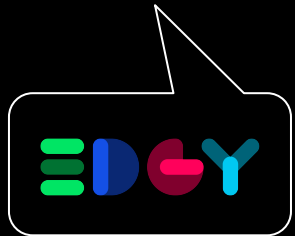


# Killing the Blank Page

Intersection Group Webinar

Milan Guenther & Russell Blair



INTERSECTION GROUP

qualware



## **Design Challenges** start from the customer...

Do laundry

Get a pet

File taxes

Find a life partner

Travel for work

**Your LLM prompts:  
Write your examples for  
Customer Tasks in the  
chat. We'll choose some  
randomly later.**



... but often turn out to be **Enterprise Design Challenges:**

Do laundry

Develop an innovative laundry service for busy people

Get a pet

Help find the best animal companion for a loved one

File taxes

Smoothen out a process to make it almost disappear

Find a life partner

Deal with human social behavior in a diverse dating pool

Travel for work

Understand and serve diverse purposes behind travel

**Run a webinar**

**Organise speakers, sessions, audience, content**



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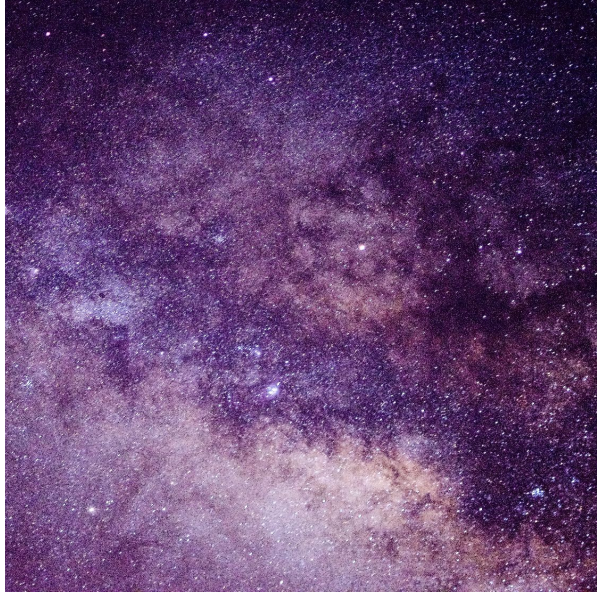
**Organise speakers, sessions, audience, content**

**Customer Tasks**

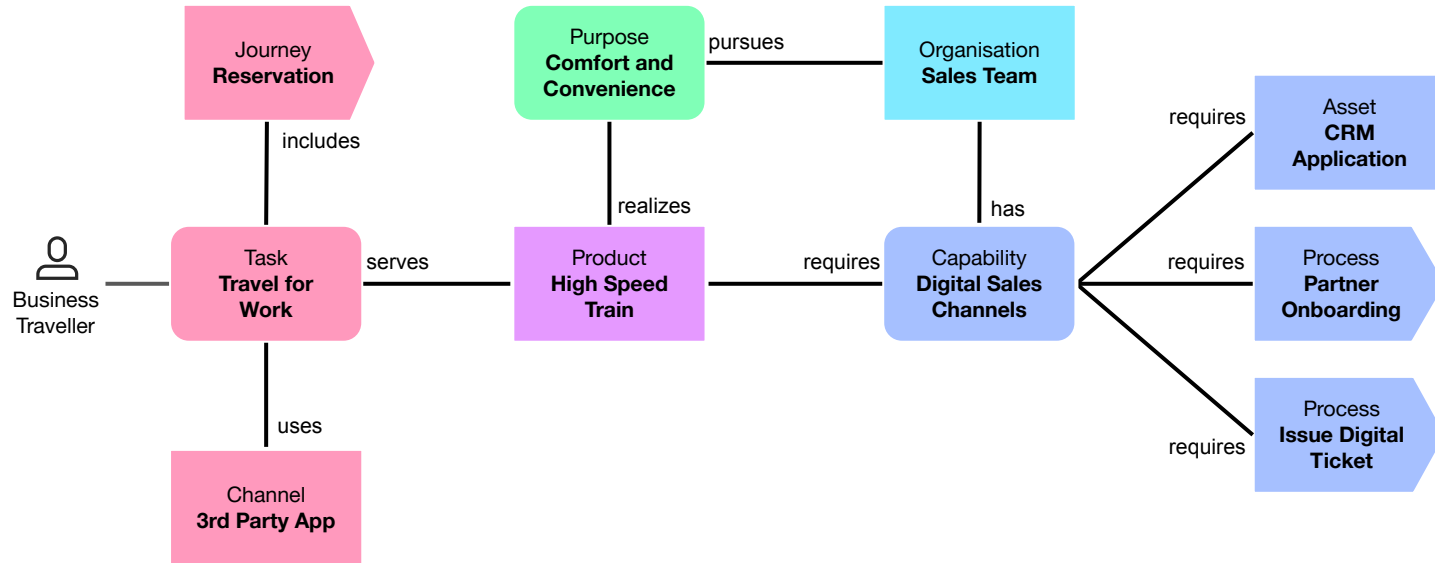
**Enterprise Teams, Purpose, Products, Capabilities**



