**Potential Solutions**

Instructions: Compare your analysis to potential solutions

Part I: Analyze and document opportunities

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| Product Concept Opportunities |
| Enhanced customer experience |
| Time for a more direct customer interface |
| Resource allocation benefits |
| Store space efficiencies |
| Improved sales and inventory analytics |
| Increased sales |
| Reduction in shoplifting |
| Reduced risk of errors |

Part II: Analyze and document challenges

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| Product Concept Challenges |
| Cost of development and launch |
| Integration with existing IT infrastructure |
| Potential scalability issues |
| Technical issues/downtime |
| Errors. Includes pricing and proper assignment of items to right customer |
| Customer privacy concerns |
| User adoption and behavior—inaccurate use cases |
| Inventory and pricing issues |
| Security/Shoplifting |
| Reduced “personalization” at the checkout |

Part III: Identify the AI product management team

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| AI Product Team Role | Team Member Responsibilities |
| AI Product Manager | * Manage end-to-end product management lifecycle * Build and lead the team |
| AI Researchers and Data Scientists | * Design and develop core algorithms and models * Validate models to ensure operational accuracy and address bugs |
| Engineers | * Fine tune system vision algorithms * Design and maintain hardware infrastructure |
| Computing Specialists | * Link IT with AI systems * Ensure efficient interface and processing |
| Software Developers | * Build software components * Manage the mobile app |
| Security/Privacy Experts | * Safeguard data and system integrity * Implement security measures |
| User Experience (UX) | * Measure customer utilization and satisfaction * Ensure learnability, efficiency, memorability, error free operation, and customer delight |
| Business Analyst | * Bridge the gap between the business and the technology * Help define requirements based on user and market needs |
| Operations and Maintenance | * Ensure smooth operations of system * Provide on-going operational support |
| Compliance | * Identify legal and regulatory requirements * Ensure adherence to privacy laws and industry standards |