

ALX AICE: Milestone #4 Worksheet

Simulation Recap

This week, you accomplished several tasks related to the development of the updated version of VacAI. Firstly, you conducted thorough research and analyzed the data before creating the app prototype. Additionally, you created a user persona that guided your design thinking process for the app. Furthermore, you developed a landing page for the new update. Lastly, you concluded the week by sending a clear and concise email to the stakeholders at Waga, preparing them for the presentation you will be delivering next week.

Please follow the steps and instructions to complete the milestone successfully.

Tip: [Check out the rubric](#) before submitting your Milestone Worksheet.

SECTION Zero

Step 0: Completed Survey

Complete the placement survey by [clicking here](#). After completion, take a screenshot of the thank you page and paste it below. Once done, go back to Savanna to continue your learning journey.

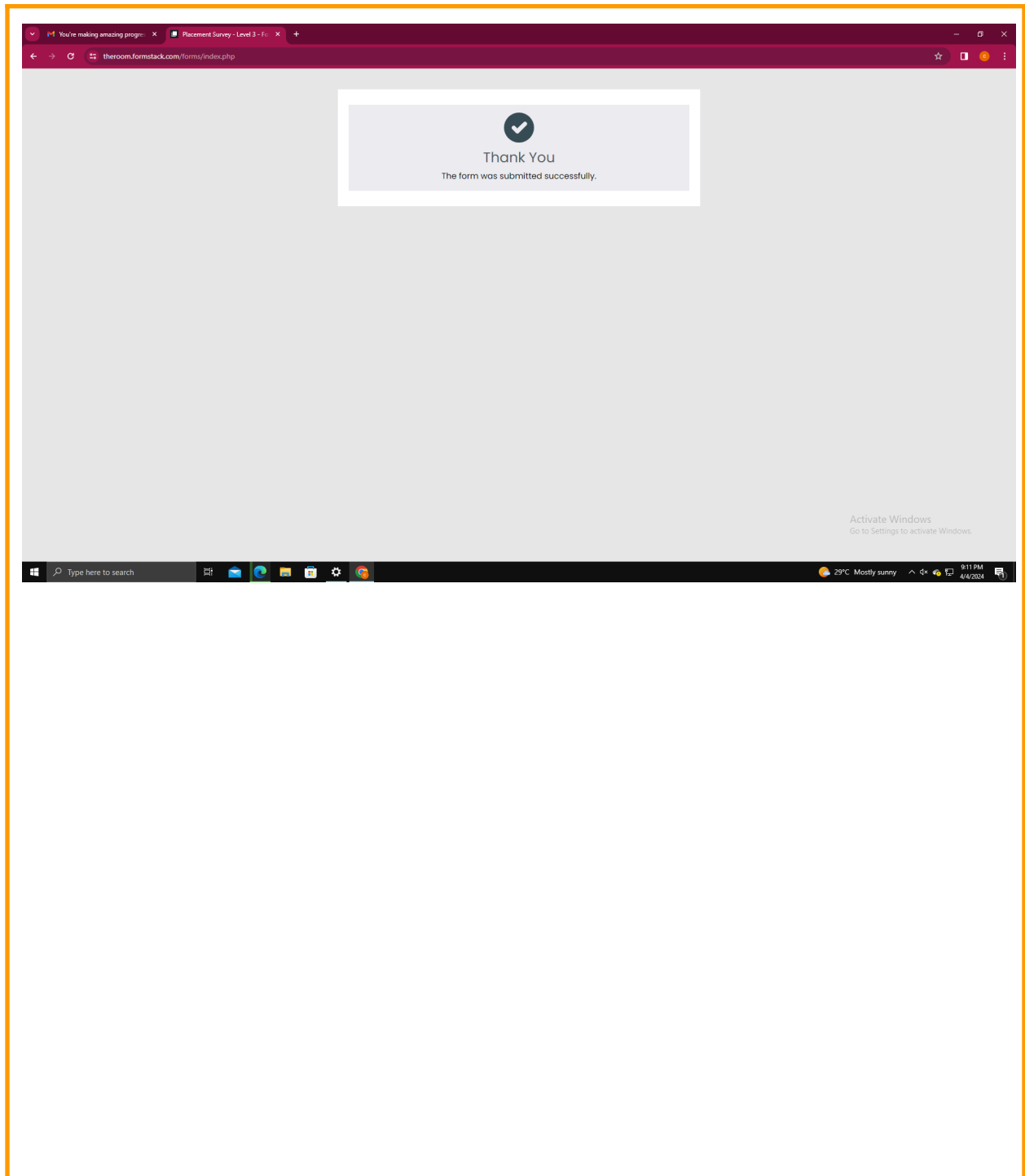
To take a screenshot on Windows, use Alt + PrtScn

To take a screenshot on Mac, use Shift + Command + 5

You can use Ctrl + V or Command + V to paste the screenshot in the box below.

