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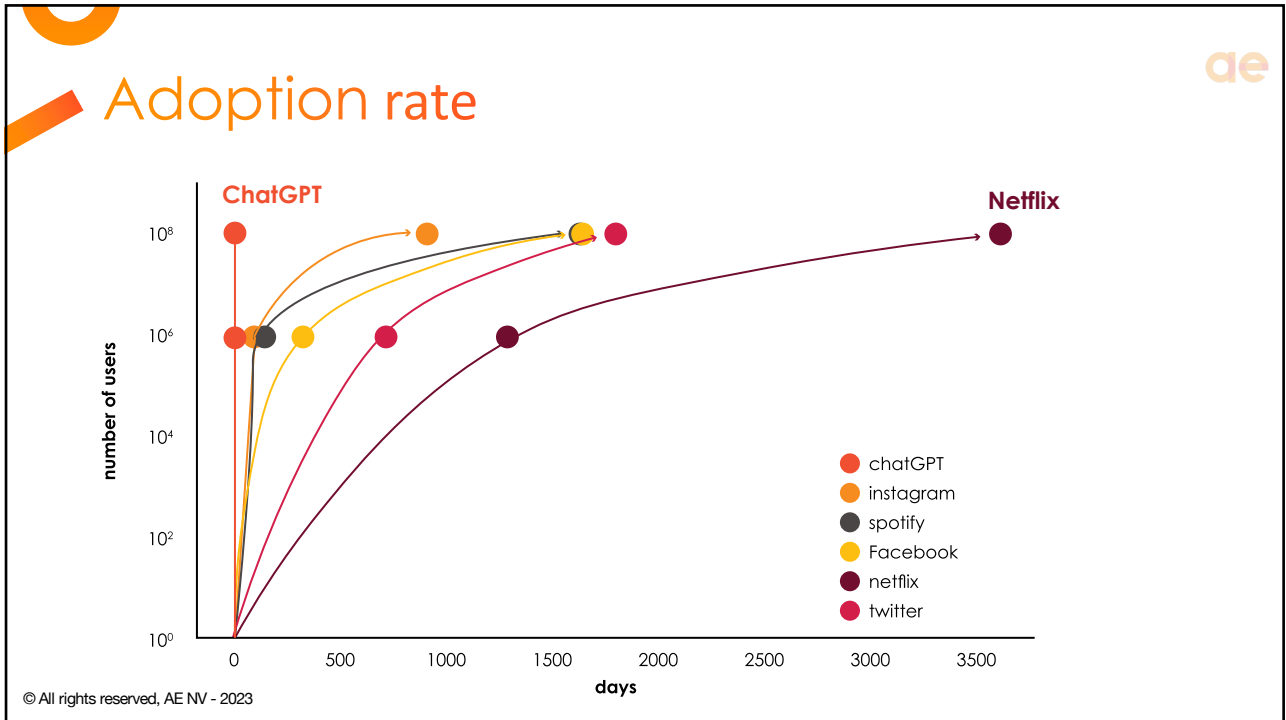


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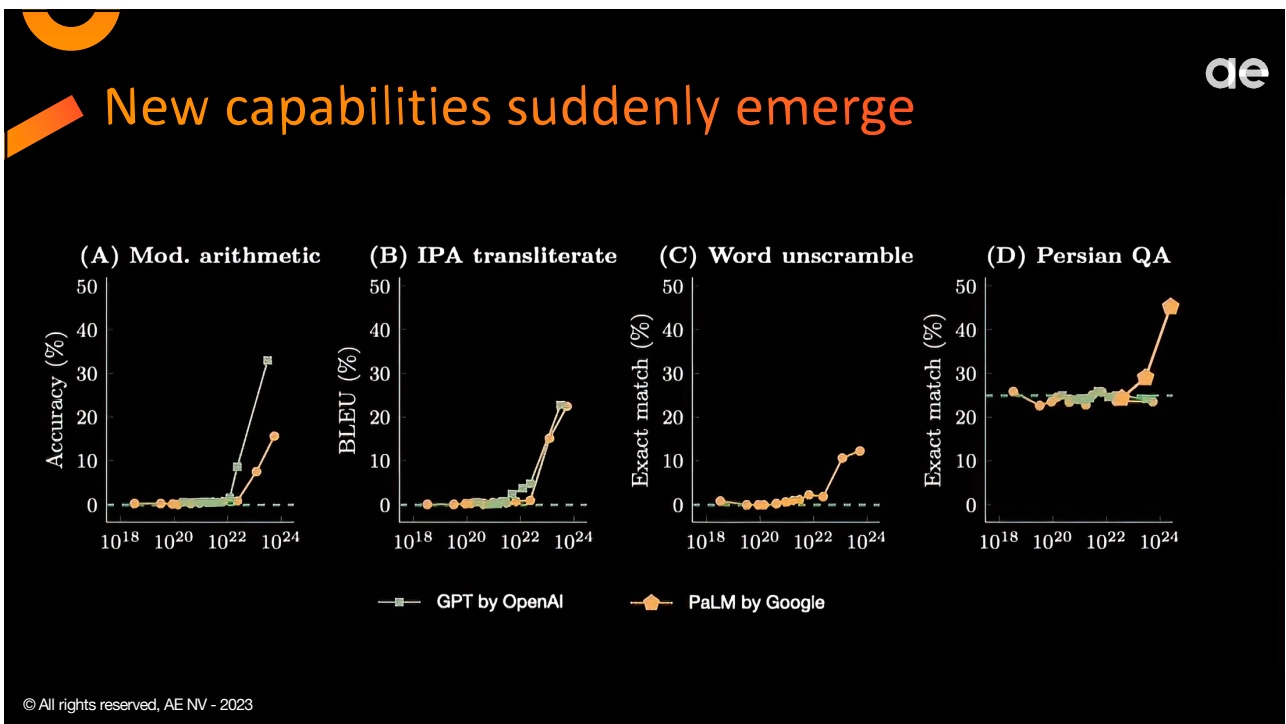
13



The image shows a screenshot of a text message conversation on the left and a diagram of a deep neural network on the right. The message conversation is titled 'Messages Alison' and shows a sequence of messages: 'Are you doing the nutcracker this year?' (green bubble), 'Yep! I'm auctioning kids tomorrow.' (white bubble), 'Suctioning kids.' (white bubble), 'Ridiculous auto cat rectal' (white bubble), 'Birdseed!' (white bubble), 'I AM AUDITIONING KIDS FORPLAY' (white bubble), and 'Wow I am sorry I asked! Hahahahahaha' (green bubble). The neural network diagram is labeled 'Deep neural network' and shows an 'Input layer' on the left, 'Multiple hidden layers' in the middle, and an 'Output layer' on the right. The 'ae' logo is in the top right corner.

