TIM 175: BUSINESS STRATEGY AND INFORMATION SYSTEMS
SPRING 2025

Generating a Concept Demo

TIM 175 WEEK 5 LAB

This week will be a lighter week where you will review and vote on themes generated from Homework 4, contribute to a class-wide dataset that we can use for later stages, and use Generative AI to create some concept demos of interactive experiences that can leverage the annotations we've done so far. This will include an **individual deliverable (due Saturday at 11:59pm)** and a **team deliverable (due Monday 11:59 pm)**

Readings:
See Week 5 Prelab or Course Spreadsheet.

Submission Link
Week 5 TIM 175 Submission Form (Spring 2025)

Brief Task Overview
Individual deliverable

- Review and Vote on Synthesized Themes and Subthemes from Week 4
    1. Identify which teams you will be reviewing and assessing
    2. View the themes and subtheme submissions using either this Google spreadsheet or this Google document
    3. Rate the submissions in this HW 5 review of themes and subthemes submitted by teams in HW 4 form.
    4. Rank your top two submissions using the same form
    5. Elaborate on your ratings and rankings, and reflect on what you learned using the same form
- Contribute to Class-Wide Dataset on Transcripts and Codes/Themes using class-wide spreadsheet
    1. Determine your Team's Assigned transcript
    2. Add Code/Quote Pairs to the Dataset
- Create Concept Demos using Generative AI
    1. Brainstorm ideas for your demos
    2. Generate demos for your top three ideas and polish/iterate on one of them
- Reflect and submit using this Google form

Team deliverable

1. In-section peer review of evaluation
2. Compile your reviews, make another copy of this spreadsheet
3. Converge and iterate as a team
4. Create a short screen recording for each demo
5. Reflect and submit using this Google Form

You can use ChatGPT or other GenAI tools to inform any part of the assignment but: (1) you need to first form your own independent thoughts, (2) every word included in the submission needs to be something you've read, thought about, and decided to include, and (3) you should strive towards submitting the highest quality work you can rather than mediocre work that meets the requirements.

Individual Assignment Instructions

Task 1: Review and Vote on Synthesized Themes and Subthemes from Week 4

To help you improve your intuition on high-quality outcomes for the themes and subthemes, we would like every person to go through a process of reviewing, assessing, and comparing the submissions from one of the sections. David has already gone through the same process you will be doing here, so after the assignment is due, we will let you compare to see how good your assessments are.

Identify which teams you will be reviewing and assessing. You will be reviewing, assessing, and comparing the following teams:

- If you are in the Monday 1:20-2:40pm section, you will be reviewing the submissions for the Monday 2:40-3:45pm section (teams 9-16),
- If you are in the Monday 2:40-3:45pm section, you will be reviewing the submissions for the Monday 5:20-6:25pm section (teams 17-24),
- If you are in the Monday 5:20-6:25pm section, you will be reviewing the submissions for the Monday 1:20-2:25pm section (teams 1-8),

View the themes and subtheme submissions. You can view the submissions at either this Google spreadsheet or this Google document. The contents are the same in both, but the spreadsheet has a fixed row height so you need to click into the cells to view the entire text content whereas the document has the entire text for the themes and subthemes displayed one after another (which may be easier to read, but harder to browse).

Rate the submissions. You will submit your ratings in this HW 5 review of themes and subthemes submitted by teams in HW 4 form. The first question is a rating matrix question like the one below. You should rate each team (i.e. select one circle per column). My recommendation is to:

- Start by looking for submissions that had **"major misconceptions"** (missing theme/subtheme names, themes with a single subtheme, themes/subthemes that do not describe career insights, etc.)
- For the remaining submissions, spend more time evaluating them carefully. If they have themes that overlap with one another or quotes that are weak in capturing the insight, or other issues that make it less effective at communicating the career insights in the dataset, you can mark it as **"Some areas to improve".** If it's a submission where the themes, subthemes, and quotes are all done very well such that they effectively convey the space of career insights, you can mark it as **"Really strong quality"**. You can also use ratings between these 3 major categories if needed,

Review the following team submissions and reflect on the quality of the themes, subthemes, and selected quotes to assess it

You need to submit a response for each column (each team in the section you are assigned to review)

	9	10	11	12	13	14	15	16
1 - Major misconceptions, e.g. missing theme/subtheme names, themes do not reflect career insights, themes with single subtheme, etc.	○	○	○	○	○	○	○	○
2	○	○	○	○	○	○	○	○
3 - Some areas to improve, e.g. themes may feel like they overlap, quotes are weak in capturing insight, etc.	○	○	○	○	○	○	○	○
4	○	○	○	○	○	○	○	○
5 - Really strong quality, e.g. themes, subthemes, and quotes convey space of career insights	○	○	○	○	○	○	○	○

Rank your top two submissions. Out of the submissions in the section you are assessing, pick the top two submissions. This will also be submitted within the HW 5 review of themes and subthemes submitted by teams in HW 4 form.

