

6A - Outreach Survey Template

5 responses

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What is your current position or title?

5 responses

CEO

Senior Automotive Engineer

TeknoVe Dealership Owner

Head of Marketing

HR Partner

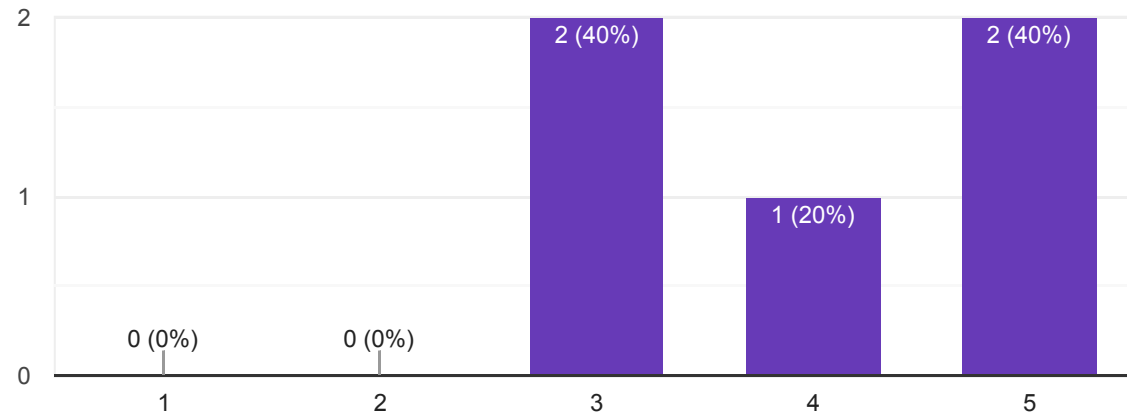
Use Case 1 - Quality Control Classifier

Quality Control Classifier



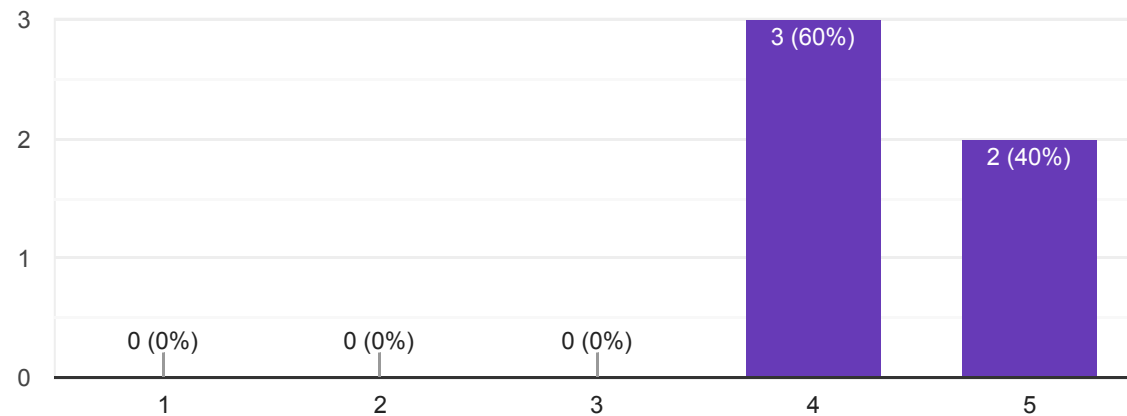
Based on the description above, how familiar would you say you are with the area being discussed in Use Case 1?

5 responses



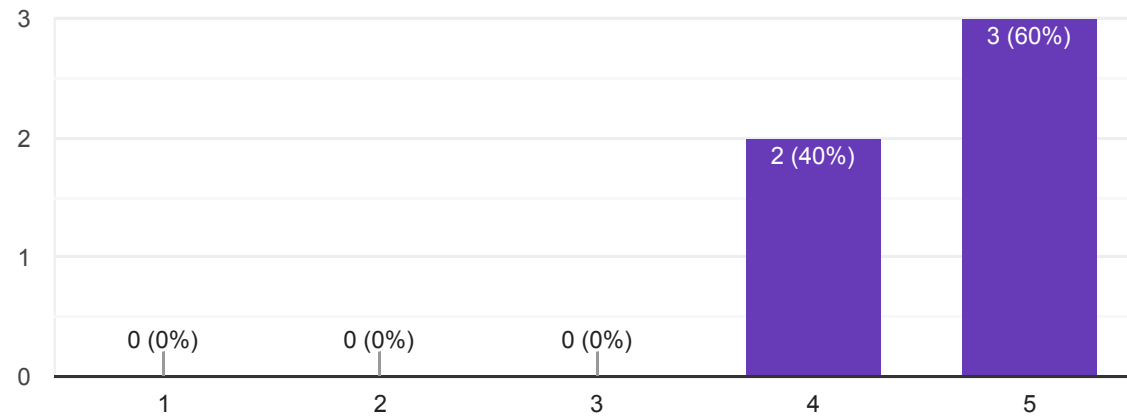
Regardless of your experience, how well would you say the problem in Use Case 1 is characterized based on your own knowledge?

