



# AI WELL-BEING COUNSELLOR

Spring 2023

# OUR TEAM

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# PRESENT STATE

AI is indeed a buzzword today, regarded as an umbrella term. It consists of a range of fancy technologies and even be hyped with magic power. It inevitably arouses a broad concern about its potential diverse disruptive impacts on jobs, businesses, and societies. AI was as effective as proficient workers and even four times more effective than newcomers. It enables machines to handle an increasing number of cognitive tasks which used to be exclusively performed by humans.

The increasing use of Artificial Intelligence (AI) is rapidly changing the way businesses operate. This technology is causing significant disruptions in the political, economic, social, technological, legal, and environmental spheres.



# CHANGE FORCES

The change forces driving AI disruption are complex and multifaceted, requiring stakeholders to adopt a comprehensive and collaborative approach to navigating this transformative technology.

While AI holds enormous potential for driving innovation, productivity, and growth across various industries.

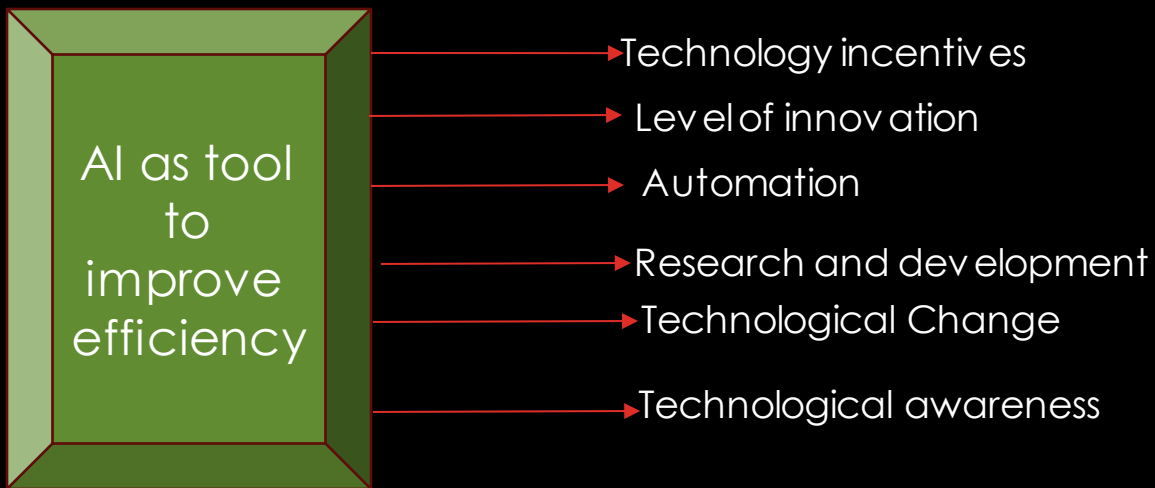
Ultimately, the success of AI will depend on the ability of stakeholders to work together to develop a shared understanding of its capabilities and limitations and to foster a culture of responsible and sustainable innovation.

The change forces driving AI disruption highlight the need for a multidisciplinary approach to understanding and managing this technology, one that draws on expertise from fields as diverse as engineering, law, economics, and social sciences.

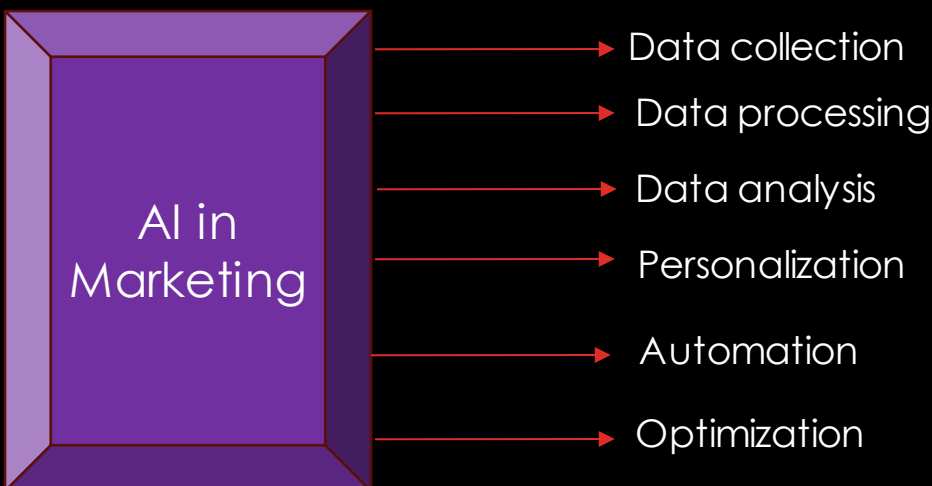


# TECHNOLOGICAL

These aspects relate to technological advancements that could have a positive or negative impact on how industry and the market function.



