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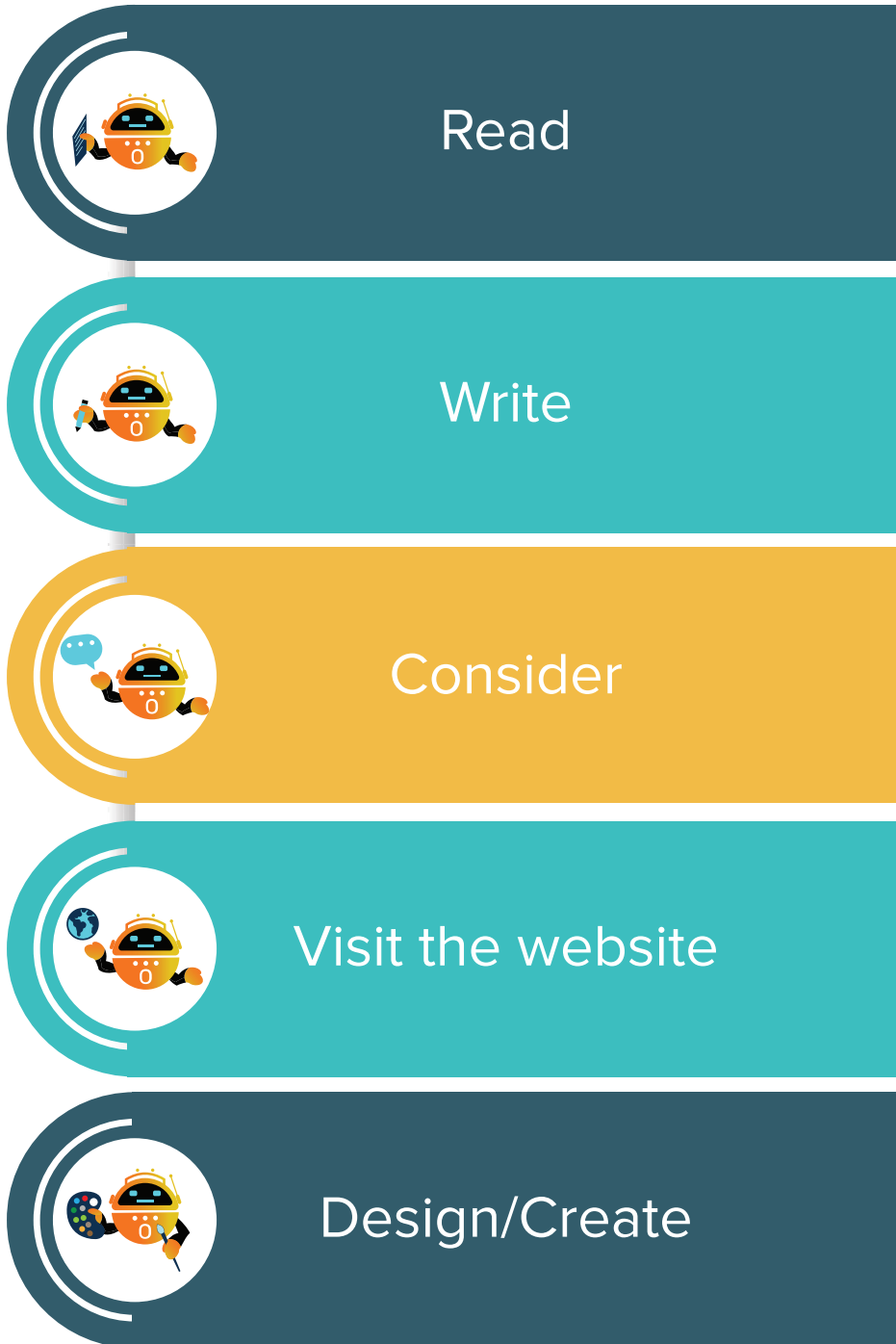
Designing and Building AI Products and Services Workbook

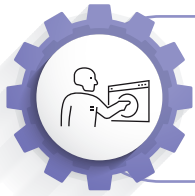


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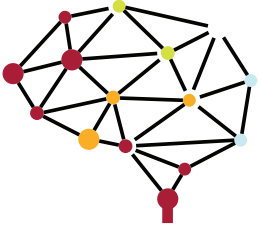


Your AI Mascot will guide you through this week, so watch out for these icons:





Workbook 1: Introduction to the Artificial Intelligence Design Process



Week 1

The key objective of this deliverable is to go through the four stages of AI product design and apply the learnings of this week to a proposed project of your choice. This can be an actual project that you want to undertake in your organization or a hypothetical scenario that you will use as an example to illustrate this week's concepts. This exercise is mainly intended to make you aware of all the items that need to be considered in the design process, so it is fine if you do not fully address all the points. If this is the case, make sure to include a list of questions that you would have to answer to figure out the details needed to address a particular item.

Your AI product design can be described by addressing each of the four-stage framework points presented in this week's lessons.

1

Stage One: Intelligence

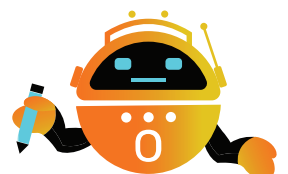
1. Starting with the first stage: Intelligence, describe the choices you would make in regards to:
 - a. The scope of your AI product. What is the desired behavior that you want your AI to display?

Type your response here



b. The performance metrics that you will use to measure said behavior objectively.

Type your response here



2

Stage Two: Business Process

2. Regarding the second stage: Business process

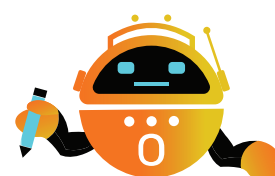
a. What strategic role will AI play in your long-term sustainable advantage?

Type your response here



b. What is the operational description of your AI product? In what business process will the AI intervene? What are some sensible improvement targets that you want your AI to achieve in terms of the performance metrics discussed above?

Type your response here



3

Stage Three: AI technology

3. You will now consider the third stage: AI technology. Since this is a rather technical section, and you may not have all the relevant information without consulting with your team of specialists, it is fine if you hypothesize as long as you provide a rationale for your choices.
- a. Pick a specific AI technology that you can incorporate in your product. What are its intellectual property implications in terms of challenges and opportunities?

Type your response here



b. Choosing from one of the FAANG examples explored in the video lessons, what data approach will you use? Why is the chosen approach best suited to your case?

Type your response here



4

Stage Four: Tinkering

4. Finally, to explore the fourth stage: Tinkering
 - a. What key points will you need to consider in your software development plan? To the best of your knowledge, describe how you would implement each of them.

Type your response here



- b. Similar to what you did in the activity on AI cancers, address the following points, but this time as they apply to your AI product:
- Identify one type of AI cancer that you can anticipate.

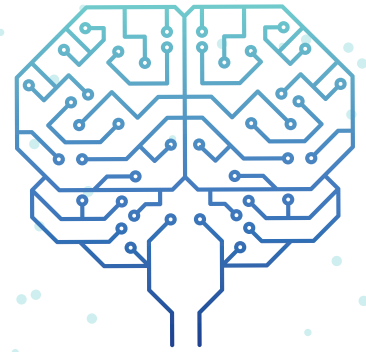
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- ii. Discuss how you would prevent or mitigate the effects of the anticipated AI cancer.

Type your response here





Designing Artificial Intelligence Products Workbook

