

TABLE OF CONTENTS

Table of Contents	2
Matchmaking	3
Product Description	24
User Analysis	38
Financial Analysis and Risk Assessment	41
Critique	45
Self Reflection	47
Thank you!	53



MATCHMAKING: EVELYN BANG —

Matchma	king	for NLP App	lication			Ranking								
Name	#	Specific Capability	Domain and/or Activity	Customer	Application/ Description	Financial viability (1 = high cost, 5 = low cost)	#	Technical feasibility (1 = low feasibility, 5 = high feasibility)	#	Desire/Acceptance (1 = low desire, 5 = high desire)	#	Risk (1 = high risk, 5 = low risk)	#	Rank (out of 20)
Evelyn Bang	1	Workforce Roles	Human Resources	Companies with teams	NLP decides what people will do in a project from their capabilities description and job titles	Not costly organize dataset with simple instructions that are filled through criteria	4	Easy to organize and assign based on filters that are given to the NLP	5	Might not want an AI to decide a process that they might think needs to be decided by a human; human preference	3	If the results are not up to par, then it could lead to a disasterous project, meaning less income, which is especially worst for a smaller company	3	15
	2		Human Resources	Companies that need workers	Search through job application websites to find people who have descriptions that apply to a needed spot in a compnay	Might be costly to look through multiple websites and setup how to organize that information	3	Just the matter of setting up how to organize searching through websites, but otherwise feasible	4	Would make looking for workers so much easier and faster	4	Could mistakenly summarize people's profiles or it could be out of date based on different websites	3	14
	3		Human Resources	Companies with teams	Create a list of roles needed for a new company based on a description of what that company will be about and what the flow of the workers will be like	Might be costly for finding good research and organization capabilites	3	Needs lots of research and organization capabilites	3	Wanted by new and upcoming business owners	5	High risk if investments into this new business is high	2	13
	4		Human Resources	Companies	Show what kind of workers will be needed for certain projects and how to minimize expenses with some form of timeline	Might be costly to look through different profiles of people that need to be built beforehand manually	3	Very easy to make decisions based on the provided descriptions	5	Desired a lot by companies to lower costs and as much wasted time as possible	5	Could be risky based on the accuracy of the provided dataset		16
	5		Human Resources	Companies that need workers	Compile and summarize list of essays/papers and other text based projects previously done by a person to see what they are good at and are focusing on for job interviews	Might be somewhat costly to look through loads of papers and to summarize it	4	Easy to make summaries	5	Desired by job interviewers	5	Risky since the summaries might not be completely accurate and might not detect if papers are plagirized or created artificially		17

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	6	Design organization	Organization and assignment	Designers and companies for video games	Tool to organize characters in a video game, like MMO RPG, to show where they are likely to appear on a map	Not costly organize dataset with simple instructions that are filled through criteria	4	Easy to organize and assign based on filters that are given to the NLP, but might have trouble since it is a niche topic	4	Not widely wanted for general purposes; used only for video game categories	4	Not very high risk, since mistakes can be easily fixed and does not ruin the entirety of a video game		16
	7		Mapping of context	Designers for 3D modeling	Show what kinds of terrains should appear next to which depending on a description or a filter	Costs would go into creating a database of what kinds of terrains are near what, especially if it is a fantasy type terrain	2	Hard to organize information at first, but with the right database, it is very easy	4	Wanted for a niche section of work	2	Not high risk, since usage level of fidelity is low	5	13
	8		Presentation help	Designers and salesmarketing teams	Make a list of potential topic ideas for a milestone showcase based on project description	Not costly to list topic ideas for milestones	4	Not too difficult, just needs to look through existing presentaitons	5	Wanted by companies in general	1 5	Low risk, since it is low level fidelity idea making	5	19
	9		Organization and assignment	Designers and companies for video games	Create a list of commonly used colors for character design based on other video game datasets to see what a new video game with character design should put in at the top	Based on willingness of other companies to release that information and the cost of it	3	With the dataset, very easy to organize a list of commonly used colors	5	Wanted for a niche section of work	1	Low risk, since customers might not care much about character design	5	14
	10		Organization for designers	Designers and salesmarketing teams	Create a list of websites that are frequently visited and highly rated in rating websites for designing a prompted application	Not costly to look through websites, but cost comes from organization from each website	4	Easy to search through websites and look at ratings	5	Wanted by design team as a way to start a project	4	Low risk, since it still has some level of manual human filter	5	18

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	11	NLP recommendations	Matchmaking ideas	Design team of companies	Topic mapping/organization where different recommendations for topics are shown during company meetings to help with making ideas	Not costly organize dataset with simple instructions that are filled through criteria		Easy to organize and assign based on filters that are given to the NLP as well as simplicity of it just being word similarities by topics		Wanted by any company or artist who wants to have new ideas to think about	5	Since idea making is low level risk, having the NLP do these kinds of things for you to save time while you filter through it yourself is a better alternative to only human thinking up ideas	5	19
	12		Free search filters	Airbnb and its customers	Look through criteria of AirBnb list to see what place is the best to go to based on prompted filter	Costs little from just searching through descriptions and ratings		Easy to just search through websites	5	People might prefer hotels over airbnbs in certain locations	3	High risk, since the recommendations might prefer some prompted descriptions over others	2	15
	13		Presentation help	Company/ school/ professional environment with presentations	Organizing and recommending topics to cover in a presentation when prompted	Somewhat easy to look through other existing presentations in a dataset to see topics and some websites to see organization tactics		Somewhat easy to look through other existing presentations in a dataset to see topics and some websites to see organization tactics	4	Wanted for people to have a starting point for creating a presentation	5	Low risk since level of use is at low fidelity	5	18
	14		Research outreach	Company/ school/ professional environment with presentations	Recommend langauges to include in a research topic based on interests	Somewhat difficult to find all the information for langauge relations, so high cost	533	Somewhat difficult to find all the information for langauge relations, so high cost	2	Highly wanted for higher outreach and easier communication	5	Risky since the there could be many biases that lead to wrong languages recommended	3	12
	15		Research help	Company/ school /professional environment with presentations	Recommend additional topic ideas for research paper to see what should be mentioned based on an abstract	Simple easy summarization and recommendation generation technique, so low cost		Simple easy summarization and recommendation generation technique	5	Somewhat wanted for people to have new ideas	4	Low risk because of usage being at low fidelity	5	19



Idea: recommending additional ideas to include into an existing research paper

- Comment about different applications of this kind of NLP, not just research paper
 - Maybe recommendations for presentations as well as research papers
- Specifics vs. general
 - Thinking about what is more viable as a product

I thought it was an interesting idea to try to include multiple approaches and perspectives for one product. I thought it would be good to have those kinds of aspects, like the way Google has Google Drive. Docs. etc.

