

선도인재양성 중급

(3주차)

AI + X

Advanced Project



✓ Last Week's Agenda

- Project Brief
- Chat GPT API
- Group Formation (2 Teams)
- Project Leader (PL)
- Ideation Methods

Class Goals

AI 서비스 기획

및 POC 개발

One “Big” Project

cf) three projects

Impact!



Project Brief

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

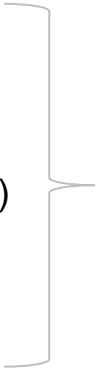


✓ Today's Agenda

- Proposal (3/24) Guide
- KT Coach's Visit (3/24)
- GPT-4!!!!
- Discussion & Ideation

Proposal (15%)

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)
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- All preliminary!

You are already
making a **folio**

A good AI folio

Diversity yet specialization

Provide context!
in the presentation

**Place the user
in the center
CF) biz**

Look into yourself
for **insights**

뻔한 것 vs Crazy (and Wild)

Innovation과 Crazy의 관계

Proposal Examples

GPT-4 시연