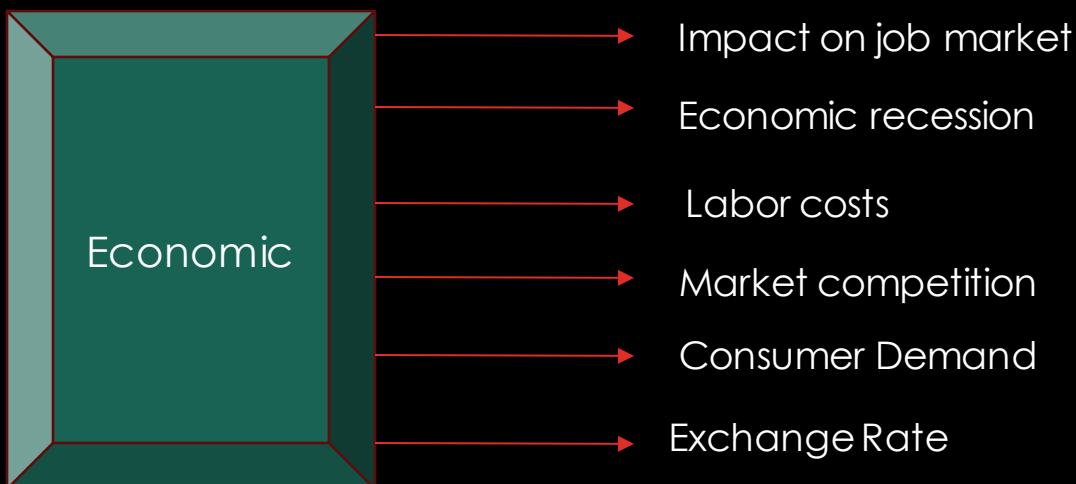
**AI in marketing:** With the assistance of powerful, quick computers, AI can process enormous volumes of data, and using that data, it can market all the products you would like or need at the given time testing.



# ECONOMIC

**Economic** factors are determinants of a certain economy's performance. Factors include economic growth, exchange rates, inflation rates, interest rates, business sector investments, disposable income of consumers and unemployment rates.

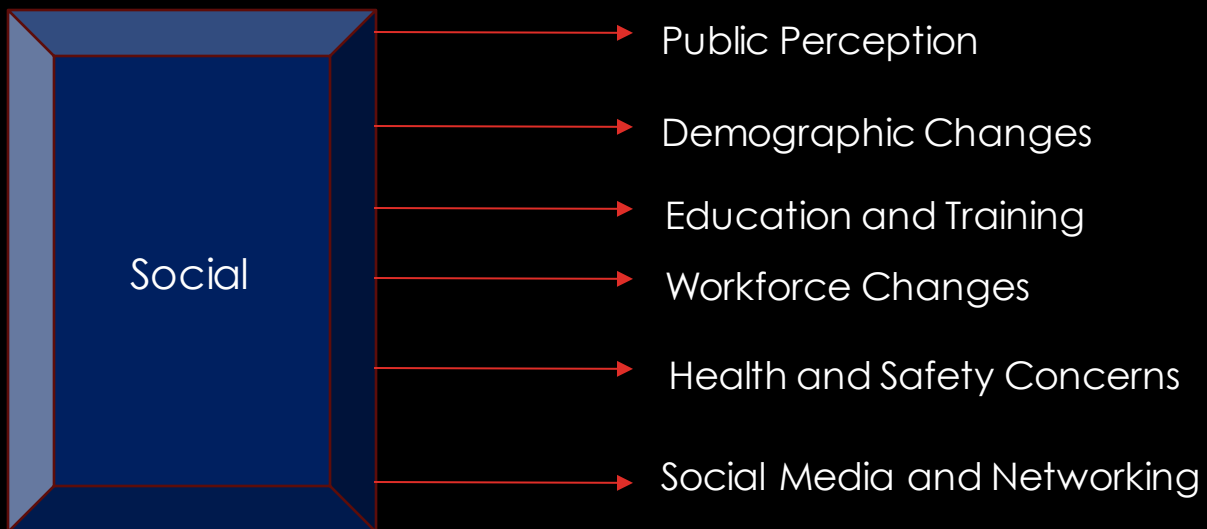
These factors may have a direct or indirect long term impact on the topic, since it affects the purchasing power of consumers or could possibly change demand/supply models in the economy or certain business area.



# SOCIAL

The demographic features, norms, customs, and values of the population or particular stakeholders are represented by this aspect of the general environment.