PERSONAL CRITIQUE: EVELYN BANG

MATCHMAKING: SOPHIE DAVIS —

Matchma	king	for NLP Appl	lication			Ranking						
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Sophie Davis	1	Language Translation	Finance	Banks	Banks often times work with customers from other countries, or take part in wire transfers to other countries. For this reason it would be nice to have a tool that allows them to more easily communicate in other languages,	Relatively simple so likely pretty financially viable	e:	ranslator tools are already in xistance so definitely echnically feasible	Likely highly desired by some, but for those banks without foreign customers then this would not be of use	Considering money is at stake and if errors are made the moneyu goes to the wrong person, this is pretty risky	2	13
Sophie Davis	2	Language Translation	Education	Universities	This might be helpful for students learning foreign languages. It could enable more lively conversation in class.	Relatively simple so likely pretty financially viable	e:	ranslator tools are already in xistance so definitely schnically feasible	Probably pretty desired by students, especially those who do not have strong instructors	Medium risk because on one hand this is in an educational setting so if students are taught wrong then they learn wrong. At the same time, there is nothing really at stake so if they say the wrong thing they can retry and learn from their mistakes without consequence.	3	15
Sophie Davis	3	Language Translation	Aviation	Airlines	This could be helpful when flight attendants make announcements in one language but there are people onboard who speak another language. This way everyone can have a more comofortable and safe flight.	Relatively low cost because airlines have large amounts of technology aboard already.	e:	ranslator tools are already in xistance so definitely schnically feasible	Likely highly desired because it will improve the experience for passengers and it will also make for a safer journey because everyone will know what is happening.	Medium risk because if there is an error then people could react in the wrong way. At the same time though airplanes are typically filled with people so whatever is said will not be said in a vaccum and they will probably be able to go off of the cues of others	3	16
Sophie Davis	4	Language Translation	Government	Federal Government	Translators are used when officials who do not speak the same language meet. This tool would help to make for a more fluid translation session.	Relatively simple so likely pretty financially viable	T e:	ranslator tools are already in xistance so definitely schnically feasible	Likely high desire but translators already exist so the desire to switch to a machine might not be as high as it could be otherwise	Medium risky because it would likely perform relatively well but if it does make a mistake that could be interpreted weong and could cause damage to relationships between countries.	3	14
Sophie Davis	5	Language Translation	Health	Hospitals	Hospitals are short-staffed as it is, and many cannot afford translators so a tool like this would help foreign patients connect with their medical team	More complex type of translation so it might cost more	T e:	ranslator tools are already in xistance so definitely echnically feasible	Necesary in many hospitals and would allow more people to understand their healthcare journey	Relatively high risk because the wrong translation could cause panic or could cause the patient to agree to something they don't actually agree to	2	14

MATCHMAKING: SOPHIE DAVIS —

Matchma	Activity 6 Keyword Extraction Education Universities Students are often presset time so professors could the reading with a conciss summary. This way, inste doing the readings at all, would at least learn a sm amount. 7 Keyword Extraction Business Management Managers tend to be overwhelmed and presset time, so having a tool that help them to extract the nelevant pieces of informs would be helpful for them					Ranking								_
Name	#	Specific Capability		Customer	Application/ Description	Financial viability (1 = high cost, 5 = low cost)	#	Technical feasibility (1 = low feasibility, 5 = high feasibility)		Desire/Acceptance (1 = low desire, 5 = high desire)	#	Risk (1 = high risk, 5 = low risk)		Rank (out of 20)
Sophie Davis	6	Keyword Extraction	Education	Universities	Students are often pressed for time so professors could provide the reading with a concise summary. This way, instead of not doing the readings at all, students would at least learn a small amount.	Involves a lot of data so might be on the more expensive end but also not a complex task	3	Already in existence so likely technically feasible	4	Students are at school to learn but time is often a limiting factor so a tool like this would likely be greatly desired as a way to help them learn but quickly		If the summary is wrong then the student might be a bit confused, but they still have the option to read the full text so it's pretty low risk	4	16
Sophie Davis	7	Keyword Extraction	Business	Management	Managers tend to be overwhelmed and pressed for time, so having a tool that could help them to extract the most relevant pieces of information would be helpful for them	Involves a lot of data so might be on the more expensive end but also not a complex task	3	Already in existence so likely technically feasible	4	Managers have to work, manage people, and report to higher-ups so this would likely be a desired tool for them	5	Since managers likely make the important decisions then it's important for those decisions to be based on accurate information. For this reason it's important that the information they get is accurate	3	15
Sophie Davis	8	Keyword Extraction	Journalism	Newspapers	Newspapers could use keyword extraction to help readers filter their articles, as well as to write up summaries for readers who are pressed for time	Involves a lot of data so might be on the more expensive end but also not a complex task	3	Already in existence so likely technically feasible	4	Since most people skim the headlines in the newspaper this would likely be highly desired	4	If the summary is wrong then the reader might be a bit confused, but they still have the option to read the full text so it's pretty low risk	4	15
Sophie Davis	9	Keyword Extraction	Law	Law Firm	Lawyers have to read through hundreds, if not thousands, of cases a year. Keyword extraction might help them to get on the right track with what documents they should be looking at	Involves a lot of data so might be on the more expensive end but also not a complex task	3	Already in existence so likely technically feasible. With such complex language though it might be a bit more difficult		Lawyers have a lot on their plates so something that could help them with all of the reading and scanning they have to do would likely be highly desired		Relatively high risk because livlihoods are decided by the law so if the lawyer has bad information then they might let down their client	2	13

MATCHMAKING: SOPHIE DAVIS —

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Sophie Davis	11	Question Answering Systems	Health	EMS workers	There are times when EMS workers respond quickly to unfamiliar situations. In these cases it might be helpful for them if they were able to ask questions and receive quality answers about a certain treatment or injury.	With so many different scenarios to have knowledge for this might be quite costly, especially since most EMS systems are not wealthy	Already in existence so likely technically feasible. With such complex language though it might be a bit more difficult	3	Likely highly desired since EMS workers encounter all kinds of situations and may not always know how to respond right off the bat	5	People's lives are in the balance so definitely high risk	1	11
Sophie Davis	12	Question Answering Systems	Health	Therapists	While there are chatbot therapists online, there is something more personal about speaking with someone and hearing their voice. This would allow more people to get higher quality therapy.	Likely moderately expensive and therapists likely don't have too much extra money to spend	Already in existence so likely technically feasible. With such complex language though it might be a bit more difficult	3	Likely relatively highly desired but there are pretty good solutions already in existance so it may not be incredibly highly desired		Considering people's lives and emotions are at play this is pretty risky	2	10
Sophie Davis	13	Question Answering Systems	Retail	Department store	Sometimes you need help but it's hard to find an associate as you're walking around the store so instead of wandering around and walting you could ask this assistant where to locate an item	Likely financially viable, especially considering how much money the big department stores make	Likely technically feasible because the system revolves a relatively simple set of answers	4	Being lost in a store is a pretty common experience so this would likely be a highly desired solution	5	Stores are confined spaces that are typically safe so if the system sends someone the wrong way then the worst that happens is they lose a few minutes of their day	5	18
Sophie Davis	14	Question Answering Systems	Education	School districts	Often times school districts are short-staffed and do not have the money to hire qualified substitute teachers. With this students and even the substitute teacher could ask questions about the material so the day isn't wasted	Likely financially viable, but schools make not have a lot to spend on this extra technology	Likely technically feasible because the system revolves a relatively simple set of answers, especially if it's for younger school kids	3	Probably pretty highly desired by both students and teachers who want to learn	4	Likely more risky because if young children are told something incorrect they may take is as fact and then they will have learned incorrectly	3	12
Sophie Davis	15	Question Answering Systems	Recreation	Amusement Park	Instead of waiting in line at the information booth, people can ask kiosks for directions and information	Likely financially viable, especially considering how much money the big amusement parks make	Likely technically feasible because the system revolves a relatively simple set of answers	4	Would likely be highly desired because it would allow for a more seamless experience and would allow people to spend more time on the rides instead of in line	5	Pretty low risk because the worst that would happen if the system said something wrong is that people will would spend time walking to the wrong location	4	17

