

Week 6 Consolidation

From interviews to personas and problem statement, to an AI Innovation Goal, and from user needs to potential solutions

Team F3 “No Bad Ideas” · Case company: VEED · INOVM0028 The Role of AI in Digital Innovation

Working slides for Week 7 (building solutions and prototyping) – not final deck pages

What Maya keeps coming back to: affinity clusters

Activity 1 · recurring behaviours and pains from the Maya interview, each with verbatim quotes · ordered by link to a measurable outcome

1 · Approvals, not editing, eat the time *frustration · metric*

"I spend more time chasing approvals than actually creating." Q1

"Editing is quick; getting five people to agree on the final video is difficult." Q2

"I'd rather save three hours coordinating feedback than another fifteen minutes trimming a video." Q5

Metric: first cut $\approx$ 1 h, but +3–4 h hands-on and +1 business day (Q3)

2 · Feedback scattered and out of date *trigger · behaviour · frustration*

"I shared a VEED review link, but feedback came through multiple channels." Q2

"A person could review the first cut and reply two days later after the second version was already updated, producing comments about scenes that no longer existed." Q2

Metric: $\approx$ 1 h consolidating conflicting feedback in one project (Q3)

3 · Home-made workarounds to keep control *workaround · behaviour · goal*

"I consolidated everything in a tracker with timestamps, requested change, requester and status, and distinguished factual errors from subjective preferences." Q2

"I established one contact in each stakeholder group, sent a revised video with a feedback deadline and requested consolidated comments." Q2

Metric: she predicts these fixes "could have removed at least half the extra work" (Q3 – her prediction)

4 · The same AI caption fixes, again *frustration · workaround · metric*

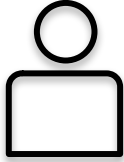
"The main frustration was repeating the same corrections across projects." Q4

"At present I often transfer their corrections myself." Q4

Metric: 20–30 min English captions; 1.5–2.25 h incl. translation (Q4) · ranked below approvals (Q5)

User Persona – Your Client

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



Name: Sabba Keynejad

Age: ?

Location: ?

Job Title: CEO & Co-founder, VEED

Salary: ?

Quote

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

"The ultimate challenge is keeping VEED the easiest way to turn ideas into compelling video stories."

Sabba, Q1 (AI-simulated interview).

Pain Points

What challenges are they facing in reaching their outcome?

- High usage-based AI operating costs: ≈ \$1/min third-party APIs (case; his \$500k / \$1M monthly examples are hypothetical, Q1–2)
- Limited engineering resources and specialist AI talent
- Unsure which product opportunities to prioritise
- Fast-changing AI and competitive pressure

Root Cause

What are the underlying causes of their challenges?

- Grew on per-minute third-party AI before owning models (case; Q2)
- "AI changed the rules" for video editors (Q1)
- Growth expectations vs a lean team (Q3; case)

Goals

What outcome(s) are they trying to achieve?

- Sustainable business growth
- Keep VEED's competitive advantage in AI video
- Customer value with healthy unit economics

Success Metrics

How they measure success in their role

- 70% year-on-year growth (case)
- Winning on search (SEO) and community (case)
- A product users recommend without being asked (case)

Motivations

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

- Control over AI cost and technology (Q2)
- Focus on where VEED adds value customers can't get elsewhere (Q1)
- Mission: easy video storytelling (case; Q1)

Current solutions

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

- Acquired SpiritMe to run more of the AI pipeline in-house (case; Q2)
- Limit: "Owning AI does not make it free." (Q2) – compute, talent and models that date quickly
- Still undecided: go deep in video or broaden into a creative suite (Q1)

Reasons for 'Yes'

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

- Improves the customer experience, which he puts above owning the technology (Q1)
- Fits his suggested next bet: small businesses and lean creative teams making volumes of marketing video (Q3 – a recommendation, not a VEED decision)

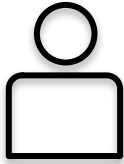
Reasons for 'No'

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

- "Growth without good unit economics is not sustainable." (Q1)
- Pulls limited engineers away from editing, collaboration or reliability (Q3)

User Persona – Client's End User

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



Name: Maya Chen

Age: ?

Location: ?

Job Title: Video Strategist (VEED customer)

Salary: ?

Quote

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

"I spend more time chasing approvals than actually creating."