Elaborate on your ratings and rankings, and reflect on what you learned. Write a paragraph explaining what made the top two submissions stand out and some of the common issues with the lower-quality submissions. Be concrete and use examples to illustrate your points.

Then reflect on your own submission. Were there things that you realize could have been improved now that you've looked at some of the submissions of others? What did you learn? Or do you still have some questions that remain?

These will also be submitted within the HW 5 review of themes and subthemes submitted by teams in HW 4 form.

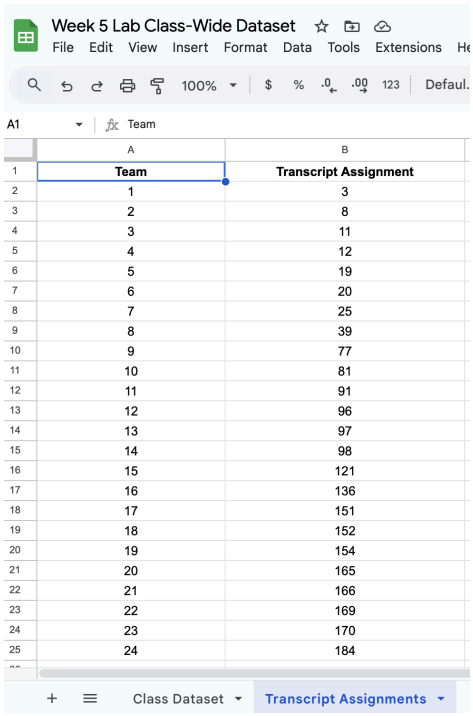
Task 2: Contribute to Class-Wide Dataset on Transcripts and Codes/Themes

For this part of the assignment, we want to create a Class-wide Dataset of the Code/Quote pairs so that we have a compiled dataset containing all code/quote pairs across all the transcripts. This is the dataset that you will be able to use for the concept demos we are generating in Task 3. This way after we have finalized the top demos for each section and across the class, we can plug in the full dataset to make the demos more rich and real-world.

Each team will work on one transcript for this assignment which will give us a complete dataset of all 24 transcripts we have been using. Here is the class-wide transcript dataset spreadsheet that we want all the teams to contribute to.

> Do not make a copy of this spreadsheet. All teams must edit on the same spreadsheet.

Determine your Team's Assigned transcript: In the class-wide transcript dataset spreadsheet, there is a tab called "Transcript Assignments" that you need to look at to determine which transcript is assigned to your team.



	A	B
1	Team	Transcript Assignment
2	1	3
3	2	8
4	3	11
5	4	12
6	5	19
7	6	20
8	7	25
9	8	39
10	9	77
11	10	81
12	11	91
13	12	96
14	13	97
15	14	98
16	15	121
17	16	136
18	17	151
19	18	152
20	19	154
21	20	165
22	21	166
23	22	169
24	23	170
25	24	184

Add Code/Quote Pairs to the Dataset: For your assigned transcript, add in the code/quote pairs that you extracted previously into the dataset - each row should have a single code/quote pair that is relevant to the research question. Since you have already generated these pairs, you may copy them from your week 3 lab if they are high quality. If they are not high-quality, you can manually edit them or write them yourself. The purpose is to have a high-quality dataset to use in the concept demos.

Note: even though this is part of the individual assignment, you are welcome to coordinate among your team to split up the work for your transcript. By the end of the team submission, you will need to have all code/quote pairs added for your assigned transcript, with each row reviewed by at least 2 members of the team.

For each code/quote pair that you add to the spreadsheet, you have to fill out the following columns in the spreadsheet. Note that some of these columns will be repeated values.

- **Podcast Number** - this is the same for all the code/quote pairs you add since it is the transcript number you have been assigned to.
- **Podcast Title**
- **Podcast Link**
- **Interviewee Name**
- **Industry Sectors** - you can get these by finding the track in the What-To-Be podcast and seeing which industry sector playlists it is categorized into. If there are multiple industry sectors, separate them with a semicolon (e.g. Architecture and Engineering; Marking, Sales and Service). You cannot just make this up yourself. It needs to be drawn from the list of Industry Sectors used by the What-To-Be podcast:
    - Architecture and Engineering
    - Agriculture and Natural Resources
    - Marketing, Sales and Service
    - Building, Trades, and Construction
    - Energy, Environment, Utilities
    - Fashion and Interior Design
    - Manufacturing and Product Development
    - Education, Child Development, Family Services
    - Public and Government Services
    - Finance and Business
    - Arts, Media, and Entertainment
    - Information and Computer Technologies
    - Hospitality, Tourism, Recreation
    - Health Services, Sciences, Medical Technology
- **Transcript Q&A Pair Number** - i.e. "1" is the first Q&A pair, 2 is the next, etc.
- **Transcript Q&A Pair Text** - you can just copy-paste the text of the except (you should copy-paste the **entire** question-answer pair)
- **Quote** - the quote that is relevant to the research question (in your code-quote pair)
- **Code** - the initial code that captures what about the quote is relevant to the research question (in your code-quote pair)
- **Theme** - leave this blank until we have a common set of themes and subthemes
- **Subtheme** - leave this blank until we have a common set of themes and subthemes

