

AI In Innovation

Week 5 – SEMINAR

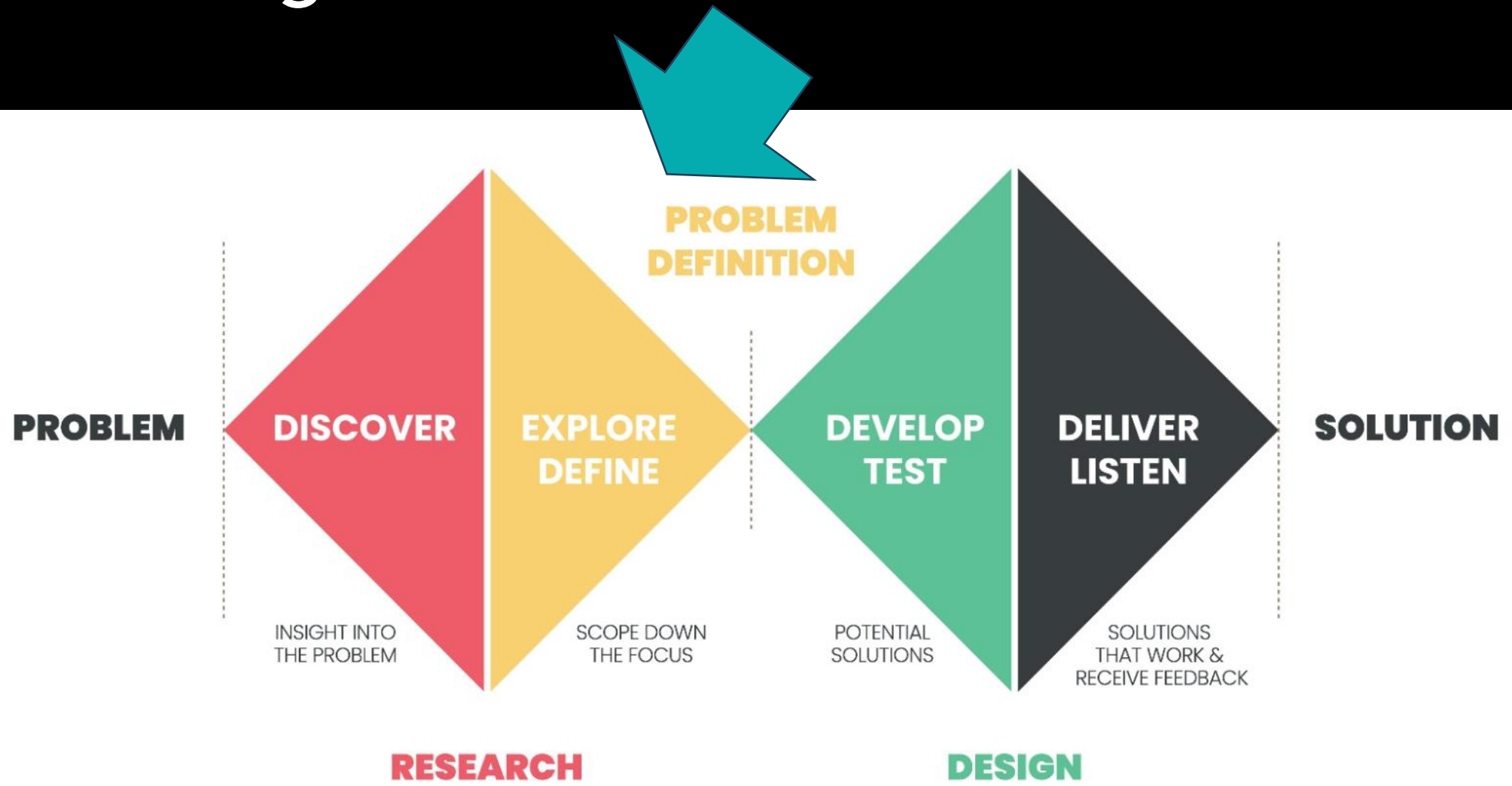
CUSTOMER DISCOVERY



GOALS OF TODAY

- Continue and refine user interview analysis
- Create detailed user personas using AI synthesis tools
- Write a problem statement using the template provided.
- Start to identify your innovation goals.
- Talk through a example Evidence Deck

Which stage are we at now?



Weeks 1-6

Weeks 7-10

RULES OF ENGAGEMENT

- Only communicate in English (including on whiteboard)
- Start activities with pen and physical whiteboard before using your laptop/phone
- Everyone in your group should feel ready to contribute, and all contributions are valid. Be inclusive.
- Record your work on digital whiteboard with photos or tables.