5 responses



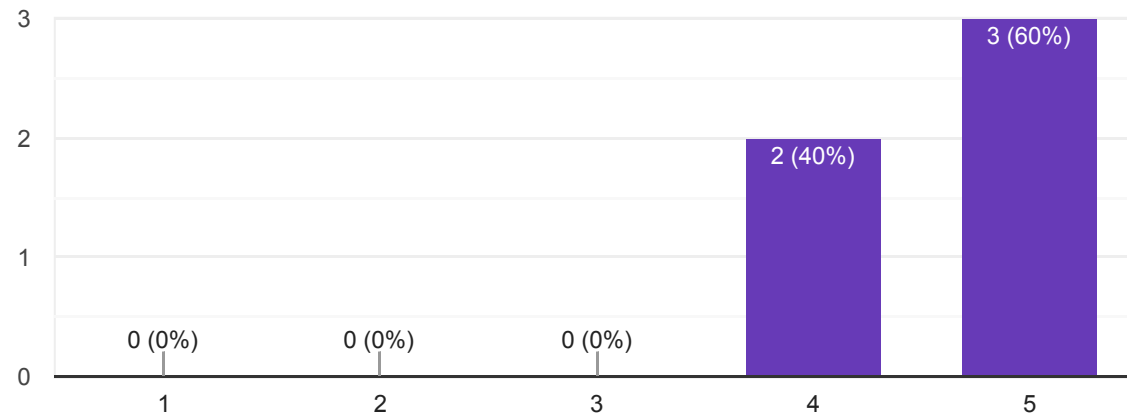
If the solution proposed in Use Case 1 worked, to what extent do you believe it would improve the day-to-day experiences of people in your business?

5 responses



If the solution proposed in Use Case 1 worked, to what extent do you believe it would create business value (e.g., increase revenue or reduce costs) for people in your business?

5 responses



What worries you most about the problem space described and the solution proposed in Use Case 1?

5 responses

accommodating the relevant 360 degree camera equipment in our factory floor as the factory has been optimized to achieve as much as possible from the available square footage.

Our manufacturing processes are complex and sophisticated. I am worried about 2 things:

- 1) Physically, when the new equipment is introduced in our factories, how does it interfere with other machinery thereby introducing changes in other parts of the process which may adversely impact our manufacturing.
- 2) We manufacture items which need to be within specifications at a microscopic level. These errors are difficult for humans to identify. I am unsure how the predicted faults (specially the microscopic ones) can be verified by the QC team, are we meant to trust the AI model?

My concerns about this use case are trusting the outcomes of the ML model when it comes to microscopic faults. I want to be sure that the images which are going to be used for training and testing are detailed enough that an ML model can pick up these errors. I dabble in AI as a hobby and understand that deep neural networks can get really complex with number of features and layers. I wonder how the ML models will execute when working with high resolution images from 360 degree cameras. I have been keeping in touch with the team considering AI for our business and specifically



What makes you excited about Use Case 1?

5 responses

The biggest thing for me is that today's approach of random sampling already is inadequate and leads to faulty goods being shipped to customers. The proposed implementation will ensure every item is being checked for QC, as they will all be imaged and passed through the AI models.

I see multiple tangible benefits:

- 1) The reduction in faulty goods being shipped to customers, improving our brand image.
- 2) Cost benefits associated with returns and replenishment of items back to customers due to faulty goods.
- 3) There is a massive opportunity to leverage the rich data which this use case will generate to identify where in the manufacturing process the faults are being introduced. This will allow us to further reduce faults, by going to the root of the problem.