Task 3: Create Concept Demos using Generative AI

For the final task, you will be creating 3 concept demos utilizing your annotated transcript and annotation dataset. Similar to Prelab 5 you can use any of the tools we have discussed in class, but your demo must make use of the podcast transcripts and annotation dataset described in Task 2 in an interesting way.

Note that we do not currently have the compiled class-wide dataset (though we hope to by the end of this assignment). For now, just use the few rows you created from "Task 2" as your starting dataset for exploring your concepts (you will need to include in your prompt what kind of data you have available to use for your app).

Some things to keep in mind while making demos:

- Of your 3 demos, at most one can be the same concept as one of the concepts shown in Thursday's studio session, the other two need to be different
- Demos do not need to be exceptionally polished, but they need to at least capture the concept / idea / experience. You should choose one of the demos to iterate on or polish a little more.
- Demos should exhibit a clear concept. It's better to tackle a single idea well, than multiple ideas poorly.
- The demo must make some use of the podcast transcripts and annotation dataset you have been making, so keep the work we've been doing in mind while thinking of ideas.
- Be careful with scope. You have limited time and tokens. Focus on having a clear and simple idea that can be showcased relatively easily. You can always extend an initial idea further.

Brainstorm ideas for your demos. First, take a few minutes to brainstorm ideas for your demos. The details will likely change as you start to actually create them, but try to nail down your high level ideas here. Once you have a concept, write a 2-3 sentence description for each describing: 1) the user and need your idea will address, 2) the idea and insight conveying how the idea provides value for the user or how it addresses the need. You will submit these on the Google Form.

Idea 1: <description>

Idea 2: <description>

Idea 3: <description>

You are allowed to use Generative AI to support you as you brainstorm ideas. If you do, include at least one screenshot of your prompt and the response.

Generate demos for your top three ideas and polish/iterate on one of them. Once you have your ideas down, start generating your demos using any of the tools explored in the prelab . For each concept, start a new chat and add your initial prompt. Each demo should at least be functional enough to share or convey the basic experience, but you only need to polish or iterate on one of the demos that you like the most.

***Y**ou should probably describe the structure of your dataset so that it will be easy to swap in the real class-wide dataset when we have it. Specifically, you might want to tell it that your dataset is stored in a variable of the following format:*

[{
podcast_number: ...,
podcast_title: ...,
podcast_link: ...,
interviewee_name: ...,
industry_sectors: [list of industry sectors],
transcript_excerpt_number: ...,
transcript_excerpt_text: ...,
quote: ...,
initial_code: ...,
theme: ...,
subtheme: ...
}, ...]

Note: based on the Prelab, you should have better intuition of which tools are more effective and give you enough tokens to generate nice demos. It seems like Bolt is pretty limited, but Gemini / Replit are pretty good options.

Once you are happy with your demos, share it below! Add the link to the actual demo to the Google Form Submission as below.

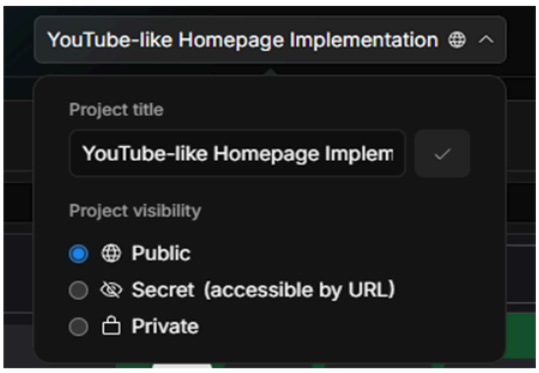
Demo1:
<Link to demo>
<screenshot>

Demo2:
<Link to demo>
<screenshot>

Demo3:
<Link to demo>
<screenshot>

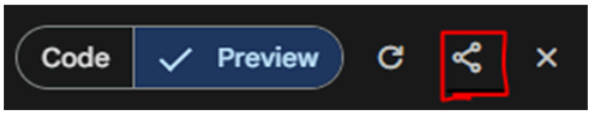
Each platform has a slightly different way of sharing:

Bolt: Set to public and copy page URL



ChatGPT Canvas: From preview mode click share and copy link

Gemini Canvas: Click Share and copy link



Important: Don't delete your chats! You will need to keep your demos for grading/peer review, so ensure you don't remove them.