25 mins

ACTIVITY 1: Refine Your Persona

Objective: Turn interview insights into a realistic persona using the template. Ask more questions using the CustomGPT interviews to narrow the focus.

Process

- Identify key evidence from your interviews
- Use AI to generate bullet summaries per interview.
- Affinity-cluster recurring behaviours and pains. Label each cluster and attach 2–3 verbatim quotes as evidence. Prioritise clusters that connect to measurable outcomes.
- Highlight quotes, specific examples, and numbers in your transcript(s)
- Mark each with a tag: *goal, frustration, behaviour, workaround, trigger, metric*.
- Populate the persona template using the structure on the next slide.
- Fill each box with evidence-backed bulletpoints
- If something is unknown, leave it blank or add a ? tag to validate later.

EXAMPLE End User: Laura Kimpton

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



Age: 34

Location: London

Profession: Senior
Communications Officer, GCS

Salary: £50k

Quote

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

Pain Points

- **Fragmented sources:** guidance scattered across tools
- **Approval bottlenecks:** multiple reviewers; late policy changes invalidate drafts
- **Risk & trust:** fear of errors, out-of-date stats, or "hallucinated" content from AI tools
- **Time pressure:** reactive comms, weekend spikes, ministerial edits at short notice

Goals

- Faster, clearer citizen-facing comms
- Consistency with GCS style, ministerial lines,
- Reduce rework and approval timelines and evidence
- Improve accessibility

Motivations

- Improved public service
- Professional pride:
- Career progression
- Reduction in inefficiency to make work less frustrating

Current solutions

- Manual checks of past guidance
- Drafts in Word/Teams, adds line references, then circulates for edits by policy/legal/press office
- Uses checklists for tone, accessibility, and sign-off; pastes final copy into email/press grid
- Tracks versions in long email chains; keeps a personal folder for future reuse

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?

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?

The distinction between the two Persona Profiles:

The **CEO** helps identify the opportunity and business constraints.

The **End User's** evidence helps the team define the problem to solve.

They are both important for your Evidence Deck

ACTIVITY 2: Create Your Problem Statement

Objective: Turn interview insights into a clear, evidence-based **problem statement** using the attached framework. Capture **Who, What, Barriers, Cause, Impact**—with real quotes and numbers.

Collect evidence

- Skim transcripts/notes. Highlight **quotes, examples, metrics**
- Tag each snippet: **who, outcome, barrier, cause, impact**.

Complete the framework

Using the slide template, complete each line with **evidence-backed** bullets:

Who: “I am a ...” (*role/persona, context*)

What: “who’s trying to ...” (*specific outcome/task*)

Barriers: “but is hindered by ...” (*observable obstacles*)

Cause: “because ...” (*root cause, not symptom*)

Impact: “which leads to ...” (*measurable consequence*)

If unknown, leave blank or mark ? to validate later.