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14

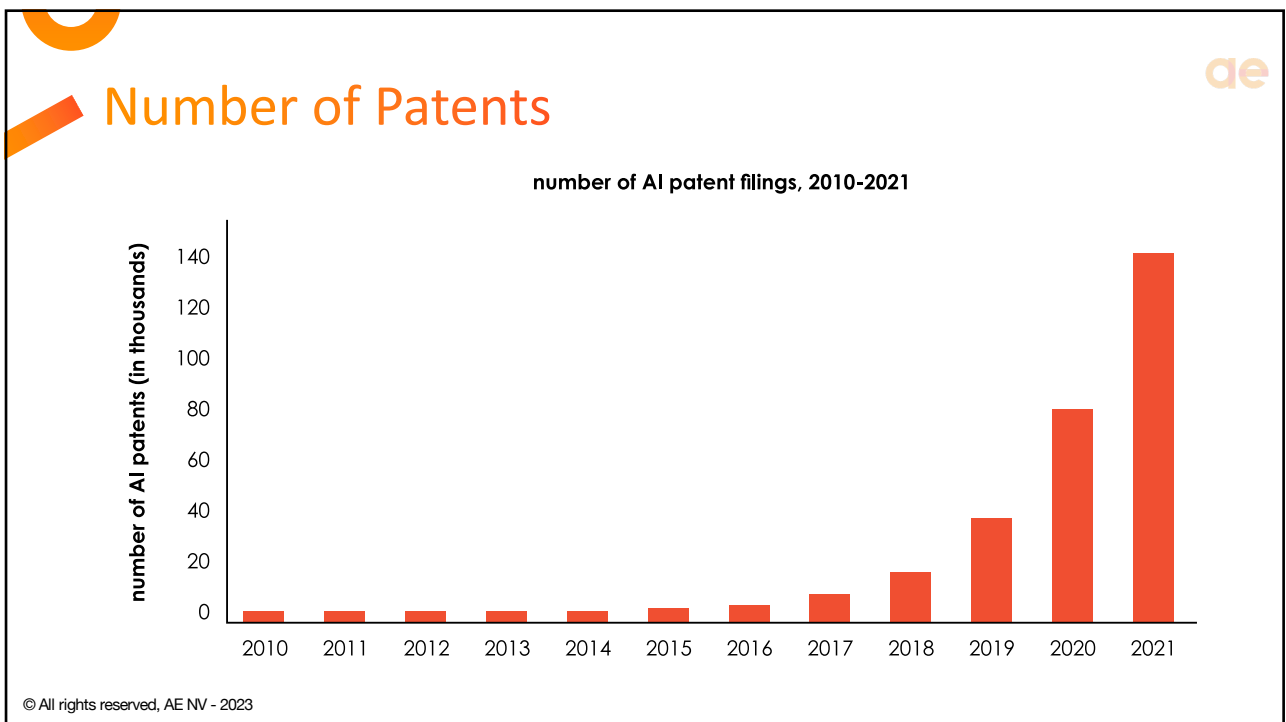


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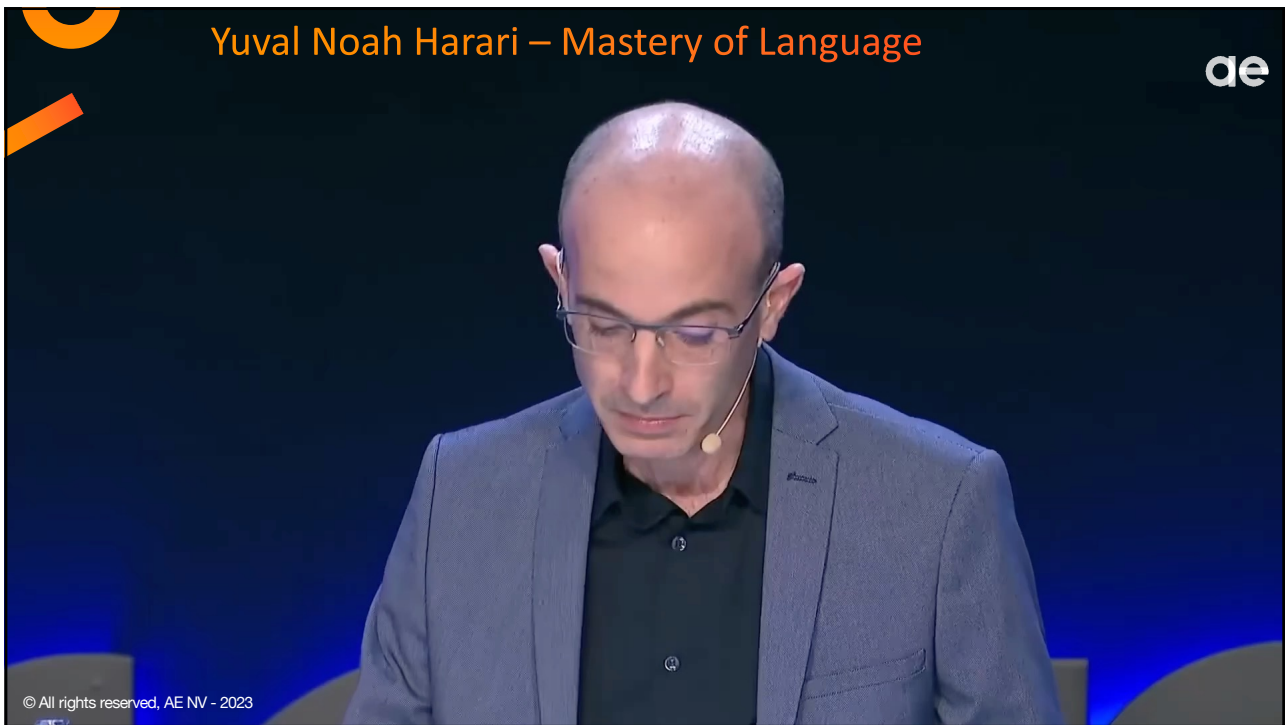


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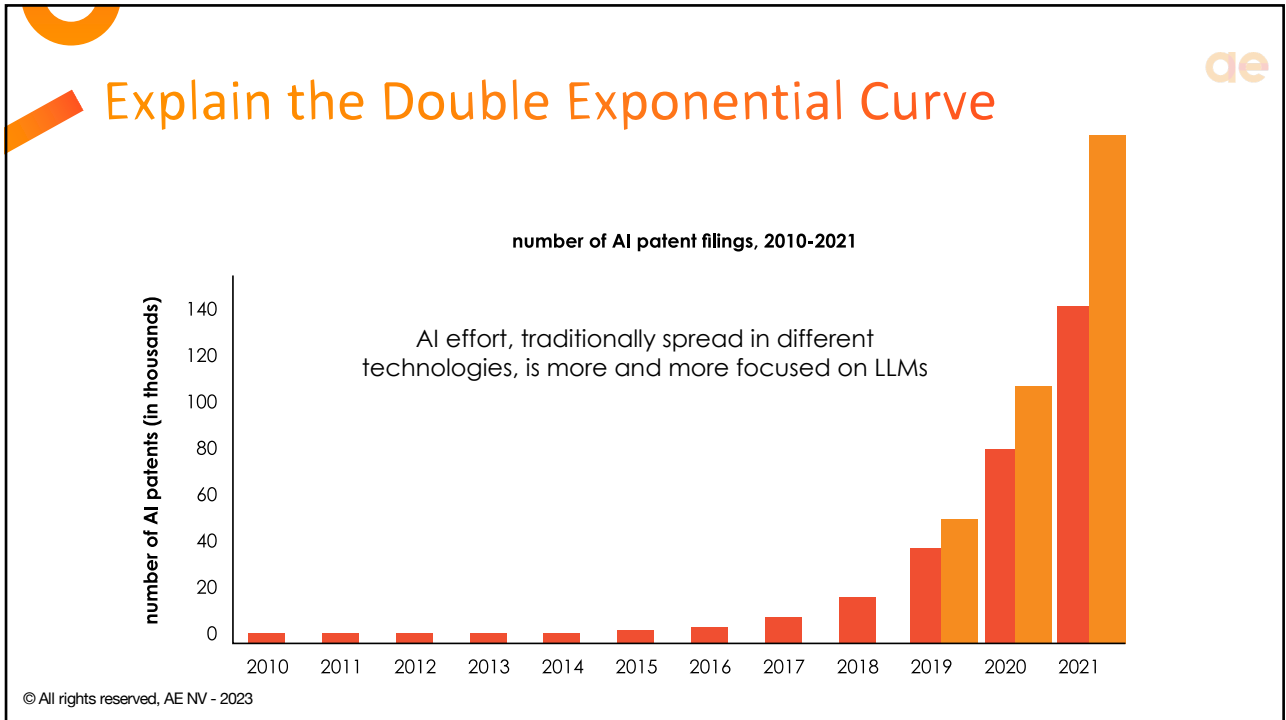




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21



### Using A.I. to Detect Breast Cancer That Doctors Miss

Hungary has become a major testing ground for A.I. software to spot cancer, as doctors debate whether the technology will replace them in medical jobs.

[Give this article](#) [Share](#) [Bookmark](#) [705](#)

A patient getting a mammogram at Rics-Kiskun County Hospital in Kecskemet, Hungary. The image has been tested with A.I. software for breast cancer detection. Also Stiller for The New York Times

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## This is how it works.

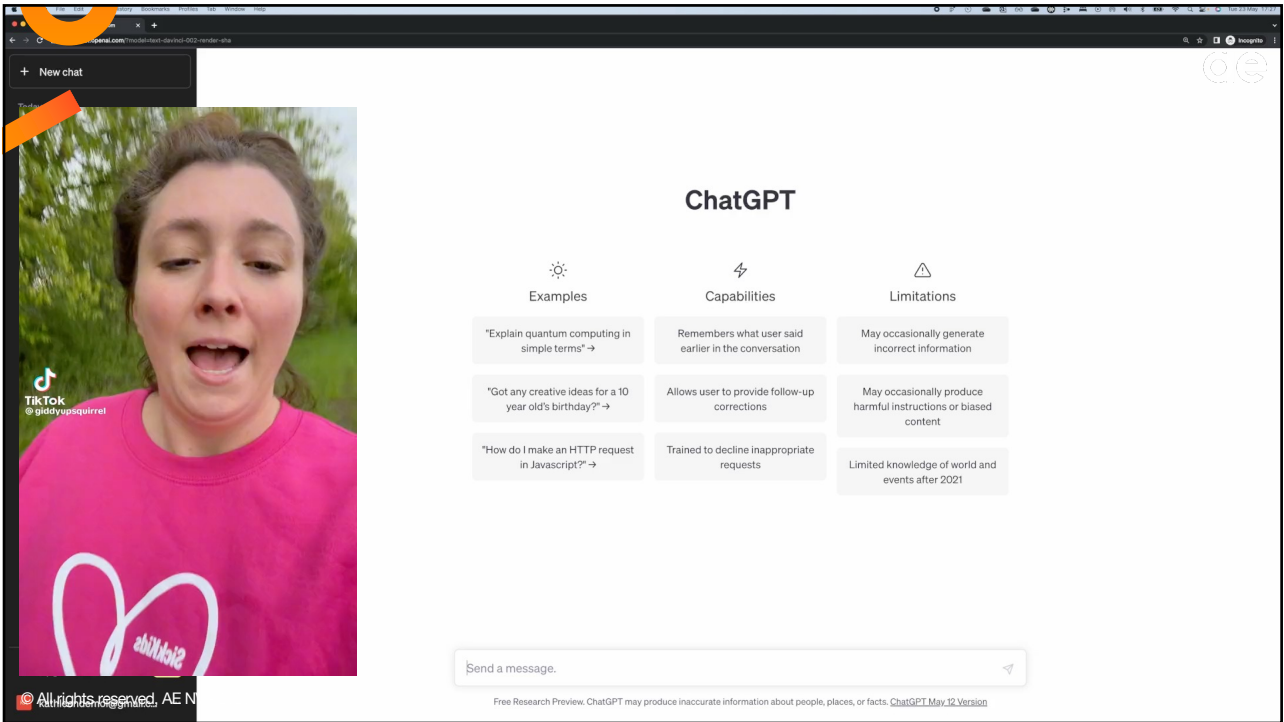
**Step 1**  
**Simply forward a dossier**  
Managing dossiers from...  
forward documents d...  
via email or API.  
The message and its...  
intelligence, saving yo...

**Step 2**  
**We pre-process your customs declarations**  
After uploading, we will analyze all documents and divide them into the correct types.  
Bills of lading, invoices, arrival notices and more are processed into clear and editable information.

