

AI In Innovation

Week 4 – SEMINAR
OPPORTUNITY ANALYSIS



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First thing's first...

- Last week's homework:
 - AI solution ranking
 - AI readiness assessment

GOALS OF TODAY

- Understand users / stakeholders and testing your assumptions through interviews
- Use that research to understand and select the problem you're going to solve

Reminder - work logs

Template in Teams

The Work Log

How to Use This Work Log

Each row = one active task.
Before every meeting, update your row with what you've done, what you're doing next, and any blockers.
Add a link or screenshot as evidence wherever possible.
Use the colour codes: Not started / In progress / Done.
This log is visible to everyone and forms part of your evidence for individual contribution in the assessment.

Task	Detail / Link	Owner	Due Date	Status (Not started / In progress / Done)	Evidence / File Link
Research competitor apps	Add notes to shared folder	Cheryl	25-Oct	In progress	Teams/Files = Research Notes
Design concept sketch	Initial low-fi wireframe	Nate	26-Oct	Not started	Figma link
Translate survey to Mandarin	Share draft for review	Qiu	27-Oct	Not started	Word file link
Complete usability feedback	Summarise 5 user tests	Lucas	28-Oct	Done	Google Form summary
Update presentation slides	Add new data visuals	Nuo	30-Oct	In progress	PowerPoint link
Meeting summary	Capture decisions & next steps	Any	Each meeting	In progress	Meeting notes doc link

Task

Detail / Link

Owner

Due Date

Status (Not started / In progress / Done)

Evidence / File Link

Cheryl

Nate

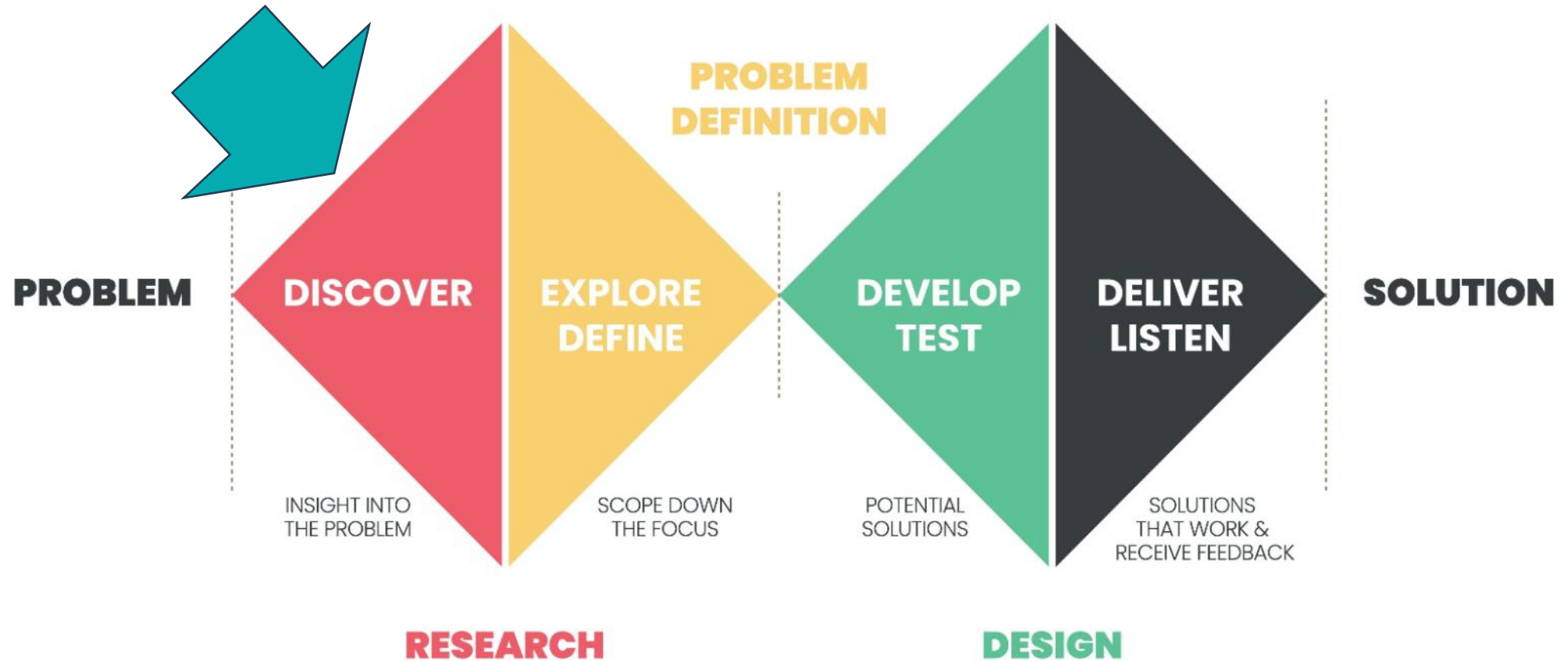
Qiu

Lucas

Nuo

Any

Planning Your AI Innovation



Weeks 1-6

Weeks 7-10

Discovery Stage: User Research

- Apply frameworks such as The Mom Test to uncover genuine user needs (your clients and your clients' clients)
- Use AI-enhanced research methods to explore behavioural patterns and validate insights
- Create and refine user **personas** based on interview data
- Synthesise user insights with AI support to identify key **pain points**