If we can achieve what we want to with this use case, I am really excited to know all about the different types of faults in our finished goods. An engineer by trade and passion, I am always striving to design the best systems which produce high quality outcomes. That is a common theme in our division and we take pride in our work. So

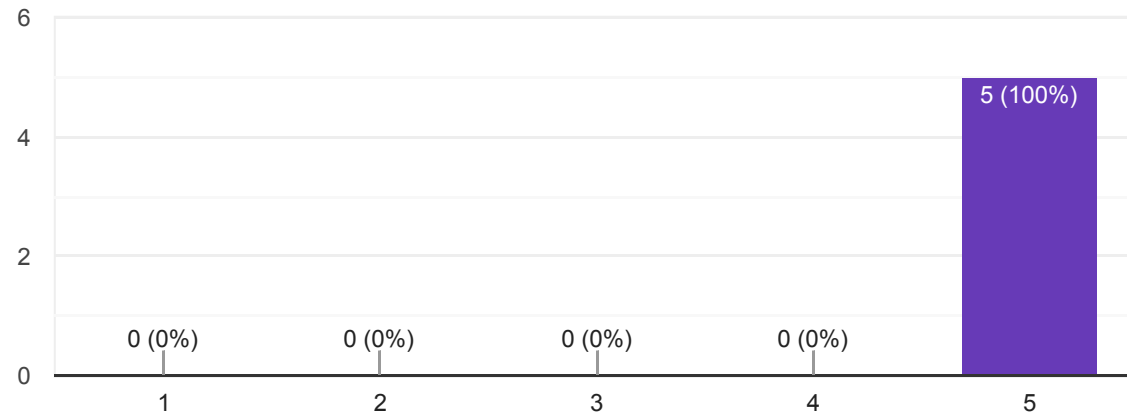
Use Case 2 - Ride Personaliser

Ride Personaliser



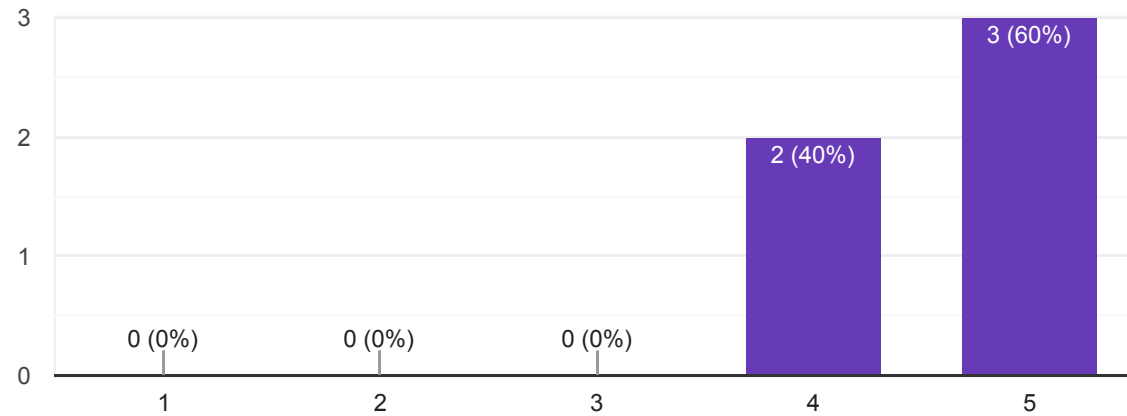
Based on the description above, how familiar would you say you are with the area being discussed in Use Case 2?

5 responses



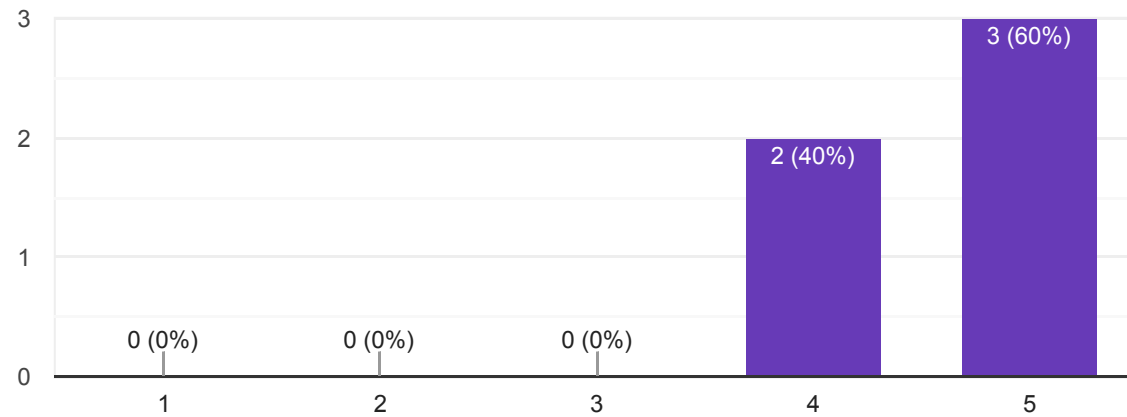
Regardless of your experience, how well would you say the problem in Use Case 2 is characterized based on your own knowledge?

