

AI Project Outline

Objective: take an AI scenario and develop a project outline around that scenario. The project outline is meant to get the attention of business leaders, whose authorization and resource support you'll need in order to eventually begin developing the project. This is not a comprehensive project plan, but a preliminary report to get things rolling. Your project outline will answer the following topics:

Chosen scenario: Your organization runs an online storefront that sells grocery items to millions of people in many locations around the world. When a customer is ready to check out, the system recommends them a list of items that they may want to add to their cart. However, this recommendation system is rudimentary, and customers seem to rarely add more items to their cart this way. You want to propose to your business leaders that they should fund a project to develop an AI-powered recommendation system that can give customers realistic and useful suggestions based on their personalities and demographics.

What is the business problem that needs solving? Improve our online grocery store recommendation system using AI so that more customers use it to add more relevant items to their cart.

How AI can solve this problem? AI can help determine what customers will want to add to their carts based on the previous orders of those customers or the orders of other customers who have similar carts in order to recommend personalized items. This way, the customers are much more likely to pay attention to the recommendations.

What are potential tools and other resources that you'll need to implement this solution? One resource is data from other customers to help develop connections between preferences. Another resource is tracking each customer's order to recommend their favorite items. Also, there would need to be some sort of customer profiles to create various categories of preferences.

What are the ethical challenges that might arise if the business develops and implements the AI solution? Constant tracking is an ethical challenge because customers may not want their orders to always be recorded and stored.

Customers may also opt in but then change their mind. This information tells a lot about the customers such as their preferences, lifestyle, spending habits, and so on.

What are some tactics for addressing these ethical challenges? Tactics include not adding any personal information to the data other than a random number, letting customers know that you want to track and store that data, asking customers for permission to track and store that data, letting them opt out, and not tracking customers who do not give permission.