How might we solve _____(our user need)_____?

Can AI solve this problem in a unique way?

AI probably better	AI probably not better
❏ The core experience requires recommending different content to different users ❏ The core experience requires prediction of future events. ❏ Personalization will improve the user experience. ❏ User experience requires natural language interactions. ❏ Need to recognize a general class of things that is too large to articulate every case. ❏ Need to detect low occurrence events that are constantly evolving. ❏ An agent or bot experience for a particular domain. ❏ The user experience doesn't rely on predictability.	❏ The most valuable part of the core experience is its predictability regardless of context or additional user input. ❏ The cost of errors is very high and outweighs the benefits of a small increase in success rate. ❏ Users, customers, or developers need to understand exactly everything that happens in the code. ❏ Speed of development and getting to market first is more important than anything else, including the value using AI would provide. ❏ People explicitly tell you they don't want a task automated or augmented.

We think AI (can/cannot) help solve _____(user need)_____ because

User needs & data needs	
Users	*Home chefs*
User needs	*Try new recipes or cuisines*
User action	*Cook a new dish using the recipe based on recommendation*
ML system output	*Recommendations for new recipes*
ML system learning	*Patterns of behavior around choosing recipe recommendations*
Training dataset needed	*Set of recipes user has previously found, use, and liked*
Key features needed in dataset	*Ingredient cost* *Cuisine type* *Allergens* *Dietary restrictions*
Key labels needed in dataset	*Home cook's accept/reject of recommended recipe* *Home cook's feedback as to why suggestion rejected (user-generated label)* *Recipe ratings from other users*
Data source key user questions	*"How does the app know what I like?"* *"Where do these recipes come from?"* *"How certain is the app in its suggestions?"*