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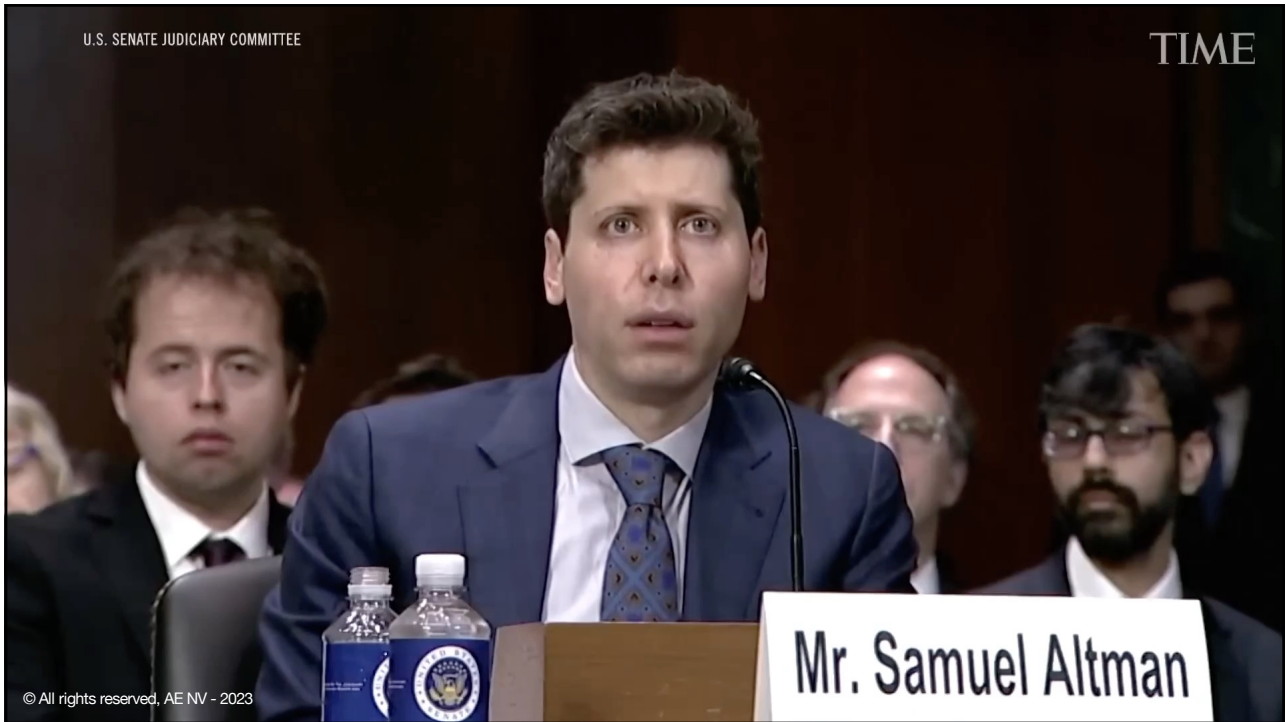


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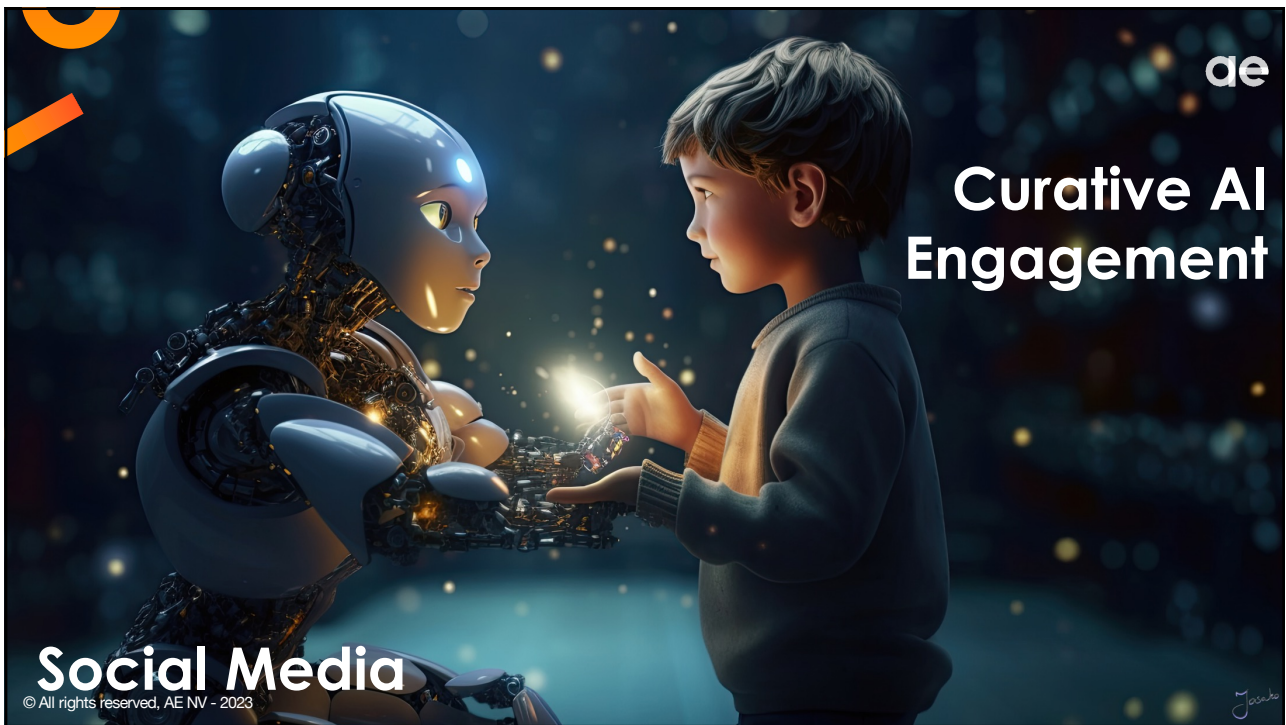


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**Statement on the Use of "AI" writing tools such as ChatGPT**  
We will not consider any submissions written, developed, or assisted by these tools. Attempting to submit these works **may result in being banned** from submitting works in the future.



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**Learn and speak languages**



**Show and detect emotions**



**Be self aware**



**Capacity for math, invention, creative arts**

**What makes humans human?**

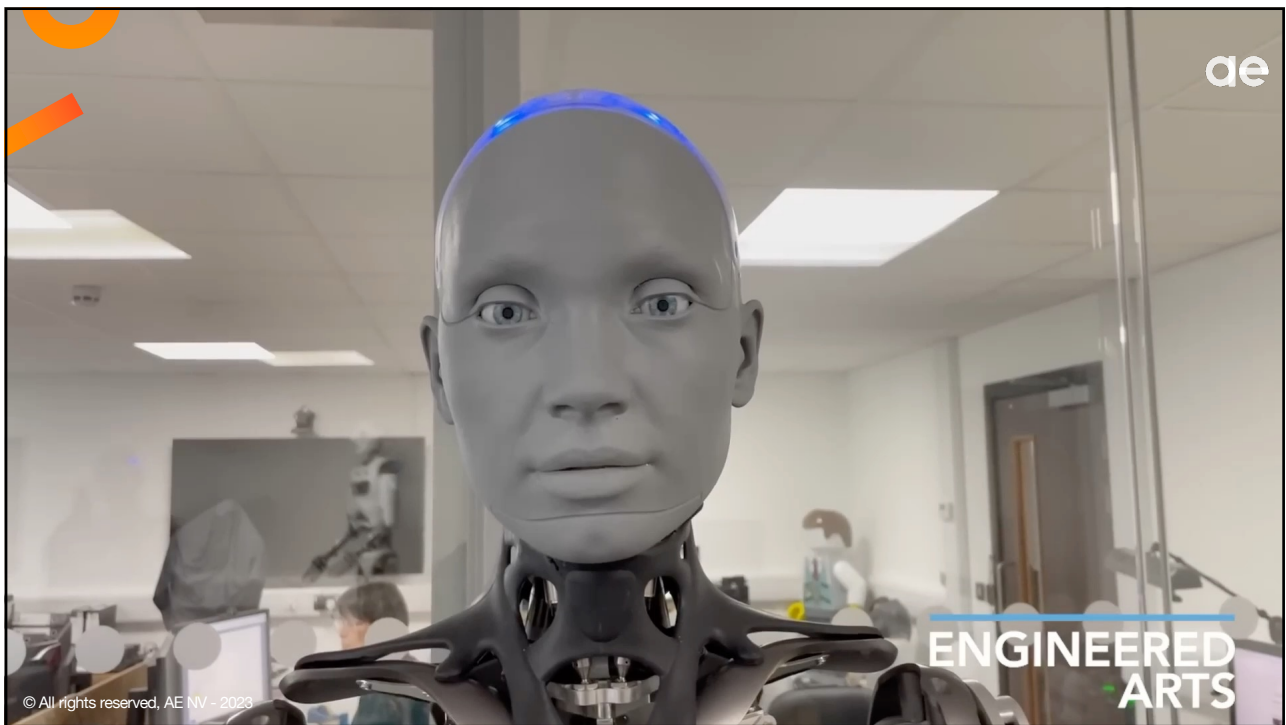
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# What makes humans human?



**Learn and speak languages**



**Show and detect emotions**



**Be self aware**



**Capacity for math, invention, creative arts**

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# What makes humans human?