Kindly complete the [survey by clicking here](#).

Step 0: Completed Survey



SECTION A: Visualized Data

Step 1: Visualized Data

To complete this activity, you need to access the ["UN Data on Refugees \(AiCE <> Dataset\)"](#) dataset and make sure you have visualized the data given to you.

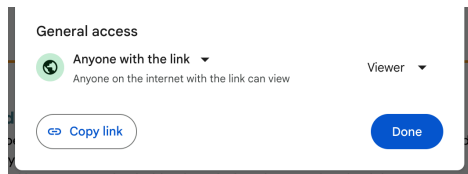
To do this:

First, find the total number of refugees in each country using Tab 1 (Data) Tab.


Country or territory of asylum or residence**	Refugees**
Afghanistan	72226
Albania	
Algeria	
Angola	

Once you have done that, make sure you have visualized the data using a Bar Chart, Pie Chart ([Activity: Visualize Your Dataset \(Part A\)](#)), and your visualized data from Julius AI ([Activity: Visualize Your Dataset \(Part B\)](#)).

After that, you need to paste the link to the copy of your worksheet. Please ensure that the link you are pasting can be viewed by anyone, and the setting should be set to "anyone with the link can view."



Step 1: My Visualized Data

 Copy of UN Data on Refugees (AiCE <> Dataset)

PAUSE HERE AND GO BACK TO SAVANNA!


SECTION B: User persona

Step 2: User persona

Paste the links to both user personas from this activity in the box provided below, and ensure your user persona has the correct file name.


The user persona was created manually with Canva, in Part A of this activity: [Create Your User Persona](#)

Step 2a: Manually Created Userpersona

 Manually Created Userpersona.png

The user persona was created with user persona dev in Part B of this activity: [Create Your User Persona](#)

Step 2b: AI Created Userpersona

 AI Created Userpersona.png

PAUSE HERE AND GO BACK TO SAVANNA!

SECTION C: Before Your Peer Meeting

Step 3: Restate your problem statement

Please write your problem statement from week 2 here (*This is the problem statement you wrote based on your simulation activity at Waga*).

Step 3: My Problem Statement

The failed launch of VacAI, a virtual reality-based travel booking platform, has significantly impacted the target population of tech-savvy travelers seeking immersive vacation experiences. This failure has led to a loss of trust in the brand, diminished user engagement, and missed revenue opportunities for Waga. There is a noticeable gap between the current state of VacAI's functionality and the desired state of a seamless, user-friendly platform that delivers personalized and immersive travel experiences, thereby hindering its market competitiveness and growth potential

Step 4: Bad Idea Brainstorm

BEFORE your peer meeting, conduct a Bad Idea Brainstorm with yourself. List at least 10 bad ideas for how you might solve the failed launch of VacAI. You can get completely ridiculous. For example: Asking users to upload a blood test before they can download the app, etc. The dumber the idea, the better! The purpose of this is to get your mind open to generating ideas without fear of them being wrong, dumb, or bad. (Stay in divergent thinking.)

Need help? Click **"Give Me a Bad Idea"** on this website

<http://labs.jackpine.co/projects/FirstBadIdea/> to get some inspiration.

Step 4: Bad Ideas

1. Rebrand VacAI as a dating app for pets.
2. Hire a skywriter to advertise VacAI's features.
3. Offer free tickets to a Justin Bieber concert with every VacAI download.

4. Create a VacAI-themed line of breakfast cereal.
5. Host a "VacAI Survival Challenge" reality show where contestants compete to plan the Worst vacation.
6. Hire a celebrity impersonator to endorse VacAI on street corners.
7. Launch a series of VacAI-themed prank videos on YouTube.
8. Introduce a "VacAI Rewards" program offering free air fresheners with every booking.
9. Distribute VacAI-themed temporary tattoos at local music festivals.
10. Partner with a fast-food chain to offer VacAI-themed meal combos.

Step 5: Possible ideas

Next, list at least 5 "possible ideas" to address the problem with VacAI. These do NOT have to be good ideas. The only constraint is that they should just be at least theoretically possible. It could be adding a simple user onboarding process or introducing an entirely new dashboard. You're still in Divergent thinking here, so don't judge your ideas as good or bad.

