

Our Company AI PlayBook

What is “Our Company AI Playbook”?

It's an interactive site hosted on Our Company website and Our Company Academy based on Our Company AI strategy that the organisation created in March 2023 in collaboration and guidance of FATHM News Lab, with the purpose of guiding other small and medium newsrooms working to integrate the use of AI within their newsroom and editorial production.

The Playbook will be used as a guide for those newsrooms in using a combination of text, infographics, short videos (motion graphic) and interactive slides, in addition to an inventory of AI-based tools.

The playbook will present this roadmap to its users based on their needs. Upon logging into the playbook, needs will be determined using a quick and simple quiz to define their level of AI literacy and maturity. The user score will define their start point of the playbook and what they need to focus on by making specific recommendations for the user. The playbook will also include success stories and case studies of how other organisations have used it to integrate the use of AI in their work.

The playbook will be available in Arabic and English.

Keywords describing the product

● Interactive :

This is a key element in the playbook production, any concept of design, user experience design should put interactivity in the core, it's important to keep that in mind with any proposed design, we mean by interactivity creating a non-linear narrative that would give the playbook users to navigate the product based in their own needs; that would include an interactive non-linear quiz, showing/hiding features, tools, sections of the products based on the users needs and preferences.

Any interactive elements added to the playbook should contribute to its original purpose as a priority, not to forget its importance to keep the product visually appealing and user friendly.

● Simple with strong visual components

The playbook design should reflect simplicity and practicality, targeting a user that's not necessarily tech savvy. The playbook is mainly an educational tool in the heart so the design should assess the purpose. The final product should be visually appealing.

● **Work in Progress:**

The playbook reflects the strategy which will always be a work-in-progress, due to the continuous evolving nature of the project itself. The playbook design should be flexible for developments, changes, addition, based on any changes/development that can come-up in our strategy and the results of its implementations and applications.

Inspiration examples:

<https://languageplease.org/>

<https://membershipguide.org/>

Things needed:

- Branding of the Our Company AI Concept (Logo, Name, branding guidelines)
- Development of the website
- Interactive quiz at the beginning of the journey
- Minor interactive elements that will be done once copy is finalised
- We will be providing the copy arabic and english, so simply we just need the design + development.