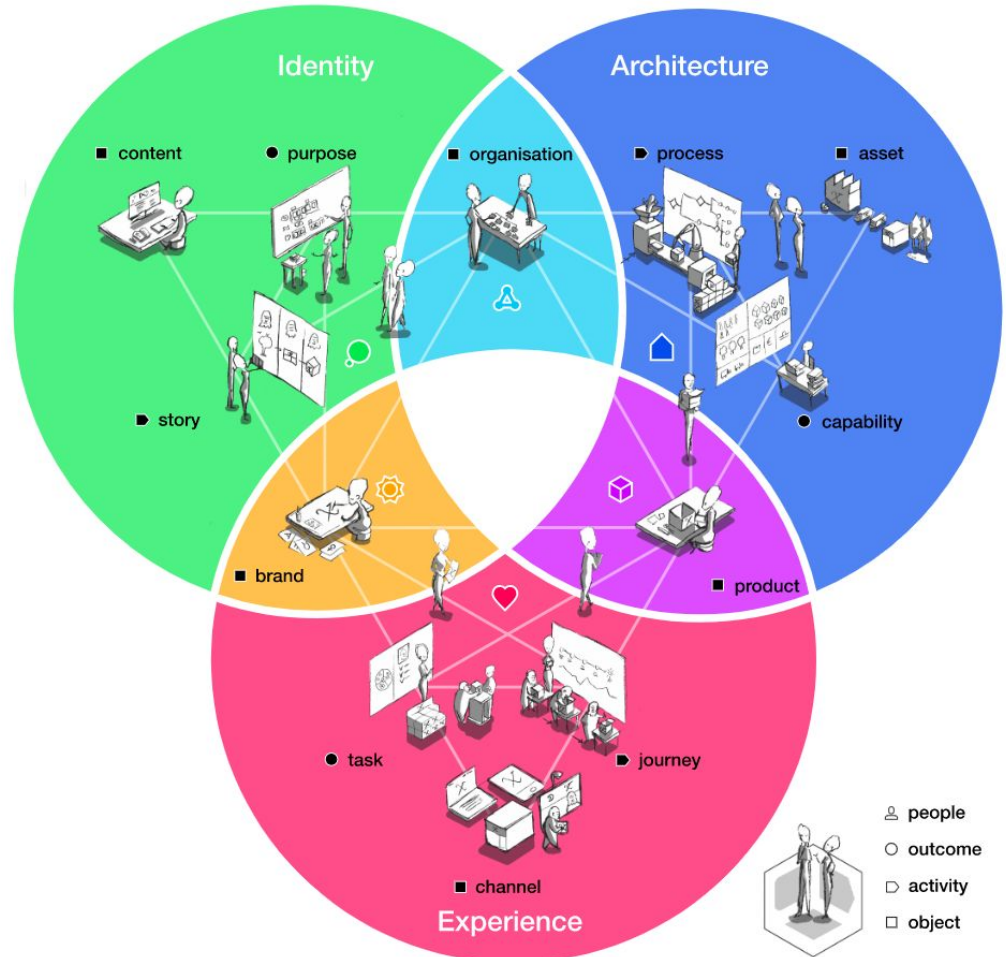
# Enterprise Design Challenges



# An Enterprise Design Challenge in EDGY



# Enterprise Elements





## Why a semantic repository?

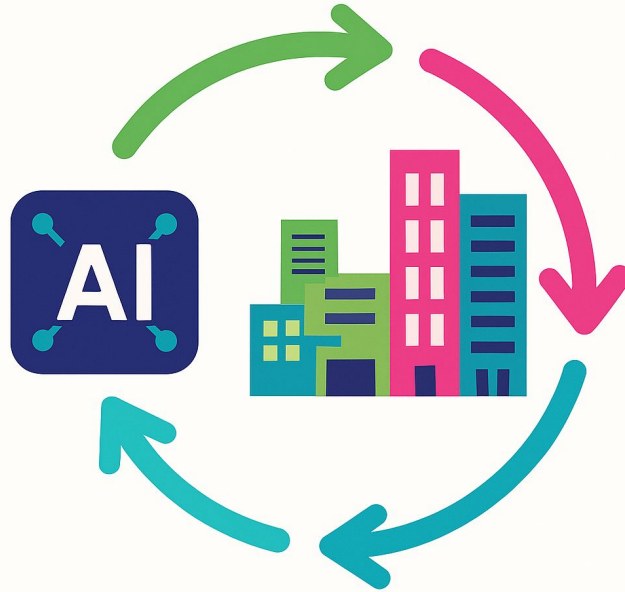
Using a model repository with an LLM:

