Slide 3: AI Personas - AI Citizens vs AI Workers

Objective: Introduce the two primary AI capability personas from the Turing Institute framework and help teams identify where roles fit.

Layout Composition:
The slide is a flex-col with a header sized to its content, a main body that grows, and a footer sized to its content. The main body is a grid with two columns (1fr 1fr) for the two personas, with a connecting visual element between them.

Content Breakdown:

- Block 1:
- Block Type: Text
- Placement: Header section
- Component Schema: "Section Title"
- Content:
  Title: "AI Personas: Citizens vs Workers"
  Subtitle: "Understanding capability levels for IT/Tech roles"
- Creative Brief: Bold title text-6xl, subtitle text-3xl, white text.

- Block 2:

- Block Type: Text
- Placement: Left column of main grid
- Component Schema: "Persona Card - AI Citizens"
- Content:
  Persona_Title: "AI Citizens"
  Icon: "Users"
  Definition: "Professionals who work alongside AI systems and need AI literacy"
  Characteristics_Header: "Key Characteristics"
  Characteristics: [
  "Understand AI capabilities and limitations",
  "Communicate requirements to AI specialists",
  "Evaluate AI solutions critically",
  "Apply AI ethics and governance principles",
  "Use pre-built AI tools and services"
  ]
  Example_Roles: "Most IT roles: Support staff, junior developers, project coordinators"
  Skill_Focus: "AI Awareness • Ethical Use • Critical Evaluation"
- Creative Brief: Large card with slate-800 background, rounded-xl. Orange accent for persona title and icon. Definition in text-xl italic. Characteristics as clear bullets. Example roles in highlighted callout box at bottom of card.

- Block 3:

- Block Type: Text
- Placement: Right column of main grid
- Component Schema: "Persona Card - AI Workers"
- Content:
  Persona_Title: "AI Workers"

Icon: "Wrench"
Definition: "Professionals who implement, integrate, or customize AI solutions"
Characteristics_Header: "Key Characteristics"
Characteristics: [
"Select and configure AI services",
"Integrate AI APIs and models",
"Implement AI workflows and pipelines",
"Monitor and optimize AI performance",
"Design AI-enhanced systems"
]
Example_Roles: "Senior devs, architects, data engineers, ML engineers, product leads"
Skill_Focus: "Technical Integration • System Design • Performance Optimization"

• Creative Brief: Matching card style to Block 2. Use blue accent for persona title and icon. Same structure and typography. Highlight the technical nature with darker shade distinction.

• Block 4:

• Block Type: Text
• Placement: Center, between the two columns (overlaying or below)
• Component Schema: "Progression Indicator"
• Content:
  Arrow_Text: "Progression Path"
  Icon: "ArrowRight"
  Note: "Most IT professionals start as AI Citizens and develop AI Worker capabilities in their domain"

• Creative Brief: Small centered element with arrow icon, text-lg, connecting the two personas visually. Use purple accent. Can be positioned between or below the two cards.

• Block 5:

• Block Type: Text
• Placement: Footer
• Component Schema: "Simple Footer"
• Content:
  Footer_Text: "Framework adapted from The Alan Turing Institute"
• Creative Brief: Centered, text-base, opacity-60.