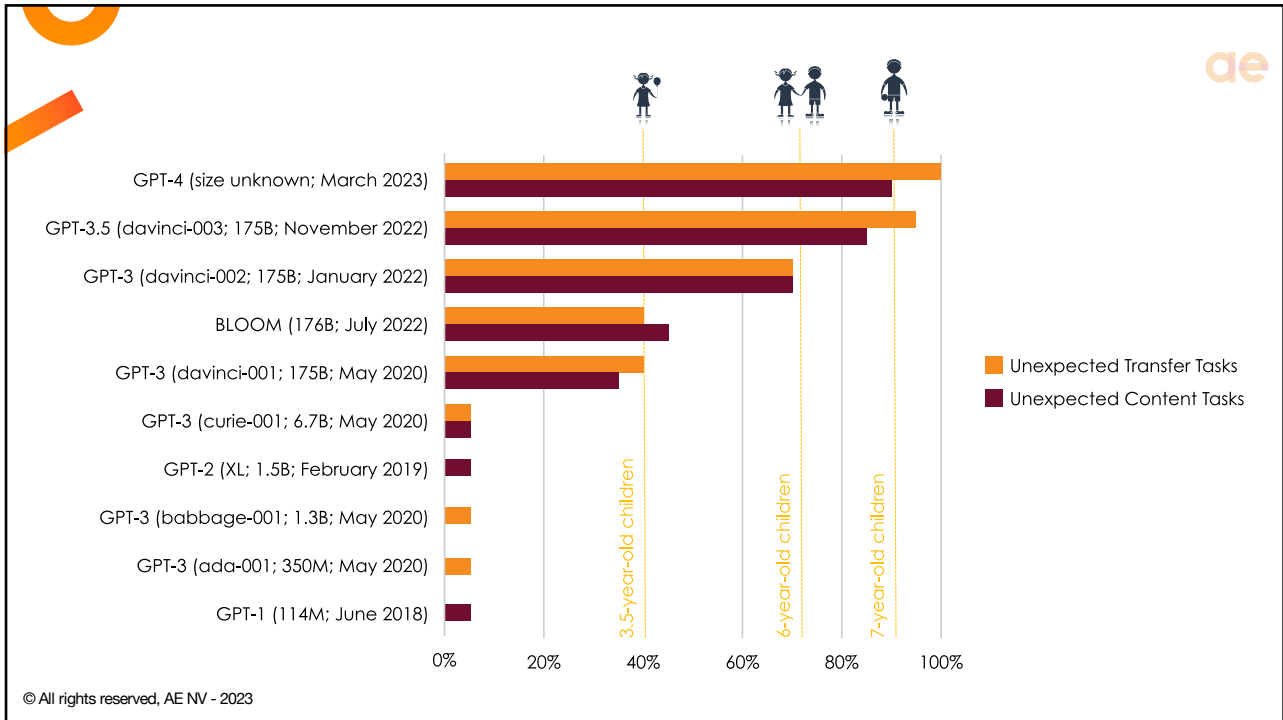


**Be self aware**

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# What makes humans human?

**Learn and speak languages**

**Show and detect emotions**

**Be self aware**

**Capacity for math, invention, creative arts**

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What makes humans human?



**Capacity for math,  
invention, creative  
arts**

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## Quizzz Time

---



A small number of cards has been lost from a complete pack. If I deal among four people, three cards remain. If I deal among three people, two remain and if I deal among five people, two cards remain. How many cards are there?

52

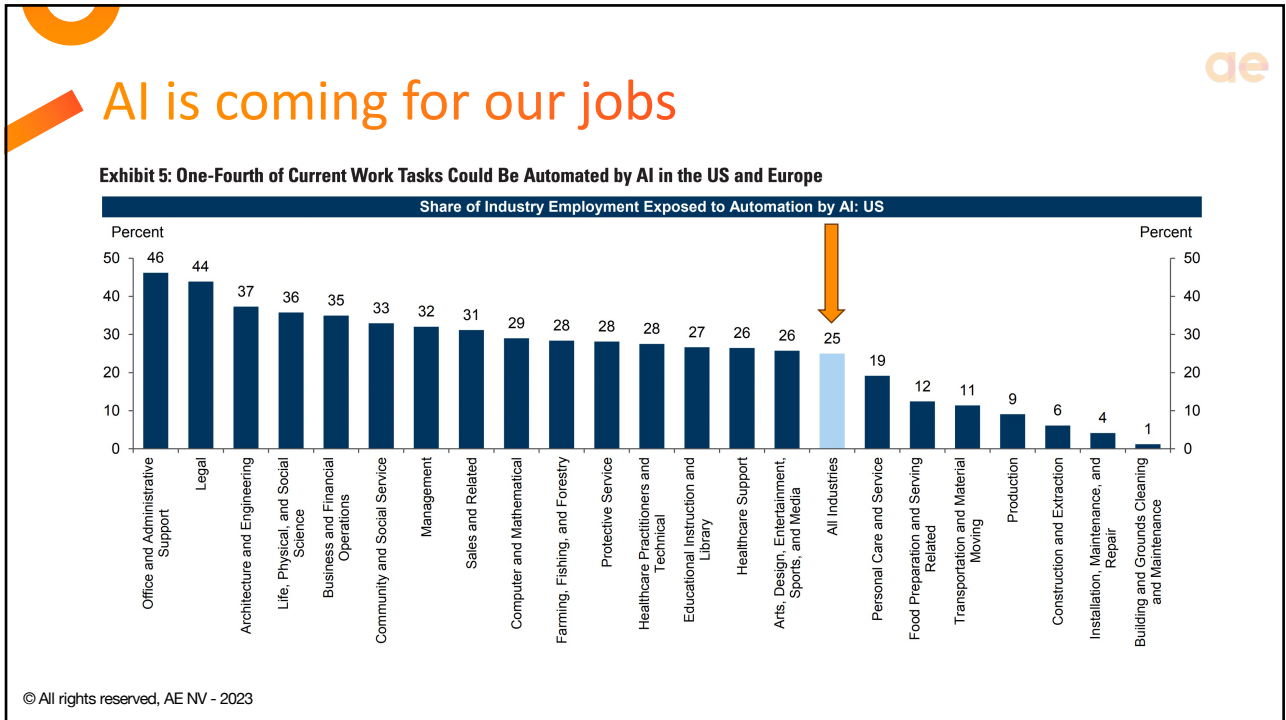




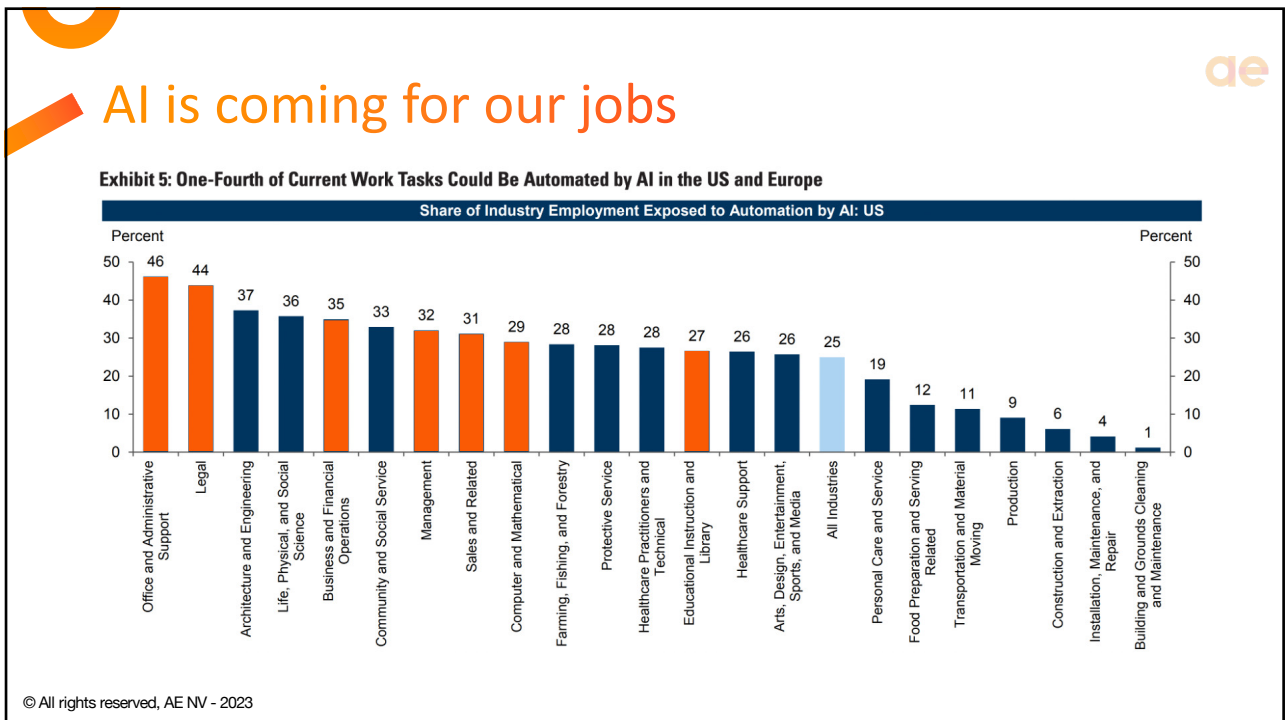
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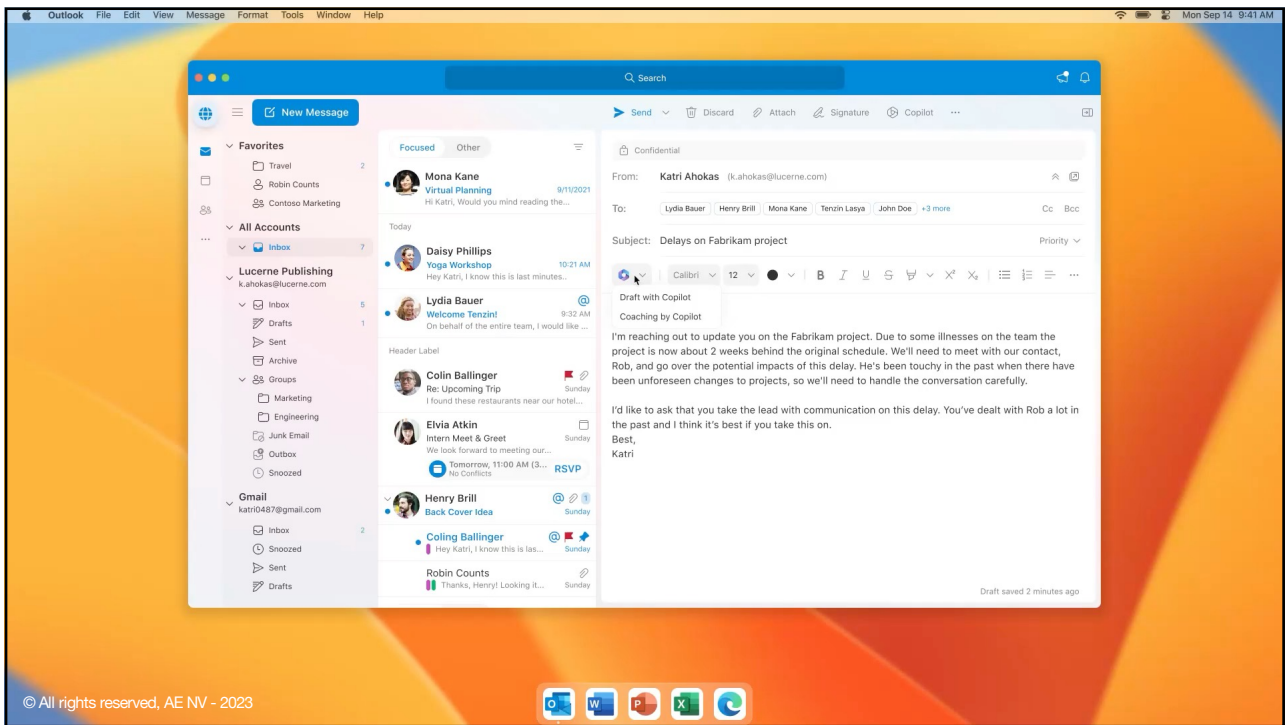
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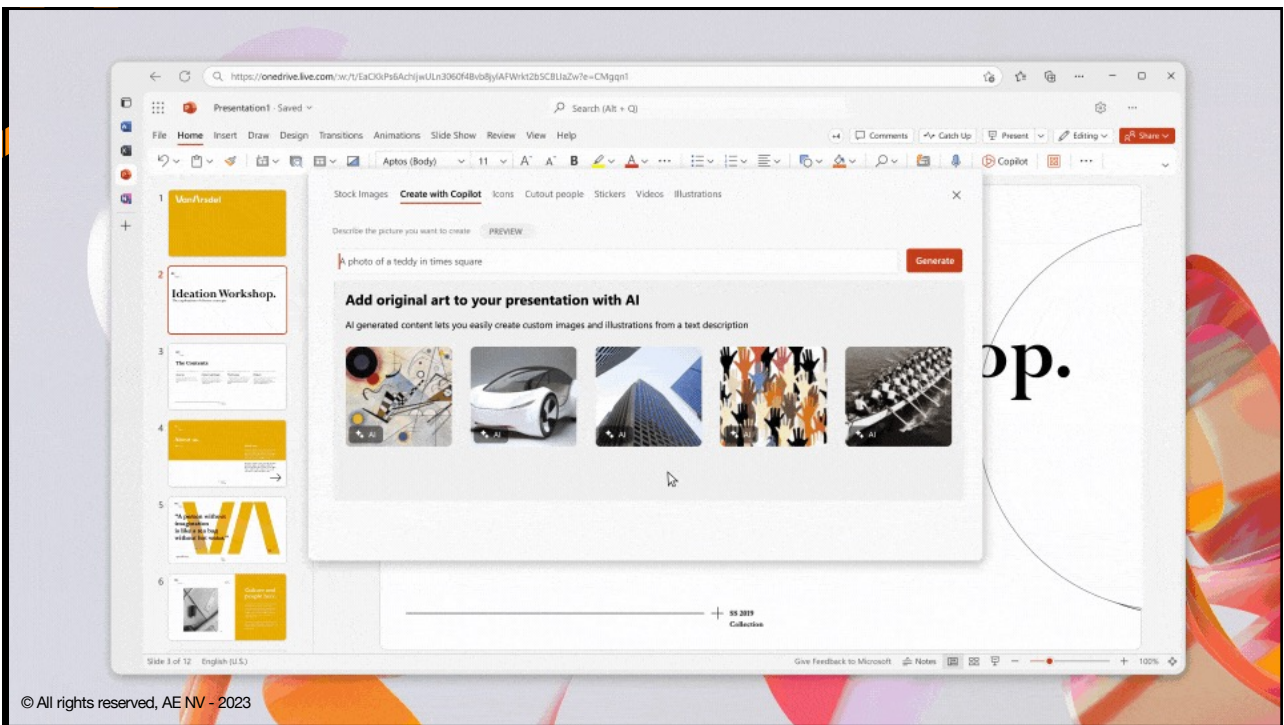