**A tool,  
not the  
answer.**

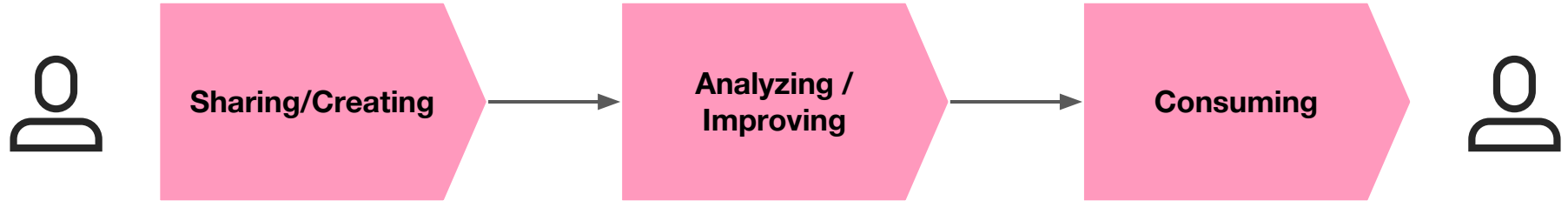


# Why a semantic repository?

Make your Repository the KnowledgeBase



# The Knowledge Sharing Journey

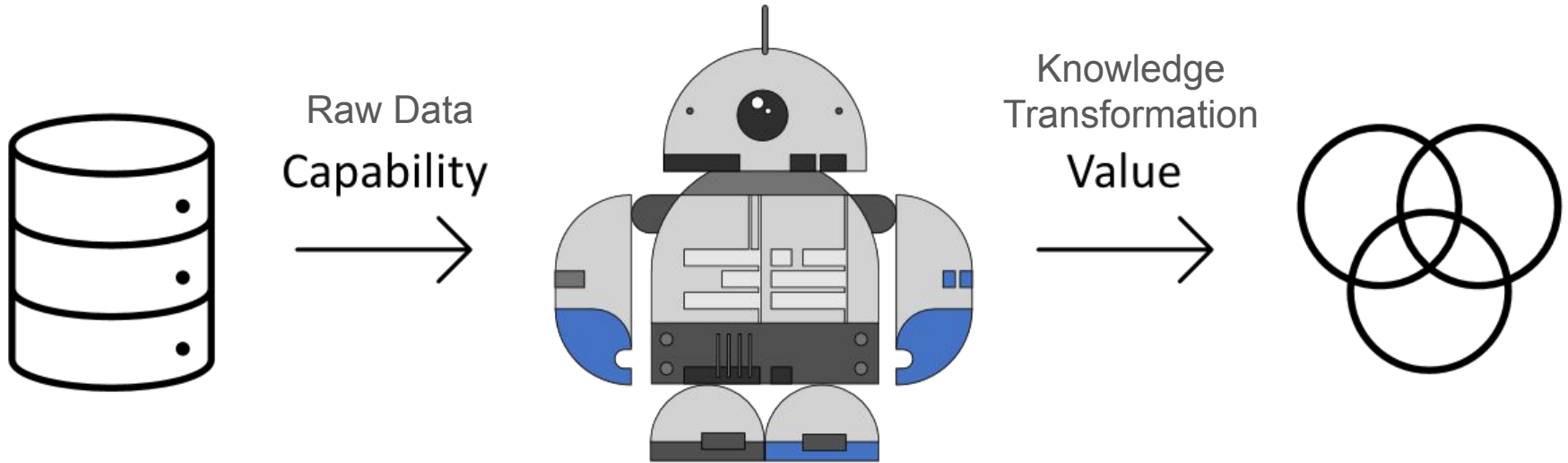


Bringing in our AI friend

# Capability and Value Creation



# Capabilities and Value Creation



# The QualiAI

## Sharing/Creation of knowledge

AI Query

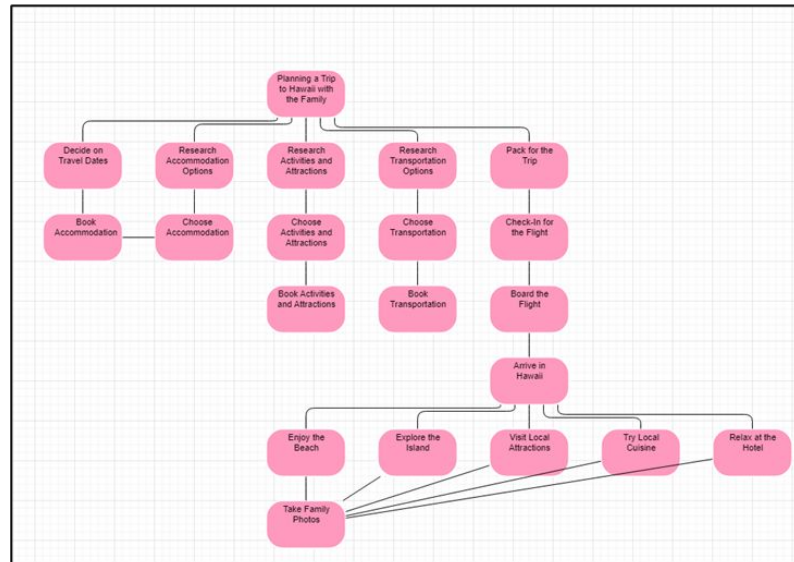
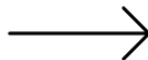
KnowledgeScope:  
Generate TaskMap:EDGY

Context:  
No Context

Input:  
Create a taskmap of what to do when planning a trip to Hawaii with the family

Generate Diagram (Ctrl + G)

Link Context





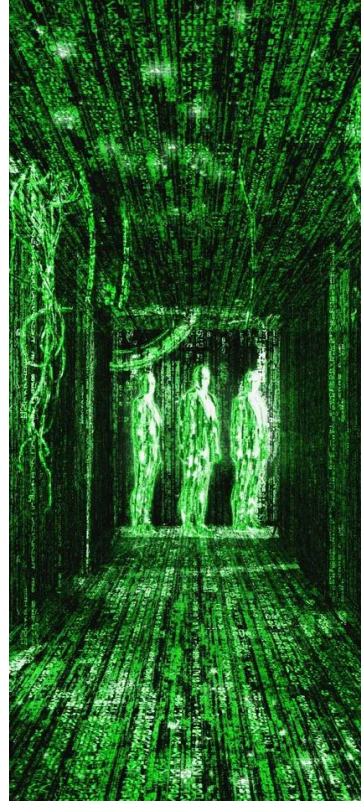
# 3 modes to kill the blank page with AI



