Project Raven

Context

On average, workers spend 51% of their workday on non-priority requests, such as emails irrelevant to an employee's job (23%) and meetings with no value added (16%). Collaborative work, including emails, instant messaging, and video meetings, has increased by over 50% in the past decade, diminishing productivity. This surge has led to a 30% decrease in focus time, with interruptions causing cognitive switching costs of up to 23 minutes to regain full focus. A survey found that 96% of employees are dissatisfied with current work task management tools due to fragmented platforms, hindering productivity. Employees seek a unified solution to enhance productivity effectively.

JTBD

As an employee, I seek a fast and simple method to prioritize requests from various teams and projects, based on their alignment with my role and their significance for my career, organization, and company.

Problem and Opportunity Statement

In 2023, one team managed over 330 JIRA requests, with 57% marked as high priority, 37% as low priority, and 17% declined. They more efficiently allocated 74% of time to high-priority tasks, and 25% was allocated to low-priority ones. This allocation was largely attributed to a manual prioritization system within a single tool. We can scale this process using AI instead, by developing a tool that automates priority scanning, centralization, and ranking across all communication channels (emails, meetings, documents, chats) for company employees.

Solution

A Platform that centralizes and aggregates all requests across all MSFT tools and ranks them based on priority through an AI-driven scoring engine can help streamline prioritization, and empower workers to complete their most important tasks. The data captured could then further guide decisions on human tasks versus AI Agents. The goal is to build toward a Workplace Marketplace to enhance productivity and career growth for companies and employees.

Product Roadmap

Requirement	Description	Phase
Priority Scoring Engine and Labeling	Develop an AI-driven Email Priority Scoring Engine to assign Priority Scores and label emails as "high" or "low" based on weighted signals.	MVP (P0)

Project Raven

Feedback Mechanism Enhancement	Implement in-product feedback options (thumbs up/down) and categories for negative feedback to enhance product/AI quality. Include an override option for mislabeled priorities.	P0
Monitoring Dashboard	Provide individuals with a monitoring dashboard to track activity across priority buckets. Include alerts for incident monitoring and priority adjustments.	P0
Universal Priority Ranking Engine	Enhance the Priority Scoring Engine to include a ranking system. Prioritize MSFT requests by scanning notifications with AI.	P1
Universal Priority Platform	Develop a Universal Priority Platform integrating Email, Teams, Docs, and Calendar priority labels. Implement AI-ranking based on priority.	P1
AI-based Automated Responses	Introduce Automated opt-in features: guide requesters to correct points of contact; auto-respond using AI/GAI-based document and previous response scanning; in-product response ETA.	P1
Company-wide Feedback Loop	Improve the Feedback Loop to provide priority recommendations based on impact to the company, organization, and career progression.	P2
Workplace Marketplace	Establish a Workplace Marketplace that scales the outcomes supported by data to any company interested in any prioritization package (meeting, email, chat, etc.)	P3

Key Assumption

The efficiency achieved by employees allocating time to high-priority tasks manually can be replicated and improved to more than 74% upon using AI-based automation.

Success Metrics

True north: Decrease the time spent on low-priority tasks and increase the time allocated to high-priority tasks, leading to overall improved efficiency in high-priority task completion.

Signposts: Sign-Ups, Logins

Output: Revenue, Sessions