

선도인재양성 중급

(2주차)

AI + X

Advanced Project

✓ Today's Agenda

- Class Recap: Goals
- **Project Brief**
- **Chat GPT API**
- Group Formation
- Project Leader
- (Ideation Methods)



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-
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Class Goals

AI 서비스 기획

및 POC 개발

PoC

Proof of Concept

One “Big” Project

cf) three projects

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cf) three projects

Impact!



Project Brief

“Develop a **Conversational
Experience based on
Generative AI”**

“Develop a **Conversational
Experience based on
Generative AI” (**Chat GPT API**)**

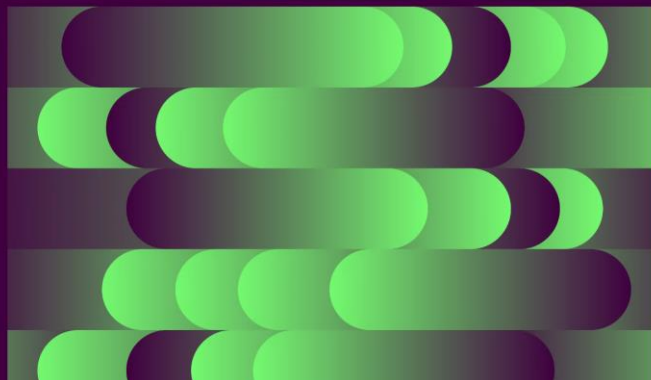


GPT API

[https://openai.com/blog/introducing-
chatgpt-and-whisper-apis](https://openai.com/blog/introducing-chatgpt-and-whisper-apis)

Introducing ChatGPT and Whisper APIs

Developers can now integrate ChatGPT and Whisper models into their apps and products through our API.



Chat GPT Examples

서비스 적용 벌써 시작!

These Major Companies—From Snap To Instacart— Are All Using ChatGPT



Management
Consulting



Snapchat

AI Chatbot
(레서피, 주말여행)

Shopify (커머스 앱), Speak (교육 앱), Instacart (글로서리 앱), Quizlet (학습 도우미 앱)

포브스지 (3월 3일)

Welcome to OpenAI

Start with the basics

Quickstart tutorial

Learn by building a quick sample app

Examples

Explore some example tasks

Temperature와

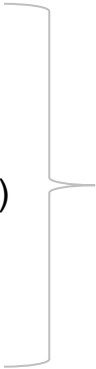
창의성

Proposal (15%)

3/24

KT Coach

Proposal Rubrics (Components)

- ✓ Should be based on your team's preliminary research on the brief
 - ✓ The followings are the **must-haves** in a proposal
 - ✓ Topic of interest
 - ✓ Target users and their unmet needs
 - ✓ Painpoint or problems to be solved
 - ✓ How would you approach the problem (methods)
 - ✓ Expected outcome (i.e., change in experience)
 - ✓ Roles and responsibility
 - ✓ Plans (task and time)
 - ✓ Proposals in the industry require additional information: resources (\$, manpower)
- 
- All preliminary!

Group Formation

Discussion