



IIT BOMBAY
EXECUTIVE
EDUCATION

2-Day Program

7th AI Workshop

Fundamentals for Entrepreneurs, Corporate Executives and Professionals

14-15 June 2025
Venue: IIT Bombay

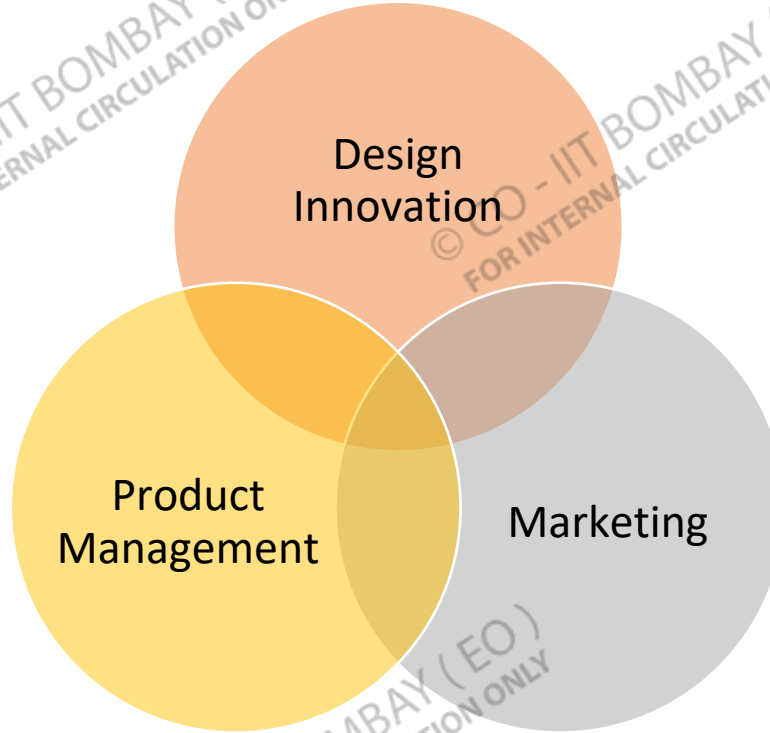
Educational Outreach (EO), IIT Bombay

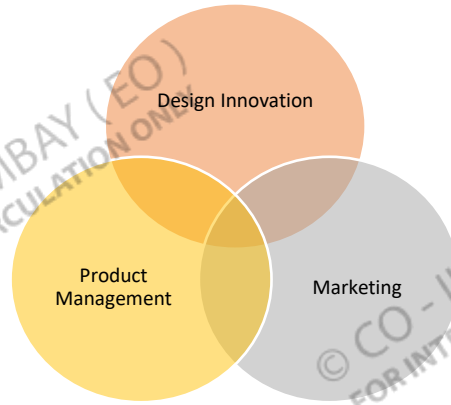


AI Tools for Entrepreneurs, Professionals, and Corporates

A Practical Approach to Synergy of

Product Innovation + Product Management + Product Marketing





Design Innovation

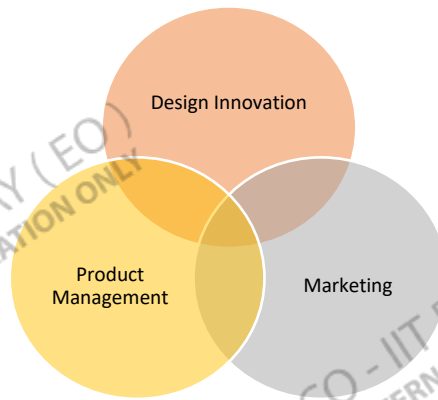
The process of generating, developing, and implementing new ideas, methods, or products that deliver value and drive growth.

Product Management

The process of strategizing, developing, and managing a product throughout its lifecycle to ensure it meets business goals and user needs.

Marketing

The strategic process of promoting and delivering products or services to the right audience to drive engagement and sales.



Design Innovation

Key Focus: Balancing customer requirements, business objectives, and technical feasibility.

Process: Market research → Roadmap creation → Development oversight → Launch & iteration.

Outcome: A well-defined product that aligns with market demand and business success.

Product Management

Key Focus: Identifying opportunities for improvement or transformation to stay competitive and relevant.

Process: Ideation → Design Feasibility → Prototype development → Testing & implementation.

Outcome: Breakthrough solutions, improved processes, or novel products that provide competitive advantage and user value.

Marketing

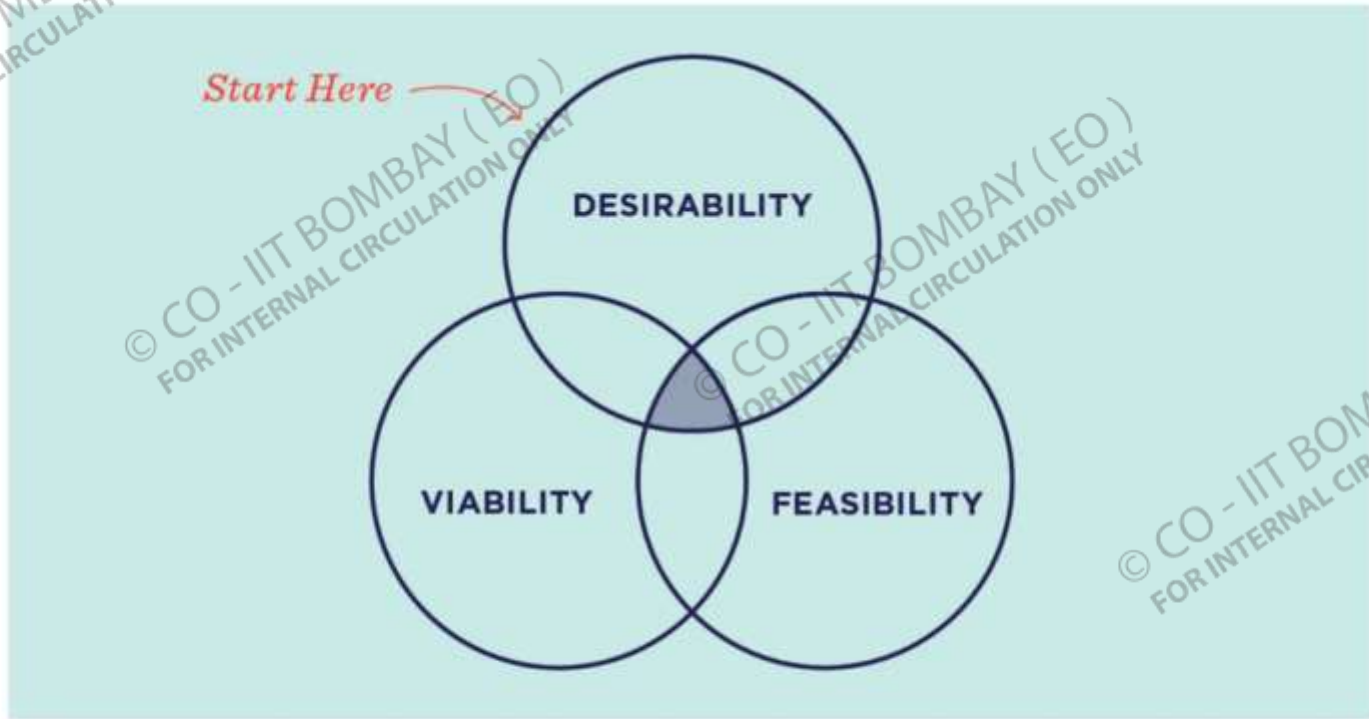
Key Focus: Market positioning, customer acquisition, and brand messaging.

Process: Research → Branding → Advertising → Customer engagement.

Outcome: Increased product awareness, demand generation, and customer retention.

Section 1

The Unmet Needs of people / Gap in the Market /
Customer Pain Points are all opportunities to
Design, Innovate and Build Businesses!



- **Desirability:** What makes sense to people and for people?
- **Feasibility:** What is technically possible within the foreseeable future
- **Viability:** What is likely to become part of a sustainable business model?

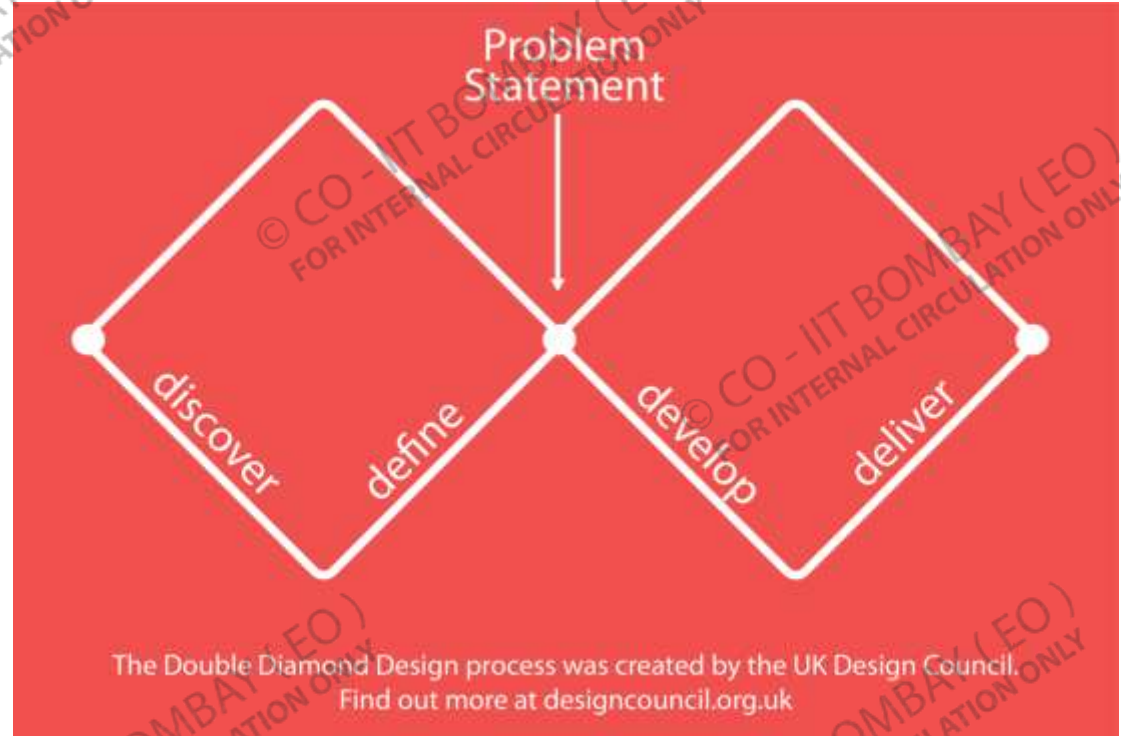
The creative process of creating a solution to a problem can be a maze. That's why we have the Double Diamond model – a road map for people who want to create things

The Double Diamond design model has been around since it was officially invented by the British Design Council, back in 2005.