Idea: amusement park information kiosk

I thought this was an interesting idea because it was relatively simple, and could be used all around the world. I envisioned a kiosk that could create custom answers to people's questions based on the information they inputted. For example, I envisioned a group of friends visiting Dollywood for the first time, who love wooden roller coasters, and who want to ride a ride similar to the Timberhawk at Wild Waves in Washington state. Instead of waiting in line at the information booth, they could talk to the kiosk and get a recommendation. I think this would add value for the visitors because they would get a more customized amusement park experience. I think this would also add value for the amusement park because this would be something that would set them apart, and they would have to spend less money on information desk staff.

PERSONAL CRITIQUE: SOPHIE DAVIS

MATCHMAKING: JIAZE KE

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Jiaze Ke	1	Resume matching and ranking	Human Resources	HR	Resume screening tool: automatically evaluate the quality of the resumes and rank them so as to streamline their workflow.	Need large dataset that is usually hard to obtain	4	Similar tools in the market	4	Very useful for HR	4	Accuracy and privacy risks.	2	14
Jiaze Ke	2	LLM data labelling	Training and development	Corporations that need upskilling and reskilling	Skill mapping tool: automatically break down domains into different subdomains and label them for other applications such as recommendation, search, and subscription.	Low cost with maturity of LLMs	4	I	4	Ease of use	5	Enterprises might have concern with data privacy.	3	16
Jiaze Ke	3	Text summarization	Online learning	General viewers	Youtube Summarizing tool: automatically detect and summarize the content.	Development cost	4	Very feasible with similar applications in the market	3	Helpful for online learners	4	Low operational risk	4	15
Jiaze Ke	4	Sentiment analysis	Ecommerce	Merchants	Comment/call ananlysis and tracking	Can be costly and requires data	3	Sentiment analysis is still under development	3	High demand for merchants	5	Low operational risk	3	14
Jiaze Ke	5	Text Processing	Legal	Legal Professionals	Automated Legal Document Analysis: Software for parsing and analyzing legal documents.	Specialized software developme	n 3	Complexity in legal language und	d 3	Legal professionals seeking effi	ci 4	Accuracy and legal compliance r	ri: 2	12

MATCHMAKING: JIAZE KE

Matchm	aking	for NLP App	lication		
Name	#	Specific Capability	Domain and/or Activity	Customer	Application/ Description
Jiaze Ke	6	Translation	Communication, Global Business	Global Enterprises	Language Translation Services: Real-time translation for multilingual communication.
Jiaze Ke	7	Data Mining	Media, E-commerce	Media Companies, Retailers	Content Recommendation Engines: Personalized content and product suggestions.
Jiaze Ke	8	Pattern Recognition	Human Resources	HR Departments	Automated Resume Screening: Screening resumes automatically for potential candidates.
Jiaze Ke	9	Text Prediction	Technology, Consumer Electronics	Device Users	Predictive Text and Autocorrect for Keyboards: Enhancing typing efficiency on digital devices.
Jiaze Ke	10	Text Comparison	Academia, Publishing	Educational Institutions, Publishers	Plagiarism Detection Software: Detecting similarities and potential plagiarism in texts.

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Economies of scale in software di 4	l,	Highly developed translation algo	5	Global communication needs.	5	Low operational risk with establis	14	18
Investment in data processing infi 3	3	Utilization of machine learning an	4	Increasing demand for personaliz	5	Potential biases and privacy cond	: 3	15
Low cost with software automatio 4		Effective keyword and pattern rec	4	Growing HR efficiency needs.	4	Risks of bias and missing qualifie	3	15
Minimal costs for integration. 4	l .	Advanced predictive text algorithm	5	User demand for typing efficiency	4	Low implementation risks.	4	17
Development and database main: 3	3 1	Well-developed text comparison a	4	High demand in academia and pu	5	False positives and intellectual pr	3	15

MATCHMAKING: JIAZE KE

Matchm	aking	for NLP App	lication			Ranking				
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Jiaze Ke	10	Text Comparison	Academia, Publishing	Educational Institutions, Publishers	Plagiarism Detection Software: Detecting similarities and potential plagiarism in texts.	Development and database main 3	Well-developed text comparison a	4 High demand in academia and p	5 False positives and intellectual pr	15 3
Jiaze Ke	11	Text Generation	Marketing, Digital Advertising	Marketers, Advertisers	Personalized Marketing Email Generation: Generating tailored marketing emails.	Automation reduces operational c 4	Feasible with marketing and NLP	4 Sought after in digital marketing.	4 Personalization accuracy and dat	3 15
Jiaze Ke	12	Al Interaction	Healthcare	Healthcare Providers	Healthcare Chatbots for Preliminary Diagnosis: Chatbots for initial health diagnosis.	High accuracy and compliance cc 2	Medical accuracy challenges.	3 Mixed acceptance in healthcare.	3 Significant risks in misdiagnosis a	1 9
Jiaze Ke	13	Voice Recognition	Consumer Electronics	General Consumers	Voice-Activated Virtual Assistants: Personal assistant devices responding to voice commands.	Integration with hardware increas 2	Mature voice recognition technolo	4 Growing consumer demand for s	r 5 User privacy and data security is:	3 14
Jiaze Ke	14	Automation, Al	Customer Service	Businesses	Automated Customer Support Chatbots: Al-driven chatbots for handling customer queries.	Moderate development and maint 4	Established AI and NLP technolog	5 High demand for efficient custom	5 Minimal operational risks.	4 18
Jiaze Ke	15	Text Analysis	Social Media, Marke	et Brands, Marketers	Sentiment Analysis for Social Media: Analyzing public opinion and trends on social media platforms.	Integration with hardware increas 2	Mature voice recognition technolo	4 Growing consumer demand for s	r 5 User privacy and data security is:	3 14



Idea: skill mapping tool using LLM to break down skills and label data

I came up with this idea very quickly as prior to coming to CMU, I was working at a tech company and have just led a project on using AI to create a skill map for my organization. The advent of LLM makes it easier. One improvement can be to have a deeper understanding of the product i.e. how will the product be like? Is this the best solution to this problem? I think this kind of thinking process helped me facilitate my work.