**The Jester**



**The Cyborg**

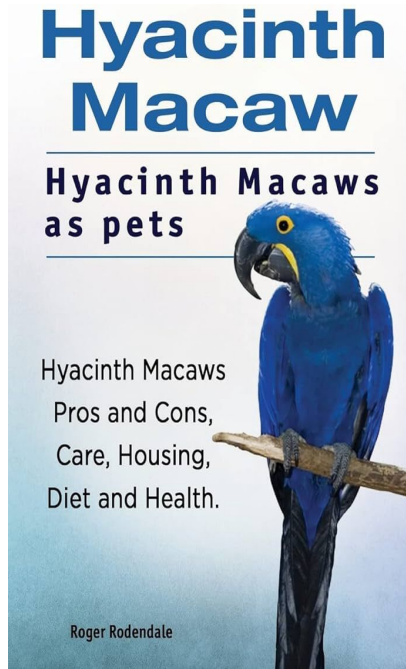


**The Matrix**

Let's try it out

## Task Map “Buy a Hyacinth Macaw.”

Task





# 3 modes to kill the blank page with AI



**The Jester**



**The Cyborg**



**The Matrix**

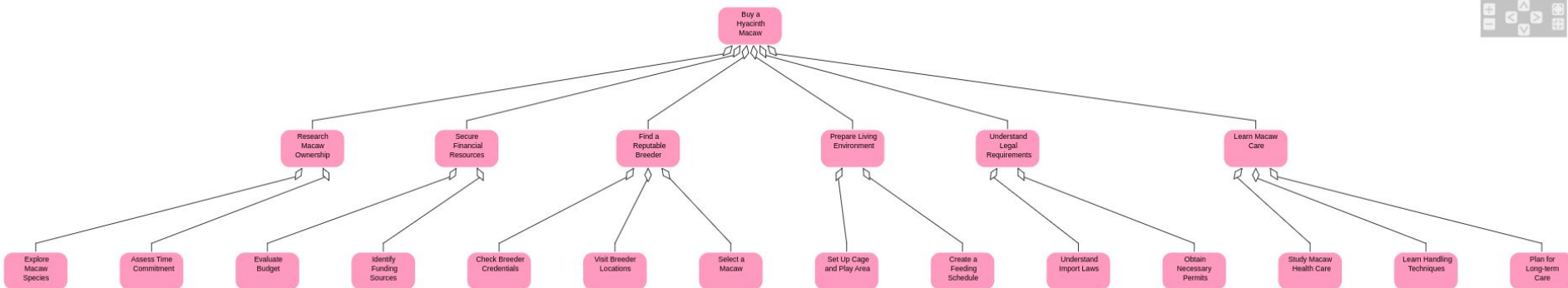
The Jester

# Task Map “Buy a Hyacinth Macaw.”

Task



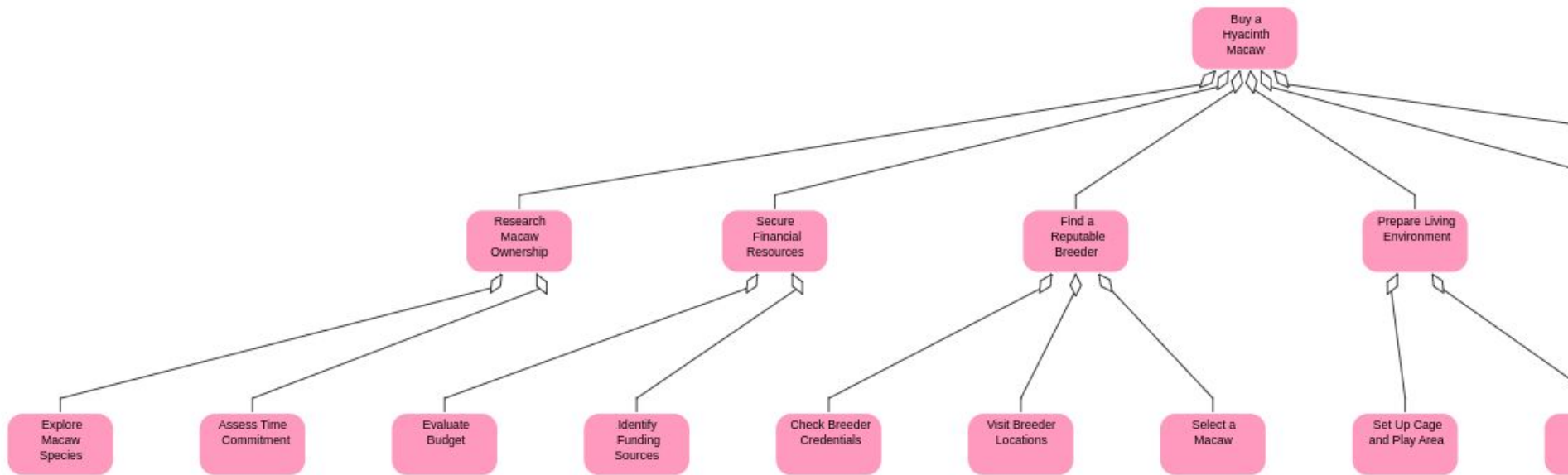
X



The Jester

## Task Map “Buy a Hyacinth Macaw.”

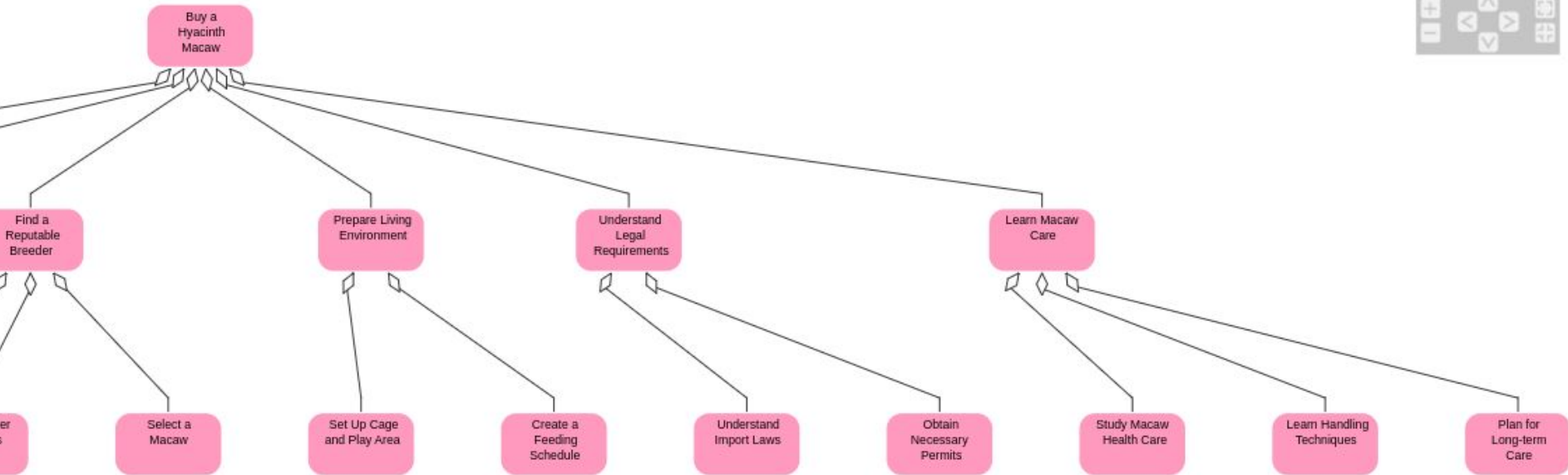
Task



The Jester

## Task Map “Buy a Hyacinth Macaw.”

Task



# 3 modes to kill the blank page with AI



The Jester



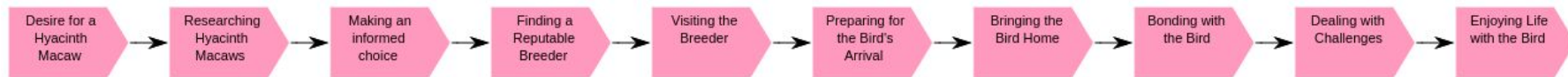
The Cyborg



The Matrix

# The Cyborg

## Task Map “Buy a Hyacinth Macaw” with journey and insights as input.



### General Insights

- Space Requirements: Owners often emphasize the need for **substantial living space** to accommodate large cages and provide **flight space**, which is critical for the birds' physical health and wellbeing.
- Social Interaction: Big parrots like macaws are extremely social creatures that require **significant daily interaction** with their human owners or other birds to remain mentally healthy and happy.
- Noise Levels: These birds are **naturally loud** and vocal, which can be challenging for owners living in apartment settings or close proximity to neighbors.

### Surprises

- Dietary Complexity: Owners were generally surprised by the complexity and **cost of maintaining a proper diet** for macaws, which can be significantly more demanding than for smaller birds.
- Veterinary Care Costs: The high cost and specialized nature of **veterinary care** for macaws came as a surprise to many new owners. Moreover, finding avian veterinarians with experience in large parrots can be challenging.
- Longevity and Commitment: Many new owners were not fully aware of the long lifespan of macaws, which **can live for 50 years** or more, leading to a much longer commitment than anticipated.