5 responses



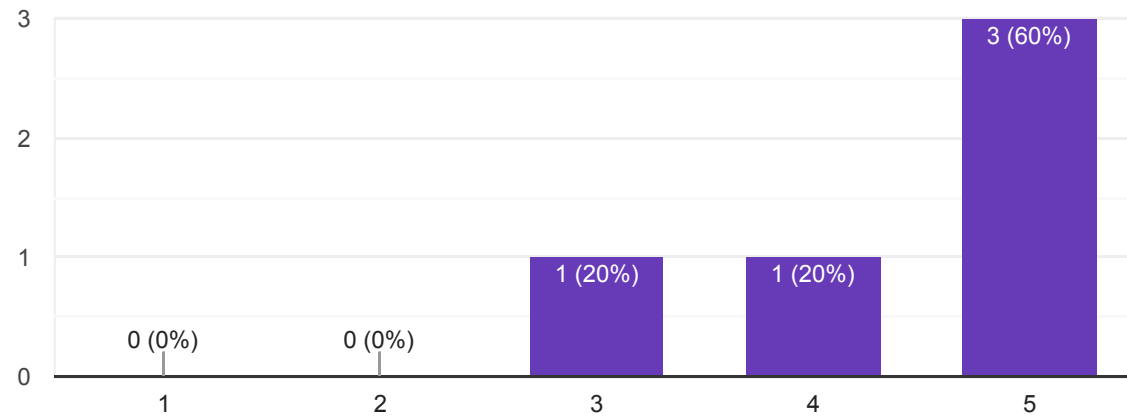
If the solution proposed in Use Case 2 worked, to what extent do you believe it would improve the day-to-day experiences of people in your business?

5 responses



If the solution proposed in Use Case 2 worked, to what extent do you believe it would create business value (e.g., increase revenue or reduce costs) for people in your business?

5 responses



What worries you most about the problem space described and the solution proposed in Use Case 2?

5 responses

When it comes to machines responding to human characteristics, there is always the risk of ethics and bias being compromised or introduced respectively. I am assured by our engineers that all possible techniques will be used to avoid such situations with the added comfort of car customisation being monitored by our company for the aforementioned issues.

Since we are talking about customer images, a generic issue with facial recognition is around bias. Car's customisation done by an AI model on the basis of the images is open for actions which may be controversial. I hope we are thinking about this.

I don't know much about AI. I can say that I am a big fan of this use case and would be very excited if it was implemented, I don't have any concerns about it.

The reason I am so familiar with this use case is that it was actually proposed from some of the focus groups which we run to ascertain what customers are looking for in a futuristic vehicle. From what I have read about AI, there is a possibility that insensitive recommendations or predictions are presented to our customers. Depending on how we leverage the technology in the car, we have to be very careful that there is no bias across multiple dimensions including but not limited to age, sex.



What makes you excited about Use Case 2?

5 responses

I am excited about this use case since it provides us the opportunity for us to Wow our customers without significant investment. Our cars are already connected cars synchronizing data with our company's cloud systems. I believe customers will trust this technology. After all, customers use it today via their mobile phones for payments and banking. So it wouldn't be a leap of faith for them to trust it to secure their car.

