

Assignment

AI Browser Assignment: Conceptualizing the Future of Browsing

Your task is to conceptualize an innovative AI-powered browser. The assignment involves defining your target audience, ideating key features for the browser, outlining the core strategy for adoption, and determining a sustainable revenue model. Here's the detailed breakdown of what to deliver:



Deliverable 1: The assignment should be structured as a six-pager deck, Below is the detailed framework to follow:

1. Target Persona

Identify your target audience. You can choose a specific niche or design for a general audience. Clearly define their needs, preferences, and challenges your AI browser will address.

2. Core Features

List and describe the key features your AI browser will include. Examples might be:

- AI-driven search with natural language understanding.
- Privacy-first features like encrypted browsing and ad-blocking.
- Workflow automation (e.g., scheduling tasks, content curation, or voice commands).

3. Adoption Strategy

Detail the approach you'll take to drive adoption of your AI browser. Consider factors like:

- How you'll differentiate it from existing browsers.
- Marketing strategies to reach your audience.

- Partnerships, integrations, or unique use cases to encourage uptake.

4. Revenue Model

Define how your AI browser will generate revenue. Some potential models to consider:

- Subscription plans (e.g., premium AI features or ad-free experience).
- Advertising (AI-powered targeted ads or partnerships with brands).
- Pay-per-use (for specific advanced features).
- Freemium model (basic features free, with paid upgrades).



Deliverable 2: Provide **low-fidelity wireframes** of the browser interface. These designs should include:

1. Low-Fidelity UI Designs

Provide 3-4 sketches or low-fidelity wireframes of the browser interface. These should showcase:

- Homepage or dashboard design.
- Search results page with AI-powered features.
- Key interaction screens (e.g., settings or AI assistant interface).
- Any unique UI elements for your proposed features.

The goal is to combine creativity and practicality, designing an AI browser that caters to your chosen audience while showcasing innovative solutions to existing pain points in browsing.