# Identification of (Potential) User Groups for an AI Application
_____

The aim of this task is to come up with a **comprehensive list of user groups**, who are (potential) users of the AI application. It is important to **apply a wide view** rather than restricting the list to the most obvious users, since each of these user groups serves as the seed for the development of a distinct persona.

NOTE: For a business application user groups can usually be defined by job descriptions.
For a consumer application user groups can usually be defined by lifestyles.

Recommended Method for this task: Brainstorming

## Brainstorming Rules

1. **Set a time limit**
   15-30 minutes of high engagement are usually sufficient for an efficient brainstorming session
2. **Start with a problem statement**
   A brainstorming session should always address *only one(!)* specific problem/question. If the problem consists of several sub-problems, organise a separate brainstorming session for each of the sub-problems.
   Clearly write down the problem statement on a white board, flip chart or poster, so that every participant of the brainstorming session can easily see it.
3. **No judgement**, (non-verbal) criticism or debating of ideas during the brainstorming session!
   It is essential that the participants feel confident and do not fear to put forward unusual ideas`.
4. **Encourage wacky and wild ideas**, and build on each other's ideas.
   Let the ideas flow, so that the participants can build on each other's ideas to trigger their own thinking.
5. **Aim for quantity**
   Try to generate as many ideas as possible, so to increase the chance of producing a good outcome. "Quantity breeds Quality"
6. **Write down all ideas**
   Either there can be one person, who writes down the ideas that the participants call out, or each participant writes down her/his ideas as they come. Instead of writing directly on the board/poster, you can also write the ideas on sticky notes and place these on the board/poster.
7. **One idea at a time**
   Be patient, listen to each other and build on each other's ideas.

## Brainstorming Impulses to Identify User Groups for an AI Application

**Problem Statements:**

a) Who will **use the AI application**?
b) Who will **need to understand the rationale behind the result** delivered by the AI application?

We suggest to run two brainstorming sessions for finding user groups for an AI application. Start with a 10-15 minutes brainstorming session for problem statement a), then make another brainstorming session for problem statement b)