I am generally excited about our company embarking on a roadmap to leverage data and AI more effectively in the business. I think the initial use cases we choose to experiment with this should benefit us from 2 angles:

- 1) Cost savings on the back office (a side which the customers don't see but the shareholders are interested in)
- 2) Direct positive customer impact

You asked a question about whether this use case creates business value. I like the fact that you used the term 'business value'. This can be tangible or intangible. I think if this use case can be implemented with success, our customers will view us as one of the disruptors of the automobile business. I say 'one of' as Tesla already has that brand image. I think implementations like this while they don't initially seem like they are positively impacting the balance sheet are important. And who knows, this might

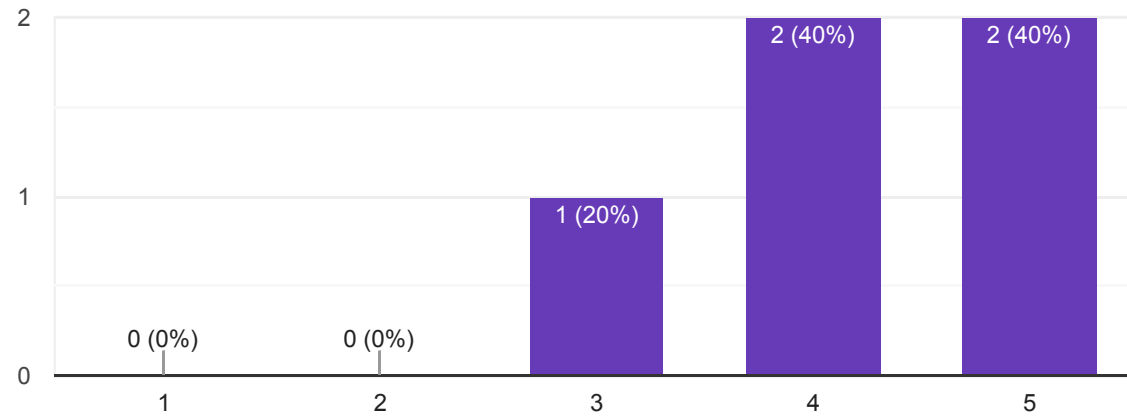
Use Case 3 - Vehicle Fault Predictor

Vehicle Fault Predictor



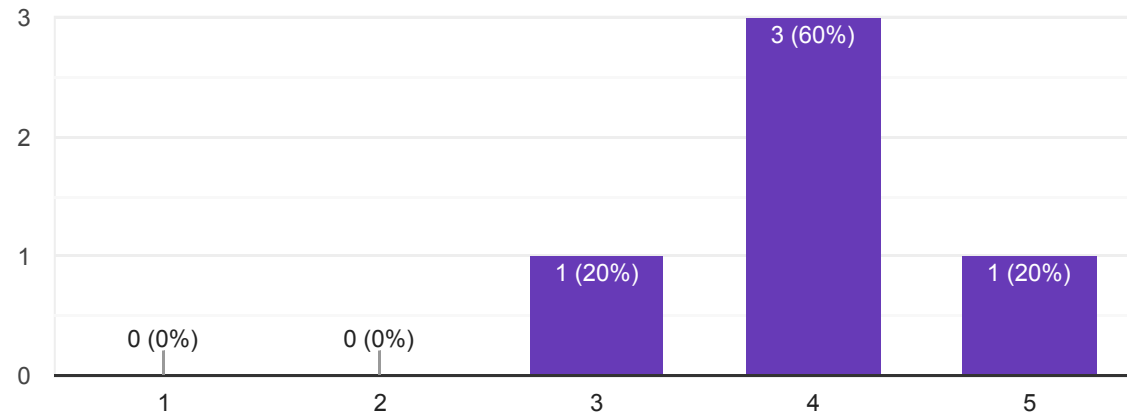
Based on the description above, how familiar would you say you are with the area being discussed in Use Case 3?

5 responses



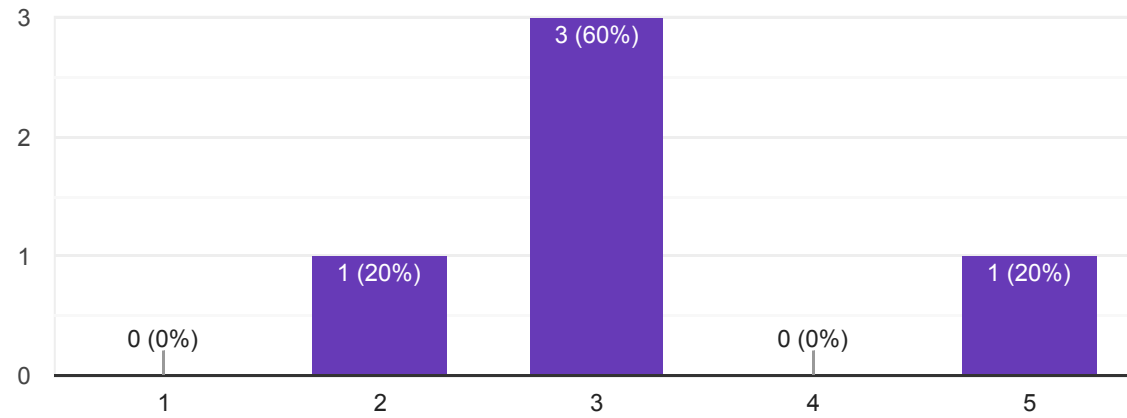
Regardless of your experience, how well would you say the problem in Use Case 3 is characterized based on your own knowledge?