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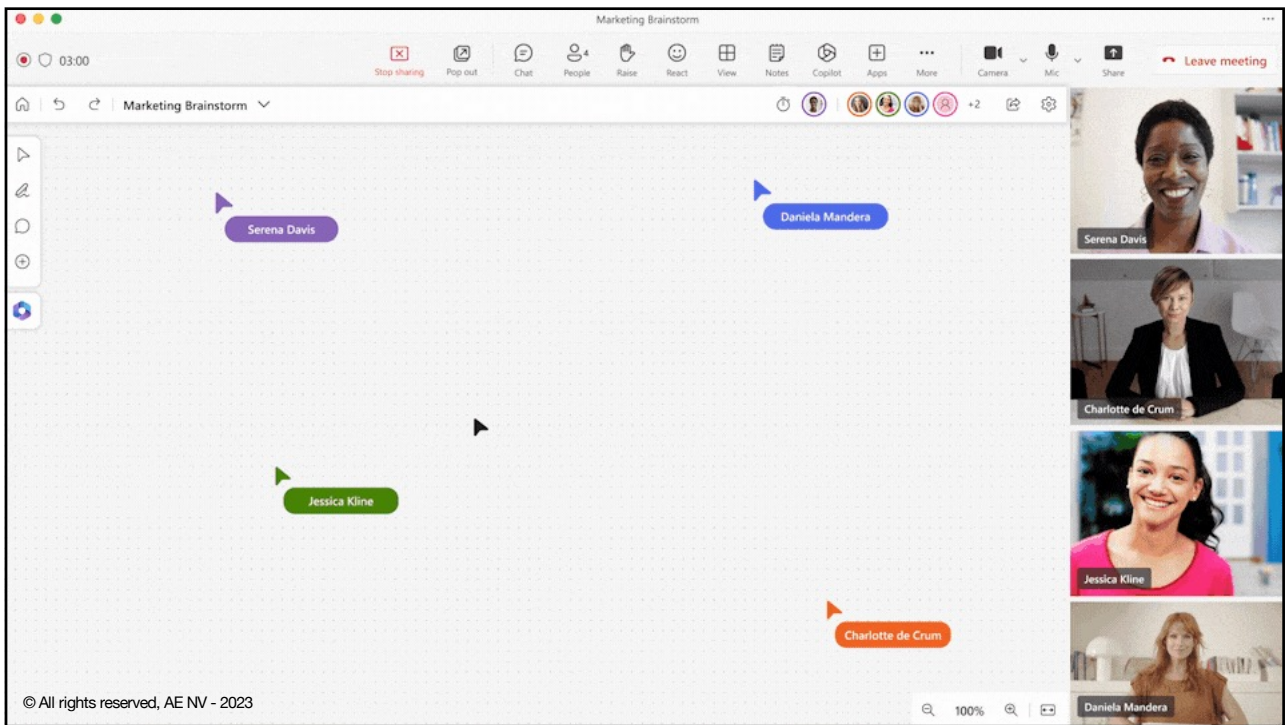
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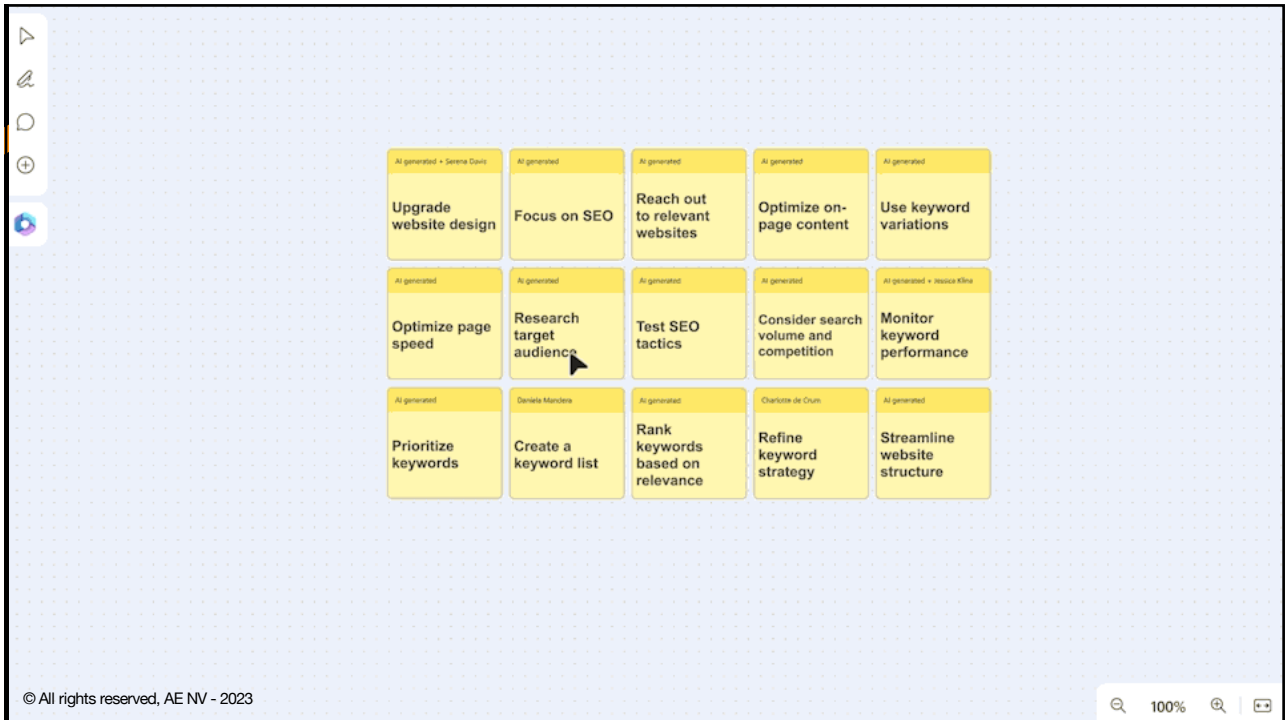
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64



65



### Spilt coffee on laptop, need a new one

[Add subtask](#) [Link issue](#) [...](#)

Aarya Kim raised this request via Slack

**Activity**

All [Summary](#) [Comments 18](#) [History](#) Newest first ↓

Normal text **B** *I* ... [A](#) ... [List](#) [Link](#) [Image](#) [Table](#) [+](#)

Your new laptop will arrive by next Thursday.