PERSONAL CRITIQUE: JIAZE KE

MATCHMAKING: CHRISTINA LI —

Matchma	aking	for NLP App	lication			Ranking							
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Christina Li	1	Writing review	Schoolwork help	Students	Reviews the writing of students in their homework (e.g., essays for class)	Not too costly because student writing is usually pretty short		Should be relatively doable to detect minor errors (but might not be able to determine legitimate quality of writing)	Most likely highly wanted by students who want to turn in high-quality work		Risk is relatively low because even if the NLP output is not great, students are educated enough to know what bad advice is and can choose to accept it or not	4	16
	2		Journalism	Writers	Can help proofread journalists' articles for grammatical errors, fact-checking, etc	Not too costly because articles are pretty short, the NLP doesn't need to perform too much analysis	-	Should be doable to detect small 3 errors but fact-checking may be harder	Journalists would probably use this but I don't know how strongly they'd want it given most publications do in-house editing anyways		Risk is somewhat low because journalists should be able to overwrite any NLP decisions, but if it fact-checked wrong that could pose to spread misinformation which is risky	3	
	3		Business	Employees of companies	Can proofread emails for minor mistakes	Should be cheap to do, things like this already exist and are in use		Should be very easy to detect small errors (e.g., autocorrect)	Anyone who writes emails would probably want this just as a tool that's always installed; it's already built-in to things like Gmail		Risk is low because the only thing it's doing is correcting small errors, not changing the meaning of the writing	4	
	4		Language learning	Those learning new languages	Those learning a new language can upload samples of their writing in that language and have the NLP check it for consistency, grammar, etc	Not too costly		The algorithm should be very similar to regular autocorrect so it should be quite feasible, but because the users might be less fluent than typical writers, the autocorrect/NLP algorithm might be slightly less accurate	Those learning new languages might want this to double-check heir writing but wouldn't use this as their main language-learning tool		Risk is mostly low, but if it corrects something when it shouldn't, that might wrongly influence the user's understanding of the language	4	
	5		Business	Employees of companies	Review resumes, offer feedback for how to word/format things better	Shouldn't be very costly	4	0 /	A lot of people want to know how their resumes can be improved and don't have a good way of doing so	4	Risk is pretty low bc users will probably take any advice given with a grain of salt anyways	4	

MATCHMAKING: CHRISTINA LI —

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Christina Li	6	Text summarization	Schoolwork help	Students	Can summarize long reading assignments for students	Might be a bit costly because readings can be very long, causing the algorithm to go under a heavier load (e.g., if students were assigned to read a book)	3	Pretty feasible because text summarization already exists and this is just a larger application of it	b	A lot of students who are too busy to read everything assigned to them would want this	4	Risk is mostly low, but if it forgets a key detail or summarizes something incorrectly that might have adverse effects on the student's grades	4	15
	7		Business	Employees of companies	Can summarize memos/work notices for employees	Should be very cheap	5	Should be very easy to do, simple summarization	v h b	Would be useful to employees who have a lot to do and don't have time to read everything, but might not also be entirely desired bc memos aren't that time-consuming to read in the first place	4	Risk is low, but if something important is not summarized that could be bad for the employee	4	
	8		Journalism	Publishers	Can be used by publications who put out lengthy articles, but want to be able to provide a quick summarization of the article for readers with less time	Shouldn't be very costly, but if the article is really long it might be costlier	4	Shouldn't be too hard to do, summarization is straightforward	F	Could increase reader engagement by a lot, because people want news in a quick, easy format—so publications would probably want this too	4	Risk is mostly low; even if something important is left out, readers still have access to the full article	4	
	9		Business	Companies	Can help companies to summarize all their product reviews to know what the general consensus on their product is	Might be costly bc there could be a lot of reviews	3	Not hard to summarize, but to get an aggregate of how every customer feels might be hard because the reviews could all be hugely varied	a e t	Would be useful for the companies to know how their audience feels, and this is much easier than having to read through every single review manually		Risk is pretty low; across an aggregate of all the reviews, it's unlikely something hugely important would be left out	4	
	10		Publishing	Publishers	Can write a summary for the inside book flaps for when a book is in publication	Might be a bit costly because the book could be pretty long	3	Should be easy to do; simple summarization	s p r	Could be useful to publishing companies because this is a lot simpler than having a real person do it, but the NLP output might not be as apt/correct, or give the intended preview to the audience that the author/publisher wants		Risk is relatively low; book flap summaries aren't supposed to be all-encompassing anyways	4	

MATCHMAKING: CHRISTINA LI —

Matchma	king	for NLP App	lication			Ranking								
Name	#	Specific Capability	Domain and/or Activity	Customer	Application/ Description	Financial viability (1 = high cost, 5 = low cost)	#	Technical feasibility (1 = low feasibility, 5 = high feasibility)	#	Desire/Acceptance (1 = low desire, 5 = high desire)	#	Risk (1 = high risk, 5 = low risk)		Rank (out of 20)
Christina Li	11	Text translation	Software development	Developers	Translate code of one language into another	Should be relatively cheap, especially if the code is short in length	4	Should be pretty easy to do, this already exists		Developers would want this a lot, because it makes switching between code languages a lot simpler and faster	5	Risk is somewhat low; developers can easily check to see if the code works, but it would be bad if the code provided has a bug that the developer can't see, thus causing their overall program to be buggy	3	
	12		Writing	Authors	Authors with writer's' block wanting to translate their own diction into the diction of one of their characters	Might be costly because this seems like a pretty difficult algorithm to run	3	Might be hard to do, because the algorithm needs to know well enough both the original diction and the intended diction		Not sure how much authors would want this; they'd probably prefer to write on their own, but this tool could offer them some inspiration when they're stuck	3	Risk is mostly low, because writers are only using this as a building block, not as a final product	4	
	13		Language learning	Those learning new languages	Translate unfamiliar phrases/words so users can learn the new language more smoothly	Should be relatively cheap, it's basically translation which exists already and is super fast		Should be pretty easy to do, this already exists	4	Those learning new languages would probably want this a lot	4	Risk is low, although if it should be the case that the translation is wrong, that would be bad for the users	4	
	14		Schoolwork help	Students	Can be used by students to reformat their current writing into higher-level diction (?)	Might be a bit costly because this algorithm might have to perform a lot more steps to achieve the "higher-level" diction		Might be hard to do, because a "higher-level" diction is not necessarily a well-defined thing that algorithm will be able to detect	2	Not sure how much students would want this; it would help to make their writing sound more professional or eloquent in situations where this is needed, but such situations might be infrequent	3	Risk is mostly low, because students can see if the NLP output is up to their standards or not	4	
	15		General	Accountants?	Translate spoken language into a formula (Excel, math, etc)	Relatively cheap, pretty easy to do	4	Should be pretty easy to do, this already exists	3	People like accountants might want this a lot when they know what they want to do but just don't know the syntax to do it	5	Risk is pretty low; even if the NLP output is wrong, the user can probably realize it pretty quickly	4	16



Idea: article summary for publications

- I felt like this idea was most applicable to our goal of utilizing NLP to make work easier. NLP is very well-trained on text summarization, so the task of producing short summaries of news articles is both easy to complete and achieves a high degree of accuracy. Moreover, I felt this idea was relevant in a modern society where there's constantly so much news to keep up with, and so little time to actually read entire articles: thus, having a tool that could briefly summarize articles for readers to save time and energy would be useful.
- In hindsight, though I see the value this idea poses for readers, I realize it is not viable for publications, who typically places advertisements throughout the entire length of an article, and thus rely on the fact that users will read from beginning to end to maximize profit.

