Project Proposal – Accelerate business, your entrepreneurial mindset and technical skills.
Value: 20%
Date of Submission: 7 Feb, Friday 11.59 PM

## Assignment Objective:

The first phase of CRISP-DM is developing a solid understanding of the business problem. During this phase, technical specialist meets with the client to outline the project objectives and requirements in terms that a broad audience of business users can understand.

The objective of this assignment is to demonstrate the personal abilities and skills required to produce and present an extended piece of work/idea in the field of Artificial Intelligence. Through this assignment, students are expected to engage in personal inquiry, action and reflection on specific topics and issues to solve a real-world problem. Students build self-confidence, demonstrate independence, and develop professionalism by successfully completing the project.

By completion of the project students will become proficient in identifying business opportunities, leverage the dimensions of AI technologies, and build on the success of existing AI applications to improve products and services in any industry.

While technical expertise is essential for developing an effective AI system, a strong grasp of the business context ensures that the project is aligned with organizational goals and provides real value. Business understanding serves as the bridge between technical execution and strategic impact in AI projects.

## Instructions:

This evaluation has three sections:

1. Business Understanding (non-technical)
2. Problem Understanding (technical)
3. Peer-review

**Business Understanding (12%)**

**The Ask:**

1. Capstone Project Topic: The project name should clearly reflect the product or solution being developed. It must align with the core idea and purpose of the project. Include your project topic in first page along with group member's name.
2. In order to form a good business understanding, complete the attached 6 documents. With these six documents each team will effectively articulate a problem, define a solution, conduct a competitive analysis, and create a go-to-market strategy. You will also familiarize yourself with the implications of AI regulations, guidelines and compliance to evaluate the balance between protecting consumers, managing risk, promoting competition, and stimulating innovation.
   Please find attached the six documents to complete. 1. Market_Position, 2. The Business Model Canvas, 3. Competitive Analysis, 4. Risk Assessment, 5. Financial Model, 6. Operational-Plan.
3. Write one or two paragraph on the motivation behind the product/ service/ system you intend to build.

**Problem Understanding (7%)**

**The Ask:**

1. Formulate a technical project description. Explain your product (preferably as a flowchart). [refer page#16-17 of week#2 slides for an example]
2. Build a customer journey map to visualize how customers interact with your product/ service/ system. [refer page#22-24 of week#2]
3. Build a visualization of high-level system architecture. [refer week#4 slides for an example]
4. Describe all the core features of your product.
5. Briefly define the project scope. [refer week#4 slides for an example]
6. Briefly discuss about the dataset available that can be used in the project.

**Peer-review Form (1%)**

1. Individual members have to separately submit the peer-evaluation form. Remember peer-evaluation form is confidential and therefore has to be submitted individually by each member of the team.

## Submission Format:

Group submission: A single PDF file with two sections one for business understanding and another for problem understanding. You are allowed to reorganize the contents within the sections in a way that make the information flow within each section more meaningful. Only one member in the group need to submit this file.

Individual submission: Each member in the team has to individually submit the peer-review form.

## Rubrics:

| Criteria | Excellent | Good | Fair | Poor |
|---|---|---|---|---|
| Business Model | The business model is clear, concise, and well researched. It includes a thorough market analysis, customer segmentation, revenue model, and competitive landscape. | The business model is clear and includes a market analysis, customer segmentation, revenue model, and competitive landscape. | The business model is somewhat clear but lacks depth in some areas. It may be missing a market analysis, customer segmentation, revenue model, or competitive landscape. | The business model is unclear and lacks key components such as a market analysis, customer segmentation, revenue model, or competitive landscape. |
| Technical Details | The technical details are comprehensive and well-documented. They include a detailed description of all what is asked. | The technical details are clear and well-documented. They include a description of all what is asked. | The technical details are somewhat clear but lack depth in some areas. They may be missing description of few of the asks. | The technical details are unclear and lack key components that was asked |
| Overall Quality | The report is well-written, organized, and visually appealing. It is easy to understand and provides a comprehensive overview of the project. | The report is well-written and organized. It provides a clear overview of the project, but may lack some detail in certain areas. | The report is somewhat disorganized and may be difficult to follow in some areas. It may also lack detail in several areas. | The report is poorly written and organized. It is difficult to understand and lacks detail in several areas. |