

Ai in product development

N.S. Bykov, A.V. Agureeva

Samara National Research University, Samara, Russia

Background. Artificial Intelligence (AI) plays a key role in the product development of IT companies. It can optimize the development processes, improve product quality, and give new and innovative Solutions that can increase the company profits. AI is used in various areas of IT development, Including data analysis, machine learning, production automation and software testing. With AI, companies can create smarter and more efficient products, improve user experience and increase competitiveness in the marketplace.

Aim. The study aims to identify the most effective ways of using neural networks in product development, as well as to propose a mechanism to interact with the neural network within the company regarding its performance.

Methods. The authors used material modeling, analysis, comparison, and experiment. They tested a network Chat GPT 3.5 (turbo). Among the methods mentioned above, the authors revealed that the comparison in the field of qualitative and quantitative results of AI and human performance was the most efficient and applicable.

Results. The study says there is a huge need to apply neural networks to make IT business products cheaper, due to increasing competition in the market. To better interact with the neural network, their own specialists (prompt-engineers) should be trained. To summarize, AI is the best tool for automating routine tasks and reducing development costs.

Conclusions:

1. Artificial Intelligence has a great potential to optimise the process of product development in IT companies.
2. The application of AI in various areas of IT development (data analysis, machine learning, production automation, software testing) allows companies to create smart and efficient products.
3. The use of AI in the development process can improve the user experience and increase competitiveness in the market.
4. AI is not the only solution, and it requires integration with other technologies and methodologies to create more complete and efficient products.

Keywords: Artificial Intelligence; Neural Networks; algorithm; development.

Information about authors:

Nikita S. Bykov — Student, Group 7152, Institute of Economics and Management; Samara National Research University, Samara, Russia.
E-mail: nikoldman8@gmail.com

Alina V. Agureeva — PhD (Pedagogical Sciences), Associate Professor of Department of Foreign Languages and Russian as a Foreign Language; Samara National Research University, Samara, Russia. E-mail: midalina@mail.ru