Observation(Field)

Introduction

This report presents the observation research conducted to understand the needs and roles of an Artificial Intelligence (AI) assistant within a consultancy business. The aim was to observe and understand how an AI assistant can be utilized to automate various aspects of an organization, thereby speeding up processes and improving overall efficiency.

Methodology

Two main observation techniques were used in the research: 'fly on the wall' observation for a discreet understanding of the consultancy business environment, and 'participant observation' for an immersive experience into the consultants' tasks, challenges, and needs.

Findings

- Automation Needs: The consultancy firm showed a strong interest in automation to improve efficiency and productivity. Key areas identified for automation include data analysis, report generation, email processing, and scheduling tasks.
- Speed and Efficiency: The fast-paced nature of consultancy work requires quick task completion. An AI assistant capable of speeding up processes and improving efficiency would be a great benefit to consultants.
- Complex Processes: The consultancy business involves many complex processes that could benefit from AI automation. This includes tasks like industry research, data analysis, strategic planning, and client communication.
- Task Management: Consultants often need to handle multiple client projects at the same time. An AI assistant capable of smart task management and priority setting could help in effective multitasking.
- Confidentiality and Security: The sensitive nature of client data highlights the need for high-level data security in any AI tools used in the consultancy environment.

Conclusion

An AI assistant, focused on automation and efficiency, can significantly improve the workflow and productivity in a consultancy business. By focusing on the needs and challenges identified in this observation research, we can develop an AI assistant that aligns with the daily needs of consultants and greatly enhances their productivity.