This includes demographic patterns including the pace of population growth, age and income distributions, attitudes toward careers, a focus on safety, a concern for one's health, attitudes toward a certain way of living, preferences for certain types of consumption, and cultural obstacles.

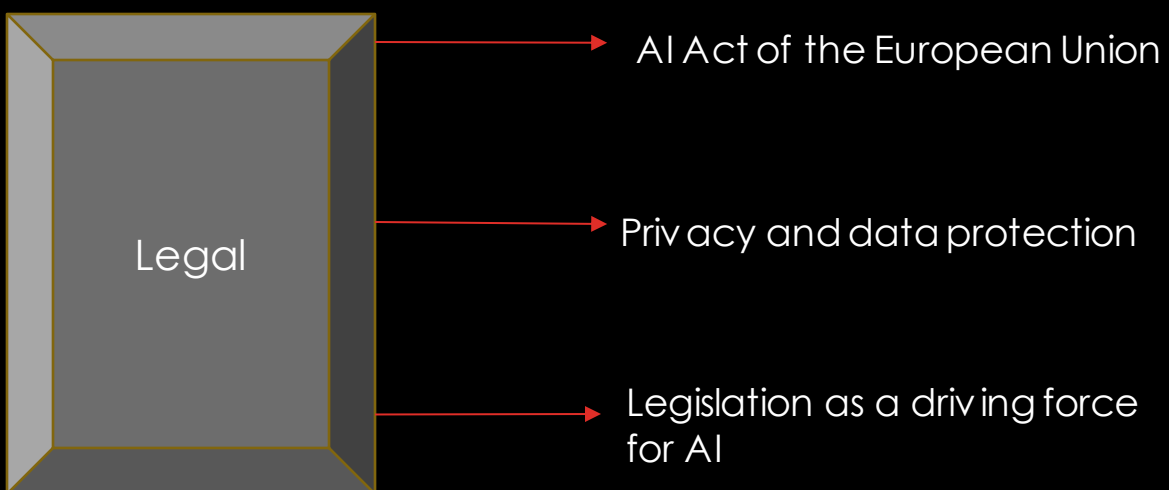




# LEGAL

These considerations include more specific laws including discrimination laws, antitrust laws, employment laws, consumer protection laws, copyright and patent laws, as well as laws pertaining to health and safety, even if there may be some overlap with the political factors.

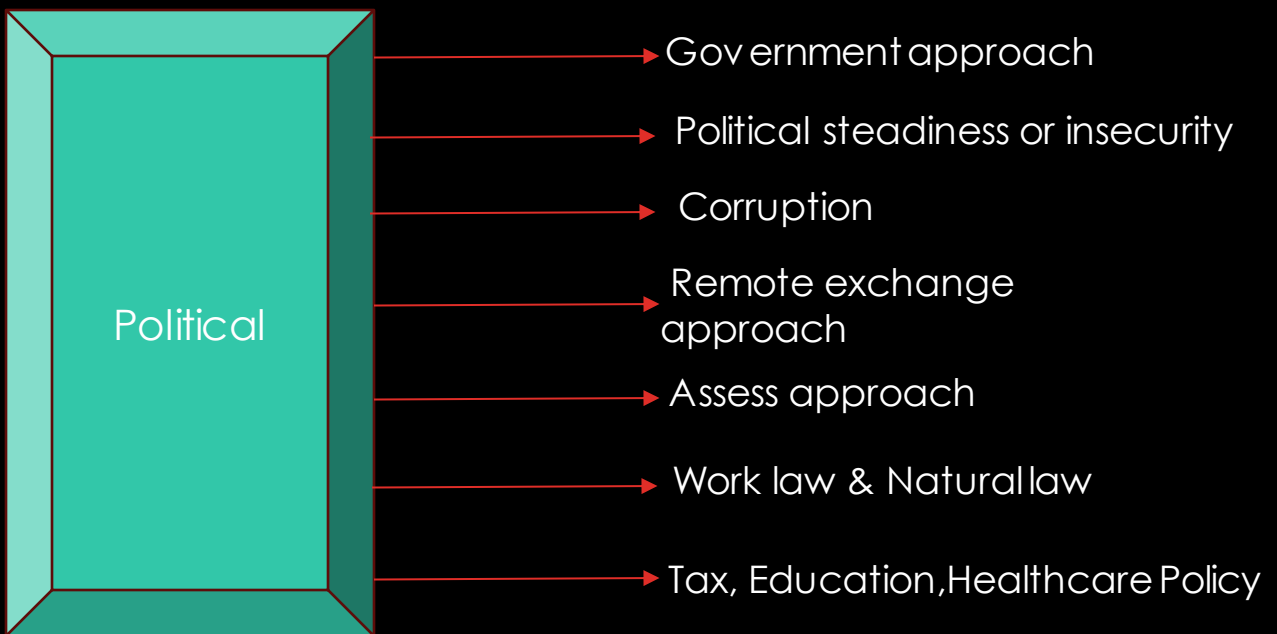
It is obvious that businesses need to understand what is and is not lawful in order to do business profitably and morally. Legislative trends and advancements relating to the phenomena of exportation can also be found.



