

## Task 1

# Shaping the Problem

Interpret what functionality the salesperson and client are really asking for

## Here is the background information on your task

A couple of weeks back, you received an email from an eager salesperson looking for a new artificial intelligence solution to a client's problem. You have worked together with this colleague on a few sales initiatives before, and last week you and your team presented some prototypes to a client within the healthcare industry. In the presentation, you included some different technical trends in the industry.


Next step was for the salesperson and some other colleagues to discuss with the client and detail down a proposal. It's now been a week, and you receive the below email from the salesperson.

## Here is your task

Read through the email from the salesperson and interpret what the client really needs. Use this information to answer the multiple-choice quiz. Start the quiz by clicking 'Click here to start the task' in section 5 below.

### Email from salesperson

New Opportunity with our Digital Health Care Client



Skog, Melissa  
To: Wengle, Anna

[Reply](#) [Reply All](#) [Forward](#) [...](#)

Hi!

The client was really excited about the prototypes your team was demoing on Friday! After a quick brainstorming we came up with a project idea we would like to propose to the client. The project would be a chatbot that classifies brain scans like MRIs and detects anomalies. After using the scanner, the doctor would upload the picture to the chatbot and the chatbot highlights any anomalies in the image and tells what the possible interpretation of them are.

In the first phase of the project, we could focus on detecting some specific illnesses that are hard to recognize for humans. Maybe later we could expand the chatbot to support all kinds of illnesses and other types of images such as X-rays.

What are your thoughts?

Kind Regards/Med Vänlig Hälsning,

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Melissa Skog  
Deal Execution & Innovation

# Resources to help you with the task

## Helpful hint:

While reading through the email, the client's **needs** should stand out as something that would be instrumental in the success of the project as opposed to a 'nice to have'.

Q 1/6:

Referencing the email below, highlight indicators of what the client really wants and avoid highlighting what the client thinks they want.

**True or False: The client needs to be able to upload scanned photos to a chatbot**

"Hi!

The client was really excited about the prototype your team was demoing on Friday! After a quick brainstorming, we came up with a project idea we would like to propose to the client. The project would be a chatbot that classifies brain scans like MRIs and detects anomalies. After using the scanner, the doctor would upload the picture to the chatbot and the chatbot highlights any anomalies in the image and tells what the possible interpretation of them are.

In the first phase of the project, we could focus on detecting some specific illnesses that are hard to recognize for humans. Maybe later, we could expand the chatbot to support all kinds of illnesses and other types of images such as X-rays.

What are your thoughts?

Kind regards/Med Vänlig Hälsning,

-----  
Melissa Skog  
Deal Execution & Innovation"

True

False

Q 2/6:

Referencing the email below, highlight indicators of what the client really wants and avoid highlighting what the client thinks they want.

**True or False: The client needs an image classifier**

"Hi!

The client was really excited about the prototype your team was demoing on Friday! After a quick brainstorming, we came up with a project idea we would like to propose to the client. The project would be a chatbot that classifies brain scans like MRIs and detects anomalies. After using the scanner, the doctor would upload the picture to the chatbot and the chatbot highlights any anomalies in the image and tells what the possible interpretation of them are.

In the first phase of the project, we could focus on detecting some specific illnesses that are hard to recognize for humans. Maybe later, we could expand the chatbot to support all kinds of illnesses and other types of images such as X-rays.

What are your thoughts?

Kind regards/Med Vänlig Hälsning,

-----  
Melissa Skog  
Deal Execution & Innovation"

True

False

**Q 3/6:**

**Referencing the email below, highlight indicators of what the client really wants and avoid highlighting what the client thinks they want.**

**True or False: The client needs a chatbot**

"Hi!

The client was really excited about the prototype your team was demoing on Friday! After a quick brainstorming, we came up with a project idea we would like to propose to the client. The project would be a chatbot that classifies brain scans like MRIs and detects anomalies. After using the scanner, the doctor would upload the picture to the chatbot and the chatbot highlights any anomalies in the image and tells what the possible interpretation of them are.

In the first phase of the project, we could focus on detecting some specific illnesses that are hard to recognize for humans. Maybe later, we could expand the chatbot to support all kinds of illnesses and other types of images such as X-rays.

What are your thoughts?

Kind regards/Med Vänlig Hälsning,

-----  
Melissa Skog  
Deal Execution & Innovation"

True

False

**Q 4/6:**

**Referencing the email below, highlight indicators of what the client really wants and avoid highlighting what the client thinks they want.**

**True or False: The client needs to be able to detect specific illnesses that are difficult for humans to recognize**

"Hi!

The client was really excited about the prototype your team was demoing on Friday! After a quick brainstorming, we came up with a project idea we would like to propose to the client. The project would be a chatbot that classifies brain scans like MRIs and detects anomalies. After using the scanner, the doctor would upload the picture to the chatbot and the chatbot highlights any anomalies in the image and tells what the possible interpretation of them are.

In the first phase of the project, we could focus on detecting some specific illnesses that are hard to recognize for humans. Maybe later, we could expand the chatbot to support all kinds of illnesses and other types of images such as X-rays.

What are your thoughts?

Kind regards/Med Vänlig Hälsning,

-----  
Melissa Skog  
Deal Execution & Innovation"

True

False

Q 5/6:

Referencing the email below, highlight indicators of what the client really wants and avoid highlighting what the client thinks they want.

**True or False: The client needs a tool that detects anomalies in pictures**

"Hi!

The client was really excited about the prototype your team was demoing on Friday! After a quick brainstorming, we came up with a project idea we would like to propose to the client. The project would be a chatbot that classifies brain scans like MRIs and detects anomalies. After using the scanner, the doctor would upload the picture to the chatbot and the chatbot highlights any anomalies in the image and tells what the possible interpretation of them are.

In the first phase of the project, we could focus on detecting some specific illnesses that are hard to recognize for humans. Maybe later, we could expand the chatbot to support all kinds of illnesses and other types of images such as X-rays.

What are your thoughts?

Kind regards/Med Vänlig Hälsning,

-----  
Melissa Skog  
Deal Execution & Innovation"

True

False

Q 6/6:

Referencing the email below, highlight indicators of what the client really wants and avoid highlighting what the client thinks they want.

**True or False: The client needs to be able to detect common illnesses**

"Hi!

The client was really excited about the prototype your team was demoing on Friday! After a quick brainstorming, we came up with a project idea we would like to propose to the client. The project would be a chatbot that classifies brain scans like MRIs and detects anomalies. After using the scanner, the doctor would upload the picture to the chatbot and the chatbot highlights any anomalies in the image and tells what the possible interpretation of them are.

In the first phase of the project, we could focus on detecting some specific illnesses that are hard to recognize for humans. Maybe later, we could expand the chatbot to support all kinds of illnesses and other types of images such as X-rays.

What are your thoughts?

Kind regards/Med Vänlig Hälsning,

-----  
Melissa Skog  
Deal Execution & Innovation"

True

False