Week 9 Assignment: AI-Powered Branding Survey, NEU Brand Evaluation & Creative LinkedIn Personal Branding

Understanding NEU and MGEN's Brand Perception

1. **When someone says 'Northeastern,' what's the first image or word that pops into your head?**
   (Open-ended)

2. **Which words best describe Northeastern's brand?** *(Pick up to 3)*
   - Innovative
   - Prestigious
   - Career-Focused
   - Diverse
   - Community-Oriented
   - Research-Driven
   - Global
   - Other (please specify)

3. **How well do you think Northeastern shows off what makes it unique compared to other universities?**
   (Scale: Very Bad - Bad - Okay - Good - Very Good)

4. **How familiar are you with NEU's logos, colors, and overall look?**
   (Scale: Very Bad - Bad - Okay - Good - Very Good)

5. **Which of NEU's design elements stand out to you the most?** *(Pick all that apply)*
   - Main Logo
   - Monogram
   - Seal
   - Husky Mascot
   - Athletics Logos
   - Department-Specific Logos
   - None of the above
   - Other (please specify)

6. **Did you know about the MGEN department before taking this survey?**
   - Yes
   - No
   - Not sure

7. **If yes, how would you describe MGEN's focus or identity?**
   (Open-ended)

8. **What do you think would help more people recognize MGEN within NEU?** *(Pick all that apply)*
   - More social media presence
   - Better integration into university events
   - Clearer communication from the department
   - More industry collaborations
   - Highlighting student and faculty achievements
   - Other (please specify)

9. **What do you think AI could do to make NEU's branding more engaging?** *(Pick all that apply)*
   - Personalized content recommendations
   - AI-powered chatbots for student support
   - Smart event suggestions based on interests
   - Interactive virtual experiences
   - Other (please specify)

10. **Rank these aspects of NEU's brand from most to least important (1 = most important, 5 = least important):**
   - Reputation
   - Innovation
   - Student Experience
   - Industry Connections
   - Diversity & Inclusion

11. **If NEU could use AI to improve your experience, what's one feature you'd want?**
   (Open-ended)
12. **Got any other thoughts on how NEU or MGEN could improve their branding?**
   (Open-ended)

My Evaluation of Northeastern University's Brand Guidelines

After going through Northeastern University's Brand Guidelines, I think they do a great job of keeping the brand consistent and recognizable. There are a few things that stand out immediately:

- **The Logo** – This is probably one of the most recognizable elements of NEU's branding. It's clean, simple, and memorable—most students and faculty know it instantly.
- **Brand Colors** – The colors (red, black, and white) are super clear and well-established. Even though they are quite basic, when used effectively, they can create a visually strong and well-designed website. They are bold and strong, making NEU's presence stand out in different materials.
- **Athletic Marks & Spirit Marks** – These are a big deal because students wear merch all the time. The Husky mascot and athletic logos are everywhere, from hoodies to stadiums, making them some of the most recognizable symbols of NEU.
- **The Seal** – While the seal looks professional and prestigious, the image inside it doesn't make a lot of sense at first glance. It feels like it could use a refresh or more explanation.
- **Website Design** – Honestly, the website feels basic. It's not very eye-catching or engaging—nothing exciting is happening that pulls people in. A more dynamic design with interactive elements could make it feel more modern and aligned with NEU's innovative reputation.

What Could Be Improved?

1. **More Engaging Storytelling** – NEU is known for innovation and industry alignment, but the guidelines don't highlight this enough in their brand story. Real-world success stories from students and faculty could make the brand feel more personal and relatable.
2. **AI-Powered Branding Enhancements** – NEU could implement AI-driven personalized content, chatbots for branding engagement, or smart recommendation tools to create a more interactive brand experience.
3. **Better Visual Engagement on Digital Platforms** – The branding could be more immersive, using animations, interactive tools, or videos to make the experience more engaging.
4. **Clearer Explanation of Brand Elements** – Some symbols, like the seal, could use more context to help people understand their significance.

Overall, NEU's branding is decent, but not great. While it has strong foundational elements, it lacks the dynamic and engaging aspects that could make it truly stand out. With improvements in digital engagement, AI-driven personalization, and a more modern website experience, NEU could elevate its brand to the next level.

My Linkedin Post

Who doesn't love drama?
The first thing that comes to my mind is Keeping Up with the Kardashians—but in the tech world, chatbots and AI are the real "drama".

🎬 **Welcome to: Keeping Up with the Chatbots**

Every episode is a wild ride:

- Marketing shouts for "more personality."
- Engineering begs for "less chaos."
- Stakeholders demand pure magic.
- And the chatbot? It still sounds like a confused toaster.

There I was, smack in the middle, trying to teach AI to chat like a human. Yet, one sneaky voice kept holding me back—guess who?
Not a rival, not a mentor, not even a random critic.
It was me.
I was my own enemy.

> "You're not technical enough."
> "Keep it simple—don't overthink a bot."
> "It's just a chatbot, not a masterpiece."

I listened, doubted my instincts, and made my designs way too complicated.

But here's the twist: I'm over building like everyone else.
I want to build like **me**—quirky, human-first, and technically savvy.
I want to design AI that *feels*—smart, real, and maybe even a little sassy.

I'm not here to merely keep up with the chatbots.
I'm rewriting the script—and ready to bring this bold, innovative vibe to my next role.

🎤 **#SeasonFinale**

#AI #Chatbots #UXDesign #ConversationDesign #PersonalGrowth #Voiceflow #Innovation

Thought behind my post:

I chose Option 4: "If my industry had a reality show…" to spotlight the unpredictable, sometimes absurd world of AI chatbot design. In this post, I blend humor with candid personal reflection to illustrate the challenges I face in a high-pressure tech environment. The format mimics a reality show narrative—complete with dramatic twists and tongue-in-cheek commentary—which not only makes the content engaging and relatable but also emphasizes my creative problem-solving skills.

The post reflects my journey of overcoming self-doubt. I detail how I once listened to negative feedback—doubting my technical abilities and overcomplicating my designs—and how I eventually realized that the biggest obstacle was my own internal critic. By acknowledging that I was my own enemy, I highlight a pivotal moment of personal growth: embracing a human-first approach to AI that balances technical expertise with creativity and empathy.

Ultimately, this narrative is a declaration of my commitment to innovation. It signals to potential employers that I'm not just following industry norms, but actively rewriting the script by challenging conventional thinking. I'm excited to bring this unique, playful, yet technically savvy mindset to my next role, where I can drive real change and add value through creative technology solutions.