# POLITICAL

AI can create new ethical and legal challenges that may have political implications. The rise of AI may also impact international politics, particularly in the areas of national security and military technology.

The main cause of AI for business disruption with political implications is the potential for AI to automate tasks that were previously performed by humans



# ENVIRONMENTAL

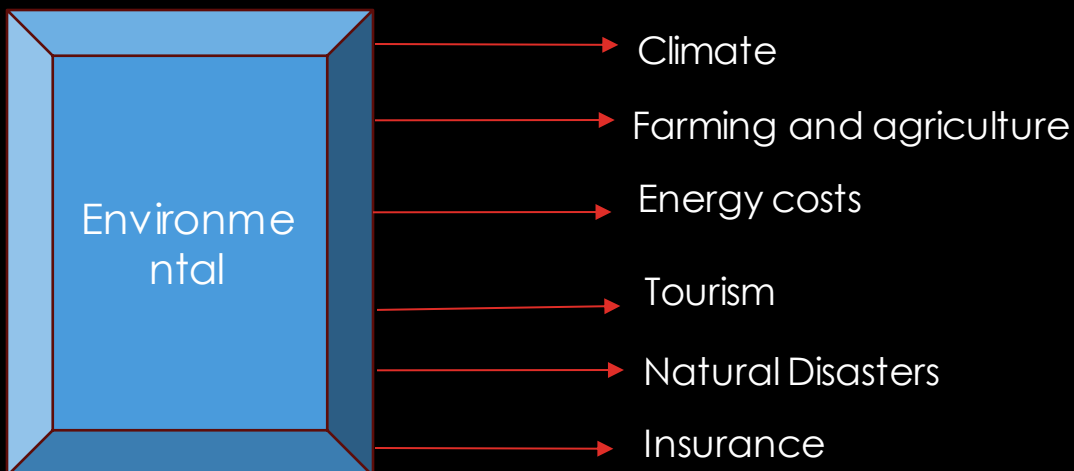
AI has the potential to bring significant benefits to the environment by enabling more sustainable and efficient production practices.

Examples:

Fighting climate change with AI

Environmental footprint of AI

These factors include ecological and environmental aspects such as



# FUTURE STATE

In order to narrow down the exact future state that we would like to explore in our project study, we asked some pretty bold "What if..." –questions. Our goal was to aim for a positive outcome, although some of the questions were on the line of "What if AI takes over the world?".

What if you could make an AI model yourself easily?

"What if everyone could have their own AI life coach?"

"What if AI does all the boring and tedious work for us?"

We held on to the idea of AI being able to coach us through our everyday lives, making it easier for us to make wise decisions based on our needs and wants, and also taking care of some of the tedious tasks, so that we would be able to focus on the more important things.



# DEMONSTRATING OUR VISIONS

As we are all students from the web and app background, we wanted to create some demos that showcase our own strenghts.

The first of these demos is a template for a so-called landing website that promotes the product and urges customers to buy it. We have used the AI model ChatGPT to help us write the ad texts based on the facts that we provided it regarding our product.

The second one is a mock up of how would the product work in real life, made with the technology available and well known for us at the moment.