### Pain Points

- Behavioral Issues: Due to their intelligence and social needs, macaws often develop **behavioral problems** if not properly stimulated, which can manifest in screaming, biting, and feather plucking.
- Cage Size and Quality: Finding appropriately sized, **durable, and safe cages** that are also aesthetically pleasing can be difficult and expensive.
- Travel and Mobility: Owners **struggle with traveling** or relocating with their macaws due to their size and specific care requirements.
- Lack of Species-Specific Resources: There's a reported lack of readily available, detailed **care information** specific to macaws compared to more common pets like dogs or cats.

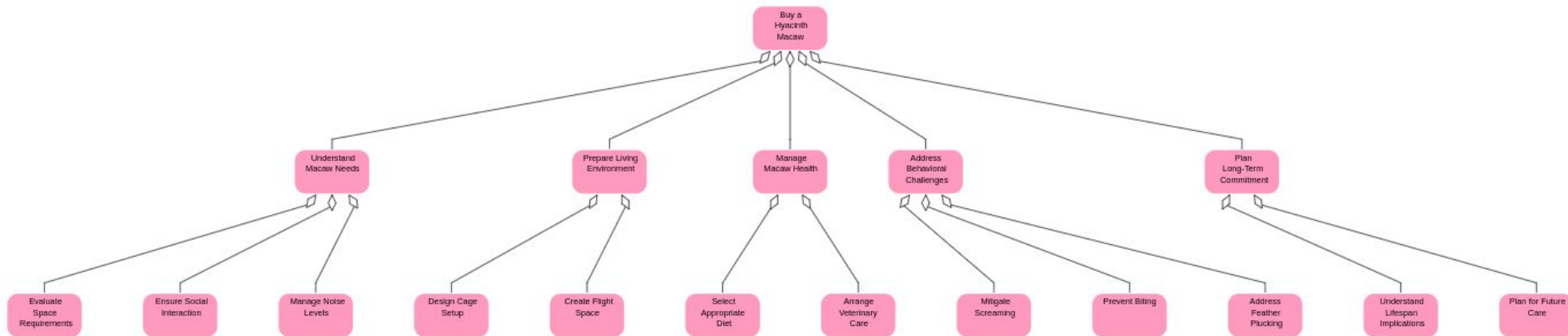


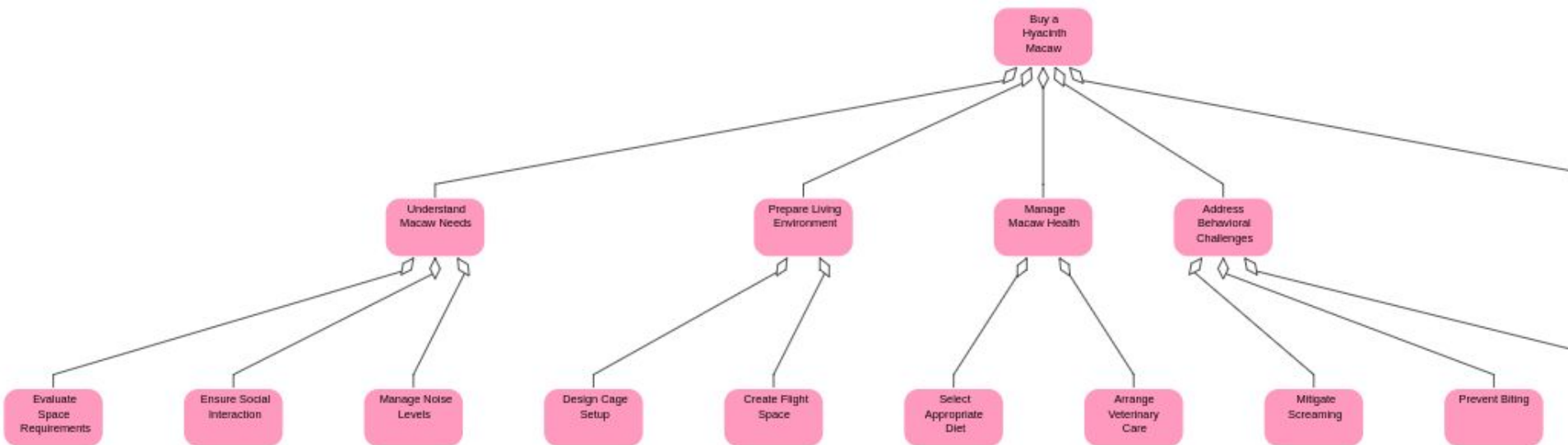


The Cyborg

# Task Map “Buy a Hyacinth Macaw.”

Task



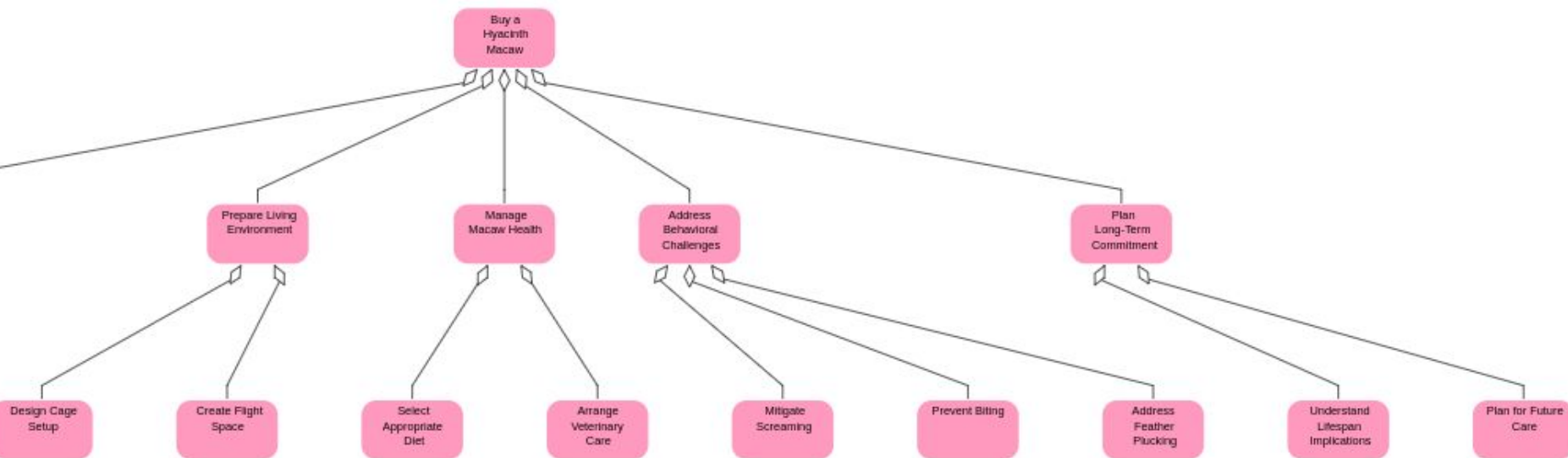




The Cyborg

# Task Map “Buy a Hyacinth Macaw.”

Task



# 3 modes to kill the blank page with AI



The Jester



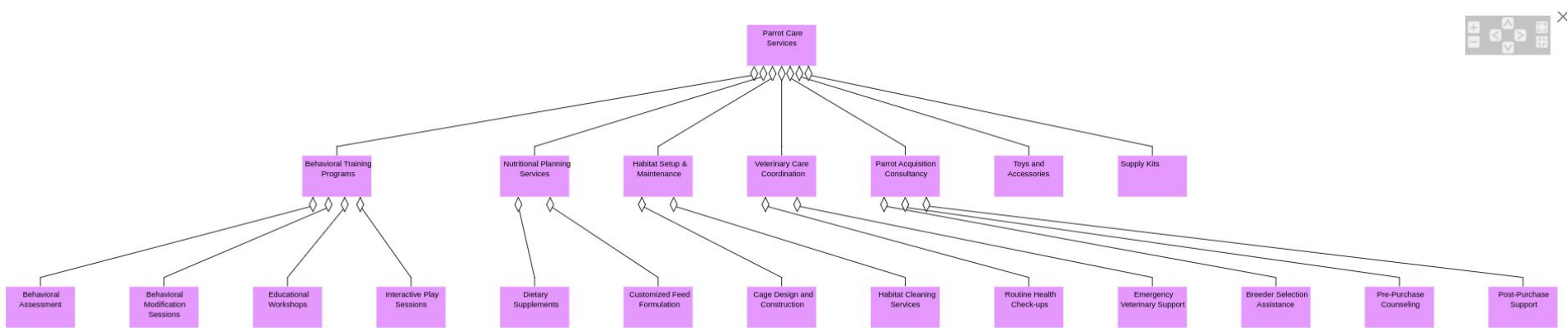
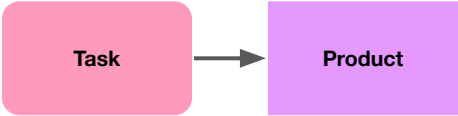
The Cyborg



The Matrix

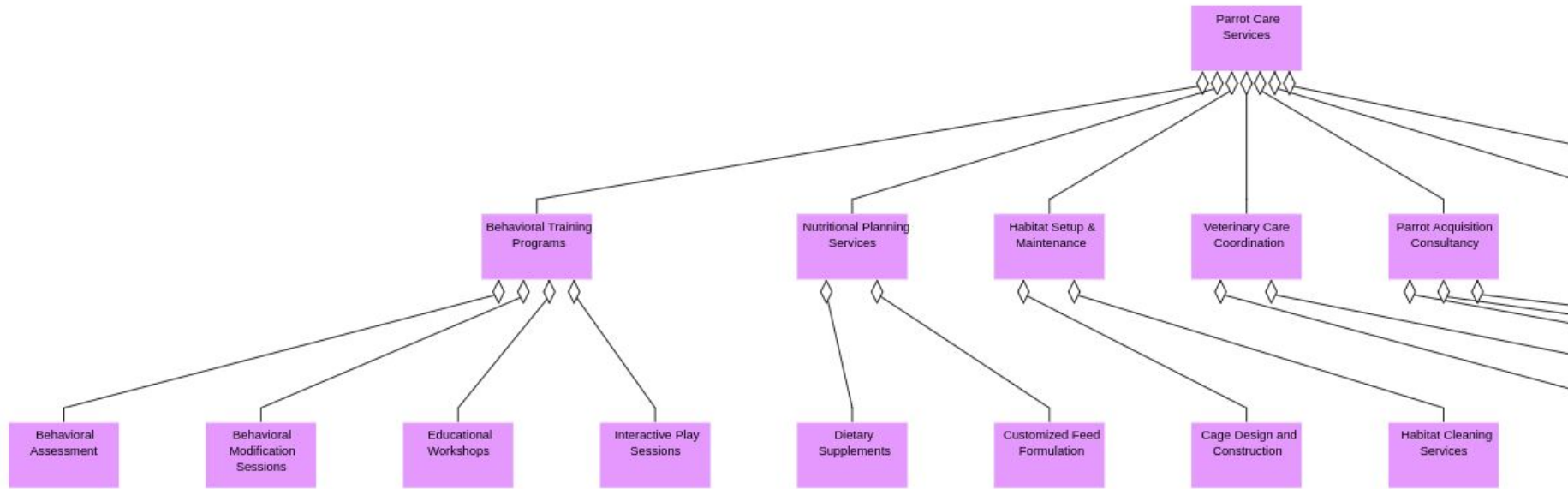
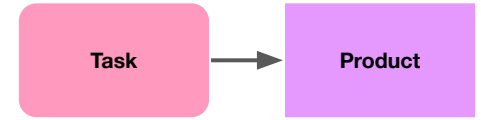
# The Matrix