PERSONAL CRITIQUE: CHRISTINA LI

MATCHMAKING: VIJAYA NUKALA-

M-4-1		NI D A	11 41			D. Li.								
	iaking	for NLP App				Ranking								
Name	#	Specific Capability	Domain and/or Activity	Customer	Application/ Description	Financial viability (1 = high # cost, 5 = low cost)		echnical feasibility (1 = low easibility, 5 = high feasibility)		Desire/Acceptance (1 = low desire, 5 = high desire)	#	Risk (1 = high risk, 5 = low risk)	#	Rank (out of 20)
Vijaya	1	Text Summarization	News Summary	News subscribers	Summarizing news articles and reports to provide quick, digestible highlights or briefs. This is especially useful for individuals who need to stay informed but have limited time to read through every article in detail.	Not likely financially viable as subscribers incremental revenue by launching this feature is minimal	as	echnically feasible moderately s it is simple to design text ummarization for news basis le headers	3	Users will be fine but then its not top notch change for users to be delighted about	3	There is no risk at all here as it just shares only the summary	5	13
Vijaya	2	Text Summarization	Doubt resolution	Students	Students often ask the doubts and expect the answer in a concise manner in the open forums. This summary will help them decide if they need to further deep-dive into the solution written by fellow students	Not likely financially viable as 2 students prefer to opt for free services due to unaffordability	no W	echnical feasibility is low as it is ot simple to understand context ith which doubt is asked and ten summarize the solution	1	Users will be fine but it is not a differentiating factor for them to opt for the service	3	There is no huge risk associated with it	1 3	9
Vijaya	3	Text Summarization	Customer feedback summary	Marketers	Marketers want to understand what customers are talking about products in micro environments. This solution helps businesses understand customer sentiment and key points of appreciation or criticism without analyzing each review in detail.	Financially viable as marketers 3 want to know micro envirnoment and their customers better	as m	echnically feasible moderately is it is simple to populate the lost talked sentences from ustomers		It will be a differentiating factor for the marketers if they get to know the solutions for the customer insights	4	Risk is if there are any legal complications with certain words or images in the geography		14
Vijaya	4	Text Summarization	Legal Document summary	Lawyers	In the legal field, summarization can be used to condense long legal documents, case laws, and judgments to help lawyers and legal professionals quickly understand the main points of a case or document.	Very useful as legal documents 4 require a lot of churning the documentation	le hi ba	echnical feasibility is is low as igal documents need to ighlight different parts of text asis the context of the ustomer		Users desirability is high as they need to know the sumamrized version and then decide taking it up	5	Risk is high atleast in the initial days someone should verify this		5 14.5
Vijaya	5	Text Summarization	Hospital treatment summary	Doctors, Nurses	Health care professionals want to know what is the patient information, medical research to quickly go through and take a call in case of emergencies or patient visiting rounds	Very viable as doctors need emergency care and then they will be able to create more business value as a result	as	echnically feasible moderately s it is simple to populate the ummary of doctors ppointment verdicts		Here also users will be willing to use and pay as it is very critical for the optimized functioning of thedoctors time	5	Risk is very high atleat in the initial days some person should monitor this	3	16

MATCHMAKING: VIJAYA NUKALA-

Matchn	aking	for NLP App	lication			Ranking								
Name	#	Specific Capability	Domain and/or Activity	Customer	Application/ Description	Financial viability (1 = high # cost, 5 = low cost)		Technical feasibility (1 = low feasibility, 5 = high feasibility)	#	Desire/Acceptance (1 = low desire, 5 = high desire)	#	Risk (1 = high risk, 5 = low risk)	#	Rank (out of 20)
Vijaya	6	Language Translation	Website Localization	Website creators	It helps website owners to translate the website into local languages based on the grographic pin location	It is not of great business value as users reach will be high but the volume of such requirements is low		It is very difficult to translate everything and needs a lot of compute	1	Users might not need it as its incremental value in sales conversion will be less	1	Risk is low as there is nothing to lose for the user or the owner except bad use experience	4	7
Vijaya	7	Language Translation	Voice-Activated Assistants	Companies like Amazon, Samsung and Google	It helps e-commerce websites to integrate voice assistants with multi language support	In countries like India it will be of 4 high impact otherwise it will be of low impact from the userbase perspective		It is not easy as languages and people will have different styles and diaelects	3	Users will love but if there is conversion then companies will pay	4	There is risk of high return rates	4	15
Vijaya	8	Language Translation	Textbook translation	Students	It helps students to translate the content written in other languages to their native language	It will be helpful but then most of 4 the students are familiar with the English language and creating a service like this will make them be in comfortable zone of native language		This is technically difficult as students might hae to find the resources first and then model should also pass through paywalls	3	Students now a days have enough research in their own native language	2	It is not risky but then if this is in another language and students still want to go ahead then I am assuming they do improtant work and it cannot go wrong due to wrong translation-so mid level risk	e	5 11.5
Vijaya	9	Language Translation	Business Messages consolidtion	SMBs	It helps SMBs to collate the data from different customersand suppliers across international locations and come up with the methodology to translate and help them understand	They will pay for the product if its really good even at premium pricing		This will be mid level difficult to write in the context language without sounding mechanical	3	Users would love to have this product as it saves their time and money	5	There is high risk if it goes bad as this will lead to business losses	1	13
Vijaya	10	Language Translation	Cinema subtitles	Theaters	Theaters can install this solution to translate it to the native and local language where the theatre is present	Theaters already have solutions with subtitles coming from the production department		It is not easy because people will have different dialects	1	Users might not be interested in this to buy at large scale	2	There is no high risk as such except for the wrong subtitles	3	7

MATCHMAKING: VIJAYA NUKALA-

Matchm	aking	for NLP App	lication			Ranking								
Name	#	Specific Capability	Domain and/or Activity	Customer	Application/ Description	Financial viability (1 = high cost, 5 = low cost)	#	Technical feasibility (1 = low feasibility, 5 = high feasibility)		Desire/Acceptance (1 = low desire, 5 = high desire)	#	Risk (1 = high risk, 5 = low risk)	#	Rank (out of 20)
Vijaya	11	LLM Modelling	Creative writing assistance	Freelancers	Freelancers can provide branding and marketing communication using the creative assistance. It takes brand name, Concept and generates the content	Business would love to invest and automate thse kind of thi		It is technically feasible to be creative communication but at the same time it needs to understand the brand and its values to generate the things	2.	5 Users would love to have this kind of service it will help companies automate some stuff	4	There is a risk of being non original and also any secretive projects should not be leaked	3	14.5
Vijaya	12	LLM Modelling	Predictive text generation	Content creators	Content creators need catchy posting and themes, This will helps content creators auto generate the content basis pictures and videos they recorded	There are free tools so not su if influencers will pay for this	re 3	It is mid level difficulty as we need to understand the latest trends and then churn creative themes at large scale without making it look like repititive	3	Users will love it if they are creative and has gone viral or resulted in increase in viewership	4	It is not risky as it is just suggesting the themes but it is not actually posting them	4	14
Vijaya	13	LLM Modelling	Automated proof reading and grammar correction	Professionals	Professionals have certain writing style. Objective is to create content in the writing style similar to the person	After a certain point they migl not need this anymore	nt 2	It is difficult to write in certain persons experience as they are use certain slang and words	4	Users will be ready to pay if there is really good product in place	3	There is a risk basis context if it is professional writing then there is privacy issues popping up	2	11
Vijaya	14	LLM Modelling	Personalized learning and tutoring	Students	Students need personalized tutor who understand the strengths and weaknesses of the students learning methodology and will create question interacts accordingly	Financially if it is able to capt market students will be willing pay if its a good product		It is not feasible easily as users will have different doubts and some need customization as student will have follow up questions	2	User desirability will be high as there are so many types of platforms but there is no way that students can get customized personalized prompt and cost effective solution in the market		There is a risk of spreading false information which might impact the students future chances in colleges because of wrong answers in competitive exams	4	14
Vijaya	15	LLM Modelling	Customer service Chatbot personalization	SMBs	SMBs can provide chat option to the customers based on their briwsing history as to what they like to buy	It will not be much beneficial the business as there are free tools to create this and makin money is difficult here unless bring differentiating value to that	g we	It is very feasible with Open Al. Right now even without using code we can develop the apps	4	I think it is very desirable as it improves customer service and there by revenues	4	There is no risk as these models are trained with fixed set of questions and only if things are not within this perview they will be directed to customer service person	3	13



