

Design Thinking

Ideate AI-enabled products

Test User : Frame Tanapat

Bio : Senior Logistics Planner who have faith in Football, Music, and Beer



MBTI : ENFJ-A (Protagonists)

He is unafraid to stand up and speak when he feels something needs to be said and find it natural and easy to communicate with others, especially in person

- Emphasize -

And is the one who

DOG

VS CAT

SEA

MOUNTAIN

COFFEE

TEA

SUNRISE

SUNSET

HOUSE

CONDO

prefers to

Yakiniku VS Shabu

DAY

NIGHT

Facebook

Instagram

Rice

Noodle

Girl with ...
SHORT
hair

LONG

- Define -

Current

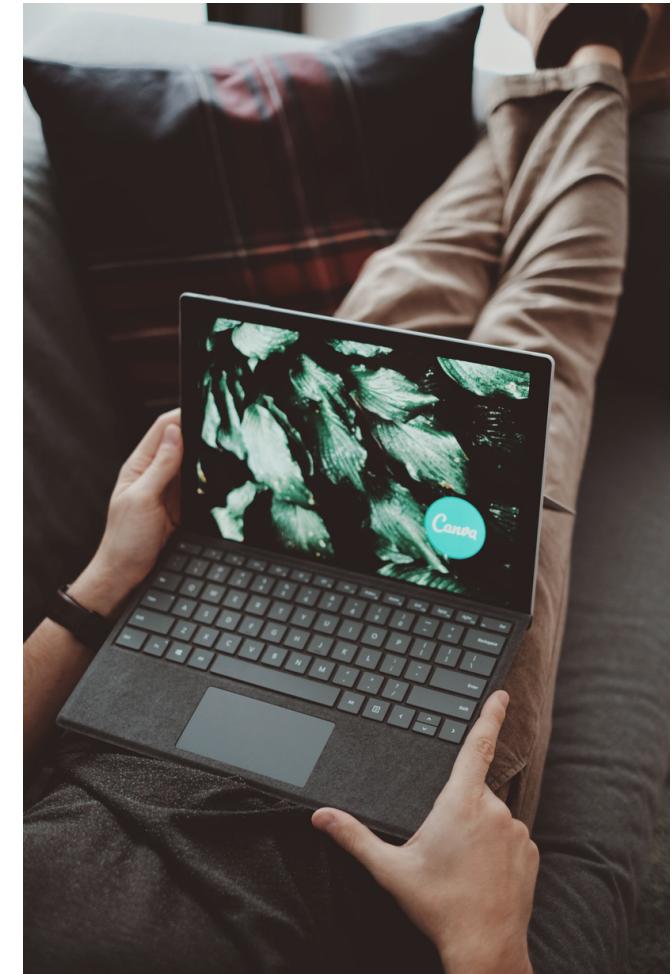
Remote working, staying in space limited room for 24-7

Need a way to

Going out to have any social activities with friends

Surprisingly,

Mostly doing favorite thing can make his blue to bright



- Ideate -



- Ideate -



True Beer Lover

Beer is with his every moments ; playing football, watching concert, party with friends, etc. Having beer can bring memories of happiness.

BEER BREWER @ HOME



With 2 factors
- pressure
- temperature
ferment 9-21 days
depending on beer
types to get fresh
beer capacity upto 5L

Plug-in AI into beer brewer to initiate innovative products for solving
User Test problem.

- Prototype -



The Type Of Beer You Drink May Reveal Much About Your Personality, Study Finds

The type of beer you drink may reveal more about you than you might believe. A survey of 1,000 beer drinkers found that certain personality types and hobbies appear to be associated with different types of beer.

 Study Finds / Ben Renner / Dec 31, 2018

5 Types of Beer



Tells personality

1. Amber

Light-to-medium body. Surprise hatress. Well prepared.

2. Blonde/Lager

Light favor. Light hearted and easy-going. Social guy.

3. IPA

Advanced craft. Openly embrace new experiences.

4. Brown/Porter/Stouts

Leisurely drink. Avoid large, loud, crowded environment.

5. Sour

Be quirky. Being the little undredictable.

Compatible gadgets

1. Smart Watch



2. Smartphone



To collect data of

- Heart rate
- Stress Level
- Energy active

- Face expression log
- Chat log
- Voice log

Super AI-Beer Brewer

1

When facing
a blue day,
Just turn on
Brewer and
select
"Omakase"
function



3

Enjoy the
moment and
found
yourself
having a
good dream.

2

AI compute
user mood
score and
recommend
beer type
with affinity
activity





Like.

- No need to think much
- Face new & memorable experience



Idea.

- Can AI forecast upcoming event result and bring it as recommender i.e. tonight's football match score



Dislike.

- Recommend activity is my constraint like outdoor-exercise



Question.

- Beer freshness quality if take it after long time finish brewing

Thank you

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This is assignment of subject BADS7105