## Product Map for our Tasks



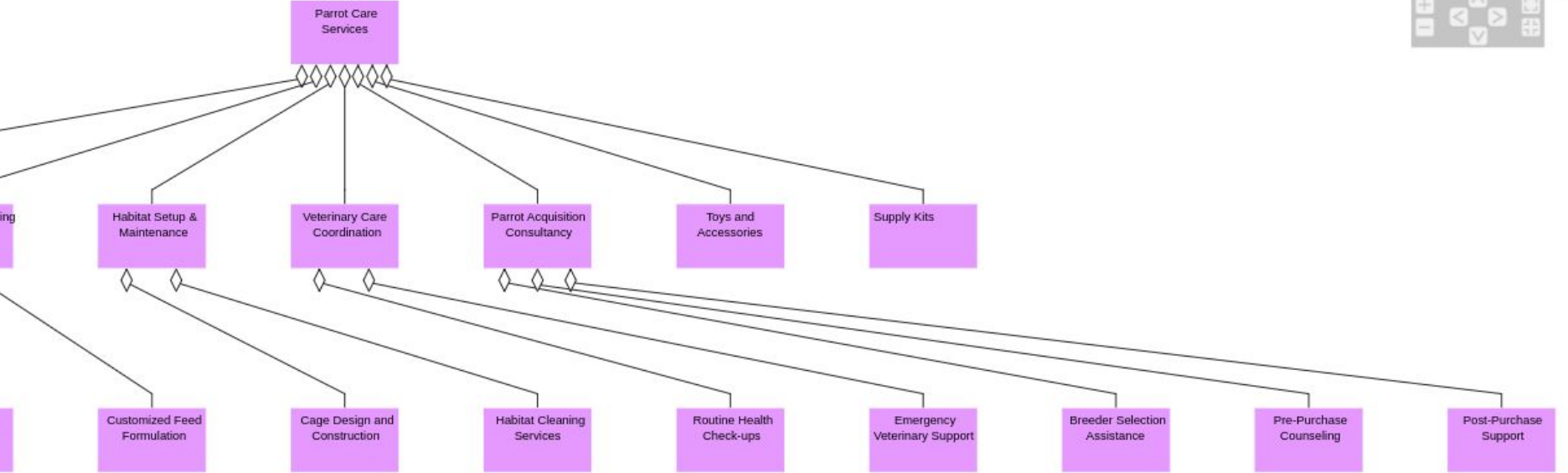
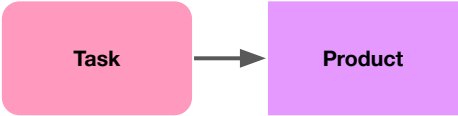
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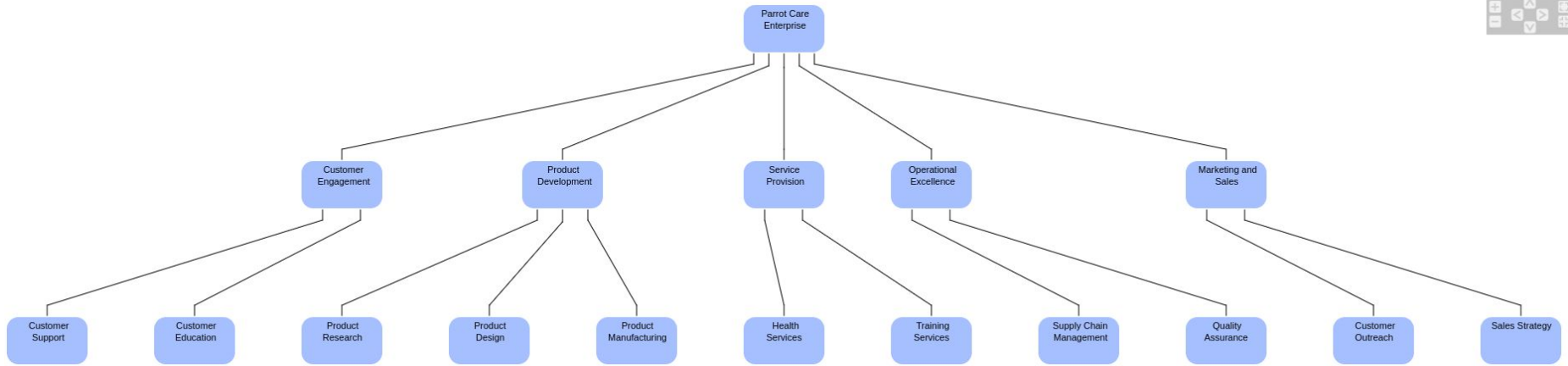


