PROJECT PLAN



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NMIX 4410 Capstone | 2024

APPLE INTELLIGENCE

Apple's new AI, currently in beta, is set to revolutionize the way we interact with Apple products.

Siri, Apple's virtual assistant, is getting a major upgrade with the new AI. It will become more intuitive and personalized, understanding your daily routines and preferences to offer more relevant assistance. The upgraded Siri will adapt to your habits and interests, providing tailored suggestions and support.

Apple Intelligence features will also allow for stronger notification, widget, & Siri interaction, and smarter communication between apps.

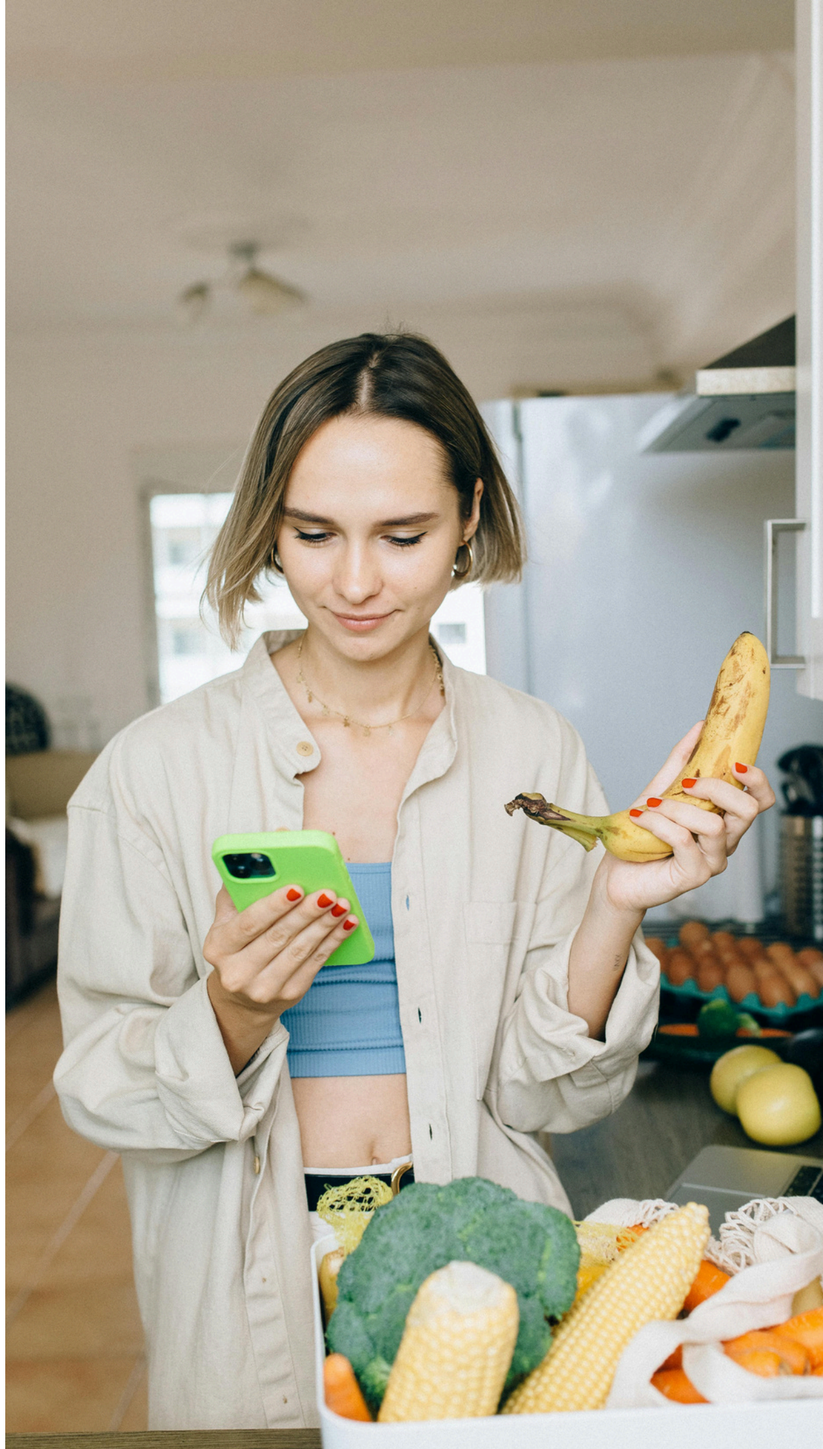


PROJECT OVERVIEW

Our team was asked to leverage Apple Intelligence's generative AI in a new or existing software.

To fulfill this objective, we will integrate Apple Intelligence into the Walmart shopping app – intuitively improving the shopping experience with features such as:

- **Enhanced Shopping Efficiency**
  Siri can identify which local stores have the items in stock, and recommend the most efficient route through the store based on the location of each ingredient.
- **Smarter Budgeting**
  Coupons and deals recommended based on your personal shopping habits



DELIVERABLES

Figma Prototype, Video Trailer, Presentation

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FIGMA PROTOTYPE

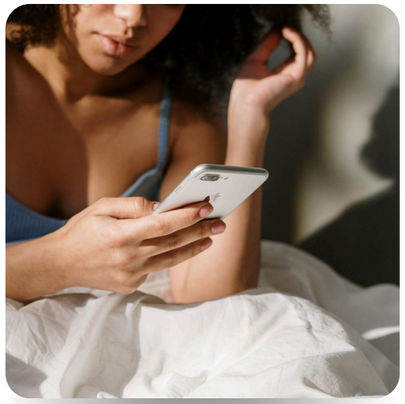
Because Apple Intelligence does not fully release until 2025, our main deliverable will be a Figma prototype displaying our app features and Apple Intelligence interaction.