Step 5: Possible Ideas

1. User Feedback Surveys: Conduct comprehensive user feedback surveys to identify specific pain points and areas for improvement within the VacAI application. Use this data to prioritize and implement necessary changes to enhance user experience.
2. Feature Enhancement: Introduce new features or improve existing ones based on user feedback and market research. For example, integrate a user-friendly itinerary planner, real-time travel alerts, or personalized recommendations to make the app more useful and appealing to users.
3. Marketing Campaign: Launch a targeted marketing campaign to increase awareness and generate interest in VacAI. Utilize various channels such as social media, influencer partnerships, and targeted advertising to reach potential users and showcase the app's unique features and benefits.
4. Partnerships and Collaborations: Explore partnerships with travel agencies, airlines, hotels, and other relevant stakeholders to offer exclusive deals, discounts, or bundled

packages through VacAI. Collaborate with industry experts to provide valuable insights, content, and resources to users within the app.

5. User Engagement Initiatives: Implement user engagement initiatives to foster a sense of community and loyalty among VacAI users. Organize virtual events, webinars, or user meetups to facilitate networking, knowledge sharing, and collaboration among travelers. Additionally, incentivize user participation through gamification, loyalty programs, or referral bonuses to encourage continued engagement with the app.

Once you finish this section, follow the steps mentioned below to find a peer for your next activity. A peer refers to a fellow student/learner enrolled in this AiCE program, and you are allowed to choose up to three peers for the peer activity. However, while filling out Section D in your Milestone #4 worksheet, you only need to report on one chosen peer. This peer meeting should be online on any platform of your choice.

Step 1: Reach Out to a Peer

1: Message one of your peers in your [Squad on The Portal](#). If you don't have a Squad, you can reach out to a peer from the main AiCE Learner Community on [The Portal](#).

- Request to complete this activity with them.
- Schedule a date and time that works for both of you.

2: Complete Section C of your Milestone #4 Worksheet

- Before showing up for the peer activity, make sure you have completed Section C of your Milestone #4 Worksheet. This will help you to be better prepared for the feedback you will receive.

PLEASE BRING THE ABOVE WORK WITH YOU TO YOUR PEER MEETING.

PAUSE HERE AND GO BACK TO SAVANNA!

SECTION D: PEER Meeting Output

Step 6: Meeting Date, Time, & Location

Please list when and where your team meeting took place.

Step 6: Meeting Date, Time, & Location

- A. Date: 01 April 2024
- B. Time: 04:00 pm
- C. Location: Whatsapp video call
- D. Peer Name: oliver nyolongo

Step 7: Selected Solution

Choose and specify the idea you are going with.

Step 7: Selected Solution

Partnerships and Collaborations: Explore partnerships with travel agencies, airlines, hotels, and other relevant stakeholders to offer exclusive deals, discounts, or bundled packages through VacAI. Collaborate with industry experts to provide valuable insights, content, and resources to users within the app

Step 8: Peer's Feedback

Please state which idea your peer found the most appealing during the conversation and explain the reason for their choice.

Step 8: Peer's Feedback

Partnerships and Collaborations: Explore partnerships with travel agencies, airlines, hotels,

and other relevant stakeholders to offer exclusive deals, discounts, or bundled packages through VacAI. Collaborate with industry experts to provide valuable insights, content, and resources to users within the app

Step 9: Reflection

In a brief paragraph, describe your experience with peer coaching, including what went well and areas for improvement.

Step 9: Reflection

My experience with peer coaching has been both rewarding and insightful. One aspect that went well was the collaborative and supportive environment created by both myself and my peer coach. We were able to establish a trusting relationship where open and honest communication flourished, allowing for meaningful exchanges of feedback and constructive criticism. This helped me gain valuable insights into my strengths and areas for development, as well as identify specific goals for growth. However, one area for improvement could be ensuring better structure and consistency in our coaching sessions. While our interactions were generally productive, establishing a more formalized framework and setting clear objectives for each session could enhance the overall effectiveness of the coaching process. Additionally, incorporating more diverse perspectives and resources into our discussions could further enrich the learning experience and broaden our understanding of different coaching approaches.



Step 10: Email to Stakeholders

Paste your email from the [Activity on email writing to stakeholders](#) in the box below.