Maya, Q1 (AI-simulated interview).

Pain Points

What challenges are they facing in reaching their outcome?

- Feedback scattered across email, Slack and other channels
- Conflicting requests; unclear final approval responsibility
- Comments on outdated versions; late structural changes (Q2)
- Repeated fixes to AI terminology and translations (Q4)

Root Cause

What are the underlying causes of their challenges?

- No consistently coordinated review and approval process (whiteboard)
- Stakeholder responsiveness and conflicting priorities are beyond her control (Q5)
- Version control (Q2)

Goals

What outcome(s) are they trying to achieve?

- High-quality video, efficiently
- Scale production across teams and regions
- Brand consistency, accessibility, technical accuracy
- More time for storytelling and strategy

Success Metrics

How they measure success in their role

- Throughput and deadline reliability (Q5)
- Time left for creative work (Q5)
- Captions and translations correct before publishing (Q4)

Motivations

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

- Speed: first cut in about an hour (Q1)
- Letting regional teams create without everything passing through her team (Q1)
- Storytelling and strategy, not chasing minor edits (Q1)

Current solutions

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

- Shares a VEED review link – feedback still comes by email and Slack (Q2)
- Own tracker; sorts must-fix / should-fix / nice-to-have by hand (Q2)
- One contact per stakeholder group + feedback deadline (Q2)
- Limit: all manual; she transfers reviewers' caption fixes herself (Q4)

Reasons for 'Yes'

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

- One version, timestamped comments, visible resolved feedback, defined sign-off owners (Q5)
- Inside the editor, not across VEED, Slack, email and spreadsheets (Q2)

Reasons for 'No'

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

- Output that still needs basic corrections: "AI should make us look sharper, not robotic." (Q4)
- Wouldn't publish AI output without human review (Q4)

Problem Statement

Ask	End user – Maya Chen, Video Strategist (VEED customer)
Who: <i>Who is your central customer/ audience?</i>	<i>I am a...</i> I am a marketing professional who uses VEED to create and edit videos for business communications and works with multiple stakeholders to review and approve content.
What: <i>What is the outcome they're trying to achieve?</i>	<i>who's trying to...</i> I am trying to produce accurate, high-quality videos efficiently and obtain approval from relevant stakeholders before publication.
Barriers: <i>What are the barriers that stand in their way?</i>	<i>but is hindered by...</i> Feedback is spread across different communication channels, such as Slack and email. Different stakeholders sometimes provide conflicting comments, and additional revisions may be requested after a video has already been edited.
Cause: <i>What is the root cause of the problem?</i>	<i>because...</i> There is no consistently coordinated review and approval process in the workflow described by the user. Feedback, version tracking and final approval responsibilities are managed across different people and communication channels, making it difficult to consolidate comments and reach decisions efficiently.
Impact: <i>What are the negative side effects?</i>	<i>Which leads to...</i> This creates additional administrative work, repeated revisions and unpredictable delays. In the AI-simulated interview, Maya estimated that feedback and approval issues affected approximately 60–70% of her projects. In one example, conflicting feedback and revisions added around 3–4 hours of hands-on work and approximately one additional business day of waiting.

Our consolidated problem statement

Agreed on the team whiteboard, Week 5

Marketing professionals using VEED need to create high-quality videos efficiently and obtain timely approval from multiple stakeholders. However, feedback scattered across different communication channels, conflicting revision requests and unclear approval responsibilities can make the review process difficult to manage. This leads to repeated work, additional coordination and unpredictable delays. In our AI-simulated interview, Maya estimated that these issues affected approximately 60–70% of her projects, with one example involving 3–4 extra hours of work and an additional business day of waiting.

How it changed

- We started from assumption A1: “video editing takes too long”.
- The interviews pointed elsewhere: the time is lost in review, conflicting feedback and approval, not in editing.
- We kept editing speed only as a secondary issue.

How strong is the evidence?

- Two AI-simulated interviews with the course Custom GPT personas: Sabba Keynejad (Q1–3) and Maya Chen (Q1–5); full transcript in our folder.
- All numbers are Maya's own estimates: “These are my estimates.” (Q3)
- One AI persona – no real VEED users yet (?).

