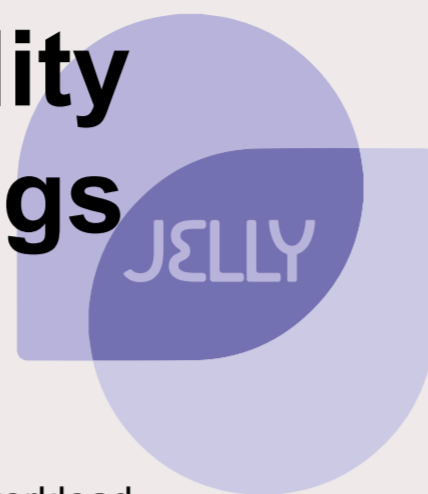


Design of a conversational AI tool for improving the quality of inter-organisational briefings



Corporate Context

The In-House Creative Studio faces a significant challenge due to an increasing workload among its team of creatives, which includes visual designers, concept creators, copywriters, producers, photographers, and project/event managers. This team may only experience slight expansion, despite the growing demand for campaign and event materials targeted at three main groups: B2B, B2C, and Talent. Consequently, the Creative Studio is forced to be selective, unable to approve all project requests due to the overwhelming volume of work. Ideally, the studio would like to take on more projects. However, the creative team's efficiency is frequently undermined by the considerable time spent managing internal stakeholders, the misalignment resulting from unclear communications, and inefficient workflows. The primary source of these issues was identified as stakeholders providing incomplete or illogical design briefs.



Design of an AI Briefing Tool

This graduation project explores how Conversational AI might be used in the context of setting up inter-organisational project briefs to help briefing writers improve their design briefings. This resulted in creating a conversational agent that enabled stakeholders to self-evaluate and improve the quality of their v1 briefings without external help before the first briefing meeting with the Creative Studio. The final design was evaluated over the span of two sessions with an internal stakeholder of the case company and the Creative Strategist. In the first session, Jelly's ability to assist the briefing writer was evaluated. In the subsequent session, the feedback comments of Jelly were compared to that of the Creative Strategist.



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Conversational AI in the context
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