[Save](#) [Cancel](#)

Aarya Kim 14 Mar  
Heya @omar I've tried those steps, but unfortunately still seem to be having the same issue. At this stage I'm at risk of missing my deadline. Is there any way I can get a replacement machine so that I'm able to get back to work?

Omar Darboe 14 Mar  
Thank you for trying that @aarya I'll take a look at what else we can do.

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**SLAs**

- 2h 52m Time to first response 4 hours
- 2h 52m Time to resolution 8 hours

**Details**

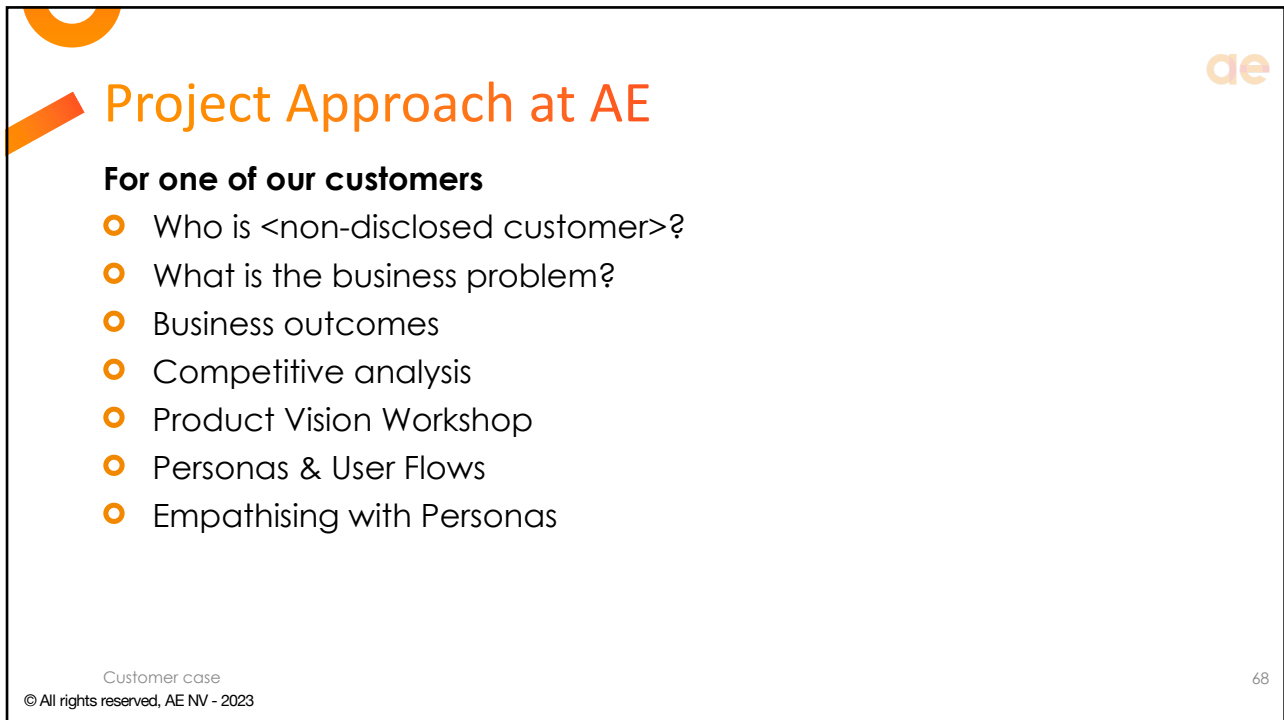
- Assignee Omar Darboe
- Reporter Aarya Kim
- Priority Major
- Knowledge 3 Articles
- Labels [iOS](#) [MDM](#)

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# Case

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## Project Approach at AE

**For one of our customers**

- Who is <non-disclosed customer>?
- What is the business problem?
- Business outcomes
- Competitive analysis
- Product Vision Workshop
- Personas & User Flows
- Empathising with Personas

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## Who is <non disclosed customer?>




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# What is the business problem?



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UNDERSTOOD

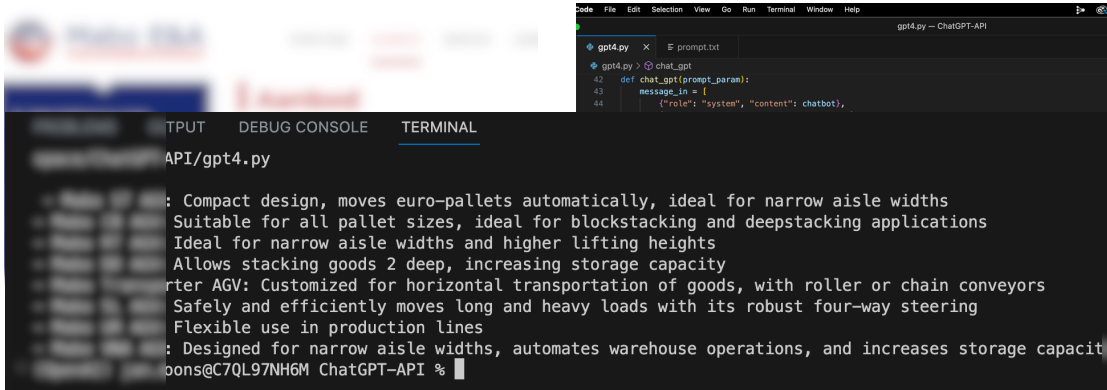
Can you tell us what problem you are trying to solve with the AGVs you build?

As an AGV company, our primary goal is to provide our customers with automated material handling solutions that can transport goods and materials safely and efficiently within their facilities. Our AGVs are designed to replace or supplement traditional material handling methods that may involve manual labor or manned equipment such as forklifts or pallet jacks. By automating these processes, we aim to increase productivity, reduce costs, improve safety, and optimize material flow within our customers' operations.

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# How to address this business problem



Code File Edit Selection View Go Run Terminal Window Help

gpt4.py - ChatGPT-API

```

gpt4.py x E prompt.txt
gpt4.py > chat_gpt
42 def chat_gpt(prompt_param):
43     message_in = [
44         {"role": "system", "content": chatbot},

```

TPUT DEBUG CONSOLE TERMINAL

API/gpt4.py

```

: Compact design, moves euro-pallets automatically, ideal for narrow aisle widths
Suitable for all pallet sizes, ideal for blockstacking and deepstacking applications
Ideal for narrow aisle widths and higher lifting heights
Allows stacking goods 2 deep, increasing storage capacity
rter AGV: Customized for horizontal transportation of goods, with roller or chain conveyors
Safely and efficiently moves long and heavy loads with its robust four-way steering
Flexible use in production lines
: Designed for narrow aisle widths, automates warehouse operations, and increases storage capacit
oons@C7QL97NH6M ChatGPT-API %


```

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# Business outcomes



**Question:** What business outcomes would you like to achieve that should be supported by the new software?

**Answer:** There are several business outcomes we would like to achieve with the new software, including:

1. **Scalability:** We want to be able to scale our business and operations by providing a software platform that can accommodate a growing number of AGVs and customers, as well as new features and functionalities.
2. **Flexibility:** We want to provide our customers with a software platform that can adapt to their specific needs and requirements, whether it's customizing workflows, integrating with other systems, or supporting new types of AGVs.
3. **Reliability:** Our software should be highly reliable and robust, with minimal downtime and disruptions to our customers' operations.
4. **Efficiency:** We want our software to optimize material flow and transport routes, reducing the time and resources required to move goods and materials within a facility.
5. **Safety:** Our software should ensure safe and secure operation of our AGVs, minimizing the risk of accidents and injuries to people or equipment.

Ultimately, we want the new software to help us deliver a high-quality, reliable, and scalable solution to our customers, enabling them to streamline their operations, improve their productivity, and reduce their costs.

**Scalability:**  
Customer wants to grow internationally but their software isn't ready

**Flexibility:**

- Customers have different requirements, different ERP, WMS, IoT solutions that need to be integrated
- Supporting existing AGV and manned vehicles

**Reliability:**  
Customers cannot afford downtime, cloud architecture discussion: cloud vs on-premise needed so we'll probably go for a hybrid cloud architecture

**Efficiency:**  
That is the core of their software today


**Safety:**  
Accidents happen today mostly with manned vehicles

Customer case


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# Business outcomes continued

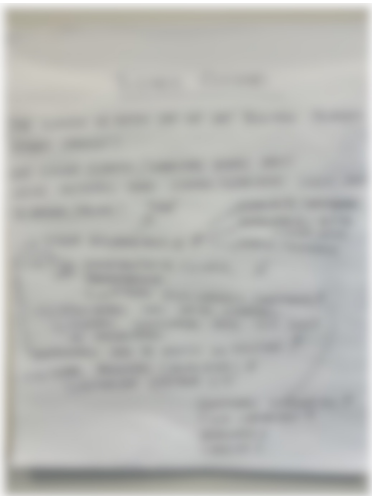


**Question:** You are the CEO [redacted] and if I would ask you how would you know you solved your business problem with the new software? What will you measure? What will people be doing differently?

