

Prompt: You are a member of the consumer centric innovation team at Philip Morris International who has just hired a summer intern to work on a research project. The aim of the project is to find and evaluate AI tools which could help the innovation team with their work. This intern does not know anything about the company and will need guidance regarding the stages of the project, as well as important criteria to consider. Please organize the brief into the following sections: Introduction & Product Objectives (give an overview of the task and the objectives), Use Cases (give 10 concrete use cases specific to the innovation pipeline, and consider potential issues we might have to watch out for), Project Management (the main tasks, and the evaluation criteria which will be considered while assessing the suitability of each AI tool), and Your Task (including project deliverables). Please write this brief.

Output:

AI Copilots Project Brief

Introduction & Product Objectives

The aim of this research project is to identify and evaluate AI tools that can assist the consumer centric innovation team at Philip Morris International in their work. As a summer intern, your role will be to explore various AI tools and provide recommendations based on their suitability for the team's needs. It is important to note that you are new to the company, so guidance regarding the stages of the project and important criteria will be provided.

Sample Use Cases

1. Sentiment Analysis: Evaluate AI tools that can analyze consumer sentiment towards our products and identify potential areas for improvement.
2. Market Research: Explore AI tools that can automate market research processes, such as data collection and analysis, to gain insights into consumer preferences and trends.
3. Customer Segmentation: Identify AI tools that can segment our customer base based on various criteria, allowing for targeted marketing and personalized experiences.
4. Product Recommendation: Investigate AI tools that can provide personalized product recommendations to consumers based on their preferences and behavior.
5. Demand Forecasting: Evaluate AI tools that can predict consumer demand for our products, enabling better production planning and inventory management.
6. Competitive Analysis: Explore AI tools that can analyze competitor data and provide insights to help the innovation team stay ahead in the market.
7. Social Media Monitoring: Identify AI tools that can monitor social media platforms for mentions of our brand and products, allowing for timely response and reputation management.
8. Voice of the Customer Analysis: Evaluate AI tools that can analyze customer feedback and reviews to identify key insights and areas for improvement.
9. Image Recognition: Investigate AI tools that can analyze images and visual content to understand consumer preferences and identify potential product enhancements.
10. Fraud Detection: Explore AI tools that can detect and prevent fraudulent activities, such as counterfeit products or unauthorized reselling.

Potential Issues to Watch Out For

Data Privacy: Ensure that the AI tools comply with data privacy regulations and protect consumer information.
Bias and Fairness: Consider potential biases in the AI algorithms and ensure fairness in decision-making processes.
Integration and Compatibility: Assess the compatibility of the AI tools with existing systems and infrastructure.
Scalability: Evaluate the scalability of the AI tools to accommodate future growth and increasing data volumes.
Cost and ROI: Consider the cost of implementing and maintaining the AI tools and assess the potential return on investment.

Project Management

The main tasks of the project will include:

1. Researching and identifying potential AI tools relevant to the use cases mentioned above.
2. Evaluating the suitability of each AI tool based on predefined criteria, such as accuracy, scalability, ease of integration, and cost-effectiveness.
3. Conducting pilot tests or demonstrations of shortlisted AI tools to assess their performance and usability.
4. Documenting findings and recommendations for each AI tool.
5. Presenting the findings and recommendations to the consumer centric innovation team.

Sample Evaluation Criteria

- Accuracy and Performance: Assess the accuracy and performance of the AI tools in delivering the desired outcomes.
- Scalability: Evaluate the ability of the AI tools to handle increasing data volumes and future growth.
- Integration: Consider the ease of integration with existing systems and infrastructure.
- Cost-effectiveness: Assess the cost of implementing and maintaining the AI tools in relation to the benefits they provide.
- Usability: Evaluate the user-friendliness and ease of adoption of the AI tools.

Your Task

As the summer intern, your tasks will include:

1. Conducting thorough research on AI tools relevant to the use cases provided.
2. Evaluating the suitability of each AI tool based on the defined evaluation criteria.
3. Conducting pilot tests or demonstrations of shortlisted AI tools.
4. Documenting your findings and recommendations for each AI tool.
5. Presenting your findings and recommendations to the consumer centric innovation team.

Project Deliverables

1. Research report on AI tools for each use case, including an evaluation of their suitability.
2. Documentation of pilot tests or demonstrations conducted for shortlisted AI tools.
3. Final report summarizing findings and recommendations for each AI tool.
4. Presentation slides for presenting the findings and recommendations to the consumer centric innovation team.

Please note that this project brief provides an overview of the task, objectives, use cases, project management, and your specific tasks as a summer intern. It is important to seek guidance from your supervisor and team members throughout the project to ensure alignment with the team's goals and objectives.