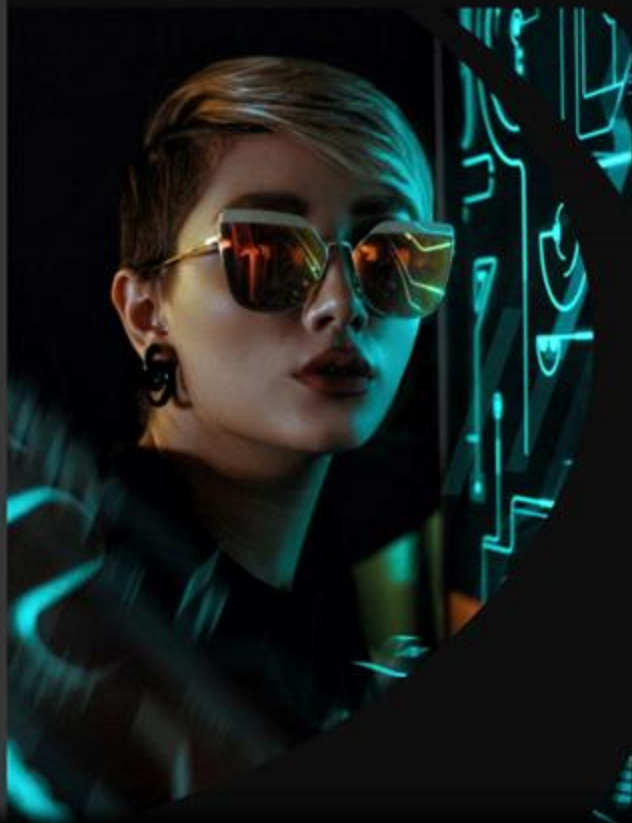
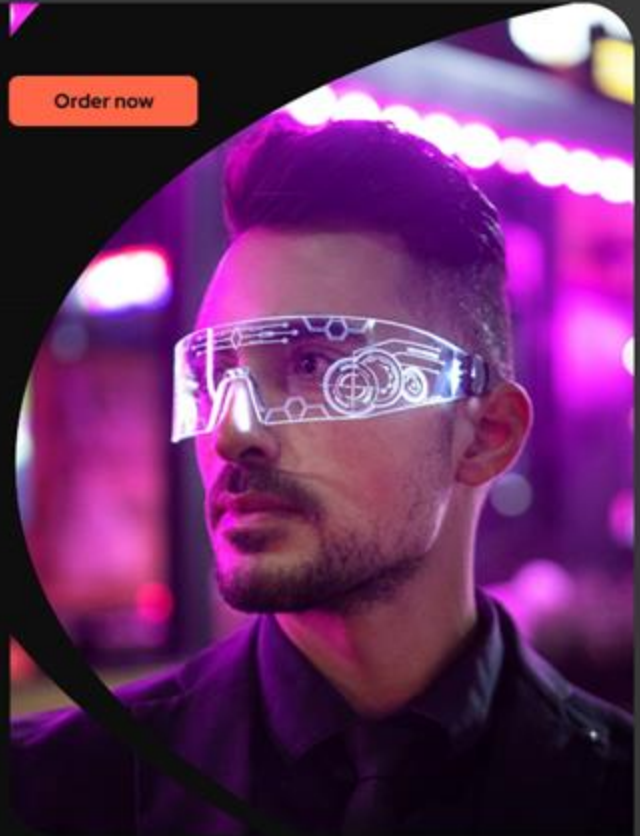
# DEMO 1: WEBSITE LANDING PAGE

[Home](#)[More](#)[About](#)[Order now](#)

## Your Personal AI Assistant

Imagine having a personal assistant who knows exactly what you need, when you need it, without you even saying a word.

With **CompAI** it's now all possible! From daily tasks to achieving your life goals, **CompAI** is here to support you every step of the way!

[Order now](#)

**CompAI** reads your needs and takes commands without having to say a word. If you can think it, **CompAI** can do it!

Integrated inside your body with a tiny implant, **CompAI** offers you exclusive ways to expand your imagination and live life to the fullest!

[Order now](#)[Read more](#)



With the help of **CompAI**'s superhuman vision you can capture the world around you in stunning detail.

**CompAI** is equipped with a nano-sized camera integrated into contact lenses or glasses that go with your every-day style. Unlock a new way to look at the world around you with **CompAI**!

Order now



Explore how **CompAI** can revolutionize your life!

Whether you're an athlete, artist or entrepreneur, **CompAI** is the ultimate tool to enhance your performance and achieve your full potential.

The name **CompAI** refers to *companion* and *Artificial Intelligence*. One other writing format we considered was **ComPAI**, where *PAI* would've been an abbreviation for *Personal AI*.



### Take control of your health and wellness today with CompAI!

Stay ahead of your physical and mental health with personalized meal plans and workout routines based on your own preferences and individual qualities.

CompAI monitors your health, tracks your fitness progress and offers you emotional and mental support when you need it.

With CompAI you can rest assured as your personal assistant will alert you of any critical circumstances in your health.



Upgrade your health and wellness journey with CompAI!

[Read more](#)



### Introducing the future of home life with CompAI!

Control your home remotely with CompAI, with the power of your thoughts! From adjusting temperature to keeping your home safe, CompAI has you back.

CompAI even takes care of tedious chores by scheduling cleaning and maintenance services, identifying maintenance needs and operating maintenance robots.

Enjoy more time with your loved ones while CompAI takes care of the rest!



Take you home to the next level with CompAI today!

[Read more](#)



### Maximize your potential with CompAI!

Let CompAI take care of your time management and finances, and support with in your education and career!

CompAI keeps track of your spending habits, prioritizes your tasks, works as your personal student tutor, gives individual coaching and feedback on your actions.