Idea: helping SMBs doing international deals/transactions with language translation

I came up with this idea because of my personal experience. In order for a country to grow, the amount of exports should be higher than imports. So, I have a desire to do business and while expanding across countries, it is important to understand the nuances in dealing with the transactions. I got the feedback that while it is a good idea, we also need to understand the risks. Here risks of understanding the terms differently can lead to business collapse as well and the stakes are high. Hence, I realized that while this is a very relevant problem, this needs to be tested across different countries with language nuances to come up with a working model

PERSONAL CRITIQUE: VIJAYA NUKALA

02.

PRODUCT DESCRIPTION

AI

PROBLEM

<<<<

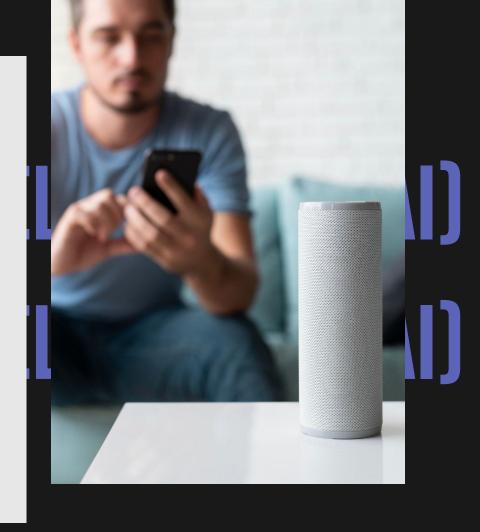
- Rapid changes in technology demand rapid upskilling of employees.
- But conventional skills mapping process using job description is time-consuming, costly, and difficult to measure causing financial and operational impact on the companies



PROBLEM

<<<<

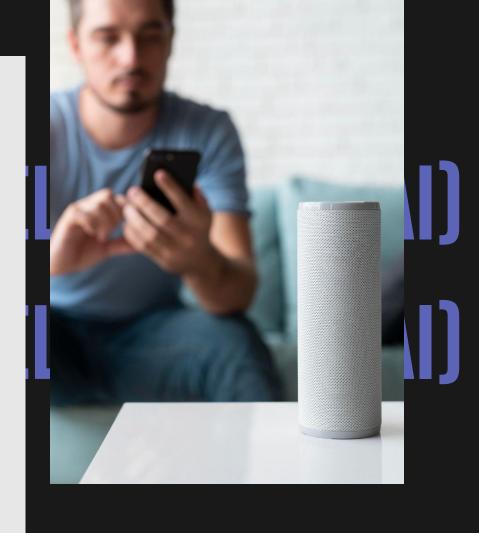
- Association for Talent Development (ATD) stated that companies lost \$13.5M per year due to ineffective training
- World Economic Forum revealed that 87% of the companies surveyed have gaps in skill mapping
- Mckinsey study estimated that time spent on technically deep activities will increase by 55% by 2030 indicating an upward trend in the need for upskilling



SOLUTION: SKILLS.AI

<<<<

- Use AI to help HR managers to develop, upskill, and retain a team at the cutting edge of competency
- Generates skill ontology based on the organization's needs and facilitates the distribution of accurate and relevant learning experience designed to meet learners exactly where they are while meeting business goals.
- Cheaper and also faster than hiring domain experts to manually map and label the skills.





<<<< HOW DOES IT WORK? >>>>

- Idea—Uses LLM to analyze learning domains, break down skills/roles into subskills, and label knowledge assets e.g. videos, documents and wikis with corresponding tags for future applications such as recommendation, search, etc. This automates the manual labelling process for learning designers. It can serve as an add-on technology to existing learning platforms or can be packaged as a tool for HR professionals.
- Workflow—HR provides inputs such as skills/roles they want to target for their learning program and our AI system will analyze and break down the skills. HR can edit and customize the labels based on their needs. Our system will also automatically label the skills to the courses/documents by conducting NLP to the files. With the labelled assets, HR can quickly create a learning plan by sorting the skills with labelled learning resources.
- **Domain**—Learning & Development (Knowledge management)
- Customers—Online learning platforms / Learning teams in big companies.
- **Features**—Domain analysis, automatic skill labeling, learning path recommendation



HOW DOES IT WORK?

1. AUTOMATIC SKILLS
ANALYSIS & GENERATION

دددد

2. AUTOMATIC SKILLS
LABELLING TO LEARNING
RESOURCES

3. DISTRIBUTION OF LEARNING PROGRAM

HOW DOES IT WORK?

• Technology Used

GPT4 with fine-tuning models

Key Features

- Skills analysis & ontology generation
- Automatic skill labeling
- Learning path recommendation
- Skills measurement

Data and Models Training

- Skills and Roles Database: A comprehensive database of various professional roles and their associated skills.
- Learning Materials Corpus: A large collection of learning materials, including videos, documents, wikis, and course content across various domains.
- Industry Standards and Trends: Regular updates on industry standards, emerging skills, and evolving job roles.

Setbacks

- Data Privacy and Security Concerns
- Biased data and proximity bias avoidance is difficult (always needs tweaks)
- Accuracy and Reliability of Al Models: Mislabeling or incorrect skill analysis could lead to ineffective learning paths.

USER: TRAINING MANAGER



WHAT DO THEY DO?

Curriculum design

Compliance

Send out paperwork



WHAT DO THEY THINK?

I have so many employees

A lot of people are due for training

I have better things to do



HOW DO THEY FEEL?

Stressed

Tired

Overwhelmed



WHAT DO THEY SAY?

I need help

Why is this so repetitive?

I am not paid enough to do this

USER: EMPLOYEE



WHAT DO THEY DO?

Work with designers

Code

Attend meetings



WHAT DO THEY THINK?

I have a lot on my mind

Why do I have to do so much training?

I could be working right now



HOW DO THEY FEEL?