The Double Diamond design model

The official Double Diamond design model has four stages: **Discovery**, **Definition**, **Development** and **Delivery**. Together, these stages work as a map designers can use to organize their thoughts in order to improve the creative process.




Does Design: How it Works?

DESIGN THINKING


Empathize
Understanding people


Define
Figuring out the problem


Test
Refining the product


Ideate
Generating your ideas


Prototype
Creation and experimentation

Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.

—Tim Brown, Executive Chair of IDEO

Design Innovation through Design Thinking: User centric Process

- **Empathize with Users**

Understand real user needs through interviews, observation, and immersion to uncover pain points and desires.

- **Define the Problem**

Reframe challenges based on user insights to ensure the problem being solved is meaningful and human-centered.

- **Ideate**

Encourage brainstorming of diverse and creative ideas without judgment, pushing boundaries to discover unconventional solutions.

- **Prototype**

Build quick, low-fidelity models or mockups to explore and visualize concepts before significant investment.

- **Test with Real Users**

Gather feedback through user testing to refine and validate ideas, ensuring they align with real-world needs and behaviors.

- **Iterate**

Embrace a cycle of feedback and revision to evolve solutions, enhancing usability and innovation with each loop.

- **Collaborate Cross-Functionally**

Involve diverse stakeholders (design, tech, business) to bring multiple perspectives and enhance idea richness.

- **Focus on Desirability, Feasibility, and Viability**

Balance user desire, technical possibility, and business value to ensure innovations are sustainable and impactful.

Milestones

Storyboarding
Crafting a narrative to guide the design process

Visualization
Creating visual representations of ideas

Ideation
Generating innovative ideas and solutions

User Persona
Developing empathy for users by creating detailed profiles

Mind Mapping
Generating and organizing ideas through brainstorming

Design Brief
Establishing the project's objectives and scope



Creative thinking and problem solving

Brainstorming and Mind Mapping are two popular techniques used for idea generation and organization.

2. Mind Mapping:

Invented By: Tony Buzan

When: In the 1960s

Details:

- **Tony Buzan**, a British psychologist, popularized **mind mapping** as a tool for organizing thoughts and ideas.
- The **concept** of mind mapping was based on the idea of representing **knowledge** visually in a diagram, often starting from a central concept with related ideas branching out.
- Buzan promoted mind maps as a way to improve **memory**, **learning**, and **creativity**.

Both techniques have since become widely used in various fields such as **education**, **business**, and **problem-solving**.

Creative thinking and problem solving

Brainstorming and Mind Mapping are two popular techniques used for idea generation and organization.

1. Brainstorming:

Invented By: Alex Osborn

When: In the late 1930s (formalized in 1953)

- **Alex Osborn**, an advertising executive, coined the term “**brainstorming**” in his book *“Your Creative Power”* (1948).
- He developed brainstorming as a **group creativity technique** designed to encourage participants to share as many ideas as possible without fear of judgment or criticism.
- The core principle of brainstorming is **deferring judgment**—allowing all ideas to be considered, with the goal of fostering more creative and unconventional solutions.

Case Study

Case Study from AI & Design Thinking (AIDT) long Course

Parking Management System - Urban parking through shared spaces

Input - Prompt given to AI tool to refine design brief

I have come up with a design brief for the product which I wish to create. it is an airbnb for parking. **I have employed the 5W1H framework and put down my ideas as below. Can you help to refine my design in the relevant 5W and 1H.**

Who • The primary audience for this project are car owners in metropolitan areas who struggle with finding parking. The app, akin to Airbnb for parking, aims to connect drivers with available parking spaces listed by individuals and businesses.

What • The service is a parking app that allows users to locate and pre-book parking spots near their destination by the hour, improving convenience and reducing time spent searching for parking.

When • The app is designed for use whenever someone plans a trip to a location, allowing for pre-arrival booking of parking spaces.

Where • This app is especially useful in densely populated cities where parking is scarce.

Why • The app addresses the need for easier, more efficient parking solutions, providing peace of mind and saving time for users.

How • Property owners can list their available parking spaces on the app, specifying details like location, dimensions, and pricing. This not only increases parking availability but also encourages the use of alternative transportation options when parking is full.

Result – Design brief refined by AI tool

1. Who

- **Primary Audience:** Car owners, especially those in metropolitan areas with high vehicle density and limited parking availability.
- **Demographics:** Urban professionals, families, and frequent commuters aged 25–55, who own or drive vehicles and regularly visit shopping centers, offices, or residential areas.
- **Behaviors & Preferences:**
 - Struggle with finding parking spaces, especially during peak hours or in high-traffic areas.
 - Value convenience, time savings, and cost-effectiveness.
 - Comfortable using mobile apps for navigation, booking, and payments.
- **Empathy Lens:** Imagine a working professional trying to find parking near their office or a family visiting a mall on a weekend, both losing valuable time and facing frustration due to limited parking options.

Result – Design brief refined by AI tool

2. What

- **Product/Service:** A mobile application that connects car owners with available parking spaces in their vicinity.
- **Primary Features:**
 - Real-time suggestions for parking spaces nearby.
 - Ability to pre-book parking slots for specific time slots.
 - Integrated payment system for seamless transactions.
 - Parking space owners (malls, homeowners, businesses) can list their spaces, specifying dimensions, availability, and pricing.
- **Unique Value:** Enables users to save time, reduce stress, and plan trips better by securing parking in advance.

Result – Design brief refined by AI tool

3. When

- **Usage Contexts:**

- Daily use by commuters traveling to work or running errands.
- Special occasions like events, festivals, or shopping sprees when parking demand surges.
- Vacation periods when homeowners can rent out unused parking spaces.

- **Frequency:** Designed for frequent use, adaptable to both planned trips and spontaneous outings.

4. Where

- **Primary Environment:**

- Metropolitan cities with high vehicle density and limited parking infrastructure (e.g., Mumbai, New York, Tokyo).
- Areas with mixed-use developments like shopping malls, office complexes, and residential neighborhoods.

- **Cultural Context:**

- Urban populations accustomed to app-based services for convenience and mobility

Result – Design brief refined by AI tool

5. Why

- **Problem Addressed:**

- The inefficiency and frustration of finding parking in congested urban areas.
- Underutilized parking spaces in private properties.

- **Impact:**

- Reduces time spent searching for parking, leading to lower fuel consumption and reduced emissions.
- Provides peace of mind to drivers with pre-booked slots.
- Generates additional income for parking space owners.
- Encourages informed decisions about transportation, promoting public transport or ride-sharing when parking is unavailable.

6. How

Approach:

○ User-Friendly App Design:

- Simple interface for searching, booking, and paying for parking.
- GPS-enabled location services for real-time availability.

○ For Parking Space Owners:

- Easy registration process to list parking spaces with detailed specifications (dimensions, rates, availability).
- Flexibility to update availability based on personal needs (e.g., vacations).

○ Technology:

- AI-driven algorithms to suggest optimal parking spaces based on proximity, pricing, and user preferences.
- Secure payment gateways for hassle-free transactions.

○ Community Building:

- Incentives for users to list spaces (e.g., rewards, reviews).
- Transparent rating and feedback system for both users and parking space owners.

○ Scalability: Start with high-demand metropolitan areas and expand to tier-2 cities and suburban regions.

Input - Prompt for Brainstorming and Mindmapping AI tool

Problem Statement: Urban car owners face significant challenges in finding convenient, affordable, and secure parking spaces, leading to time wastage, increased stress, and inefficient use of existing parking infrastructure. The proposed mobile application aims to solve this problem by creating a two-sided marketplace that connects car owners with available parking spaces through real-time, technology-enabled solutions. By leveraging GPS, AI-driven recommendations, and a user-friendly interface, the platform will transform how metropolitan residents approach parking, turning an everyday frustration into a seamless, predictable experience.

Key Areas Needing Deeper Exploration:

1. **User Trust and Security:** Verification mechanisms for parking space owners; Safety protocols for both vehicle and payment security; Building credibility in a peer-to-peer parking marketplace
2. **Technical Infrastructure:** Developing robust real-time availability tracking; Creating accurate GPS-based matching algorithms; Designing scalable backend to handle concurrent booking requests
3. **Monetization and Economic Model:** Optimal commission structure; Pricing strategy that balances affordability for users and attractiveness for space owners; Incentive design to encourage platform adoption
4. **Regulatory Compliance:** Understanding local parking regulations in different metropolitan contexts; Developing legal frameworks for space sharing; Addressing insurance and liability concerns
5. **User Experience Optimization:** Intuitive app design for seamless booking; Personalization features; Feedback loops for continuous improvement

Result – Brainstorming using AI

- Visual of brainstorming



Three unique design approach derived by combining those keywords

- 1) A safe booking app which has background checks integrated
- 2) It is rewarding for both hosts and users ; it is a win-win
- 3) Personalised recommendations for a seamless experience.

Result – Mindmapping using AI



User persona created using AI



KARTHIK SEKHAR

AGE: 29
GENDER: Male
LOCATION: Bangalore
OCCUPATION: Consultant

ABOUT

Karthik Sekhar is a 29-year-old urban professional living in Bangalore, working as a senior consultant for a multinational technology firm. He resides in a modern apartment in Koramangala, a bustling tech hub, and owns a mid-range sedan. With an annual income of approximately ₹18,00,000, he represents the emerging urban middle-class professional segment in India's rapidly evolving metropolitan landscape.

LIFESTYLE

As a young professional, Karthik's life is characterized by constant movement, tight schedules, and a desire for efficiency. He typically starts his day early, attending client meetings across different parts of the city, and relies heavily on his car for professional and personal mobility. His lifestyle demands seamless transportation solutions that align with his fast-paced, technology-driven work environment.