# The Matrix

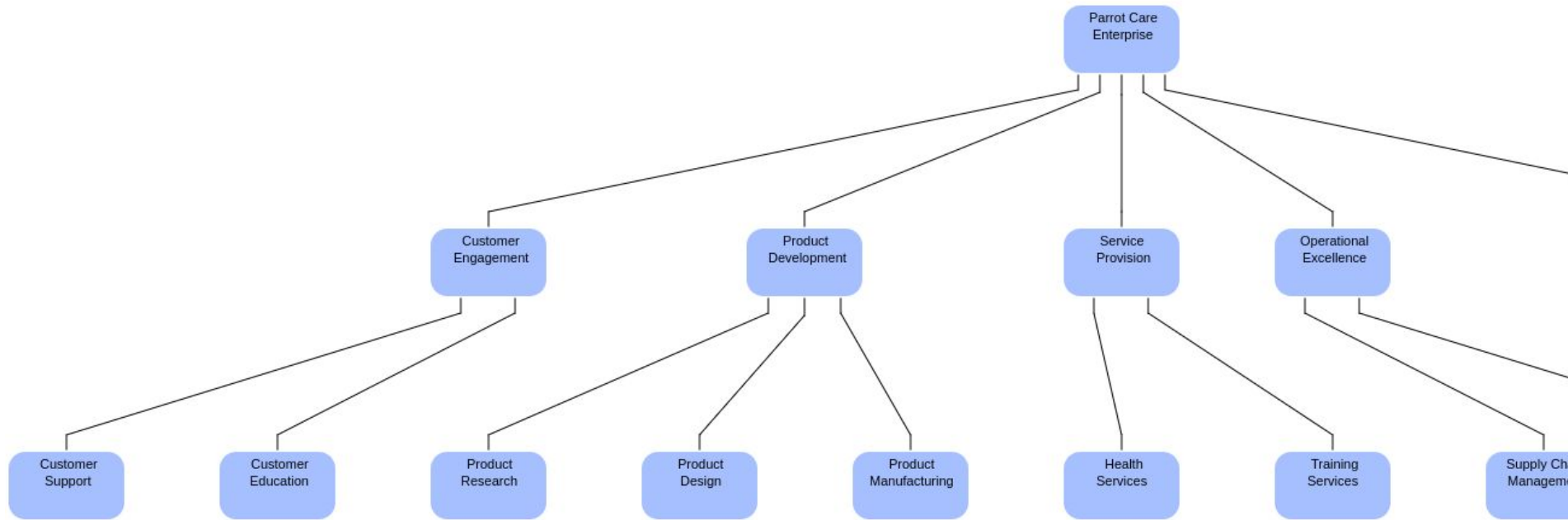
## Product Map for our Tasks



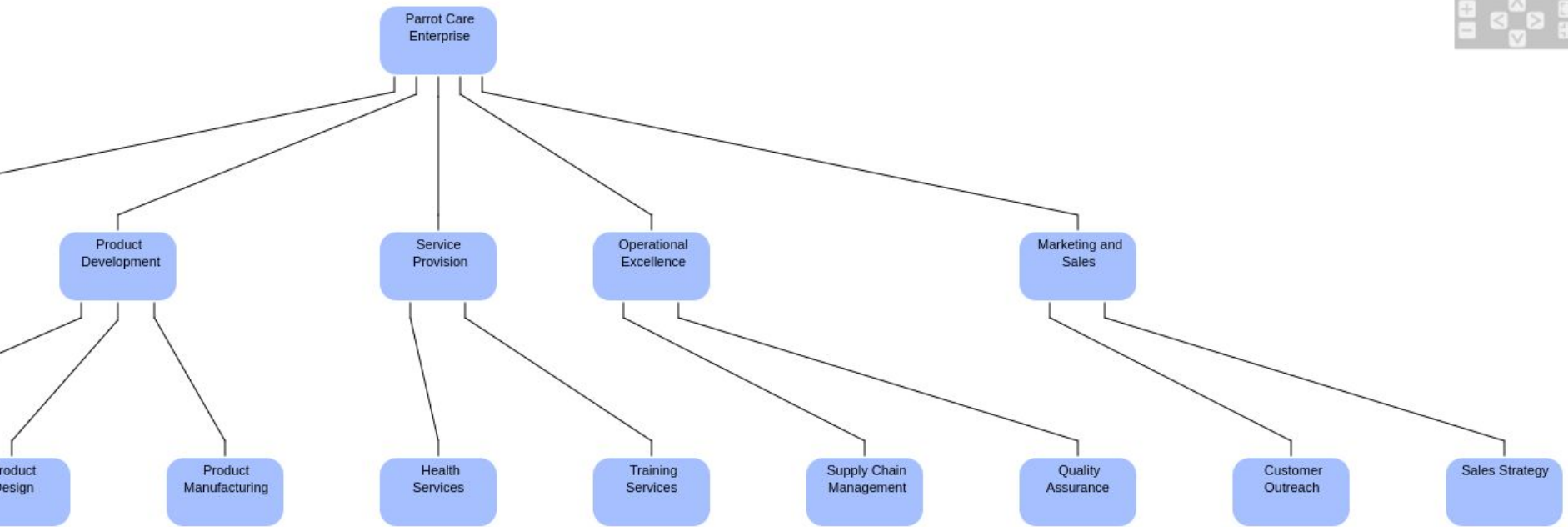
# Make a **Capability Map** to create our **Products**



# Make a **Capability Map** to create our **Products**

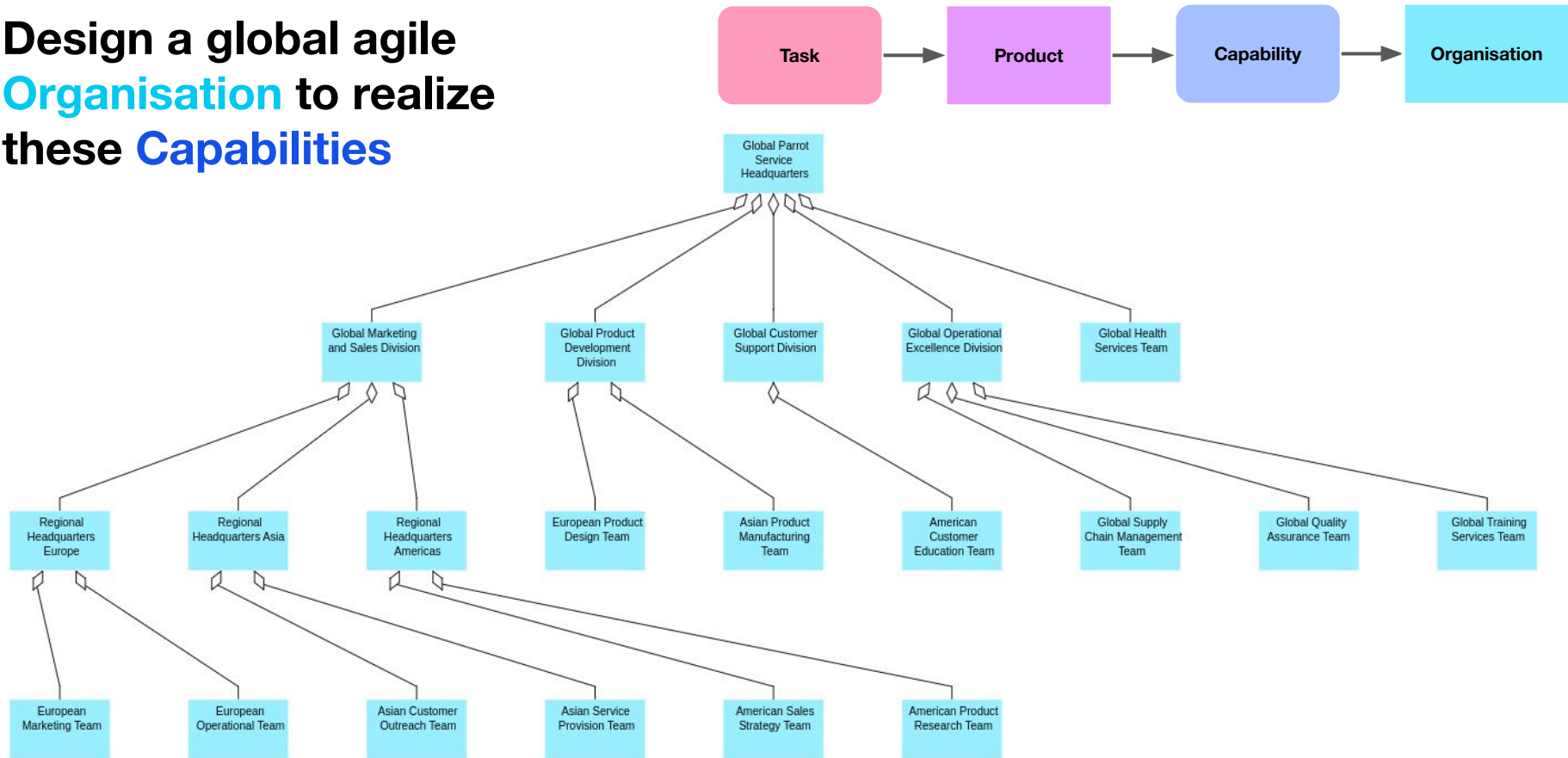


# Make a **Capability Map** to create our **Products**





# Design a global agile Organisation to realize these Capabilities







# An Open Source tool for collaborative Enterprise Design.



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