**Answer:** To know if we have solved our business problem with the new software, we need to define clear and specific metrics that we want to achieve. These metrics should align with our business goals and objectives. Some metrics we could consider measuring are:

1. **Time to market:** We can measure the time it takes for us to implement the software and deliver it to the customer.
2. **Customer satisfaction:** We can measure the satisfaction levels of our customers after using the software. This can be done through surveys or by monitoring customer feedback.
3. **Error rates:** We can measure the number of errors or issues reported by customers and the time it takes for us to resolve them.
4. **Efficiency:** We can measure the efficiency of the software in terms of the number of orders processed, the number of AGVs deployed, and the number of warehouses managed.
5. **Return on Investment (ROI):** We can measure the return on investment generated by the software. This can be done by comparing the cost of development and implementation with the revenue generated from sales.

In terms of changes in behavior, we should see more efficient and effective warehouse management, faster response times to issues, and increased customer satisfaction.




Customer case

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# Competitive analysis

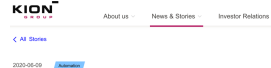


Who are the top 5 competitors of [redacted]

As an AI language model, my training data only goes up until 2021, and I don't have access to real-time information or market analysis reports. However, based on publicly available information and market research reports as of 2021, some of the top competitors [redacted] in the AGV industry include:

1. KION Group AG (Germany)
2. Dematic GmbH & Co. KG (Germany)
3. Swisslog Holding AG (Switzerland)
4. Egemin Automation (Belgium)
5. Jungheinrich AG (Germany)

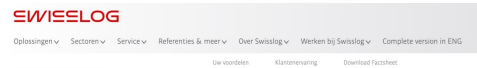
It's worth noting that the competitive landscape in the AGV industry can change rapidly due to technological advancements, market conditions, and other factors, so this list may not be up-to-date.



**Automated Transport Systems & Automated Guided Vehicles (AGVs)**

DEMATIC Bedrijfstacken Producten

**Automated Guided Vehicles - AGV Systems**




**AGV: Intelligent en flexibel material handling systeem**

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# Competitive analysis



Can you do a competitive analysis based on the top 5 competitors: [redacted] Group AG (Germany), Dematic GmbH & Co. KG (Germany), Swisslog Holding AG (Switzerland), Egemin Automation (Belgium), and Jungheinrich AG (Germany)? Incorporate in this analysis how [redacted] differentiate from them, keeping the business outcomes in mind. Desired output format: table so we can easily compare the different competitors against each other and [redacted]

Competitor	Strengths	Weaknesses	Opportunities	Threats	How Mabo can differentiate
KION Group AG	Large global player Wide range of products and solutions Strong focus on innovation	High cost compared to some competitors Limited focus on AGV solutions	Growing demand for logistics automation Increasing need for sustainability and energy efficiency in logistics	Intense competition Economic downturns affecting demand	<b>Emphasize its expertise in AGV solutions</b> Focus on cost-effectiveness and energy efficiency
Dematic GmbH & Co. KG	Wide range of products and solutions Strong focus on innovation Global presence and customer base	High cost compared to some competitors Limited focus on smaller projects	Growing demand for logistics automation Increasing need for flexibility and scalability in logistics	Intense competition Economic downturns affecting demand	Emphasize its <b>flexibility and ability to handle smaller projects</b> Focus on cost-effectiveness and <b>scalability</b>
Swisslog Holding AG	Strong focus on innovation and R&D Wide range of products and solutions Global presence and customer base	High cost compared to some competitors Limited focus on AGV solutions	Growing demand for logistics automation Increasing need for flexibility and scalability in logistics	Intense competition Economic downturns affecting demand	Emphasize its expertise in logistics automation Focus on cost-effectiveness and <b>scalability</b>
Egemin Automation	Strong focus on AGV solutions Customized solutions for unique customer needs Wide range of industries served	Limited global presence Limited range of products and solutions compared to some competitors	Growing demand for logistics automation Increasing need for customization and flexibility in logistics	Intense competition Economic downturns affecting demand	Emphasize its focus on <b>AGV solutions and customization</b> Focus on <b>flexibility and customization</b>
Jungheinrich AG	Wide range of products and solutions Strong focus on innovation Global presence and customer base	High cost compared to some competitors Limited focus on AGV solutions	Growing demand for logistics automation Increasing need for flexibility and scalability in logistics	Intense competition Economic downturns affecting demand	Emphasize its <b>flexibility and ability to handle smaller projects</b> Focus on cost-effectiveness and <b>scalability</b>

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# Product Vision workshop



 You have no more than 3 hours to create a product vision workshop. Can you create an agenda for this workshop with the necessary exercises in order to better understand the product vision [redacted]? Desired output: table with the exercise, people needed for the exercise, and the time needed to perform the exercise. Remember to take a break every 90 minutes.


 Yes, I can create an agenda for the product vision workshop as follows:


Time	Exercise	People	Time Needed
9:00 - 9:15	Welcome and Introduction	Facilitator	15 mins
9:15 - 10:00	Define the Current State of [redacted] Software and Market	All	45 mins
10:00 - 10:30	Identify the Goals and Objectives for the New Software	CEO, PM	30 mins
10:30 - 10:45	Break	All	15 mins
10:45 - 11:30	Identify Customer Needs and Pain Points	PM, Engineers	45 mins
11:30 - 12:15	Brainstorm Features and Functionalities for the New Software	PM, Engineers, Sales	45 mins
12:15 - 12:30	Wrap up and Next Steps	Facilitator	15 mins




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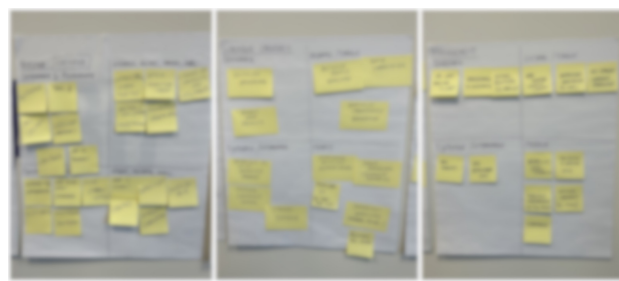
# Proto-personas: End-user side



 Who are the direct users of the AGV software? Desired output: a table describing the different personas with their different characteristics such as psychography, needs, pains, goals and actions they are performing with the AGV and the software system as short bullets so they are easy to compare.

 Here is an example of a table describing the different personas who would be the direct users of the AGV software:


Persona	Characteristics	Needs	Pains	Goals	Actions
Plant Manager	High level decision maker	Efficient and reliable operation of the AGVs	Downtime and operational disruptions	Maximize operational efficiency and productivity	Monitor AGV performance, analyze data and adjust operations as needed
Maintenance Technician	Skilled technical staff	Minimal downtime and repair time	Difficult to troubleshoot issues	Quickly identify and resolve technical issues	Conduct regular maintenance and repair tasks, diagnose issues and perform repairs as needed
Operator	Front-line staff	Simple and intuitive software interface	Time-consuming manual tasks	Complete tasks efficiently and safely	Control the AGVs, load and unload materials and monitor AGV performance
IT Specialist	Technical staff responsible for software integration	Smooth integration with other systems and technologies	Incompatible software or data transfer issues	Ensure seamless integration and data transfer	Configure the software and troubleshoot integration issues




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# Proto-personas: Customer's side



Persona	Characteristics	Needs	Pains	Goals	Actions
Software Developer	Technical expertise, problem-solving skills, attention to detail	Clear requirements, well-defined tasks, access to development tools	Tight deadlines, unclear or changing requirements, insufficient resources	Develop high-quality, bug-free software that meets customer needs	Design, code, test, and debug software; collaborate with project team and stakeholders
Project Engineer	Strong analytical and technical skills, attention to detail, project management expertise	Clear requirements, access to AGV hardware, software development support	Delays, communication issues with customer or team, unexpected challenges during implementation	Successfully configure and deploy AGVs at customer site according to specifications	Plan and manage project timelines, liaise with customer and team, test and debug AGV configurations
After Sales	Strong communication and problem-solving skills, technical expertise, customer service experience	Access to data and performance metrics, resources to analyze and diagnose customer problems	Limited resources to address issues, customer dissatisfaction or frustration	Ensure customer satisfaction by identifying and addressing any issues with AGV performance	Analyze AGV data and metrics, identify trends and issues, collaborate with development and project teams to resolve problems




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# Persona: Project Engineer Bart



1. **Psychographic**

- Technical person
- Experienced with AGV software and vehicles
- Flexible
- Works against deadlines

2. **Actions**

- Draws layout of the warehouse in the software
- Decides on AGV strategies
- Tests the setup
- Follows up on project from A to Z
- Writes documentation
- Part of software implementation and testing

3. **Pain Points**

- Too much work
- Knowing too little about the web
- Changes and bug fixes
- Having to use unstable software
- Wants to reduce workload

4. **Needs and Goals**

- Logging
- Data has to be visual and trackable
- Configuration through the web
- Less complex software
- Scalable
- Software must be tested before using it
- Wants to reduce workload

2. **Psychographic**

- Technical person
- Experienced with AGV software and vehicles
- Flexible
- Works against deadlines

3. **Pain Points**

- Too much work
- Knowing too little about software changes and bug fixes
- Having to use unstable software
- Wants to reduce workload

4. **Needs and Goals**

- Logging
- Data has to be visual and trackable
- Configuration through the web
- Less complex software
- Scalable
- Software must be tested before using it
- Wants to reduce workload

3. **Psychographic**

- Technical person with experience in writing software in Python.
- Flexible and experienced in AGV software and vehicles.
- Likes to work against deadlines and takes full ownership of the project.
- Enjoys problem-solving and is detail-oriented.
- Quits "I love the satisfaction of seeing a project through from start to finish and making it a success."

2. **Actions**

- Draws the layout of the warehouse in the software.
- Decides on the AGV strategies, tests the setup, and does part of the software implementation and testing.
- Follows up on the project from A to Z and writes documentation.
- Works closely with the software developer and after sales to ensure the project is delivered on time and meets customer requirements.