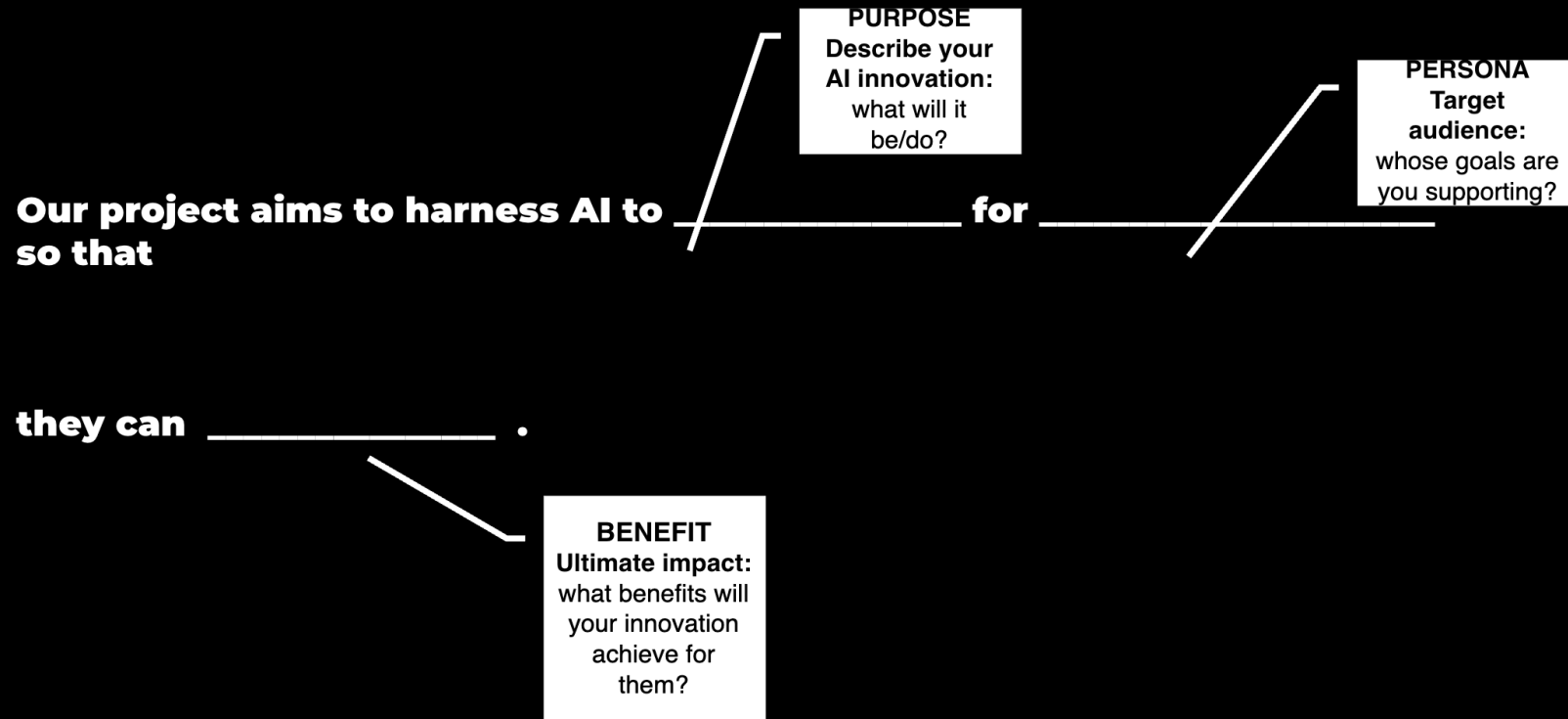
Problem Statement

Ask	End user
Who: <i>Who is your central customer/ audience?</i>	I am a...
What: <i>What is the outcome they're trying to achieve?</i>	who's trying to...
Barriers: <i>What are the barriers that stand in their way?</i>	but is hindered by...
Cause: <i>What is the root cause of the problem?</i>	because...
Impact: What are the negative side effects?	Which leads to...

ACTIVITY 3:

Start to think about your Innovation Goals.

Objective: Use all the evidence you have gathered so far to complete this sentence



Preparing for Week 6...

Consolidation Week Ideation Homework: Mapping User Needs to Solutions



User Needs	Potential Solutions
Write a list of your user’s most urgent needs	Map their individual needs to specific features that could solve that need

Tips for Effective Brainstorming

- Defer judgement. You never know where a good idea will come from.
- Be respectful of other people's ideas and input.
- Encourage wild ideas. Wild ideas often lead to creative leaps.
- Build on others' ideas. We try to use “and” instead of “but.”
- Stay focused on the topic/your user.
- One conversation at a time.
- Be visual. Nothing conveys an idea faster than drawing it - no need to be a Rembrandt!
- Go for quantity. Aim for as many new ideas as possible.
- Brainwriting before brainstorming – write in silence first, then share your best ideas!

Try Combining Ideas

- Group similar ideas. Talk about the best elements of those groups and combine them with other groups.
- Ask yourselves how you could combine the best ideas into a product.
- You're now moving from individual ideas to complete solutions!

Midpoint 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 know need to discover about your users?
- What's the next step in your innovation process?

Evidence Decks – the Low Down

- An Evidence Deck is a document delivered as a team.
- It is based on your work completed on your case study.
- Each member of a team will contribute, distributing the workload fairly.
- You will be assessed on your contribution to the deck as an individual so you might not all get the same mark for the same document.
- We are looking for evidence of decision making, an understanding of the process involved and what you have learned - not the best AI solution.
- Do not copy and paste your work from your team whiteboard, distill what you have learned into a comprehensive document as if presenting to your case study client by an AI Consultant.
- The Evidence Deck is the basis of your Learning Conversation – another form of assessment – so you will need to understand every part of it thoroughly to talk about it with confidence.
- You will deliver a PDF with a maximum of 20 pages.

There are no lectures or seminars next week.
Use the time to prepare for Week 7 with:

A defined Problem Statement

A defined Innovation Goal

User needs mapped to potential solutions

Week 7 we will look at building solutions and
prototyping.