Activities for Week 4

User research with the use of Custom ChatGPT to build personas and identify user pain points

Step 1 – frame the context (who and what)

Step 2 – what assumptions the teams have made (D/F/V)

Step 3 – stakeholder interviews (design questions, run interviews, team analysis of interview transcripts, compare with LLM analysis, share insights)

Step 4 – create personas (clients and their end users)

- 20 mins for steps 1-2, 45 mins for step 3, 25 mins for step 4

10 mins

Activity: Assumption Mapping

Objective 1

Agree upon the top three problems you have identified in Seminar 3 + your homework

For each, in two sentences, write:

- **Stakeholder**
- **A brief description of the problem you think they have**

What is an assumption?

“An assumption is something that you accept as true or take for granted without having actual proof or evidence”

For example:

It is our **assumption** that employees consider the lack of standardization of data process to be a significant pain point - one worth investing time and money to solve.

It is our **assumption** that the adoption of AI to triage customer service requests will be viable, from a technology and cost perspective.

30 mins

Activity: Assumption Mapping (physical whiteboard)

‘We assume that....’

EXAMPLES:

Desirability (the problem & user)

- Do **end users** truly feel this pain now?
- What behaviours indicate real demand (e.g., repeated use, invitations sent)?
- E.g. we assume that ... customer survey data indicates real demand for an AI driven solution...

Feasibility (the practicalities)

- Can we build/ship a solution with current **tech, data, security, regulatory** constraints?
- Can we deliver a solution within **budget**?
- E.g. we assume that ... the client’s existing data architecture and institutional memory is sufficient to integrate an AI solution

Viability (the business model)

- Who **pays** (same as end user or different buyer)? At what price?
- Does this replace an existing expenditure?

	Desirability	Feasibility	Viability
Problem 1	We assume that...	We assume that...	We assume that...
Problem 2	We assume that...	We assume that...	We assume that...
Problem 3	We assume that...	We assume that...	We assume that...

10 minute break

ACTIVITY: Stakeholder Interviews

Objective: Practise uncovering genuine user needs through AI-enhanced interviews and turn them into a User Persona

The 'Mom Test' rules to follow:

- Ask about **recent behaviour**, not opinions or hypotheticals.
- Avoid pitching, or yes/no questions.
- Dig for **workarounds, frequency, triggers, and consequences**.
- Capture **quotes + examples**; don't interpret in the moment.

ACTIVITY: Stakeholder Interviews

Good vs. Bad Questions

Bad Questions (Get Polite Lies)

"Do you think this is a good idea?"

"Would you use this product?"

"Would you pay \$50/month for this?"

"Do you want a feature that does X?"

Good Questions (Get Real Truth)

"How do you handle this problem today?"

"Tell me about the last time you faced this."

"What are you currently paying to solve this?"

"What have you tried already to fix this?"

Interview your stakeholders using the links below:

Veed

- **Persona 1: Sabba (Veed Co-founder & CEO)**

<https://chatgpt.com/g/g-6892017121fc819197bc6299b8143519-sabba-veed>

- **Persona 2: Maya Chen (Veed Customer)**

<https://chatgpt.com/g/g-68bf2071e0f88191a785b725dfe00ce5-maya-chen-veed-user>

Government Communication Service

- **Persona 1: Simon Baugh (CEO of Government Communication Service)**

<https://chatgpt.com/g/g-689204c119c0819198d91a254058409e-simon-ceo-government-communication-service>

- **Persona 2: Saniya Ahmadi (Senior Comms Manager, GCS)**

<https://chatgpt.com/g/g-68bf2da6526081919fa795b1ae85ce95-saniya-ahmadi-senior-comms-manager-gcs>

C the Signs

- **Persona 1: Bea Bakshi (C the Signs Co-founder & CEO)**

<https://chatgpt.com/g/g-6892144321948191a1fe0c3805ab10f1-bea-co-founder-ceo-c-the-signs>

- **Persona 2: Dr James Gladwin (GP and C the Signs user)**

<https://chatgpt.com/g/g-68bf317abf608191bfac3bdef4038923-dr-james-gladwin-gp-c-the-signs-user>



20 minutes

ACTIVITY: Stakeholder Interviews

Process:

- **For each problem statement + each interviewee : Write 4-5 Mom Test–style questions** targeting past behaviour, pain points, and hacks.

