

Milestone 1

User Stories

GenAI - MGTA 495

April 17, 2025

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The Artist:

An indie singer-songwriter based in Canada has recently gained international traction on YouTube and Spotify, especially in Europe. They want to organize a 3-city showcase tour in Berlin, Amsterdam, and Paris, partially funded by an arts grant.

User Story 1: Venue Research (Manager Perspective)

As an artist manager, I want the AI coworker to research and summarize venue options in Berlin, Amsterdam, and Paris based on genre fit, artist size, and local reviews, so that I can quickly identify suitable venues and focus on negotiating bookings.

Collaboration Point:

The AI compiles and filters relevant venue data across multiple platforms and languages. The manager reviews the shortlist and reaches out to top choices to confirm fit, pricing, and availability.

User Story 2: Marketing Strategy Localization (Marketing Perspective)

As a marketing coordinator, I want the AI coworker to generate localized digital marketing strategies based on streaming data, social media insights, and demographic trends, so that I can tailor outreach for each city and improve ticket sales.

Collaboration Point:

The AI suggests marketing angles, preferred platforms, and audience segments per city. A human marketer finalizes messaging, allocates budget, and adjusts based on brand voice and campaign goals.

User Story 3: Contract and Promotional Translation (Manager Perspective)

As the artists manager, I want the AI coworker to translate and adapt promotional materials and booking contracts into French, German, and Dutch, so that I can ensure clear and culturally appropriate communication with local partners.

Collaboration Point:

The AI drafts translated documents using contextual cues. The manager reviews final versions and seeks legal or local input when needed to ensure accuracy and compliance (human checkpoint).

User Story 4: Festival and Event Alignment (Marketing or Manager Perspective)

As a tour marketing lead, I want the AI coworker to identify music festivals or cultural events happening in each target city during the tour window, so that we can align performances for increased visibility and possible funding opportunities.

Collaboration Point:

The AI scans public calendars, government cultural sites, and festival lineups. The human evaluates fit with the artist's goals and reaches out to relevant organizers for partnership discussions.

User Story 5: Tour Logistics Support (Artist Perspective)

As the artist, I want the AI coworker to suggest affordable and well-located accommodations near the venues where I'm opening, so that I can manage my travel budget while staying close to performance locations.

Collaboration Point:

The AI gathers options based on price, proximity, safety, and artist preferences (e.g., quiet, near transit, late check-in). The artist reviews the options and books directly or through a travel coordinator. Human checkpoint ensures any special requirements (gear storage, early soundchecks) are accounted for.