PARKING FRUSTRATION TRIGGERS

- Wasting 20-30 minutes searching for parking before important client meetings
- Unexpected parking fees that disrupt his carefully planned monthly budget
- Anxiety about potential parking violations or vehicle safety
- Constant mental calculation of parking costs and time investments

KEY PERSONAL VALUES:

- Time efficiency
- Technological convenience
- Financial prudence
- Professional reliability
- Urban mobility intelligence

PSYCHOLOGICAL DRIVERS

Karthik is motivated by solutions that demonstrate:

- Instant gratification
- Transparent pricing
- Minimal cognitive load
- Professional-grade reliability
- Tech-enabled convenience

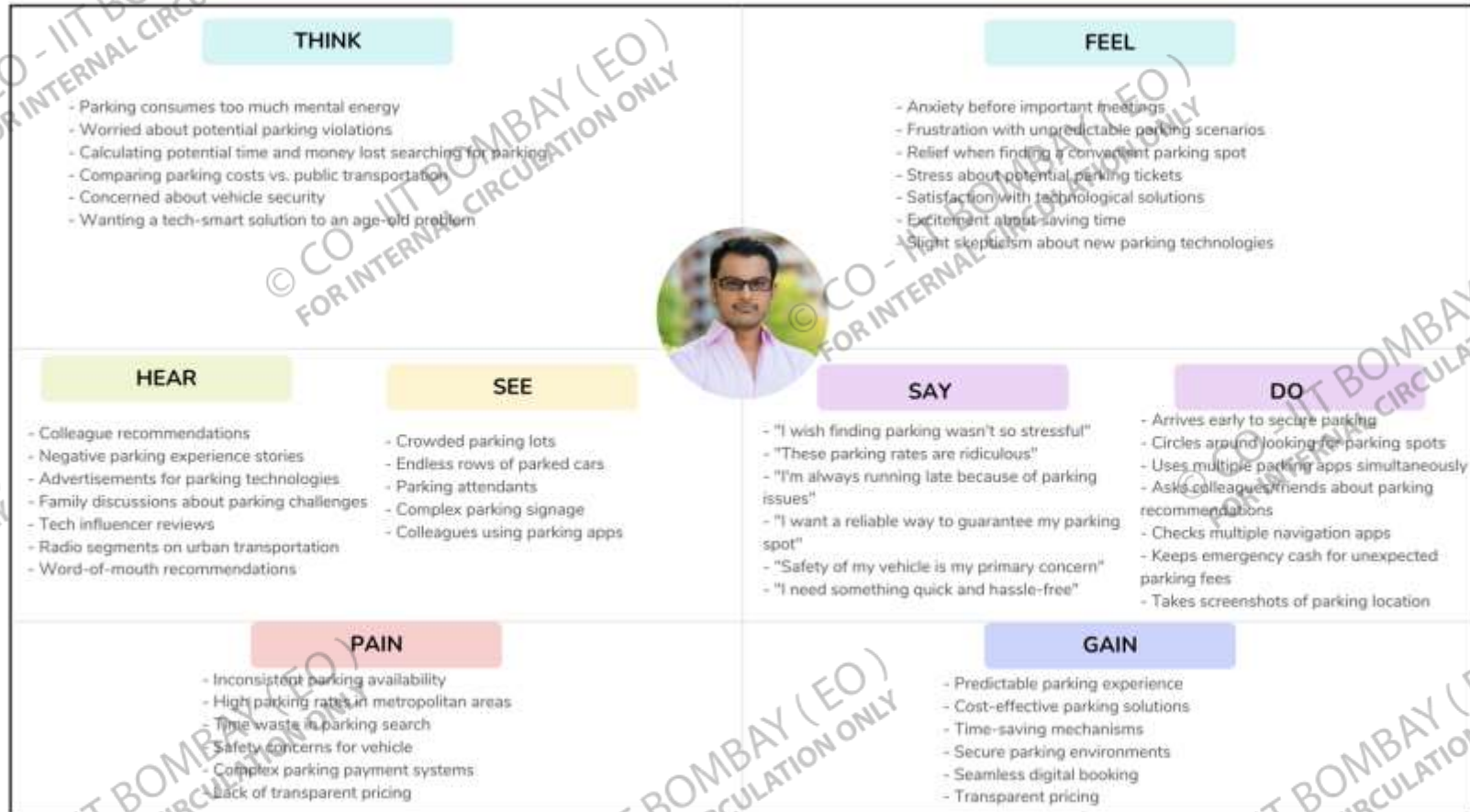
PAIN POINT

- Inconsistent parking availability
- High parking rates in metropolitan areas
- Time waste in parking search
- Safety concerns for vehicle
- Complex parking payment systems
- Lack of transparent pricing

INCOME AND SPENDING PROFILE

- Willing to pay for convenience
- Values quality over minimal cost
- Sees technology as an investment, not an expense
- Expects premium features for premium pricing

Empathy mapping using AI



Ideation using AI

- Ideation is a crucial part of design thinking. Our goal is to come up with as many viable ideas for our chosen topic.
- Reverse brainstorming with the help of ai tools for ideation



User Journey - Wireframe Screens generated using AI

1. Splash/Onboarding Screen

- App logo: Minimal, modern design
- Brand colors: Cool blue and urban gray
- Quick onboarding slides highlighting key features
- Social media/quick registration options

2. Home/Discovery Screen

- Full-screen map view
- Large, prominent search bar
- Instant location detection
- Quick filters:
 - * Price range
 - * Vehicle type
 - * Parking duration
- Nearby parking spots with instant pricing
- Bottom navigation with key menu items

3. Parking Spot Details Screen

- Detailed spot information
 - High-resolution spot image
 - Precise location map
 - Parking specifications
 - * Size
 - * Security features
 - * Price per hour
 - Availability calendar
 - Real-time spot availability indicator
- ## 4. Booking Confirmation Screen
- Clear booking details
 - QR code for parking entry
 - Estimated parking duration
 - Total cost breakdown
 - Parking address with navigation option

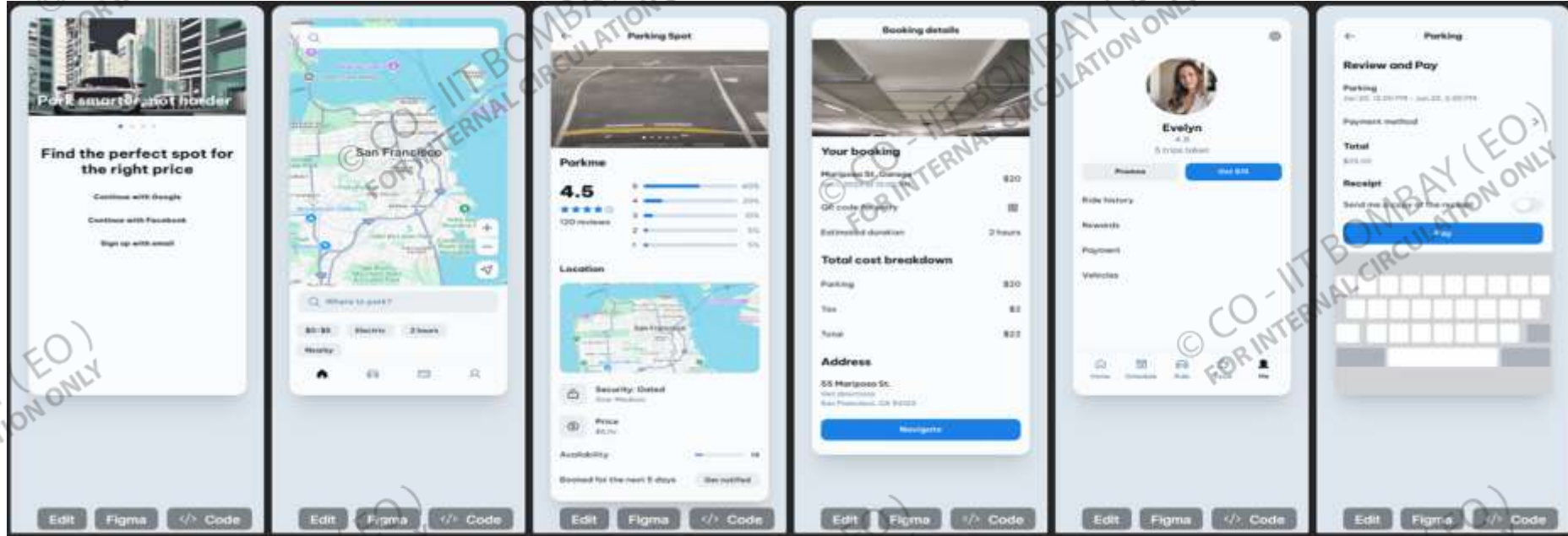
5. User Profile Screen

- Profile picture
- Personal information
- Booking history
- Rewards/Points dashboard
- Payment methods
- Vehicle information

6. Payment Screen

- Multiple payment options
- Transparent pricing
- Secure payment gateway integration
- Option to save payment method
- Instant receipt generation

Ui screens generated using AI



Prompt to create storyboard story using AI

Karthik Sekhar resides in a modern apartment in Koramangala, a bustling tech hub, and owns a mid-range sedan. He starts his day early, attending client meetings across different parts of the city, and relies heavily on his car for professional and personal mobility. His lifestyle demands seamless transportation solutions that align with his fast-paced, technology-driven work environment. For Karthik, parking is more than just finding a spot – it's about optimizing his most precious resource: time. Every minute spent circling a block or negotiating parking is a minute stolen from his professional productivity or personal relaxation. He's acutely aware that in Bangalore's congested urban landscape, parking isn't just a logistical challenge, but a significant source of daily stress. With the personal profile Karthik Sekhar above, can you make a story board narrative about his typical work day. He uses the Park Ease app to make the bookings and payments.

Prompt output:

Storyboard Narrative: A Day in Karthik Sekhar's Life

Title: "Navigating Urban Efficiency: Karthik's Seamless Mobility Journey"

Dawn (6:00 AM) [Scene: Modern Koramangala Apartment] Karthik's alarm chirps softly. He's already dressed in a crisp navy suit, his tablet displaying his day's packed schedule. Before leaving, he opens the ParkEase app, checking his upcoming meetings and potential parking challenges.

Morning Prep (6:30 AM) [App Interaction Screen]

- Quick app check reveals parking availability near his first client meeting
- Uses app's predictive algorithm to select optimal parking spot
- Books a premium parking slot near his first client's office in Indiranagar
- Receives instant confirmation with detailed parking instructions

Commute to First Meeting (7:15 AM) [Driving Scene]

- GPS integrated with ParkEase guides his route
- Real-time traffic updates help him optimize travel time
- App suggests alternative routes to avoid congestion
- Parking spot countdown begins as he approaches destination

First Client Meeting Arrival (8:00 AM) [Parking Interaction]

- Approaches designated parking spot
- Uses in-app QR code for contactless check-in
- Automated payment processed seamlessly
- Receives confirmation and parking duration details

Mid-Morning Movement (11:00 AM) [Inter-City Travel]

- Quick transition to next client meeting in Whitefield
- App pre-books next parking slot
- Suggests best route considering real-time traffic
- Provides estimated arrival time and parking availability

Lunch Break Strategy (1:00 PM) [Commercial District]

- Uses ParkEase to find parking near a quick lunch spot
- Selects a verified, secure parking location
- Opts for valet service to save time
- Receives real-time updates about vehicle status

Afternoon Client Engagement (3:00 PM) [Business District Parking]

- Arrives at a corporate complex
- Uses app's corporate parking integration
- Seamless check-in with company's pre-approved parking zone
- Receives notification about parking duration and cost

Evening Networking Event (6:30 PM) [Evening Social Scenario]

- Attends a professional networking event
- Uses ParkEase to find parking in a busy commercial area
- Selects a spot with additional security features
- Receives push notification about vehicle safety

Return Home (8:00 PM) [Nighttime Urban Landscape]

- Navigates back to Koramangala
- App provides night-time parking recommendations
- Selects a secure parking spot near his apartment
- Completes day's parking transactions

Night Reflection (9:00 PM) [Personal Dashboard]

- Reviews daily mobility statistics in app
- Checks total time saved through intelligent parking
- Views carbon emission savings
- Accumulates reward points for efficient parking choices

Karthik's Reflection: "ParkEase isn't just an app. It's my urban mobility partner, transforming my daily commute from a challenge to a seamless experience."