Problem statement 1	
Interview 1 - Sabba	Interview 2 - Maya Chen
Mom test question 1	Mom test question 1
Mom test question 2	Mom test question 2
Mom test question 3	Mom test question 3
Mom test question 4	Mom test question 4

25 mins

ACTIVITY: Stakeholder Interviews

Process:

- **Run the AI interview**
 - Open your **CustomGPT stakeholder**.
 - Paste your questions one by one; probe with “tell me more / last time / what happened next?”
 - **Record/Copy and paste the transcript** digital WhiteBoard. Capture quotes and any metrics mentioned (counts, times, costs).
- **LLM analysis**
 - Paste the transcript into different LLMs (not CustomGPT)
 - Analyse for **recurring needs, frustrations, triggers, and consequences**.

10 mins

ACTIVITY: Narrow down to ONE problem

In your teams - you should have now explored three problems in depth.

Your goal now is to choose a problem statement that you believe is:

a) Highly desirable

- Do our end users really want/need this? How likely will they be to use it in the way we want them to? Will users be able to use it in the way we need them to?

b) Feasible (i.e. it can be solved/implemented with AI)

- Can we realistically build this (thinking about tech timescales, regulation, legal and compliance implications, budget, etc.), with our available resources

c) Viable

- Will this create enough value that someone will pay? Is the customer different from the end user? Will it generate sufficient commercial impact?

10 mins

Well done!

You now have a validated problem statement!*

* make sure to document it, along with all the work you've done to get to your chosen problem

1 hour

Homework: Create Your Persona

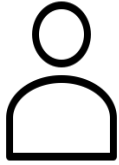
Objective: Turn interview insights into a realistic persona using the given structure. Capture real **behaviours, goals, frustrations, workarounds, and quotes.**

Process

- **Identify key evidence from your interviews**
- Highlight **quotes, specific examples, and numbers** in your transcript(s)
- Mark each with a tag: *goal, frustration, behaviour, workaround, trigger, metric.*
- **Populate the persona shell. Use the structure on the next slide.**
- **Fill each box with evidence-backed bullets (not guesses).**
- If something is unknown, **leave it blank** or add a ? tag to validate later.

User Persona – Your Client

Describe the persona of client CEO who has requested your help with AI innovation



Name:

Age:

Location:

Job Title:

Salary:

Pain Points

What challenges are they facing in reaching their outcome?

Goals

What outcome(s) are they trying to achieve?

Current solutions

What solutions are they already trying? What are the limitations / issues with these solutions?

Success Metrics

How they measure success in their role

Reasons for 'Yes'

What factors would make them say 'YES' to adopting/ investing in AI innovation?

Quote

"I wish I had..../ I'm always looking for.../ I'm annoyed by.../ I dream of..."

Root Cause

What are the underlying causes of their challenges?

Motivations

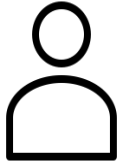
What motivates them to achieve their goals? (e.g. price, speed, convenience, ease of use)

Reasons for 'No'

What factors would make them say 'NO' to adopting/ investing in AI innovation?

User Persona – Client's End User

Describe the persona of the end user who will be impacted by your AI innovation



Name:

Age:

Location:

Job Title:

Salary:

Pain Points

What challenges are they facing in reaching their outcome?

Goals

What outcome(s) are they trying to achieve?

Current solutions

What solutions are they already trying? What are the limitations / issues with these solutions?

Success Metrics

How they measure success in their role

Reasons for 'Yes'

What factors would make them say 'YES' to adopting/ investing in AI innovation?

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Root Cause

What are the underlying causes of their challenges?

Motivations

What motivates them to achieve their goals? (e.g. price, speed, convenience, ease of use)

Reasons for 'No'

What factors would make them say 'NO' to adopting/ investing in AI innovation?

Reflection

- . What have you learnt from user discovery so far?
- . What initial problem(s) have you identified?
- . Why is this a high priority problem to solve?
- . What else do you need to discover about your users?

Identified patterns coming from previous weeks' research and study?

1. Industry wide issues?
2. Client specific challenges or ethical concerns?

Key Takeaways:

- **Run unbiased discovery.** Apply The Mom Test to elicit real needs by focusing on past behaviour, concrete examples, and workarounds—not opinions or hypotheticals.
- **Use AI to accelerate research.** Leverage AI for stakeholder simulation, transcription and sentiment analysis, and pattern-finding to synthesise insights quickly and reliably.
- **Build evidence-based personas.** Create and iteratively refine personas from interview data, capturing goals, pains, behaviours, and current hacks - with an explicit accessibility and inclusivity check.

Next week...

- We'll continue the user discovery process...
- And define your problem statements...
- To help you prepare the most effective solution after Consolidation Week

Reminder - Book Office Hours!



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