

# AI Design Thinking Model

 <b>Process</b>	 <b>Approach</b>	 <b>Benefits</b>
<p><b>Initiate</b> <b>Get started!</b></p> <ul style="list-style-type: none"> <li>Who decides what effort it is that we're doing?</li> </ul>	<p><b>Crowdsource</b></p> <ul style="list-style-type: none"> <li>Where is the interest level across the company?</li> <li>What business problems are we currently facing?</li> <li>What are the current &amp; future customer needs?</li> </ul>	<p><b>Data driven decision</b></p> <ul style="list-style-type: none"> <li>What steps, considerations, and clarifications are needed before implementing?</li> <li>Who do you need input and sign off from?</li> <li>Who can be your steering committee?</li> </ul>
<p><b>Plan</b> <b>What to consider?</b></p> <ul style="list-style-type: none"> <li>How can AI solve a real business problem?</li> <li>What is the advantage your business can gain?</li> </ul>	<p><b>Identify Business Case</b></p> <ul style="list-style-type: none"> <li>Who will use the product &amp; how is it going to be used?</li> <li>Is the use case as narrow as possible? I.e. Cut costs, increase productivity, generate revenue, etc.</li> </ul>	<p><b>AI Value Add</b></p> <ul style="list-style-type: none"> <li>What is the minimal viable product?</li> <li>What is the least amount of data needed?</li> </ul>
<p><b>Execute</b> <b>Get it done.</b></p> <ul style="list-style-type: none"> <li>How, when, and where will the customer/user interact with the solution?</li> </ul>	<p><b>Build the Customer Journey</b></p> <ul style="list-style-type: none"> <li>What are the core functions of the AI solution?</li> <li>What are the major improvements in the user experience?</li> <li>What actors are needed to design, build, initiate, and orchestrate?</li> </ul>	<p><b>Experiences Value Add</b></p> <ul style="list-style-type: none"> <li>How is the customer/user informed about data collection and uses of data?</li> <li>What is the mechanism to erase data or other actions required in conjunction to the product, service, or experience?</li> </ul>
<p><b>Monitor</b> <b>Prove it's successful.</b></p> <ul style="list-style-type: none"> <li>Who decides what effort it is that we're doing?</li> </ul>	<p><b>Instill Exploratory Culture</b></p> <ul style="list-style-type: none"> <li>What worked and what didn't work?</li> <li>What did you test?</li> <li>What progress was made?</li> </ul>	<p><b>Buy-in</b></p> <ul style="list-style-type: none"> <li>How might the AI solution be used to collect more meaningful data or define meaningful metrics?</li> <li>How can the experience be expanded or added with additional value-adding functions or interactions?</li> </ul>