Anxious

Rushed

Tired



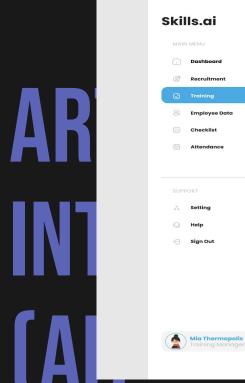
WHAT DO THEY SAY?

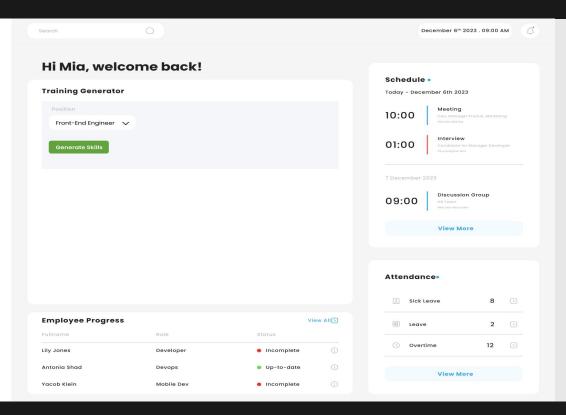
Do I have to do that?

Do I have more training to do?

Are there any deadlines coming up?

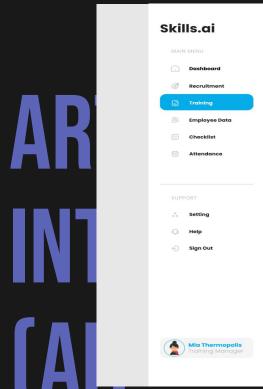
LAYOUT

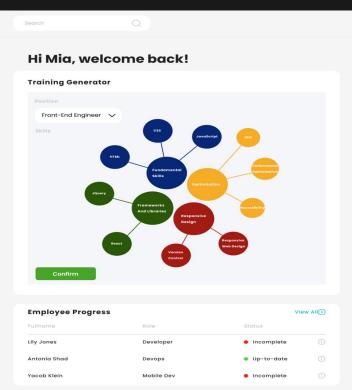


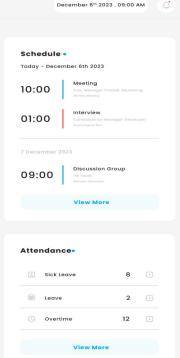




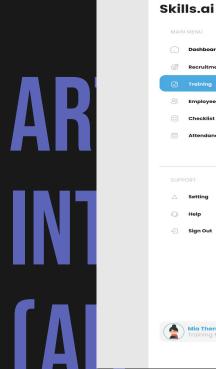
LAYOUT











Dashboard

Recruitment

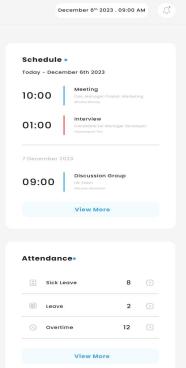
8 Employee Data

Checklist Attendance

Setting

Sign Out

Search	Q	
Hi Mia, welcor	ne back!	
Training Generator		
Position	Timeline	
Front-End Engineer 🗸	2 weeks	
Tier 1 Skills		
⊗ HTML/CSS ⊗ JavaS	cript	
Tier 2 Skills		
⊗ Selectors ⊗ Box Mo	del 🔘 Serio	M (S) ISON (S) DOM
Generate Plan		
Employee Progress		View All()
Fullname	Role	Status
Lily Jones	Developer	• Incomplete ①
Antonia Shad	Devops	• Up-to-date
Yacob Klein	Mobile Dev	• Incomplete ①





LAYOUT



Skills.ai

Dashboard

Recruitment

Employee Data
Checklist
Attendance

... Setting

Sign Out

Mia Thermopolis
Training Manager

		December 6 th 2023 , 09:00 AM
•		Schedule • Today - December 6th 2023
⊗		10:00 Meeting Ceo, Manager Produk, Marketing Memby Meeting
⊗		O1:00 Interview Candidate for Manager Developer Psychological Fast
⊗		7 December 2023
⊗		09:00 Discussion Group HR Team Metry year ethecussion
⊗		View More
		Attendance A sick Leave 8
	View All(S)	
	Status	Example 2
	• Incomplete	Overtime 12
	Up-to-date	View More
	⊗ ⊗ ⊗	



LAYOUT

Skills.ai Dashboard Team Checklist Attendance ... Setting Sign Out Tom Bednarek Front-End Engineer

Search Q			December 6 th	2023 . 09:30 A	м
Hi Tom, welcome bac	k!				
Training Generator			Schedule • Today - December 6th 2023		
13:23:15 Until Due			11:00 Meeting Design Tea	m	
Training Plan		Completed	04:00 Meeting	Team	
CSS Selectors 101	\otimes				
Flexbox 200	\otimes		7 December 2023 Discussi	on Group	
Basics Of JSON	\otimes		05:00 HR Team Mid-year discuss	sion	
An Introduction To The DOM	\otimes		View More		
Function Best Practices	\otimes				
			Attendance•		
Notify HR			Sick Leave	1	
			& Leave	1	
			Overtime	10	
			View M		







O3. USER ANALYSIS

USER ANALYSIS

FRUSTRATION

Many of the same documents to send

REACTION TO HR

Only has to check training documents









PREVIOUS HR EXPERIENCE

Too many training documents to organize with not enough time

PREVIOUS ACTIONS

Work overtime to catch up



Can allocate time for more productivity

More time speaking with people in the company

DESIRABILITY

- Managers spend approx 14 hours onboarding each new hire
- Only 30% of employees agree managers are effective at onboarding new employees
- 58% of organizations focus their efforts on process and paperwork
- Employee **onboarding** process affects employee **engagement**, **retention**, and **productivity**
- Our tool will significantly reduce this load
- Simultaneously **increase** the **effectiveness** of the onboarding process

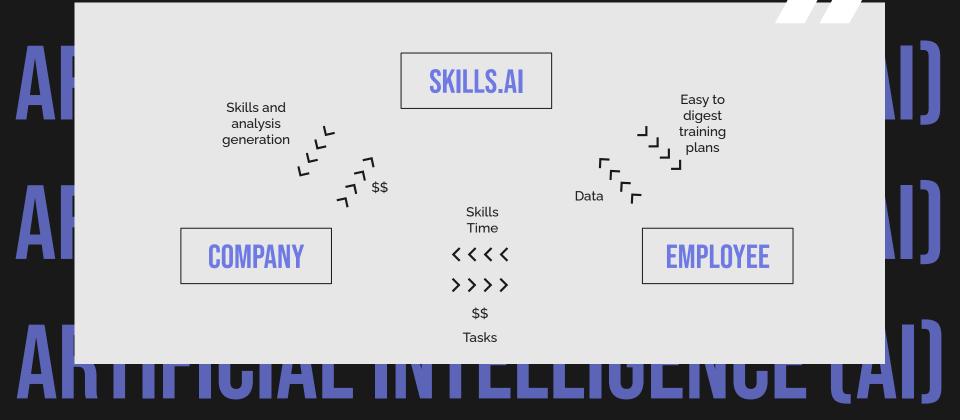




/ LAIJ

O4. FINANCIAL ANALYSIS AND RISK ASSESSMENT

VALUE FLOW



FINANCIAL ANALYSIS

\$8B TOTAL RELATED MARKET SIZE

Addressable market size

\$1.5B

>>>>

TOTAL SERVICEABLE

MARKET SIZE

Assuming it captures 70% of market share

\$120M

TOTAL COST

Annual cost

\$300M

IN ONE YEAR

Assuming it captures 20% of market share



/ / / / / / RISK ASSESSMENT: PROBLEM

PRIVACY

Tool sources its data from a company's internal products

Training an LLM on this data might give users access to information that they shouldn't have access to

