

PROJECT 3

INCREASING THE REACH OF AI

Assistive Intelligence is finally coming of age in digital assistants like Siri, Echo, and Google Home. All three are conversational agents, meaning they operate by recognizing and generating human speech. Their advertised advantages are rather simple (the convenience of ordering a pizza or looking up a the weather forecast). While these devices will eventually transform most homes and workplaces, barriers to adoption are strong.

Your task is to identify three very different groups of consumers for these devices and create campaigns that would overcome their hesitation to engage with an AI. One or more of these consumers groups will use the product in the workplace, i.e. your campaign will promote the benefits of the technology to workers.

Working in groups, you'll define your audiences and develop appropriate strategies for each audience.

OBJECTIVES

1. To define marketing and communication strategies according to specific audiences.
2. To think beyond conventional selling of units to consider less clearly-defined human needs, and how businesses might address them.
3. To engage in informal research methods, such as questioning non-designers about a loosely-defined subject, and recording of one's own impressions.
4. To respond to nebulous problems (i.e. resistance to adopting AI) with concrete design outcomes.

OUTPUT IMAGES AND MOUNT ON BOARDS FOR FINAL CRITIQUE. YOU MUST TURN IN BOTH A PDF OF THE FINAL AND THE BOARD.

EVALUATION CRITERIA

1. Have you been accountable throughout the project, communicating your goals and activities to group mates and instructor?
2. Are final designs based on research and solid, well thought-out strategies for each audience?
3. Do campaigns match their audiences, in substance and appearance? Is that connection identified? Is media appropriate for each audience?
4. Is each campaign presented in a way that convinces us that it is important and effective?
5. Do your visual materials convey the complexity of your campaign, both in tone and substance? Do the visuals support goals of the Strategy Statement?

BLUEBIRDS	CARDINALS	ROBINS
Sara	India	Hannah
Taylor	Mahinn	Michael M
Deborah	Phillip	Jordan
Kayla	Jenny	Uduak
Kendall	Aaliyah	Chong
Adam	Michael K	

SPRING 2017

WEEK	TUES	THURS
Feb 28 – Mr 2	Speaker Michelle Parkos. Turn in BE files to Sharespace: <i>Lastname_BEfinal.pdf</i>	Begin AI project: Discuss roles, research and brainstorm about potential audiences.
Mr 7 – 9	Workday; identify AI company. Identify roles for each member of your group.	Group leaders report on campaign goals for each audience
Mr 14 – 16	Spring Break	Spring Break
Mr 21 – 23	Work day; have identified 3 audiences. Upload draft of Strategy Statement.	Pin up all groups, focusing on one audience for each group presentation
Mr 28 – 30	Work day; identify media for each campaign	Reports from group leaders
Apr 4 – 6	Work day	Reports from group leaders
Apr 11 – 13	Work day	<u>no class: Exit reviews</u>
Apr 18 – 20	Pin up drafts of presentation materials	<u>no class: Exit reviews</u>
Apr 25 – 27	Critique AI	Turn in all hard copy and digital files by 5pm

GRADING FORMULA

Trend presentation	15
Brand Extension	30
Assistive Intelligence	40
Participation	15