Potential Marketing Tagline: "ParkEase: Your Time, Your City, Your Control"

Storyboarding using AI

NAVIGATING URBAN EFFICIENCY: KARTHIK'S SEAMLESS MOBILITY JOURNEY



The modern Koramangala apartment is visible, with KARTIK sitting at a table, his tablet open in front of him.

KARTIK: (no dialogue at this moment)



KARTIK checks his tablet, focused on the ParkEase app, a slight frown on his face as he reviews his schedule.

KARTIK: (no dialogue at this moment)



The app interface fills the screen, displaying a map with available parking spots highlighted in Indiranagar.



A wide shot of a car driving down a busy street, with the city skyline in the background.



Inside the car, the DRIVER glances at the GPS screen, which displays real-time traffic updates.

DRIVER: Let's see the best route to avoid congestion.



A PARKING LOT is shown, with several cars and a clear sky above.



A bustling cityscape is visible, showcasing the busy streets and tall buildings as cars move in and out.



A bustling commercial district with people walking and cars passing by, showcasing the vibrant atmosphere of the city.



A panoramic view of the bustling business district, showcasing the corporate complex and parking area.



The bustling commercial area is filled with people networking under the evening lights, with a large banner for the event visible in the background.



A panoramic view of the urban landscape at night, with city lights twinkling and a hint of movement in the streets below.



The PERSONAL DASHBOARD is illuminated in the dark room, displaying various mobility statistics.

Enhancing Workplace Morale with AI-Driven Recognition: The Recognition Plus Initiative

Project Definition *(Self Generated)*

Purpose: Recognition Plus aims to address the challenge of insufficient and untimely recognition in the workplace, which negatively impacts employee motivation and morale. By leveraging AI, the platform will enable managers and peers to acknowledge achievements in real-time while fostering a culture of appreciation.

Context: Employee recognition has been shown to improve engagement, retention, and productivity. However, traditional methods of recognition are often delayed, inconsistent, or biased. Recognition Plus will use AI-driven insights, gamified rewards, and leaderboards to ensure recognition is timely, equitable, and impactful.

Desired Outcome:

Foster a culture of timely recognition across all levels of the organization.

Increase employee satisfaction and motivation by making appreciation more accessible and frequent.

Boost participation in recognition activities through gamification and leaderboard-driven incentives.

Overall Goals: Create an intuitive, AI-powered platform for employee recognition.

Integrate gamified elements like badges, points, and leaderboards.

Ensure platform adoption across departments with high engagement levels.

Key Deliverables: AI-driven recognition engine.

Gamification features (badges, leaderboards, rewards).

User-friendly mobile and web interfaces.

Integration with existing HR tools.

AI generated - Design Brief - IDEA Framework

Identify the Problem: In many workplaces, employees don't get recognized enough for their hard work, and when they do, it's often too late. This lack of timely recognition can really hurt their motivation and overall morale.

Define the Need: Recognition Plus will tackle this issue by using AI to help managers and peers quickly and consistently acknowledge their team's achievements. This not only boosts morale but also helps build a supportive and appreciative company culture.

Explore Possible Solutions: We'll explore how AI-driven insights can help spot achievements that deserve recognition. By adding gamified elements like rewards and leaderboards, we aim to make the process engaging and equitable. We'll look into various types of rewards and how they can be integrated seamlessly into the daily workflow.

cont.

AI generated - Design Brief - IDEA Framework

Act on the Plan: We'll develop an intuitive, AI-powered platform that's easy for everyone to use. This platform will include:

- An AI engine to identify and suggest recognition opportunities.
- Gamification features like badges, points, and leaderboards to make recognition fun and visible across the organization.
- User-friendly mobile and web interfaces for accessibility anywhere.
- Integration capabilities with existing HR tools to streamline processes.

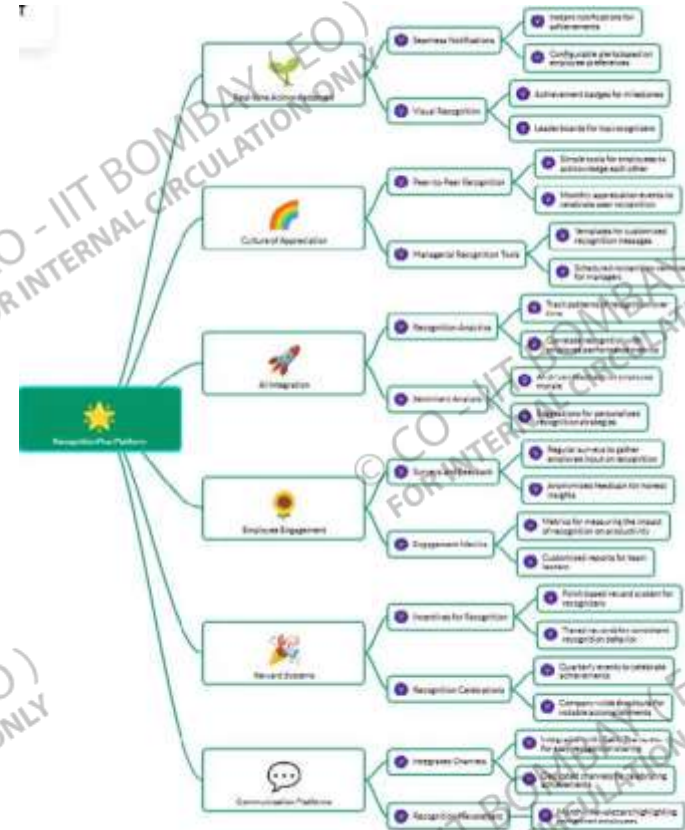
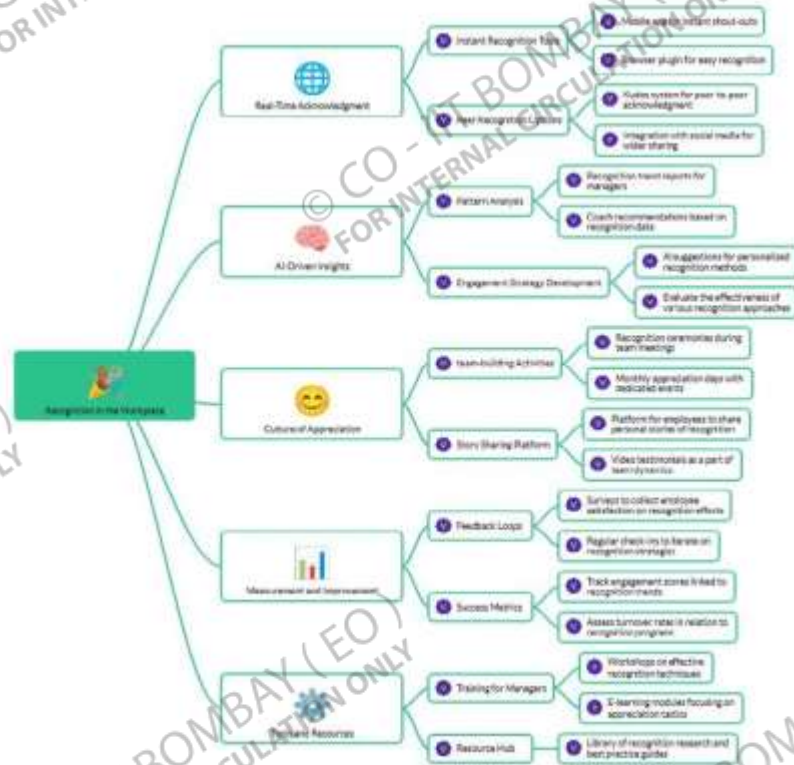
Look Back and Evaluate: After launching Recognition Plus, we'll monitor how it's being used and the impact it has on employee satisfaction and engagement. We'll gather feedback to make improvements and ensure the platform continues to meet the needs of all users, helping to foster a culture of timely and impactful recognition.

Input - Prompt for Brainstorming and Mindmapping

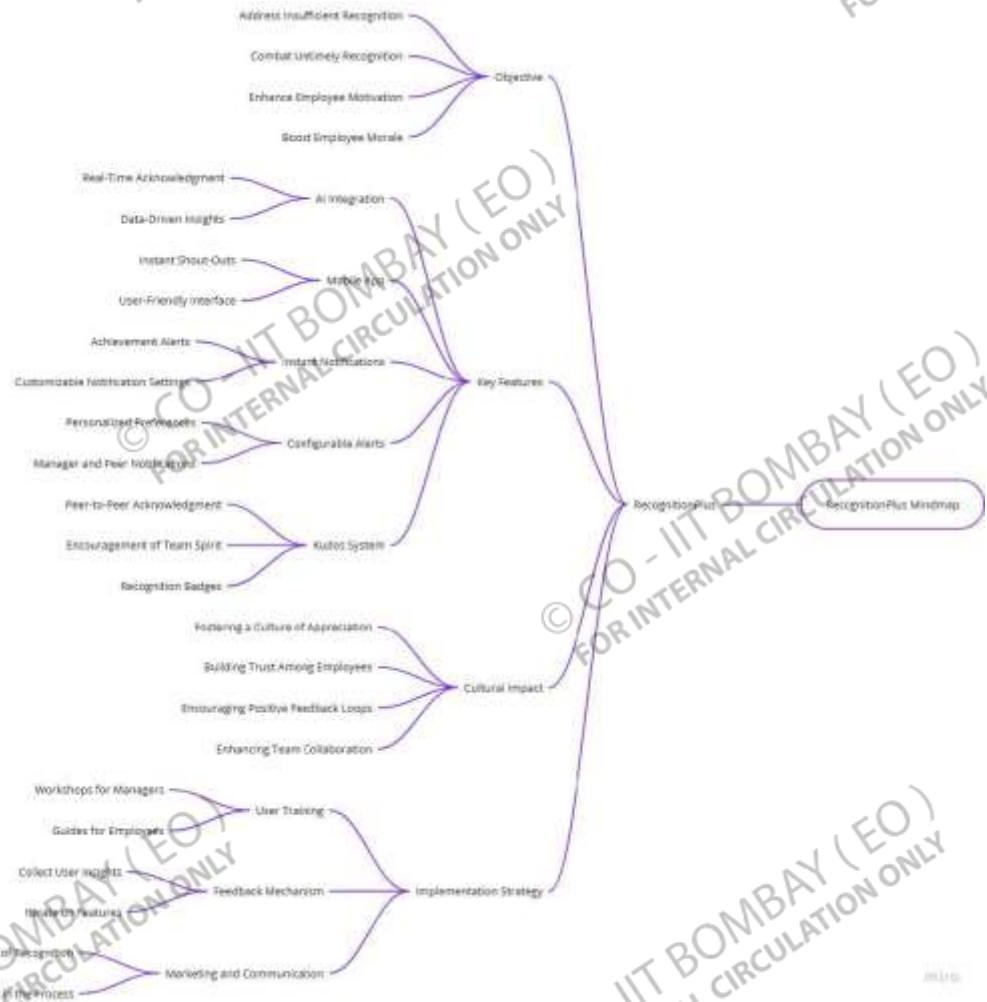
Summary, Scope & Key Areas for Deeper Exploration The project aims to address the lack of timely recognition in the workplace, which negatively impacts employee motivation. The solution facilitates peer and manager recognition, integrated with gamified rewards and leaderboards. Key areas requiring deeper exploration include the timing of recognition, user preferences for reward mechanisms, and overcoming biases in reward allocation.