Verbatim evidence

- Barrier: “Editing is quick; getting five people to agree on the final video is difficult.” (Q2)
- Cause: “VEED makes content creation faster, but organisational coordination hasn't caught up.” (Q2)
- Impact: “A project that could realistically have taken one working day ended up closer to two.” (Q3)

AI Innovation Goal

Our project aims to harness AI to consolidate scattered review feedback and flag conflicting requests for marketing professionals like Maya Chen who need several stakeholders to approve their VEED videos so that they can reach a clear, human-approved final version with fewer revision rounds and less waiting.

PURPOSE

Describe your AI innovation: what will it be/do?

- Pulls stakeholder comments (email, Slack, VEED review link) into one list pinned to the video timeline
- Summarises and groups comments by issue
- Flags requests that contradict each other
- Shows who still has to approve

AI tasks: summarisation, clustering, conflict detection, classification

PERSONA

Target audience: whose goals are you supporting?

- Maya Chen, Video Strategist and VEED customer
- Coordinates product marketing, internal communications and brand reviewers (Q2)
- Fits Sabha's suggested next bet: "small businesses and lean creative teams producing substantial volumes of marketing video" (Q3 – a recommendation, not a VEED decision)

Source: whiteboard personas + interview transcript

BENEFIT

Ultimate impact: what benefits will your innovation achieve for them?

- Fewer repeated revisions and less coordination work
- More predictable approval time
- More time for storytelling and creative strategy (her stated goal)
- People, not AI, still approve the final video

Measured on the next slide

Success metrics and guardrails

Success metric	Today (Maya's estimates)	Target (our proposal)	How we'd check it
Projects hit by approval delays or rework	3–4 of her last 5–6 projects; $\approx$ 60–70% overall (Q3)	$\leq$ 35% (halve it) *	Follow-up interviews; later, count projects in a pilot
Extra hands-on work per affected project	3–4 h = 1 h consolidating + 1–1.5 h revising + 30–45 min screenshot fix + 30–60 min extra approval round (Q3)	$\leq$ 2 h (halve it) *	Time log on a test project in the Week 9 prototype test
Extra waiting for final sign-off	$\approx$ 1 business day: a one-day job “ended up closer to two” (Q3)	0 extra days	Time from “ready for review” to final approval
Secondary: fixing AI captions and translations	20–30 min English captions; 1.5–2.25 h in total with translation (Q4)	No repeat fix of a glossary term	Count repeated term corrections across projects
Accuracy of AI summaries	No baseline – new feature	$\geq$ 9 in 10 points judged correct	User checks each point against the linked original comment

* Backed by Maya's own prediction that one shared feedback location, clear decision authority and a formal approval cutoff “could have removed at least half the extra work” (Q3) – a prediction, not an observed saving. Baselines come from one AI persona; we check them with real users first.

Red line 1 · 0 AI approvals

AI never marks a video as approved and never chooses between conflicting requests. The named approver decides and signs off.

Red line 2 · No summary without its source

Every summarised point links to the original comment and its author, so mistakes (hallucinations) can be caught.

Red line 3 · Client footage stays private

Footage and comments stay in VEED's own pipeline: not used to train models or sent to third-party AI without client consent.

Mapping User Needs to Solutions

Consolidation Week ideation homework · persona: Maya Chen · approvals first, because Maya ranks them first (Q5)

User Needs Write a list of your user's most urgent needs	Potential Solutions Map their individual needs to specific features that could solve that need
1 · Clear sign-off: who approves, by when TOP Approvals had “the biggest impact” (Q5); she already sets one contact per group and a feedback deadline by hand (Q2).	Approval Tracker Named sign-off owner and one contact per stakeholder group, a formal approval cutoff and status per version. AI pre-sorts comments into must-fix / should-fix / nice-to-have for Maya to confirm.
2 · All feedback in one place, on one version URGENT She shared a VEED review link, yet feedback still came by email and Slack (Q2).	Feedback Inbox Builds on VEED's review link: email and Slack comments pulled into one list, pinned to the same version's timeline; AI summarises and groups them by issue.
3 · Catch conflicting and vague requests early URGENT Longer demo vs shorter video took ≈ 1 h to settle (Q3); “make this more engaging” needed follow-up (Q2).	Conflict Flag AI flags opposite requests side by side and marks vague comments that need a follow-up question. Maya or the approver decides.
4 · No comments on outdated versions NEXT Comments arrived about scenes that “no longer existed” (Q2).	Version Diff Compares versions' transcripts and captions, flags comments made on an outdated version, lists what is addressed and what is still open.
5 · No repeat caption/translation fixes SECONDARY 20–30 min captions, 1.5–2.25 h with translation (Q4) – but ranked below approvals (Q5).	Brand Glossary Reusable approved glossary applied to captions and translations; regional reviewers edit translated captions without access to the whole project (Q4).

