Smart learning plan (training)

Dear Sara,

These recommendations are designed to support your preparation for module 3.

Learning objectives

Understand how AI can assist in compliance with Finnish business regulations: Learn about the legal requirements for starting a beauty salon in Finland and how AI tools can help you stay compliant.

Assess the validity and reliability of AI tools for beauty industry applications: Explore different AI tools that can be used in the beauty industry, focusing on their effectiveness and reliability.

Utilize content creation tools to develop marketing materials for your salon: Create engaging content that reflects your brand and appeals to your target audience using AI.

Apply structured prompts to generate business insights and self-development resources: Use AI to create prompts that can help you gather insights about your customers and improve your business strategies.

Assignments

Research and Compliance Report: Use an AI tool (like ChatGPT) to generate a report on the legal requirements for starting a beauty salon in Finland. Include prompts you used to gather information and summarize how AI helped you understand these regulations.

AI Tool Evaluation: Identify three AI tools that can assist in beauty industry tasks (e.g., customer engagement, marketing). Create a comparison chart that evaluates their features, reliability, and potential applications for your salon. Document the prompts you used to gather this information.

Marketing Material Creation: Use an AI content creation tool (like Canva with AI features) to design a promotional flyer for your beauty salon. Describe the process you followed, including the prompts you used to generate content and visuals that align with your brand.

Customer Insight Generation: Create a set of structured prompts to gather insights about your target customers (e.g., preferences, needs). Use an AI tool to analyze the responses and summarize the findings. Explain how these insights can inform your business strategy.

We hope these recommendations will help you prepare for module 3. If you have any questions, please contact your teachers.