CompAI even helps you land your dream job by monitoring job opportunities, optimizing your resume and providing interview coaching.



Eliminate stress from your life and achieve your goals with CompAI!

[Read more](#)



### Introducing the ultimate travel companion!

A seamless and enjoyable vacation with CompAI! Never again worry about the tedious tasks, from booking budget-wise flights to finding perfect accommodations!

With CompAI you'll never get lost in a new city, with its instant navigation assistance and real-time tour guidance, spiced with amazing augmented reality overlays!

Communicate with anyone, anywhere as CompAI interprets and translates any language for you.



Don't just travel - experience the world in a whole new way with CompAI!

[Read more](#)



### Take entertainment to the next level with CompAI!

CompAI let's you take control of your entertainment not just by suggesting movies, TV shows and music but also creating personal entertainment based on your preferences!

CompAI communicates with other personal AI systems to create an entertainment experience that fits everyone's needs, so have a unique movie night with friends!

Let CompAI entertain you just the way you like!



Take control of your entertainment experience with CompAI!

[Read more](#)



### What else can CompAI do for you?

Capture and share life's perfect moments with ease using CompAI! With just a thought, you can capture the perfect photo or video.

CompAI helps you with your social media, from creating captivating captions to ensuring your posts get the attention they deserve!

With CompAI's advanced object identification you'll identify unknown plants, animals, foods, everything you see!



With CompAI, you'll never miss a moment again!

[Read more](#)



“

I have been using CompAI for a little over a year now, and I must say, I'm impressed. As an entrepreneur who juggles a busy schedule and some sports activities in my free time, I often struggle to maintain a healthy diet and get enough quality sleep. But with CompAI, I never have to worry about these again!

CompAI has also helped me work more productively, prioritizing the things I need to do and helping me schedule smarter. Without CompAI my routines were chaotic and I used precious time just to keep up with simple things like grocery shopping, cooking and cleaning. Now I can let all that for CompAI to take care of, and focus on more important things in my life!

The implantation process was quick and painless, and I've experienced no issues with the device since. Overall, I highly recommend this product to anyone looking to leave the tedious tasks for someone - or rather something else to take care of!

**Marcus Chen, 42**

”



Read more  
reviews  
>

So what are you waiting for?  
Upgrade your life today with **CompAI**.

Your second skin is waiting, just a click away!

Order now



Your Personal AI Assistant



Your companion.  
Every step of the way.

#### Product

Overview

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Health Considerations

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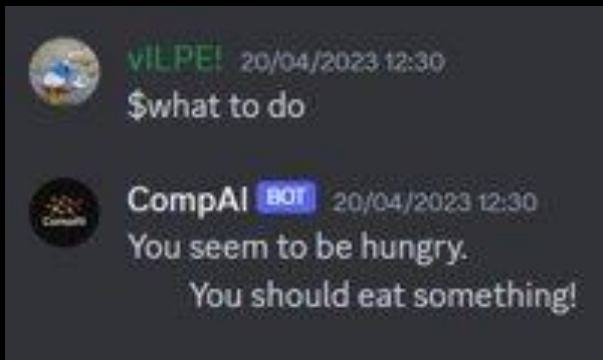
## DEMO 2: PRODUCT FEATURES

Communicate through your mind without any hassle by inconspicuous implant.

Here are couple examples how CompAI could be used in everyday life – imagine all this happening in real time, within your thoughts.





# YOU HAVE THE CONTROL



- Ask questions and recommendations
- Personalize your experience

# AUTOMATE BORING TASKS

 **vILPE!** 20/04/2023 12:30  
\$tax

 **CompAI BOT** 20/04/2023 12:30

Verotustiedot > Matkakulut > Lisää matkakulu


**Asunnon ja työpaikan välinen matka - tietojen ilmoittaminen** Vero-opas

! Ilmoitusta ei ole vielä lähetetty.

Pakolliset tiedot on merkitty tähdellä (\*)

Asiakas ilmoittaa	
Alkupäivä (pp.kk.vvvv) *	01.01.2023
Loppupäivä (pp.kk.vvvv) *	31.12.2023
Kulkuneuvon tyyppi	<input type="radio"/> Julkinen kulkuneuvo <input type="radio"/> Muu kuin julkinen kulkuneuvo <input checked="" type="radio"/> <input type="radio"/> Julkinen ja muu kuin julkinen
Julkinen kulkuneuvo	
Päivittäinen edestekainen matka, km	26,0
Lippujen yhteishinta ajanjaksolla *	1249,60
Muu kuin julkinen kulkuneuvo	
Kulkuneuvo	Puhuteltta 81,00 s/vuorok. 1
Matkojen kokonaispituus ajanjaksolla, km	800,0
Matkojen kokonaiskustannus ajanjaksolla	81,00