Traditional systems often only focus on top-down recognition, leaving peer-to-peer appreciation underutilized. Many platforms lack personalized recognition, failing to consider individual preferences and achievements, which can lead to disengagement. Existing solutions also tend to fail to provide real-time visibility or address fairness concerns, offering an opportunity for improvement in these aspects.

Output - Brainstorming using AI



Output - Mind Mapping using AI tool



User persona using AI

Ravi Sehgal



Job Title

Senior Consultant

Age

28 Years

Highest Level of Education

MBA

Social Networks



Industry

Financial Services

Organization Size

3000 Employees

Preferred Method of Communication

WhatsApp

Goals or Objectives

1. Learn broader set of skills.
2. Build and lead a team.
3. Build strong network with clients.

Biggest Challenges

1. Specific/narrow expertise at work
2. Lack of a connect with the team and clients.

Key Motivations

1. Feeling of making a difference at work.
2. Solving new challenges.
3. Learn new skills.

Frustrations

1. Difficulty in small talk with colleagues and clients.
2. Lack of colleagues who understand & appreciate his work.

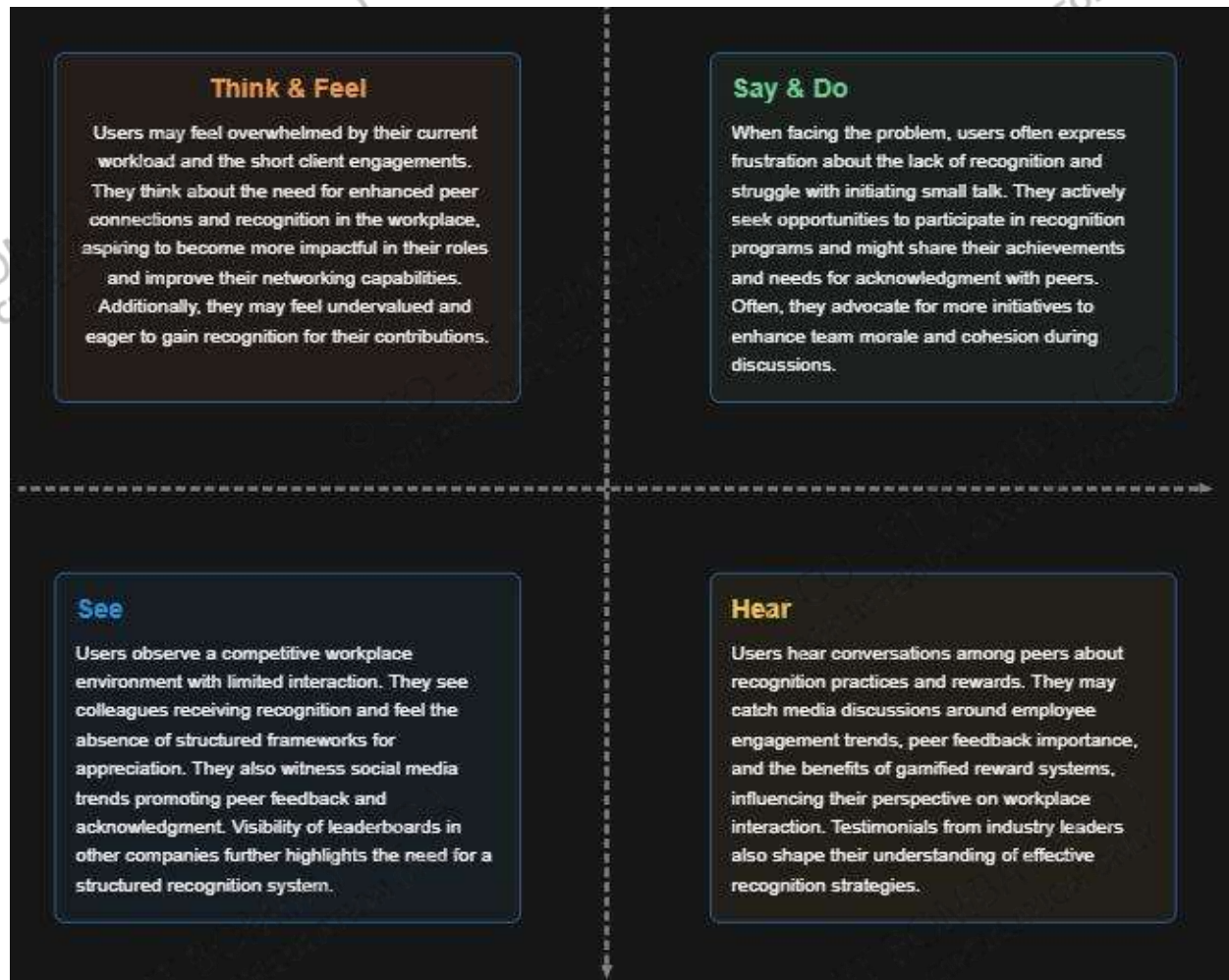
Pain Points

1. Works with a client for less than 3 months - for too short a while.
2. Not enough time to work on skill development.

Lifestyle

Loves travelling, even if it is for work.
Lives in his hometown with his parents.
Voracious reader of fiction.

User persona using AI



Ai tool driven Ideation using AI

Prompt #1 - An innovative, inclusive and AI-driven recognition app for employees, where one can recognize the efforts of their team members and other colleagues. It should have parameters of recognition and leaderboard. Elements of gamification (features such as badges and rewards) should make it lucrative for the employees to go ahead and recognize others.

User-friendly mobile and web interfaces.

Integration with existing HR tools.

Ai tool driven Ideation using AI

Response #1:

Recognition Quest Adventures

Create team-based quests where recognizing colleagues unlocks storylines and virtual adventures. Employees earn badges and rewards by completing quests, encouraging collaboration and frequent recognition, while fostering a fun and engaging work environment.

Detailed Key Idea:

- **Team-Based Recognition Quests** – Employees unlock virtual storylines by recognizing peers, fostering collaboration and engagement.
- **Gamified Progression** – Completing recognition quests earns badges, experience points, and rewards.
- **Interactive Virtual Adventures** – Recognition milestones trigger fun challenges and themed adventures.
- **Encouraging Frequent Engagement** – Continuous participation in quests strengthens team bonding and workplace appreciation culture.

Prompt #2 - Design a cutting-edge, inclusive, and AI-powered employee recognition platform that not only allows team members to acknowledge each other's efforts but also provides detailed analytics on recognition patterns. The platform should include:

Advanced Recognition Parameters: Define specific criteria for recognition, such as innovation, teamwork, leadership, and customer satisfaction. **Comprehensive Leaderboard:** Develop a dynamic leaderboard that tracks and displays recognition trends over time, highlighting top contributors and teams. **Enhanced Gamification Features:** Incorporate advanced gamification elements like tiered badges, customizable rewards, and recognition milestones to motivate employees. **User-Centric Interfaces:** Create intuitive and accessible mobile and web interfaces that ensure a seamless user experience for all employees. **Deep Integration with HR Tools:** Ensure robust integration with existing HR systems to streamline data flow and enhance overall HR operations. **AI-Driven Insights:** Utilize AI to provide actionable insights and recommendations on improving team dynamics and employee engagement based on recognition data. Additionally, consider how the platform can support remote and hybrid work environments, ensuring inclusivity and engagement across different work settings.

Response #2:

AI-Driven Recognition Analytics - Develop AI algorithms to analyze recognition trends and identify patterns, such as the most frequently recognized employees, popular recognition categories, and peak recognition times. Use these insights to generate detailed reports, enhancing recognition strategies.

AI-Driven Recognition Insights - Develop an AI-powered analytics dashboard that provides insights into recognition patterns, identifying trends and areas for improvement. Use machine learning to suggest personalized recognition strategies for each team, enhancing engagement and motivation.

AI-Driven Recognition Insight Hub - Create an AI-powered analytics hub within the platform that identifies recognition trends, highlights top performers, and suggests potential recognition opportunities based on data patterns, fostering a culture of continuous appreciation.

Detailed Key Idea:

- **AI-Driven Trend Analysis** – Advanced algorithms track recognition patterns, highlight top performers, and identify peak recognition periods.
- **Personalized Recognition Strategies** – Machine learning suggests tailored recognition approaches based on team dynamics and engagement levels.
- **Comprehensive Analytics Dashboard** – Real-time insights into recognition trends, popular categories, and impact measurement.
- **Recognition Insight Hub** – AI-powered data hub providing automated reports, predictive analysis, and strategic recommendations for continuous employee appreciation.

Visualization via AI Tools

Recognition input page

The image displays three sequential screens of a mobile application designed for recognizing colleagues.

