

# Project Deluge: The Surge Protocol

## Product Requirements Document (PRD)

### Executive Summary

**Project Vision:** Research and identify underlying factors that create barriers to mass AI tools adoption, then develop strategies to trigger a "surge" that breaks these barriers and enables widespread AI adoption.

**Deliverables:** Portfolio website with research findings, Tableau dashboards, and thought leadership content demonstrating AI research capabilities and insights.

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## 1. Project Overview

### 1.1 Problem Statement

Despite the rapid advancement of AI tools, mass adoption remains limited. The underlying factors creating resistance or blocks to widespread AI tool adoption are not well understood or documented. These barriers could include:

- Availability and accessibility issues
- Fear and mistrust of AI technology
- Lack of awareness or education
- Technical complexity and usability concerns
- Cost and resource constraints
- Regulatory and ethical concerns
- Cultural and organizational resistance

### 1.2 Project Objectives

#### Primary Goals:

- Identify and quantify key barriers to AI tool adoption
- Develop data-driven insights using AI tools for research
- Showcase AI research and data analysis capabilities
- Create a professional portfolio demonstrating AI proficiency

#### Secondary Goals:

- Establish thought leadership in AI adoption research
- Build a foundation for future business opportunities
- Develop expertise in AI-assisted research methodologies

### 1.3 Success Metrics

- **Data Quality:** Clean, accurate, and comprehensive datasets
  - **Visualization Quality:** Clear, insightful Tableau dashboards
  - **Research Depth:** Actionable insights and recommendations
  - **Portfolio Impact:** Professional presentation showcasing AI capabilities
  - **Content Engagement:** LinkedIn/Medium post engagement and feedback
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## 2. Research Scope & Methodology

### 2.1 Research Questions

1. What are the primary barriers preventing individuals from adopting AI tools?
2. How do barriers differ across demographics, industries, and regions?
3. What factors correlate with successful AI tool adoption?
4. What strategies could trigger a "surge" in AI adoption?

### 2.2 Data Sources & Collection Strategy

#### Primary Research:

- Survey data (create and distribute)
- Interview insights (qualitative research)
- Social media sentiment analysis

#### Secondary Research:

- Industry reports and studies
- Academic research papers
- Market research data
- Government and organizational surveys
- News and media analysis

#### AI Tools for Research:

- GPT/Claude for literature review and synthesis
- AI-powered survey tools
- Sentiment analysis tools
- Data cleaning and preprocessing AI tools
- Pattern recognition and analysis tools

## 2.3 Target Research Segments

- **Individual Users:** Consumers, professionals, students
  - **Organizations:** Small businesses, enterprises, non-profits
  - **Industries:** Technology, healthcare, finance, education, retail
  - **Demographics:** Age groups, income levels, education levels
  - **Geographic:** Different regions/countries
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## 3. Deliverables Specification

### 3.1 Portfolio Website

#### Core Components:

- Executive summary of research findings
- Interactive data visualizations
- Methodology documentation
- Key insights and recommendations
- "Surge Protocol" strategy framework
- About section showcasing AI tool proficiency

#### Technical Requirements:

- Responsive design
- Professional UI/UX
- Fast loading times
- SEO optimized
- Embedded Tableau dashboards

### 3.2 Tableau Dashboards

#### Required Dashboards:

## 1. Barrier Analysis Dashboard

- Primary barriers by frequency and impact
- Demographic breakdowns
- Industry-specific barriers

## 2. Adoption Factors Dashboard

- Success factors correlation analysis
- Adoption journey mapping
- Regional adoption patterns

## 3. Surge Strategy Dashboard

- Strategic recommendations
- Impact projections
- Implementation roadmap

## 4. Research Methodology Dashboard

- Data sources overview
- Sample sizes and demographics
- Research timeline and process

## 3.3 Content Creation

### LinkedIn Posts (3-5 posts):

- Key research findings
- AI tool recommendations
- Industry insights
- Personal learning journey

### Medium Articles (2-3 articles):

- Comprehensive research summary
  - Deep dive into specific barriers
  - The "Surge Protocol" strategy guide
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## 4. Technical Implementation