Step 10: Email to Stakeholders

Subject: Update on VacAI: Idea Generation Process and Final Solution

Dear Stakeholders at Waga, I hope this email finds you well. I am writing to provide an update on our progress with VacAI and to share insights from our idea generation process. Throughout this week, our team engaged in intensive brainstorming sessions aimed at generating innovative ideas to address the challenges faced during the initial launch of VacAI. We explored various approaches, including user feedback surveys, feature enhancements, marketing campaigns, partnerships, and user engagement initiatives. Each idea was carefully evaluated based on its feasibility, potential impact, and alignment with VacAI's objectives. After thorough consideration and deliberation, we have identified several promising solutions to improve VacAI and enhance the overall user experience. These include implementing new features such as a user-friendly itinerary planner and real-time travel alerts, launching targeted marketing campaigns to increase awareness and user engagement, and exploring strategic partnerships with travel industry stakeholders. Reflecting on the idea generation process, I found the collaborative and creative environment to be particularly beneficial. Our team demonstrated strong communication and problem-solving skills, enabling us to generate a wide range of ideas and evaluate them effectively. However, one challenge we encountered was ensuring consistency and structure in our brainstorming sessions. Moving forward, I believe establishing clearer objectives and timelines for idea generation activities will help streamline the process and enhance productivity. In the coming weeks, we will be working diligently to implement these solutions and incorporate user feedback to refine VacAI further. Additionally, we plan to share a prototype of the updated VacAI in a presentation document during our next milestone review. Thank you for your continued support and guidance throughout this process. I look forward

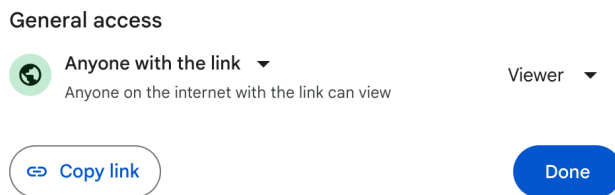
to our continued collaboration and the successful evolution of VacAI. Best regards,
Chikondi Matumula

Step 11: AI Toolkit


To access your AI Toolkit, Go to your personal ALX AICE Google Drive, then locate your updated [AI Toolkit Spreadsheet](#). Make sure your AI Toolkit is updated and contains prompts and workflow optimization processes from the following activities:

- Visualizing Data Using Julius AI
- User Persona
- Email to Stakeholders

Next, Click "**Share**" (under the 3 dots) and adjust the settings so that it looks like this:



Then, copy the link and paste it in the box below;

Step 11: Your AI Toolkit
<div> Copy of AICE AI ToolKit</div>

If you need more help with this, Google for video instructions on sharing files in Google Drive, or ask a peer.

Step 12: Reflection on the use of AI

Take a moment to reflect on how you used AI this week, you are to write a short paragraph answering the following reflection questions:

Reflection on the use of AI

- 1. How did AI assist you in the writing process? Did it help you generate ideas, proofread, or edit your work?*
- 2. Did you feel that AI helped you save time or improve the quality of your writing?*
- 3. What potential drawbacks or limitations did you experience while using AI for writing?*
- 4. How did you use AI for prototyping? Did it help you create and refine designs or models?*
- 5. In what ways do you think AI can improve the prototyping process, and how might it be limited?*

Step 12: Write Your Reflection Response Here

- 1. As an AI language model, AI assists me in the writing process by providing suggestions, generating ideas, and offering alternative phrasing. It helps me brainstorm and explore different angles for a given topic, making the ideation process more efficient. Additionally, AI can proofread and edit my work, highlighting grammatical errors, spelling mistakes, and offering suggestions for improvement.*
- 2. In terms of saving time and improving the quality of writing, AI can be quite beneficial. It accelerates the writing process by offering instant feedback and suggestions, allowing me to refine my work more quickly. Moreover, AI's ability to analyze large amounts of data and provide relevant information can enhance the depth and accuracy of my writing.*
- 3. However, there are also potential drawbacks and limitations to using AI for writing. AI may sometimes provide suggestions that are not contextually appropriate or may introduce errors if relied upon blindly. Additionally, AI may lack the creative intuition and nuanced understanding that humans possess, leading to less original or insightful content.*

4. *In the context of prototyping, AI can assist in creating and refining designs or models by offering design suggestions, generating mockups, or automating certain aspects of the prototyping process. For example, AI-powered design tools can help generate layout options or suggest color palettes based on user preferences and design principles.*
5. *To improve the prototyping process, AI can offer more advanced features such as predictive design, where the system anticipates user needs and preferences to generate highly tailored designs. AI can also streamline collaboration and iteration by facilitating real-time feedback and version control. However, AI may be limited by its reliance on existing data and patterns, which may restrict the creativity and diversity of designs it produces. Additionally, AI may struggle with complex or abstract design concepts that require human intuition and interpretation*