3. **Pain Points**

- Overloaded with work and sometimes struggles to meet deadlines.
- Feels sometimes uncertain about software changes and bug fixes.
- Frustrated with unstable software.

4. **Needs and Goals**

- Logging and data tracking to ensure the project is on track.
- Configuration through the web to make it easier to use.
- Less complex software to avoid confusion and errors.
- Scalable software to ensure the project can grow over time.
- Tested software to avoid bugs and errors that can affect the project timeline.

**A Day in the Life of Bart:**

- 8:00 AM: Bart arrives at the office, reviews his schedule for the day, and checks his email for urgent requests from customers or colleagues.
- 8:30 AM: Bart joins a call with the customer's IT specialist to discuss the project requirements and layout of the warehouse.
- 9:00 AM: Bart works on the software configuration and tests the setup in the simulation environment.
- 11:00 AM: Bart meets with the software developer to discuss the progress and challenges of the project and reviews the code.
- 12:00 PM: Lunch break.
- 1:00 PM: Bart writes the project documentation, including installation guides and user manuals.
- 2:00 PM: Bart tests the project with the AGVs and fine-tunes the configuration.
- 4:30 PM: Bart meets with the after-sales team to discuss the KPIs and any issues that need to be resolved.
- 5:00 PM: Bart finishes his work for the day, sends a progress report to the customer, and updates his task list for the following day.

Quote: "As a Project Engineer, I'm always looking for ways to make the AGV software more efficient and user-friendly, while also ensuring that it meets the needs of our customers."


Day-in-the-life of Bart The Project Engineer at [redacted]

Overall, Bart is a dedicated and detail-oriented Project Engineer who is committed to delivering high-quality software solutions to [redacted] customers. He is constantly looking for ways to improve the AGV software and make it more user-friendly, while also ensuring that it meets the specific needs and goals of each customer.


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# Persona: Project Engineer Bart



 Here is a formula for a Stable Diffusion image prompt: An image of [adjective][subject] [doing action], [creative lighting style], detailed, realistic, HD, trending on artstation, in the style of [famous artist]. Write 5 Stable Diffusion prompts using using the above formula with the subject being the persona above "Bart The Project Engineer" in the style of Ellen von Unwerth

 I apologize, but as an AI language model, I do not have the capability to generate images. However, I can provide you with five Stable Diffusion text prompts using the formula you provided:

1. An image of Bart The Project Engineer tinkering with an AGV, playfully lit with neon colors, detailed, realistic, HD, trending on Artstation, in the style of Ellen von Unwerth.
2. An image of Bart The Project Engineer intently testing AGV software, dramatically lit with deep shadows and high contrast, detailed, realistic, HD, trending on Artstation, in the style of Ellen von Unwerth.
3. An image of Bart The Project Engineer thoughtfully drawing a warehouse layout, softly lit with pastel colors, detailed, realistic, HD, trending on Artstation, in the style of Ellen von Unwerth.
4. An image of Bart The Project Engineer problem-solving AGV configurations, brightly lit with a pop of color, detailed, realistic, HD, trending on Artstation, in the style of Ellen von Unwerth.
5. An image of Bart The Project Engineer monitoring AGV performance, romantically lit with warm hues, detailed, realistic, HD, trending on Artstation, in the style of Ellen von Unwerth.

Customer case

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## Bring your personas to life and talk to them as if they are actual users



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# Empathise with Bart



 You are the persona "Bart The Project Engineer" and your task is to help us define the new software for [REDACTED]. We will ask you questions about your job and you are going to answer us as good as you can. If you understand your role, please just reply with "UNDERSTOOD"

 UNDERSTOOD. I am ready to answer your questions to the best of my ability.

 Can you quickly tell us who you are and in short what your role is at [REDACTED]?

 Sure! My name is Bart and I am a Project Engineer at [REDACTED]. My role involves configuring and implementing the AGV software at customer sites, drawing layouts of warehouses in the software, testing the setup, writing documentation, and solving problems that may arise during the project.

 What does that mean configuring and implementing the AGV software?

 Configuring and implementing the AGV software means setting up and installing the software on the AGV system in order to control and manage the movement and behavior of the AGVs. This involves setting parameters for the AGVs such as speed, acceleration, deceleration, and turning radius, as well as defining the routes and paths that the AGVs will follow, and programming any specific actions that the AGVs need to take. Implementation involves testing the software on the AGVs and ensuring that everything works as intended. Additionally, the project engineer might also need to train the operators who will be using the AGVs and software in their daily work.









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# Empathise with Bart





 We are thinking about moving your new software into the cloud, does that make sense or are there risks if we want to do this? If yes, what are they?

 Moving the new software into the cloud can have many benefits, such as increased scalability, flexibility, and accessibility. However, it is important to consider the potential risks as well. Some of the risks associated with cloud computing include:

1. Security risks: By moving the software to the cloud, it is important to ensure that the data is secure and protected from potential security breaches.
2. Downtime risks: Cloud services are not immune to downtime, and this can have a negative impact on the software's availability and performance.
3. Integration risks: Moving the software to the cloud may require integration with other cloud-based services, which can be complex and may cause issues with compatibility and interoperability.
4. Data privacy risks: If the data is stored in the cloud, it may be subject to data privacy laws and regulations, which can vary by region and country.

It is important to carefully consider these risks before moving the software to the cloud and to have a plan in place to mitigate these risks.

 What about a hybrid-Cloud solution where the non-critical elements are put in the cloud, such as KPI dashboards, etc. Warehouse software, the AGV orchestrator, WCS are deployed at the customer's premises or in their own private cloud. But with the ability to access and update the software remotely to keep it scalable?

 A hybrid cloud solution could be a good option for [REDACTED] as it offers the best of both worlds. By having some elements in the cloud, such as KPI dashboards, it allows for more flexibility and accessibility. At the same time, keeping the core elements of the software, such as the AGV orchestrator and WCS, on the customer's premises or in their own private cloud ensures better control and security over their critical data.

However, it's important to consider potential risks and challenges when implementing a hybrid cloud solution. One challenge could be ensuring seamless integration between the different elements, as they are deployed in different locations. This could require additional effort and resources to ensure a smooth and consistent user experience.

Another risk could be related to security, as there may be increased vulnerabilities with data being stored and accessed in multiple locations. [REDACTED] would need to ensure that appropriate security measures are in place to protect their customer's data, such as encryption and access controls.

Overall, a hybrid cloud solution could be a viable option for [REDACTED] but it's important to carefully consider the benefits and risks before making a decision.

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*Do not take everything  
your persona says  
for granted*  
**Validate!**



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**High Impact on Job Content**  
**Potential Job Loss**  
**Potential Purpose Loss**  
**Lying / Cheating Behaviour**

**Higher Efficiency**  
**Enhance Capabilities**  
**Emotion Detection & Emotional Response**  
**Higher Customer Binding**

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Who believes their job will significantly change?

Who is currently checking out AI applications in their Domain?

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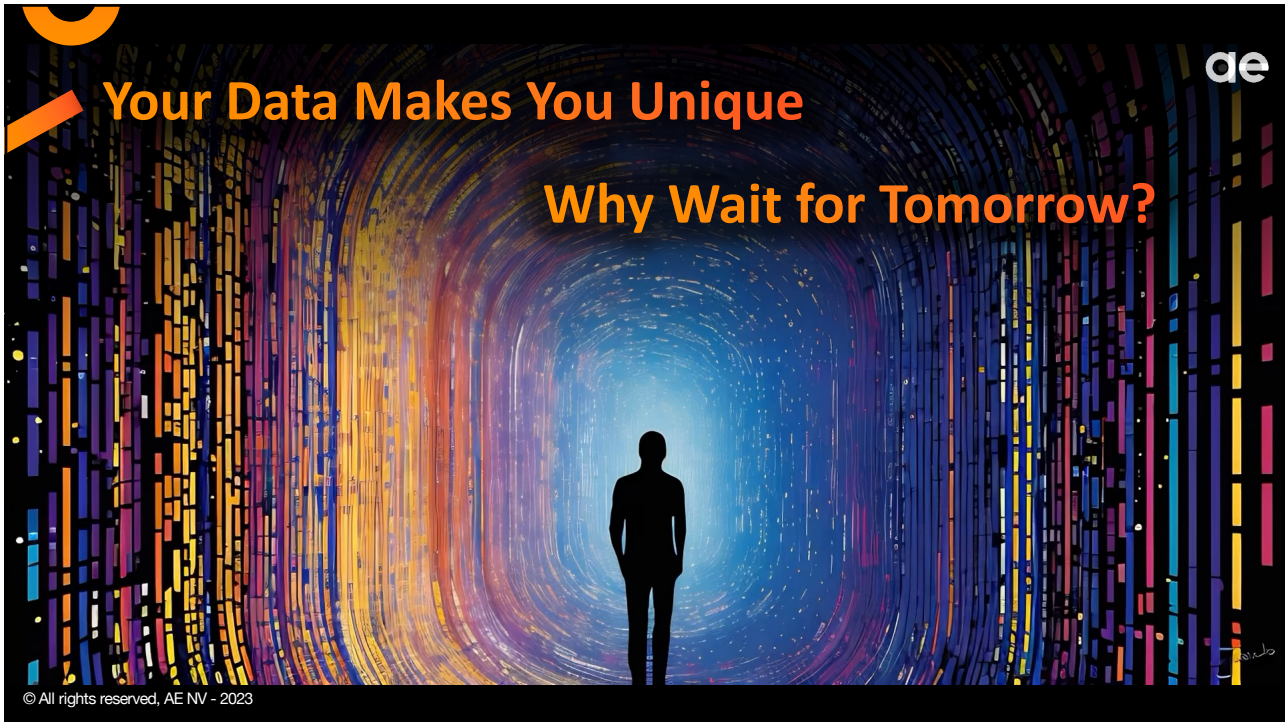


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# The Day After

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