From needs to AI tasks: feasibility and risk

Feature	AI task type	Feasibility for VEED	Main risk → how we limit it
1 Approval Tracker	Classification (must-fix / should-fix / nice-to-have)	Extends VEED's existing review link (Maya Q2) with sign-off owners and a cutoff – mostly workflow, little AI; cheapest piece for a lean team.	A must-fix tagged as nice-to-have → Maya confirms tags; only named approvers can approve.
2 Feedback Inbox	Summarisation; clustering; matching comments to timecodes	The review link exists, but people bypass it (Q2), so email/Slack import is the real work. Captions give timecoded text. Summarising is a commodity text task: Sabha says external APIs “can be better for commoditised features” (Q2); own models only pay off at scale.	Summary drops or changes what a reviewer meant → each point links to the original comment.
3 Conflict Flag	Conflict (contradiction) detection; vague-comment detection	Hardest task. Start narrow: same timestamp plus opposite instructions. Needs real comment data to test (?).	False alarms annoy; missed conflicts give false confidence → AI only flags, never picks a side.
4 Version Diff	Version diff of transcripts and captions; semantic matching	Text comparison on caption data VEED already produces; low compute cost.	Marks a comment “done” when it isn't → shown as “likely addressed”, user confirms.
5 Brand Glossary	Entity recognition; custom vocabulary for captions and translation	Builds on the flagship auto-captioning in 100+ languages (case); needs reviewer-only access rights (Q4).	One wrong fix spreads to every version; translation bias → regional reviewer stays in the loop.

Across all five: privacy – client footage and comments stay in VEED's pipeline; cost – every AI call adds to cost per video, and Sabha says “owning the customer experience is more important” (Q1) than owning the model, so spend AI where users feel it; accessibility – summaries must work with screen readers, and comments may come in several languages.

What we're not building, and why

Faster AI auto-editing DECIDED · WEEK 5

Our first assumption (A1). Maya: “Faster editing delivers diminishing returns if videos still get stuck in approvals.” (Q5) Kept only as a secondary issue.

AI that approves or picks the “winning” comment PROPOSED · TO AGREE

Takes the decision and the accountability away from people. Breaks red line 1. Maya settles conflicts by audience needs, not seniority (Q2).

Scoring reviewers (e.g. “slow” or “difficult” reviewer) PROPOSED · TO AGREE

Turns a workflow tool into monitoring of colleagues; risk of bias and unfair judgement. Not something Maya asked for.

Avatar or voice-clone features from SpiritMe PROPOSED · TO AGREE

VEED's strongest in-house AI, but it doesn't touch the review problem; Sabba notes time on avatars can't also improve “editing, collaboration or reliability” (Q3).

A separate project-management app PROPOSED · TO AGREE

Maya wants review “within the editing environment” (Q2); a new app pulls VEED towards the broad suite the case warns can dilute focus.

Midpoint Reflection

- **What have you learnt from user discovery so far?**

Our starting assumption (editing takes too long) didn't hold up. Maya's first cut took about an hour (Q1); the time went on review: scattered feedback, conflicting requests and unclear sign-off.

- **What initial problem(s) have you identified?**

Fragmented feedback and approval for marketing teams using VEED; second, repeated fixes to AI terminology and translations.

- **Why is this a high priority problem to solve?**

3–4 of Maya's last 5–6 projects were hit (Q3) and she ranks it first (Q5). It fits Sabba's focus on customer experience (Q1) and his suggested next bet, lean teams making marketing video (Q3, a recommendation).

- **What else do you know need to discover about your users?**

Whether real marketers say the same (?); why reviewers bypass VEED's review link for email and Slack (?); how many reviewers are typical (?); whether users would trust AI summaries (?).

- **What's the next step in your innovation process?**

Week 7: agree the goal and targets, sketch a low-fidelity Approval Tracker + Feedback Inbox + Conflict Flag, and test it back with both personas.