**Matkakulu yhteensä 1 234,60** Lisää Poista

 **perusverokortti-palkka.pdf**  
125.83 KB

- For example, fill forms automatically based on your finances
- Remember things for you
- Allows you to focus on more important stuff



# HELPS YOU IMPROVE

- Ask CompAI analyze your performance for example after a football match
- Gives in depth feedback



An abstract graphic at the top of the page featuring a series of overlapping, flowing bands of color. The colors transition from a bright yellow-orange on the left, through a deep red, to a vibrant green and finally a light blue on the right. The bands have a soft, painterly texture and curve upwards and to the right, creating a sense of movement and depth.

# BACKCASTING

There are a lot of smaller changes that need to happen to make a bigger change. These changes will happen in almost every area one way or another. Many new innovations connect to healthcare one way or another. With that being said the healthcare might be the first big field to see an impact of AI.

One of the biggest changes is advancements in technology. New innovations and possibilities unlocked by them opens new possibilities. At the same time methods to make and train AI models improve making the impact even larger.

For the AI to be used, the legislation needs to be updated accordingly to make sure AI is used in a secured environment while obeying privacy.

Changing the public mindset should happen more widely to get new innovations going. New methods to use AI may be overwhelming for majority of people. With informative and transparent introductions people would understand new technologies better and with that be more open minded.

# CONCLUSION

We are aware that our product idea is still a very futuristic and far-fetched, regardless of the seeds that have already been planted in the technological field. Many steps have to be taken, many obstacles to overcome.

A study<sup>1</sup> in Osaka University, Japan (2023) has taken the first steps towards an AI model that can read messages from human brain through MRI-technology.

Google has patented contact lenses with a built-in camera as early as in 2012.<sup>2</sup> Although the technology still has many issues, the will to find a working solution is there. Installing a camera in regular glasses is easier and has already been done, and even in an affordable price.

Because of the high cost and simplicity of the technology in the beginning, we expect these equipments needed to see their first performance in the medical field, where AI can assist people with for example speech or vision impairment to communicate and interact with their surroundings.

<sup>1</sup> "'Mind-reading' AI: Japan study sparks ethical debate", Aljazeera, April 7, 2023. Link: <https://www.aljazeera.com/economy/2023/4/7/could-ai-read-minds-somedayjapanese-breakthrough-sparks-debate>

<sup>2</sup> "Google invents smart contact lens with built-in camera: Superhuman Terminator-like vision here we come", Extreme Tech, April 15, 2014. Link: <https://www.extremetech.com/extreme/180571-google-invents-smart-contact-lens-with-built-in-camera-superhuman-terminator-like-vision-here-we-come>

An abstract graphic at the top of the page featuring a wavy, flowing shape with a color gradient from red and orange on the left to yellow and green on the right, set against a black background.

# PERSONAL INTERPRETATIONS

WILLIAM REIMA

Artificial intelligence is here to stay and I firmly believe we're just at the beginning of a disruption it's going to have to the whole world. As a third year student at TAMK studying ICT-engineering I've got a bit of understanding about a technical aspects of AI overall. I believe impact to everyday life will be significant in near future. Just now we're starting to see and understand the actual possibilities and effects.

An abstract graphic at the top of the page featuring a series of overlapping, flowing waves in shades of orange, red, yellow, and green, set against a black background.

# O R IMON

I think the future of work with AI is likely to be more creative and it will be more potential to automate many routine and repetitive tasks, allowing human workers to focus on more creative and complex tasks that require problem-solving and critical thinking skills. I have some knowledge of some of the more technical parts of AI as a third year student studying software engineering at TAMK. In the future of AI, businesses will need to invest in advanced technologies such as machine learning, Natural language processing, and computer vision. These technologies will enable AI systems to process and analyze vast amounts of data, learn from that data, and make informed decisions in real-time. The future of work with AI is likely to be characterized by increased collaboration between human workers and AI systems. This will require a shift in how we think about work and how we organize our workplaces.