Reflect and submit. Finally, reflect on the individual activity. Submit your responses to the below questions directly on the Google Form.

IMPORTANT: MAKE SURE TO GIVE US PERMISSIONS TO ACCESS DOCUMENTS

1. Please provide a one paragraph reflection on your experience creating your demo concepts. Which tools did you use? What worked well? What challenges did you encounter?
2. Please provide a one paragraph reflection on the demo creation process. How did you break the process into initial prompts and follow up prompts? Were there any surprises in the process?
3. Please provide a one paragraph reflection on your finalized demos. Were you able to create something close to what you envisioned? What would you need to take the demo to the next level? Did seeing the demo help spark new ideas for future concepts?

Team Assignment Instructions

In-section peer review of evaluation. Among the team members who are present at the section, conduct a peer review of each other's work. We don't have a strong preference for how you assign peer reviewers, but one way to do it is to use a cycle A → B → C → D → A. In other words, if you have 4 team members present (A, B, C, D), have A peer review B, B peer review C, C peer review D, and D peer review A.

Examining your team member's 3 concept demos, take note of specific ways they could have improved in their prompting for the demos. Then:

- Write a two sentence reflection on what your team member did well in. How well does the demo convey a compelling idea or enable you to test an interesting experience?
- Write a two sentence reflection on a concrete, specific way in which your partner could have improved their demos. You should focus on what is most important / would make the biggest impact or improvement.

Also make sure to review the rows you added to the class-wide transcript dataset spreadsheet for your team's assigned transcript. Every row must be high-quality and should be reviewed by at least two team members. If we have some poor items in the dataset, it could mess up the demos.

Note: The course staff will share some initial observations and pointers, but this is only based on a quick review of the individual submissions. You should take what they say into account, but make sure to be detail-oriented in thinking about the submission you are reviewing and how it should improve.

Compile your reviews. Create a copy of the Peer Review spreadsheet and compile the reviews from all of the participating team members in the 'Peer Reviews' tab. Specify for each review, who was the reviewer, who was being reviewed, the two sentence reflection on what your team member did well in, and the two sentence reflection on the most important way they could have improved.

We are looking at the quality of your reviews, so the way to maximize your points is to write the most helpful critique that points out the biggest way each team member can improve.

Converge and iterate as a team. Work together to converge on **2 final concept demos for your team**. You may choose from the demos created in the individual submissions, focusing on the most compelling / interesting concepts. Iterate on them further if you can find ways to make the demo more compelling or effective at conveying the idea or experience you want to test. *We are going to present some of the top demos to the YFIOB Executive Director.*

Create a short screen recording for each demo. Create a short video for each demo. We will emphasize that these are only early concept demos to imagine what may be possible with the created dataset:

- The length should be 30 seconds to 1-minute. *It cannot exceed 1-minute and will be automatically cut off if it does as we will embed them in a slideshow that advances every minute,*

- Your video should start with a 1-2 sentence description of what the concept is and the value it provides for users followed by a very brief demonstration of the concept demo if there are interactive portions,
- The video portion of the recording should only show the concept (i.e. you may want to do a screen recording). Do **not** have faces, we just want the recordings of you interacting with the demos,

Reflect and submit. Submit your responses to the below questions directly on the Google Form along with your final prompt workflow, diagram and final set of themes/subthemes. **IMPORTANT: MAKE SURE TO GIVE US PERMISSIONS TO ACCESS DOCUMENTS**

1. Write 3-4 sentences on your team's thought process. How did you choose your demo ideas? What influenced your changes to the prompts used to create your demos? What further improvements can be made? What feedback did you incorporate (from peer review or your tutor)?
2. Write a sentence or two describing the team dynamics. Were there any challenges you faced working in your team and how did you overcome them?
3. Please list each member of your team, whether they attended and engaged in section discussions, and their specific contributions.

Evaluation Rubrics

Individual submissions will be graded on a Check+, Check, Check-, Minus+, Minus scale according to the below rubric. The purpose of individual submissions is primarily to ensure that all members are contributing to their team, so graders will not be providing feedback on these.

Check+	Outstanding, one of the best in the class (102%),
Check	High quality, though not one of the best in minor ways (95%),
Check-	Completed the work, but needs significant improvement (80%),
Minus+	Low quality or missing significant portions (40%)
Minus	Did not do the work or barely did any work (0%)

Team submissions will be graded according to detailed rubrics to be posted on the rubric spreadsheet