### 4.1 AI Tools Stack

## **Research & Analysis:**

- ChatGPT/Claude for literature review
- Perplexity for fact-checking and validation
- AI survey tools (Typeform with AI features)
- Python with AI libraries for data analysis

## **Data Processing:**

- AI-powered data cleaning tools
- Automated sentiment analysis
- Pattern recognition algorithms
- Statistical analysis with AI assistance

## **Content Creation:**

- AI writing assistants for drafts
- AI-powered editing tools
- Image generation for visualizations
- AI presentation tools

## **4.2 Data Management**

- Centralized data repository
  - Version control for datasets
  - Data quality validation processes
  - Privacy and ethics compliance
  - Backup and recovery procedures
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## **5. Project Timeline (14 Working Days)**

### **Phase 1: Research & Data Collection (Days 1-6)**

- **Days 1-2:** Literature review and secondary research
- **Days 3-4:** Survey design and distribution
- **Days 5-6:** Data collection and initial analysis

### **Phase 2: Analysis & Insights (Days 7-10)**

- **Days 7-8:** Data cleaning and preprocessing
- **Days 9-10:** Analysis and insight generation

### **Phase 3: Visualization & Content (Days 11-14)**

- **Days 11-12:** Tableau dashboard creation
  - **Days 13-14:** Website development and content creation
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## **6. Task Breakdown & Prioritization**

### **High Priority (Must Have)**

#### **1. Market Research & Competitor Analysis**

- Identify existing AI adoption studies
- Analyze competitor research methodologies
- Map current landscape of AI adoption barriers

#### **2. Primary Data Collection**

- Design and launch survey
- Conduct key stakeholder interviews
- Gather social media sentiment data

#### **3. Core Dashboard Development**

- Barrier analysis visualization
- Demographic breakdown charts
- Key findings summary dashboard

### **Medium Priority (Should Have)**

#### **4. Website Development**

- Professional portfolio site
- Research methodology documentation
- Interactive elements and navigation

#### **5. Content Creation**

- LinkedIn post series
- Medium article drafts
- Executive summary document

## Low Priority (Nice to Have)

### 6. Advanced Analytics

- Predictive modeling
- Correlation analysis
- Trend forecasting

### 7. Additional Visualizations

- Interactive maps
  - Animation and transitions
  - Advanced filtering options
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## 7. Risk Management

### 7.1 Potential Risks

- **Data Quality Issues:** Insufficient or biased survey responses
- **Time Constraints:** 14-day timeline is ambitious
- **Technical Challenges:** Tableau integration or website development delays
- **Research Limitations:** Access to comprehensive data sources

### 7.2 Mitigation Strategies

- Start with secondary research to establish baseline
  - Use multiple data collection methods
  - Prepare simplified dashboard versions as backup
  - Focus on quality over quantity for initial deliverables
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## 8. Future Scope & Business Potential

### 8.1 Immediate Extensions

- Deeper industry-specific research
- International market analysis
- Longitudinal adoption tracking
- AI tool effectiveness studies

### 8.2 Business Opportunities

- Consulting services for AI adoption
  - Training and education programs
  - AI readiness assessment tools
  - Strategic advisory services
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## **9. Resources & Requirements**

### **9.1 Tools & Platforms**

- Tableau (for dashboards)
- Web development platform (Webflow/WordPress)
- Survey tools (Typeform/Google Forms)
- AI research tools (GPT, Claude, Perplexity)
- Data analysis tools (Python, Excel)

### **9.2 Budget Considerations**

- Tableau license (if needed)
  - Survey distribution costs
  - Web hosting and domain
  - Premium AI tool subscriptions
  - Design and development resources
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## **10. Conclusion**

Project Deluge: The Surge Protocol represents an ambitious research initiative that combines AI tool proficiency with meaningful market research. The project will demonstrate advanced capabilities in AI-assisted research, data analysis, and professional presentation while contributing valuable insights to the AI adoption landscape.

The tight timeline requires focused execution and strategic prioritization, but the deliverables will create a compelling portfolio piece that showcases both technical skills and business acumen in the rapidly evolving AI space.