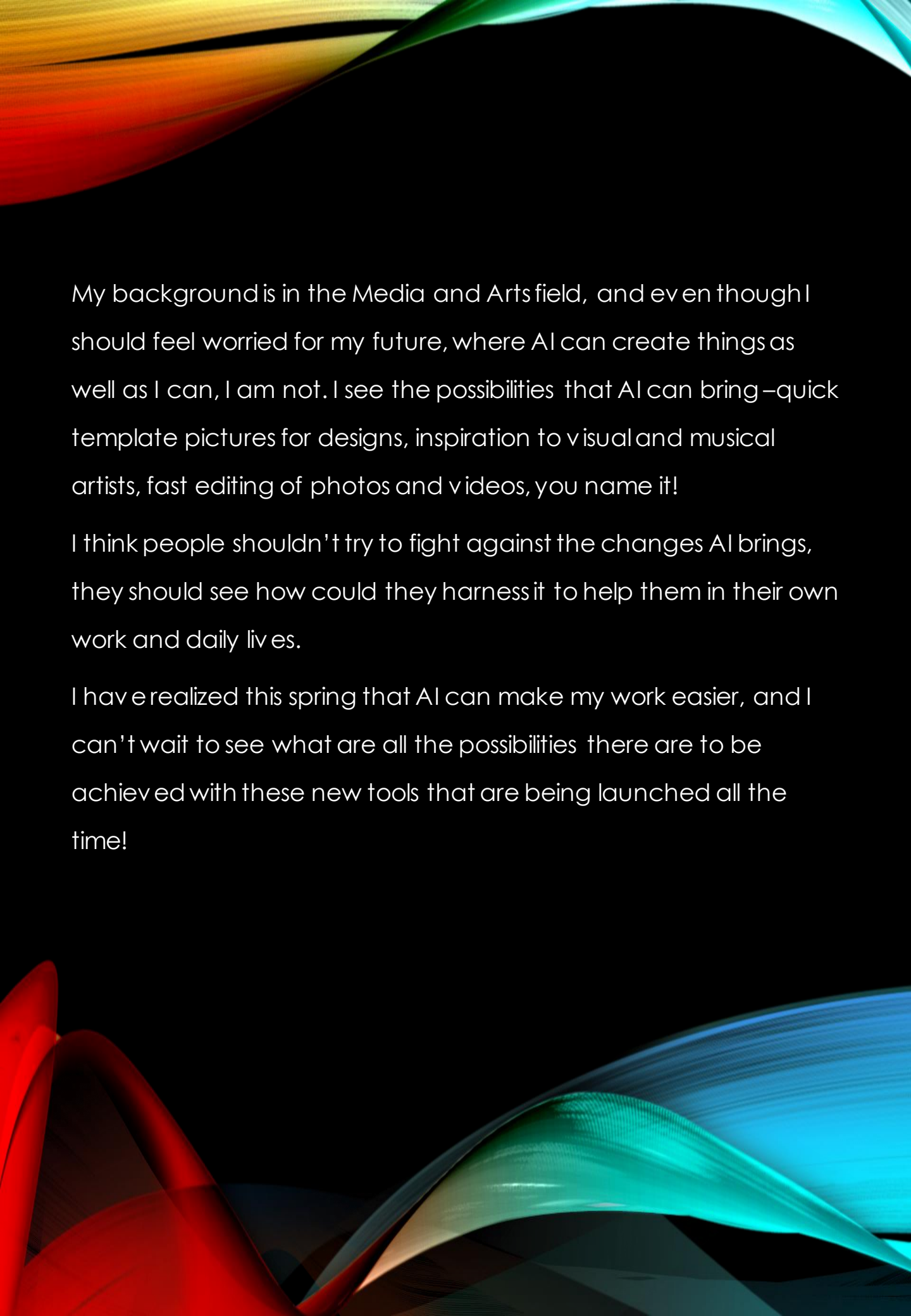
# MINNA MELLAJÄRVI

For me the rise of AI in my personal life came as a bit of a surprise. I hadn't thought I'd have any use for it, but since starting my studies at TAMK I came to realize how wrong I was. I have taken ChatGPT in frequent use in my coding studies, as well as in my freelancer translation job, along with DeepL translator.

The full potential of AI is still to be realized, and I believe we will see some rapid changes in our everyday lives as the technology develops further. Quick changes are also needed in the legal and political decisions around the growth of these new tools – it is already possible to use AI for criminal activities too.

One other thing that worries me in the rise of AI are the environmental aspects. Of course, it's clear that AI can be very useful and helpful in the handling of environmental issues, analyzing huge amounts of data and making predictions based on that. With AI we can learn to reduce emissions on various areas of life, but the downside is that AI also causes a part of these emissions.





My background is in the Media and Arts field, and even though I should feel worried for my future, where AI can create things as well as I can, I am not. I see the possibilities that AI can bring—quick template pictures for designs, inspiration to visual and musical artists, fast editing of photos and videos, you name it!

I think people shouldn't try to fight against the changes AI brings, they should see how could they harness it to help them in their own work and daily lives.

I have realized this spring that AI can make my work easier, and I can't wait to see what are all the possibilities there are to be achieved with these new tools that are being launched all the time!