5 responses



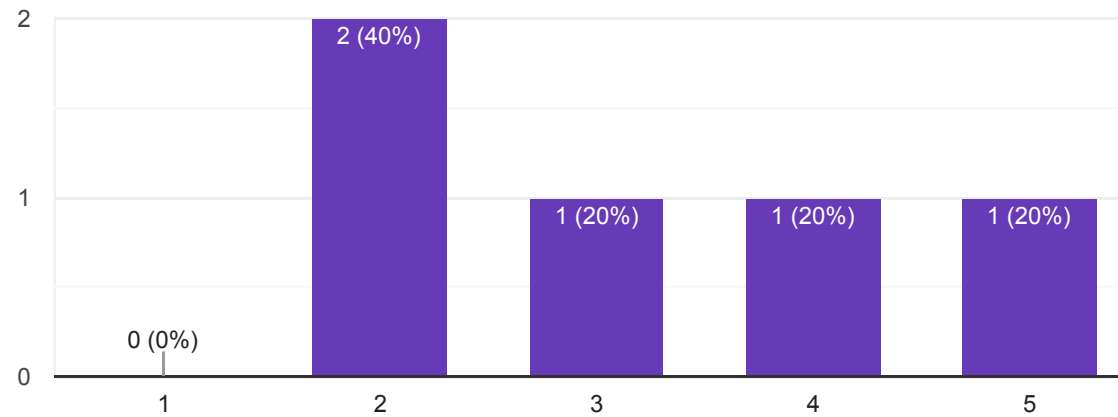
If the solution proposed in Use Case 3 worked, to what extent do you believe it would improve the day-to-day experiences of people in your business?

5 responses



If the solution proposed in Use Case 3 worked, to what extent do you believe it would create business value (e.g., increase revenue or reduce costs) for people in your business?

5 responses



What worries you most about the problem space described and the solution proposed in Use Case 3?

5 responses

sensors, lights and error messages. I hope we don't overcomplicate things for our customers. And, remember at the end of the day, these are predictions. I'd hate for customers to be thinking their car has a problem, and it turns out not to be the case.

Discussing this use case with you, I can't help but think that do we have a better solution at hand already and are we investing in a sorry to say, more inferior solution? Are we getting too excited by the new buzzwords and throwing it at everything? We need a practical approach here. I am no engineer, but our cars, and our competitor's

cars already point out a range of issues via the lights and messages in the dashboard. I suppose there is the value add that with AI, the car would pick up on a problem before it happens. However, is that something which will excite the customer? A light coming on has the same impact on a customer whether its a true fault or a prediction. They have to organise a service appointment. So I struggle to see the gain here.

I hope that this goes through some more fact finding and research. I own a TeknoVe vehicle today and I wonder whether we don't have these features at some level already today. The dashboard is full of lights and messages which tell me what's going on with the car with warnings and alerts. I don't think we are using AI for that today but normal pressure temperature and other sensors



What makes you excited about Use Case 3?

5 responses

I would like to see us get to a point where we can point out problems and also tell our customers next steps on how to resolve these issues. Until such time, I wouldn't want to productionise this technology even if we achieve high accuracy on the basic fault prediction.

I am excited by being able to predict when a vehicle might be impacted by a fault. The engineering department is able to demonstrate the scalability and flexibility of their design decisions in the car. Our sensors will generate the data being used for the AI models. The clear benefit I see here over the current implementation is that faults will be predicted ahead of time for our customers.

As a TeknoVe dealer, I also run the roadside assist team for my Local Area. Since the faults will be predictions, we can proactively monitor where faults have been predicted and whether the customer has taken corrective action. If this use case goes live and does well, I will measure the results, and consider some savings in my roadside operation.

The benefits described for the use case are around cost savings for the service department and roadside assistance teams. Again. I think this stems from the fact that

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