- UX MAP
- BRAND–CONSISTENT UI
- PROTOTYPE DISPLAY



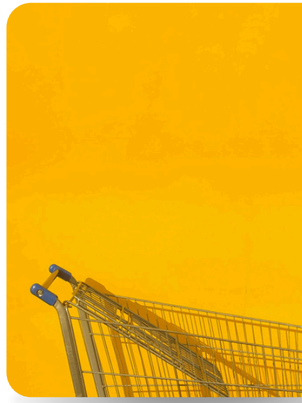
















VIDEO TRAILER

To supplement the Figma prototype, we will create a compelling video advertisement that displays the software features and engages the target audience.

- PROMOTIONAL VIDEO
- PROMOTIONAL POSTERS



PRESENTATION

We will polish a professional product pitch for stage and booth presentations.

- STAGE PRESENTATION
- SLAM BOOTH PITCH
- SLAM ONE–PAGER



GOALS

Safety, Main, Reach

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SAFETY GOAL



FIGMA UX/UI MAP

A UX/UI map that displays our software features and Apple Intelligence interaction



PRODUCT VIDEO

A product video that explains the software features



CONSUMER IMPACT

Ethical AI features that improve consumer shopping experience

MAIN GOAL



FIGMA PROTOTYPE

An animated Figma Prototype displaying our software features and Apple Intelligence interaction.



PROMOTIONAL VIDEO

A compelling video advertisement that displays the software features and engages the consumer



CONSUMER IMPACT

Ethical AI features that improve consumer shopping experience and brand awareness

REACH GOAL



FIGMA & INTEGRATION PLAN

An animated Figma Prototype and a plan detailing the software programming and Apple Intelligence integration



FULL PROMOTIONAL CAMPAIGN

A full, consumer centered promotional campaign including video advertisement, posters, and in-app rollout communication



CONSUMER IMPACT

Ethical AI features that improve consumer shopping experience, brand awareness, and quality of life

ROADBLOCKS

Potential Roadblocks, Solutions

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POTENTIAL ROADBLOCK

Apple Intelligence does not fully release until 2025.

To integrate Apple Intelligence into an already existing app, we are limited to its pre-existing features and data.

SOLUTION

We will use new Apple Intelligence information, as it becomes available, to create an up-to-date feasible application concept and Figma prototype.

For this project, we will use Apple Intelligence to improve user interactions within the already existing app features and data.



TIMELINE

Checkpoint 1–4, Final Deliverables

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CHECKPOINT 1

CHECKPOINT 1		**Assignments:**	Exploratory research, Alpha, Project Plan, PR/FAQ, Presentation				
09/03 Tuesday	09/04 Wednesday	09/05 Thursday	09/06 Friday	09/07 Saturday	09/08 Sunday	09/09 Monday	09/10 Tuesday
	Exploratory Research Copy (E)						
			Exploratory Research Design (M)				
				Project Plan (L)			
					Alpha (S)		
					PR/FAQ (M/E)		
						Presentation (ALL)	
							DUE DATE

CHECKPOINT 2

CHECKPOINT 2		**Assignments:**	User Research, Beta(?), UX Map, Presentation					
09/12 Thursday	09/16 Monday	09/17 Tuesday	09/19 Thursday	09/23 Monday	09/24 Tuesday	09/26 Thursday	09/30 Monday	10/01 Tuesday
		User Research Copy (E)						
				User Research Design (M)				
							Beta? (S)	
					UX Map (S)			
						Presentation (ALL)		
								DUE DATE

CHECKPOINT 3

CHECKPOINT 3		**Assignments:**	Visual Design Guide, Poster, SLAM Form, Website Beta, 1.0 (UI & Prototyping), Presentation					
10/03 Thursday	10/07 Monday	10/08 Tuesday	10/10 Thursday	10/14 Monday	10/15 Tuesday	10/17 Thursday	10/21 Monday	10/22 Tuesday
							*Trailer Filming this coming weekend!	
	VDG (M)							
					Poster (M, E)			
					SLAM form (L)			
						1.0[UI&Proto] (S)		
				Website Beta (X)				
						Presentation (ALL)		
								DUE DATE

CHECKPOINT 4

CHECKPOINT 4		Assignments:	Resume, 1.1, Launch handoff, Stage Presentation Beta					
10/24 Thursday	10/28 Monday	10/29 Tuesday	10/31 Thursday	11/04 Monday	11/05 Tuesday	11/07 Thursday	11/11 Monday	11/12 Tuesday
	Resumes (ALL)							
				1.1 (S)				
					Launch Handoff (X)			
						Stage Pres Beta (L, M, E)		
	*Trailer Filming Done							
								DUE DATE

FINAL DELIVERABLES

FINAL DELIVERABLES	Assignments:	Final Project, Trailer, Website, Stage Presentation, One-Pager, Booth Presentation,							
11/14 Thursday	11/18 Monday	11/19 Tuesday	11/21 Thursday	11/25 Monday	11/26 Tuesday	11/28 Thursday	12/02 Monday	12/03 Tuesday	12/06 Friday
		Booth Rehearsal							
			Stage Presentation						
					One–Pager to Print				
*Trailer Editing Done								TRAILER	
				Website					SLAM
					*NMI Dossier due				