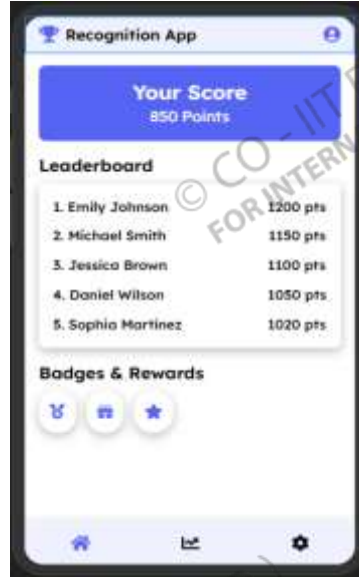
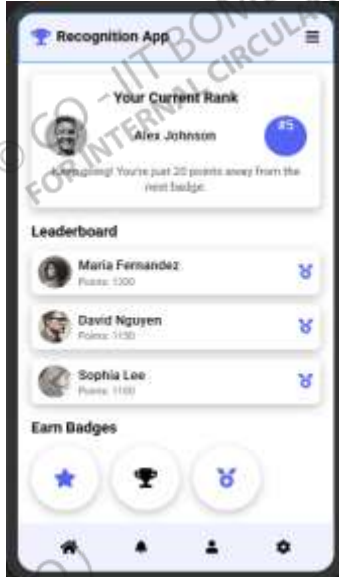
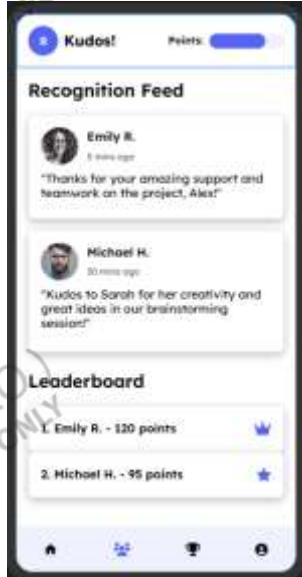
- Screen 1: Recognize a Colleague**
 - Header: KudosApp
 - Section: Recognize a Colleague
 - Text: Choose your method of feedback:
 - Form: Type your message
 - Text: Select recipient
 - Form: Feedback Type (Positive, Negative)
 - Buttons: Record Voice Message, Upload Photo
 - Form: Recognition Parameters (slider)
 - Form: Anonymous Feedback (toggle)
 - Bottom: View Leaderboard
- Screen 2: Recognize Your Teammates**
 - Header: Recognize Your Teammates
 - Text: Let your teammates know their work is valued. Add a note or snap a photo to celebrate their effort.
 - Form: What's happening? (Add a note, photo, or voice message)
 - Form: Select an award (Choose from the most common awards)
 - Form: Give points (Reward with points)
 - Form: Share with all (Make it public)
 - Button: Send Recognition
- Screen 3: Give recognition**
 - Header: Give recognition
 - Text: It's important to recognize people in a specific way for their hard work.
 - Form: Name
 - Form: Good job
 - Form: Teamwork
 - Form: Innovative
 - Form: Share more details...
 - Buttons: Next: Add an image, Preview

Prompt: Imagine you are one of the best mobile app UI/UX designers in the world. Help me create specific mobile UI for an application and the functions mentioned below:

An innovative, inclusive and AI-driven recognition app for employees, where one can recognize the efforts of their team members and other colleagues. It should have parameters of recognition and leaderboard. Elements of gamification (features such as badges and rewards) should make it lucrative for the employees to go ahead and recognize others. It should have user-friendly interfaces.

Help me create the input page for the user to provide the recognition to their peers. The input could be in the form of text or image or voice. Provide a field to also fill in some parameters of recognition

Leaderboard

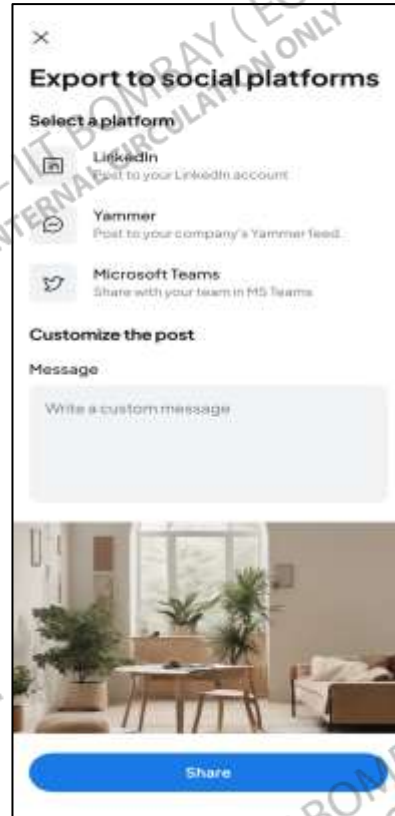


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Help me create the leaderboard page for the user with "my score" and "ranking". It should have a list of multiple employees, different types of badges and the aggregate score of the user.

Recognition export to social media platforms

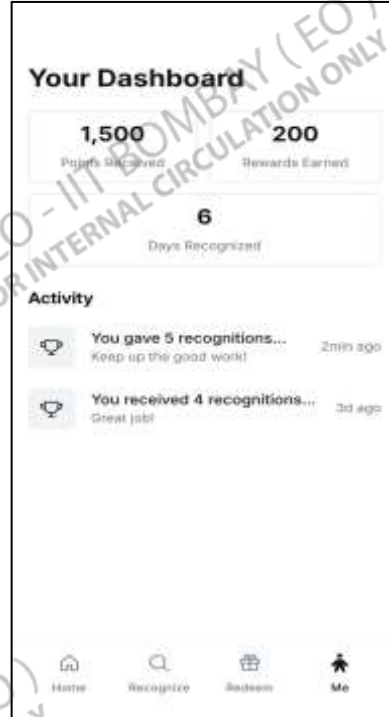
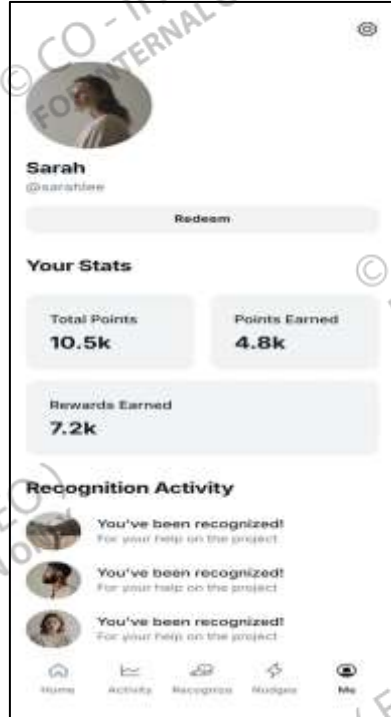


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Help me design a page that will help the user export their review to social media sites like - LinkedIn / Yammer / MS Teams.

Personal Dashboard

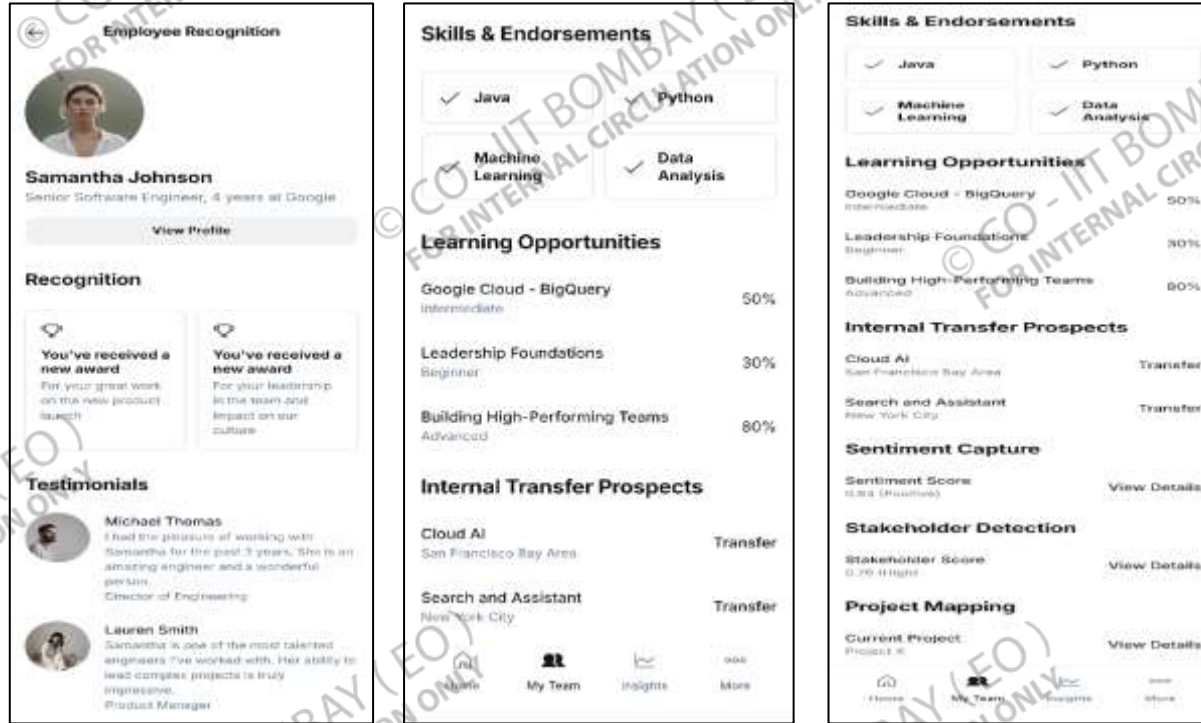


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Help me design a Personal Dashboard for this app where the employee can check their total points received from others, total rewards for providing recognition

HR Insights Dashboard



Prompt: Imagine you are one of the best mobile app UI/UX designers in the world. Help me create specific mobile UI for an application and the functions mentioned below:

An innovative, inclusive and AI-driven recognition app for employees, where one can recognize the efforts of their team members and other colleagues. It should have parameters of recognition and leaderboard. Elements of gamification (features such as badges and rewards) should make it lucrative for the employees to go ahead and recognize others. It should have user-friendly interfaces.

Help me design an HR Managerial dashboard, which would use the data from these recognitions and testimonials across the organization to map Skill-set, check endorsements, learning opportunities, internal transfer opportunities for different employees in the organization. Also, add these elements - Sentiment capture, stakeholder detection, and project mapping for HR analysis.

Storyboard story generated using AI tool

Morning Work Session (9:00 AM) [Office Desktop Scene]

- A young man with dark hair, dressed in a blue shirt, sits at a cluttered office desk surrounded by stacks of papers and a large computer screen, deeply focused on his work.

Positive Feedback (10:30 AM) [Smartphone Interaction Screen]

- The same man receives a notification on his smartphone, which he views with a subtle smile. The message reads: "You've managed to accumulate 85 points!"

Sharing Progress (11:15 AM) [App Sharing Scene]

- Two colleagues, one the dark-haired man from earlier and another with lighter skin and short hair, share the screen of a smartphone excitedly, viewing a new app feature or milestone.

Casual Work From Home (2:00 PM) [Home Office Scene]

- A different scene shows a man with light brown hair working from a home office on his laptop, with a tidy desk and a bright, airy window behind him.

cntd.

Storyboard story generated using using AI tool

Creative Session (3:30 PM) [Creative Desktop Scene]

- A young woman with shoulder-length dark hair sits at a home office desk adorned with plants, focusing on a colorful design project on her desktop computer.

Team Presentation (5:00 PM) [Conference Room Scene]

- A diverse group of people in a conference room watch a presentation. The focus is on the digital screen displaying vibrant charts and data analysis.