ERRORS

Possible that output of tool provides misinformation, user misinterpretation, or outdated information

Can lead to users having a poorer understanding company's internal systems

Can lead to miscommunication

/ / / / / RISK ASSESSMENT: RESPONSE

PRIVACY

Can mitigate this risk by pre-processing all of the data that the LLM is given to ensure no confidential information is used

ERRORS

Can mitigate this risk by filtering output of LLM thoroughly

Can also ensure that standards are in place to check the tool's analysis.



ARTI ARTI

05.

111111111

Consequence Scanning



IDENTIFYING CONSEQUENCES

While performing consequence scanning of our product, we identified a variety of possible consequences that might arise:

Intended:

- Employees become more familiar with their workplace techstack, skillset, etc.
- Employees develop more skills, to a deeper level, than before, expanding their portfolio
- More productive and efficient workplace environment

Unintended:

- Employees become discouraged at how many skills they have yet to learn
- Managers put a heavier workload on employees because they assume this tool makes it easier and faster to pick things up
- Higher, potentially unrealistic, expectations for employees



MITIGATING CONSEQUENCES

After identifying these consequences, we considered ways of addressing them. The **intended consequences were positive and fit with our goal** of creating a product that could benefit employees in a rapidly-moving workplace environment.

However, the unintended consequences also posed a risk to employees—our product could potentially create **even more stress** than before. We felt we could address this in two ways:

Set limits:

Enforce limits on the courses employees can take, skills they should learn, tasks they can be assigned, etc. at any given time so that they can't become overburdened with work.

Emphasize pacing:

If employees have a lot of skills they're expected to develop or courses to take, our tool should provide a suggested, reasonable pace at which to do these things that is, so they don't grow overwhelmed.

O6. CRITIQUE



CRITIQUE: NOV. 29



WHAT DOES THE USER NEED?

Think about desirability and risks

>>>>



IMAGERY

Show more representation of what the product looks like

Layout demo

>>>>

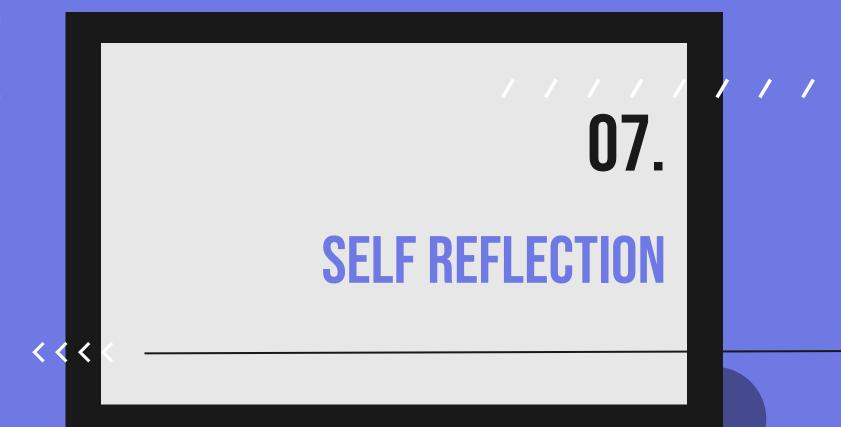


WHAT IS A LEARNING DESIGNER?

Put more descriptions of projects in

>>>>







Throughout this project, I was thinking about what kind of user approaches would be ideal. For example, the users could respond poorly to new technologies due to their ideals and what kind of technology they are used to. In order to combat that, I thought about the outcomes of using the technology being more useful than the discomfort of a new idea.

It was challenging to just pick one idea, since there were so many diverse and interesting topics to choose from.

I really enjoyed thinking about this project, especially because of how useful it would be in reality. Being on the employee end of the product, I would love a quicker process to see what kinds of options I would have.

EVELYN BANG



I found the process of generating a natural language processing tool to be incredibly interesting. For the first time in this course I found it actually very easy to run through the matchmaking process. This might be because we have done this several times now, but I think a large part of it also has to do with the fact that there are so many possibilities with NLPs and language in general. In this project I focused on the user experience of our solution. As a part of generating our idea I created user empathy maps for both the training manager who would use our tool, and the employee who would reap the benefits of our tool. Once we had settled on our idea I designed prototypes of what the Skills.ai interface might look like for both groups of users. This was a really insightful process for me because it allowed me to dive deep into the tasks associated with our product. It wasn't until I began the content mapping process that I really understood how our product worked. Running through the interface as the user helped me and my teammates to really solidify our product.

SOPHIE DAVIS



Preparing for the "Skills.ai" presentation was an insightful journey that combined individual research with collaborative analysis. My task involved identifying the key capabilities and performance requirements. The creative challenge was to develop at least fifteen product-service concepts by pairing these technologies with potential customers. In team discussions, we critically analyzed these ideas, employing ranking skills to refine the list. This process, which sometimes led us back to brainstorming, culminated in selecting the most viable application-customer match, thereby enhancing my understanding of NLP technologies and strengthening my teamwork and problem-solving skills. I also find it helpful to relate my work experience to the knowledge and skills taught in this class.

JIAZE KE



I found this project to be most engaging and relevant one out of them all, because I personally think NLP and LLMs are a huge part of today's evolving technology scene, and that they're being applied in all sorts of areas in society. I found it easier to come up with ideas during the initial matchmaking process, because I felt like there are so many possible applications, and that each of them were so relevant in the scope of modern life. I could envision many of my own ideas being important in my own everyday or my work life, which made the development process a lot more interesting to me. Overall, I enjoyed this project a lot, and I felt like our final idea was more fleshed out than it had been in previous projects as well, which again made me feel more connected to the product we pitched.

CHRISTINA LI



<u>Three starting places</u> - I looked at the most common problems experienced by the top industries such as education, legal, industries, entertainment, media and technology and have come up with how NLP can solve the problems existing in the industry. I have mostly restricted to industries I am most familiar with as I know better about these industries and will be able to come up with better ideas

<u>Matchmaking</u> - In the matchmaking process, usually in the earlier stages of the process, I focussed on financial viability, User desirability and Business viability. But then I realized that we also need to understand the positive and negative consequences of the business to the ecosystem. This changed my perspective towards the ideas selection

<u>Critique</u> - I did financial analysis and as part of it, I added details regarding the cost, revenue and pricing along with the excel sheets. I was told that it is good to add numbers in concise way. I was also told that sometimes problem statement should have supporting numbers. I added them to show the intensity of the problem

VIJAYA NUKALA

ARTIFICIAL INTE THANK YOU! (AI) 11111111

