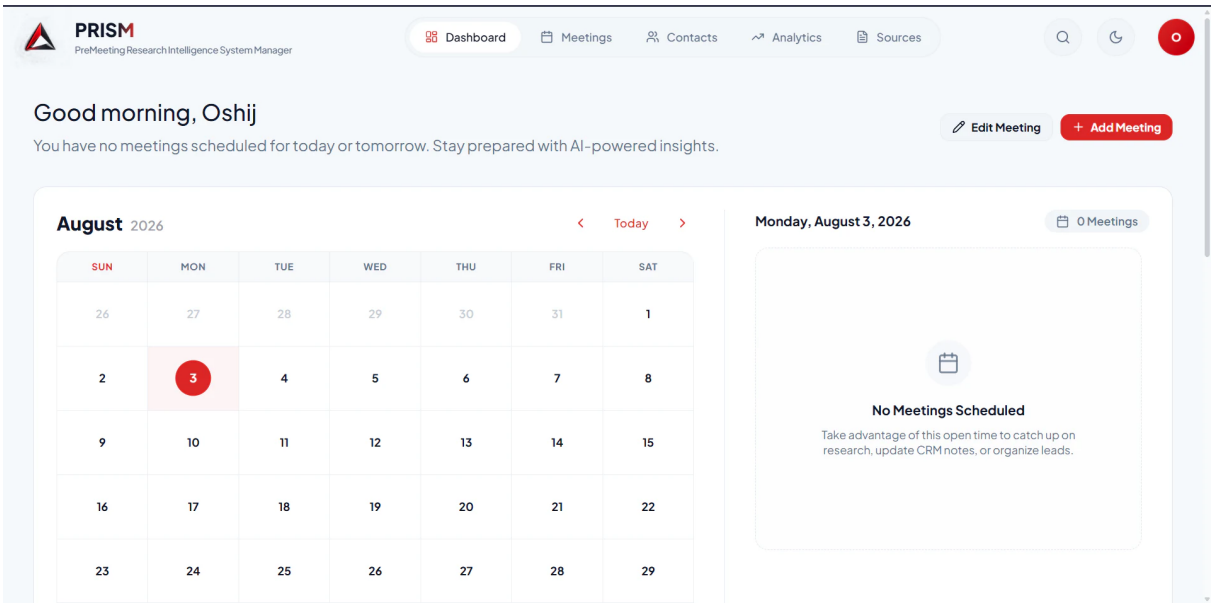
RESPONSIBLE EVIDENCE BOUNDARY

The archive includes 2-3 hour preparation assumptions, market-size scenarios, 80% time-saving targets, 83% brief-assisted win rate, +15% win-rate uplift and 50+ interview language. These figures are excluded from the portfolio evidence because the supplied primary research and prototype testing do not validate them.

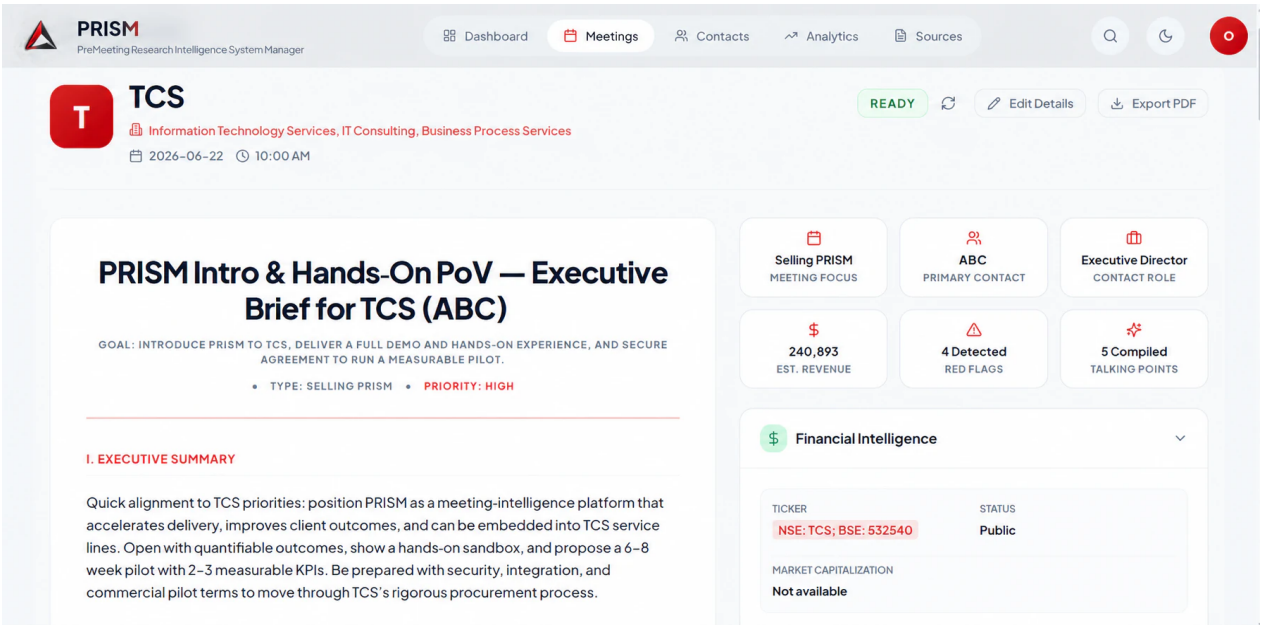
04 / BUILT PRODUCT

A working research-to-brief workflow

The prototype connects the meeting interface to Supabase and an n8n workflow with specialist research agents and a final brief generator.



Working dashboard: meetings are the entry point to generated intelligence.



Anonymised generated brief: the output separates context, risks, questions and recommendations.

05 / EVIDENCE REGISTER

What can be shared

A compact provenance map for recruiters and reviewers.

PUBLIC - PRIMARY	This evidence pack, working product, anonymised product screenshots and portfolio case study.
PUBLIC - SUPPORTING	Research questionnaire, Phase 2 synthesis, Jira screenshots, ethical-considerations artifact and wireframe.
PRIVATE	Raw audio/video interviews and participant-identifying material without explicit publication consent.
COURSEWORK ONLY	Original PRD, market strategy, pricing, GTM scenarios and proposed metrics. These require a visible hypothetical/unvalidated label.
DO NOT USE AS OUTCOMES	83% win rate, +15% uplift, 50+ interviews, 80% validated time saving, Year-1 ARR and enterprise-account projections.

SOURCE ARTIFACTS REVIEWED

- Phase 2 report, interview question bank, consolidated questionnaire, personas and meeting summary.
- Phase 3 Jira board, backlog, project-planning and ethical-considerations artifacts.
- Phase 5 feature list, low-fidelity wireframe, framework canvas and draft PRD.
- PRISM case study, original PRD and product pitch.

Prepared for portfolio review

This pack is a curated representation of the supplied project archive. It is designed to make the evidence easy to inspect without overstating what the project proved.