Storyboarding using AI



The office is cluttered with papers and empty coffee cups, showing a typical work environment.



The mobile phone screen lights up with a notification: 'You've recognized for teamwork! +50 points!'



The office is brightly lit, with a large screen displaying the app interface showing a leaderboard, kudos feed, and recognition dashboard.



The OFFICE is bright and modern, with a large window letting in daylight and a leaderboard displayed on a screen in the background.



The remote employee's home office is visible, with a desk, computer, and a cozy atmosphere.



The MANAGER sits at a desk, focused on the AI-powered analytics dashboard displaying various graphs and metrics.

MANAGER: Let's see how our recognition trends are performing.



The office is bustling with employees gathered around a large screen displaying the leaderboard.

Enabling Vision: Designing Inclusive Educational Solutions for Children with Visual Impairments in Rural Schools

Initial design brief Prompt

(who, why, what, where, when, how)

Ved a 6 year old kid from financially weak background living in a small remote village in Maharashtra lost 80% of his visual sight due to some medical condition. Due to his financial situation and location, it's not possible for him to go to school for special kids. He visits the government ZP primary school in his village like every other kid in village and learns with them in a traditional way. That is difficult for him. Design a solution with which ved can learn in the same school with all other kids to make learning of all subjects easy and get education he deserves There is need for inclusive educational solutions for him to participate actively in lessons, engage with educational materials, and collaborate with classmates, without the need for specialized schools or expensive systems. These solutions must be simple, adaptable to the existing classroom setup, and tailored to the child's unique learning needs, ensuring they have the same opportunities to learn and grow as their peers despite financial and infrastructural limitations.

Refined Prompt using AI

Design a product based on this brief

Who:

Target User: Ved, a 6-year-old child from a financially disadvantaged background in a remote village in Maharashtra, with 80% visual impairment.

Secondary Users: Classmates, teachers, and school administrators at the ZP Primary School, who will be involved in the learning environment and will benefit from the inclusive approach.

What:

Problem: Ved faces significant challenges in traditional classroom learning due to his visual impairment, limited access to specialized education, and financial constraints.

Solution Objective: To design an inclusive learning solution that enables Ved to actively participate in classroom activities, engage with educational materials, and collaborate with peers without the need for specialized schools or expensive systems.

Refined Prompt using AI

When:

The solution needs to be implemented as soon as possible to ensure Ved receives an equal opportunity to learn alongside his peers, within the academic year.

Where:

ZP Primary School, a government school in a rural area of Maharashtra, where Ved and his peers learn in a traditional classroom setup without access to advanced technology or infrastructure.

Why:

The current learning environment is not adapted to Ved's needs, and his potential for education is being hindered by his visual impairment and the lack of appropriate educational tools.

Purpose: To provide Ved and other children with disabilities in similar contexts a way to receive an equitable education within the existing school setup, promoting inclusion, accessibility, and equal opportunities for all students, regardless of their financial background.

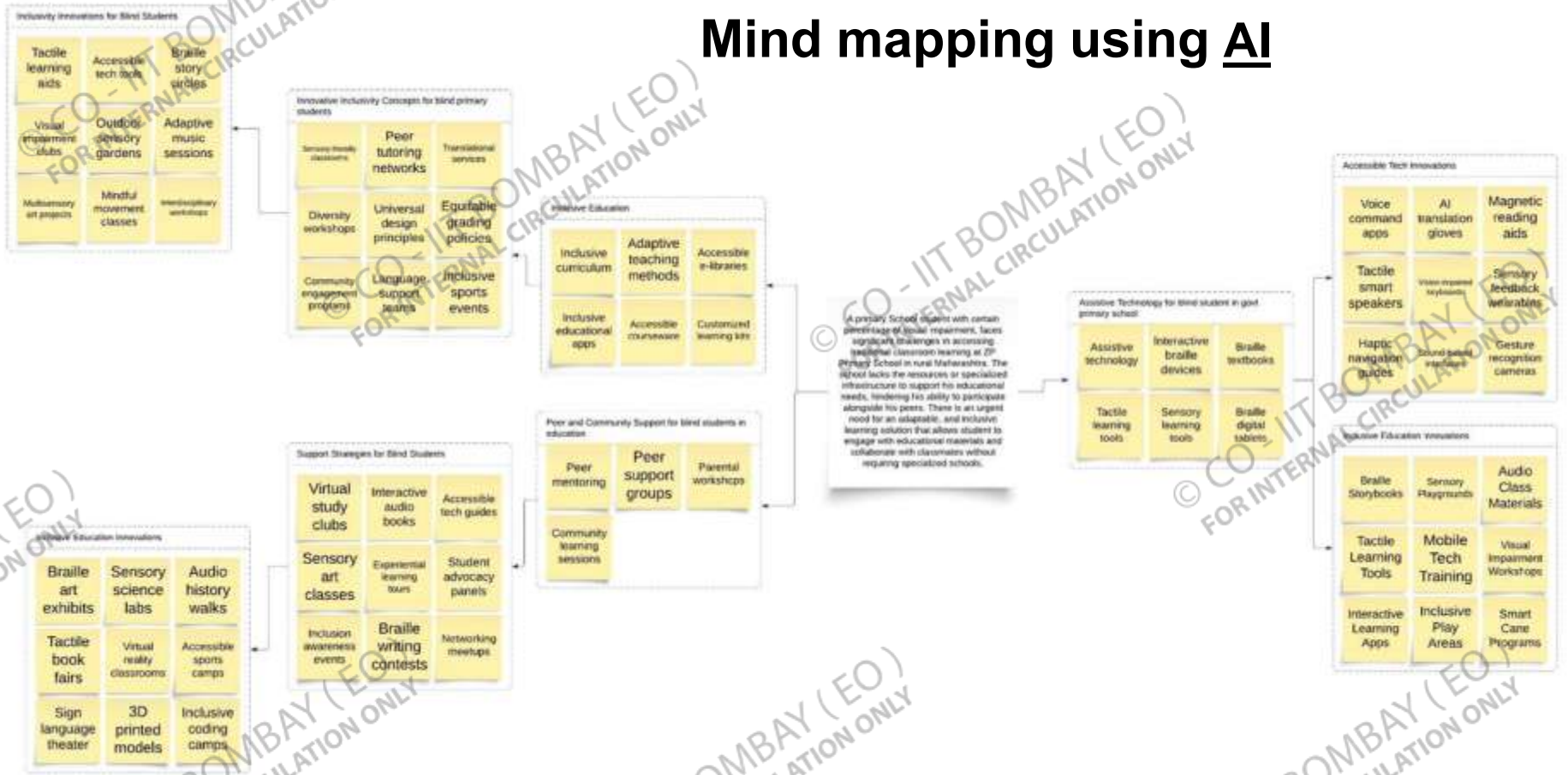
with human creativity

Prompt for brainstorming and mindmapping

Problem Statement A visually impaired primary school student in rural Maharashtra struggles to access traditional classroom learning due to a lack of resources and specialized infrastructure. There is an urgent need for an affordable, inclusive solution to enable active participation and collaboration in the existing educational setup.



Mind mapping using AI



Empathy mapping using AI

Think & Feel

• Thoughts: Ved often thinks about how he can overcome his visual impairment to succeed in school. He wonders about the possibilities of learning new skills that can help him become more independent.

Feelings: He feels determined and hopeful about his future, despite the challenges. However, there are moments of frustration and sadness due to the lack of resources and support.

Say & Do

Say: Ved expresses a strong desire to learn and participate in school activities. He often talks about his dreams of becoming successful and independent.

Do: He actively engages in class, tries to make the most of the available resources, and seeks help from teachers and peers when needed. Ved also practices skills at home to improve his learning.

See

External Factors: Ved sees a lack of specialized educational resources and support for visually impaired students in his rural area. The school environment is not fully equipped to cater to his needs, which sometimes makes learning challenging.

Influences: The supportive attitude of his family and some teachers who encourage him to keep trying despite the odds.

Hear

• Peers: Ved hears mixed messages from peers: some are supportive and encouraging, while others may not fully understand his challenges.

Media & Society: He hears stories of successful individuals with disabilities, which inspire him. However, societal attitudes sometimes reflect a lack of awareness and support for people with disabilities.

• Family: His family often reassures him of their support and encourages him to pursue his education and dreams.

User Persona Using AI



Goals:

Specific Goals:

- Attend school like a normal student despite visual impairment.
- Achieve basic literacy and numeracy skills to keep up with classmates.

Aspirational Personal Goals:

- Gain confidence and self-sufficiency in educational activities.
- Be perceived as an equal among peers, not limited by his disability.

USER PERSONA

Ved Gaikwad

6

Kasara-Dumala,
Sangamner

Student

Ved is a boy from rural Maharashtra with 80% visual impairment. Unable to attend a specialized school due to the lack of nearby options, he is enrolled in a local government school. Despite limited resources and financial constraints, Ved is determined to excel academically and gain independence while navigating the challenges of his environment.

Pain Points and Challenges:

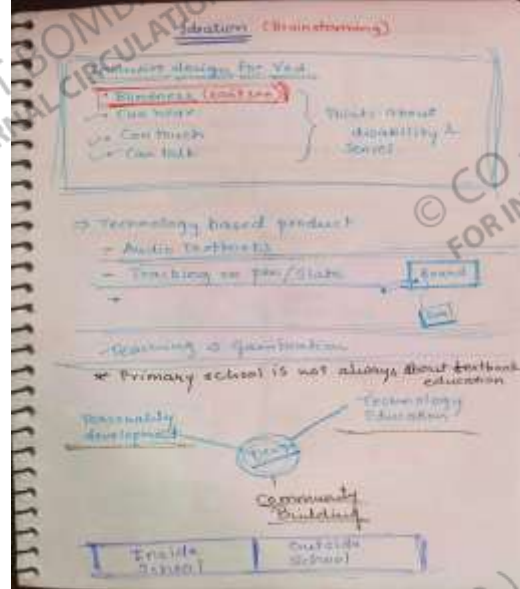
Acute Pain Points:

- Difficulty in accessing standard educational materials due to his visual impairment.
- Lack of specialized support, such as trained teachers or accessible teaching aids, in the government school.
- Social isolation stemming from limited participation in activities like play or group projects.
- Limited awareness among educators and peers about how to support visually impaired students inclusively.

Frustrations with Existing Tools:

- Insufficient access to assistive technologies like Braille devices, tactile learning tools, or screen readers.
- Reliance on outdated or generalized materials that do not cater to his specific needs.
- Overdependence on verbal instructions, which can make complex concepts harder to grasp.

Ideation Using AI tool



Title: Touch & Learn – Braille-Synced Drawing Slate

This idea helps visually impaired children understand drawings through touch. When a teacher or student draws on the classroom board, the same movements are synced onto a Braille slate in front of the child.

