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naida is an AI consultancy in Singapore, founded by Uli Hitzel. We help companies build their own AI capability: the strategy, the team and the systems.

AI-Powered Products

Adding AI features to your existing products, from portfolio review to launch and ongoing improvement.

Duration 3–6 months

Expected outcomes

- 20–30% shorter time to market for new AI features
- 15–25% higher customer satisfaction scores for the products concerned

Overview

We review your product portfolio for places where AI adds something customers will use, and leave out the places where it doesn't. Then we work with your product and engineering teams to design, build and launch those features, keeping each product's character and brand.

Scope

- Review of the product portfolio for AI opportunities
- Analysis of market trends, customer needs and competitors
- Design and prototypes of AI features with product management and development teams
- AI work built into your existing product development process
- Data pipelines and infrastructure for developing and running the features
- Alignment with product strategy, brand and customer expectations
- Go-to-market planning with marketing and sales
- Monitoring of performance and customer feedback after launch
- Ongoing improvement based on usage data
- A roadmap for further AI features