For example, if the teacher draws an apple on the board, the child can feel its shape on the slate in real time. This allows them to "see" through touch, making learning more interactive and inclusive.

Ideation 1

I am designing a **Tactile-Synced Foldable Tablet** that allows him to **feel drawings in real-time** as they are drawn on the classroom board.

How It Works:

A **small tracking device** is attached to the teacher's **whiteboard marker** to sync movements.

The tablet has **two sides**:

- **A digital screen** for basic interactions.
- **A tactile slate** that raises dots to form shapes drawn on the board.

When teaching mode is activated, Ved can **touch and understand** the lesson through tactile learning.

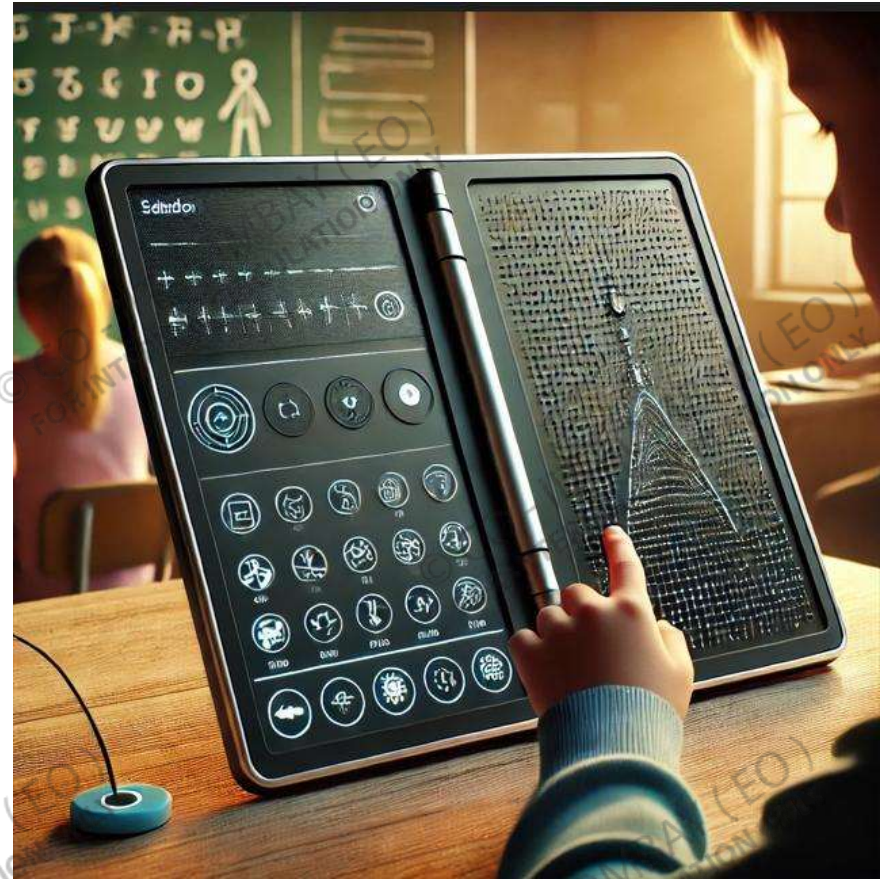
The device is **portable, cost-effective, and easy to use**, ensuring **inclusion without expensive infrastructure changes**.

Visualization

Using AI tool

Prompt

Create image of foldable tablet, in which one side is digital screen for the digital use and second side is like a slate with a dotted surface which can be sync to blackboard and will raise the dots to replicate image on blackboard it will have bluetooth connection with a tracking device that can be attached with chalk or board marker



UI Using AI

Prompt

Design an app for tablet for 6 year old student with visual impairment to study. it can have audio textbooks and features to boost his confidence and other basic school skills. He can access his school studies with his voice and will also receive an answer in form of sound



Storyboard Prompt Generated using AI

Storyboard: Touch & Learn – Pen-Synced Tactile Tablet

This storyboard visually explains the **problem Ved faces, the introduction of the pen-synced Tactile tablet, and its impact on his learning experience.**

Problem Frames: Challenges Ved Faces in the Classroom

Frame 1: Ved Struggles to Learn in a Traditional Classroom



Location: ZP Primary School, Rural Maharashtra

- Ved, a 6-year-old visually impaired boy, sits at his wooden desk, listening as the teacher explains a lesson.
- The teacher draws an apple on the blackboard and asks students to describe its shape.
- Other students eagerly respond, while Ved looks confused and unable to participate.
- His hands touch his textbook, but without Tactile or tactile support, he struggles to understand.

Frame 2: Feeling Left Out



Location: Classroom, Ved's Perspective

- Ved hears his classmates discussing the drawing, but he cannot visualize it.
- He remains silent, feeling isolated as he cannot contribute to the discussion.
- The teacher notices Ved's struggle and thinks of a way to help him.

Solution Introduction: The Pen-Synced Tactile Tablet

Frame 3: Teacher Introduces the Device

 *Location: Teacher's Desk*

- The teacher gathers the class and introduces a **Pen-Synced Tactile Tablet** designed to help Ved feel drawings through touch.
- The tablet syncs in real-time with whatever is drawn on the blackboard.
- Ved and his classmates look at it curiously, excited to see how it works.


Frame 4: Attaching the Device to the Marker Pen

 *Location: Blackboard, Close-Up of Teacher's Hands*

- The teacher clips a **small tracking device** onto the whiteboard marker.
- The tablet screen displays: "**Teaching Mode Activated.**"
- Ved sits with the tablet in front of him, waiting to experience the lesson in a new way.

Implementation: Ved Uses the Tablet to Learn Shapes

Frame 5: The Teacher Draws a Shape

 *Location: Classroom, Teacher at the Blackboard*

- The teacher starts drawing a **circle** on the blackboard.
- The tracking device sends the movement data to Ved's **Touch tablet**, which creates a raised **tactile outline of the circle** in real time.
- Ved reaches out and touches the lines on the tablet.

Frame 6: Ved Understands the Shape Through Touch

📌 *Location: Ved's Desk, Close-Up of His Hands on the Tablet*

- Ved slowly traces the **raised outline of the circle** with his fingers.
- A smile appears on his face as he understands the shape for the first time through touch.
- The teacher asks, “**Ved, can you tell us what shape this is?**”
- Ved confidently replies, “**It's a circle!**”
- His classmates cheer for him, happy that he can now learn along with them.

Frame 7: Peer Collaboration and Fun Learning

📌 *Location: Classroom, Group Activity in Progress*

- One student describes an object while another draws it on the board.
- He confidently guesses, “**It's a triangle!**”
- His classmates clap, excited that Ved is participating in the lesson like everyone else.

Ending: Ved's Independence and Confidence Grows

Frame 8: Teaching Mode Deactivation

📍 *Location: Blackboard, Teacher Removing the Device*

- The teacher finishes the lesson and removes the **tracking device from the marker pen.**
- The tablet screen displays: "**Teaching Mode Deactivated.**"
- Ved now understands the lesson, feeling **more confident and engaged in class.**

Frame 9: Ved Leaves School with His Tablet

📍 *Location: School Entrance, End of the Day*

- Ved walks out of school, holding his Tactile tablet **proudly in his hands.**
- His classmates walk alongside him, discussing what they learned.
- The sun sets in the background, symbolizing **a new beginning for Ved's learning journey.**
- He smiles, knowing that he **can now learn just like everyone else.**

Storyboarding using AI



The classroom is filled with eager students, desks arranged neatly, and the TEACHER stands at the blackboard drawing an apple.

TEACHER: Can anyone describe the shape of this apple?



VED sits at his wooden desk, his hands touching the textbook, looking confused as other students eagerly respond.

Ved: How will I understand it. I can't see anything.



in zp classroom. The teacher is worried how to make ved understand the shapes. and she is thinking about how to deal with ved's education. ved is sad sitting with all classmates



The TEACHER stands at the front of the classroom, holding the Pen-Synced Braille Tablet, while the students, including VED, gather around with curious expressions.

TEACHER: Today, I want to introduce you to a special tool.



The classroom is filled with students, with VED at his desk, focused on the raised outline of a circle.



The classroom is filled with students, some seated at desks while others are focused on the board where a student is drawing.



The classroom is filled with students, and the TEACHER stands at the blackboard, finishing the lesson.

TEACHER: And that's how we solve the equation.



VED walks out of the school entrance, holding his new tablet proudly in his hands, with classmates surrounding him, and the sun setting in the background.

I am just equal as everyone else in classroom now



VED leans forward, eyes wide with excitement as he watches the TEACHER demonstrate the tablet syncing with the blackboard.

TEACHER: This tablet will help VED feel the drawings through touch.



The classroom is filled with students, with a focus on the TEACHER standing at the whiteboard, preparing to teach.



The TEACHER stands at the blackboard, drawing a circle with chalk, while the classroom is filled with students observing.

TEACHER: Let's start with a simple circle.



A close-up of Ved's Braille tablet as the raised tactile outline of the circle forms in real time.

VED reaches out and touches the lines on the tablet.

VED'S LEARNING JOURNEY



The classroom is filled with students, with VED sitting at his desk looking confused while the TEACHER writes on the board.



A close view of VED's face shows his struggle to understand as he glances at his engaged CLASSMATES.

VED: I just can't see it.



The classroom is filled with students, and the TEACHER stands at the front, holding the Braille-Synced Drawing Slate.

TEACHER: Today, I have something special to show you all.



VED leans forward, his eyes wide with curiosity as he reaches out to touch the slate, feeling the raised lines of the apple being drawn.

VED: Wow, it feels like I can almost see it!



The TEACHER stands at the board, drawing various shapes and letters while the CLASSMATES watch attentively.



VED traces the raised lines on his slate, his face focused and engaged in learning.

Its a Circle.



The classroom is filled with students, desks arranged in rows, with a large whiteboard at the front.



VED leans forward, feeling the shape on his slate, concentrating on the drawing being described.

STUDENT: It's a round fruit with a stem.



VED smiles confidently as he answers a question using the slate, surrounded by his supportive classmates and teacher.

VED: I know the answer!



The TEACHER and classmates cheer for VED, their faces filled with encouragement and joy.

TEACHER: Great job, Ved! Everyone, let's give him a round of applause!

Section 2

AI Tool	Relevance	Use Cases
ChatGPT	Idea Development	Helps brainstorm ideas and refine strategies.
Namelix	Business Name Generator	Creates brandable names for startups.
Lummi.ai	Visual Asset Creation	Generates stock images for branding.
Invideo	Video Creation	Converts text into engaging marketing videos.
Originality.ai	Content Detection	Ensures originality in marketing materials.
Waalaxy	LinkedIn Automation	Automates LinkedIn connections for leads.
Otter.ai	Meeting Assistant	Transcribes and summarizes meetings.