

Über die Angst den KI Zug zu verpassen und die zielführende Priorisierung von Themen

Anna-Karoline Abraham

 spreadgroup





Ein kleiner Rückblick

2017



Zu viele Uploads & KI

A photograph of a modern architectural complex. On the left, a light grey, cantilevered structure with large glass windows extends over a paved area. To the right, a multi-story building with a light beige facade and white window frames stands. The scene is set on a city street with trees and a clear sky.

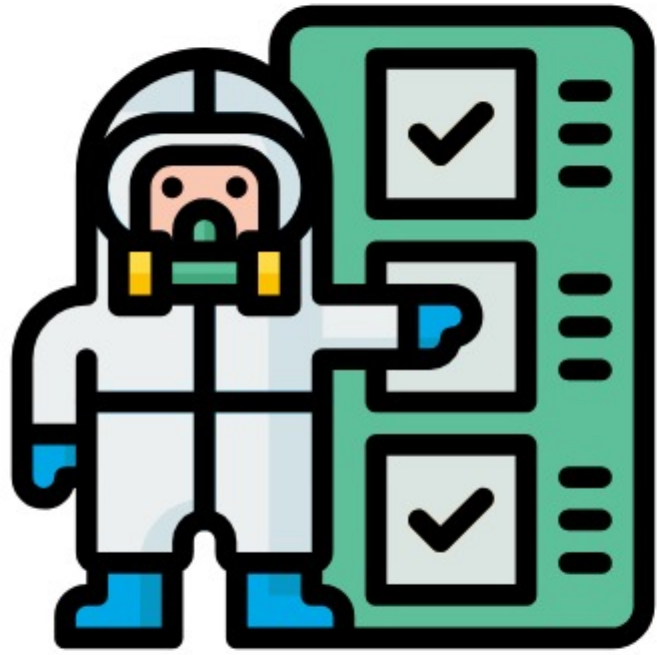
Anfrage Masterarbeit



KI Methoden & Möglichkeiten

Datenbestand

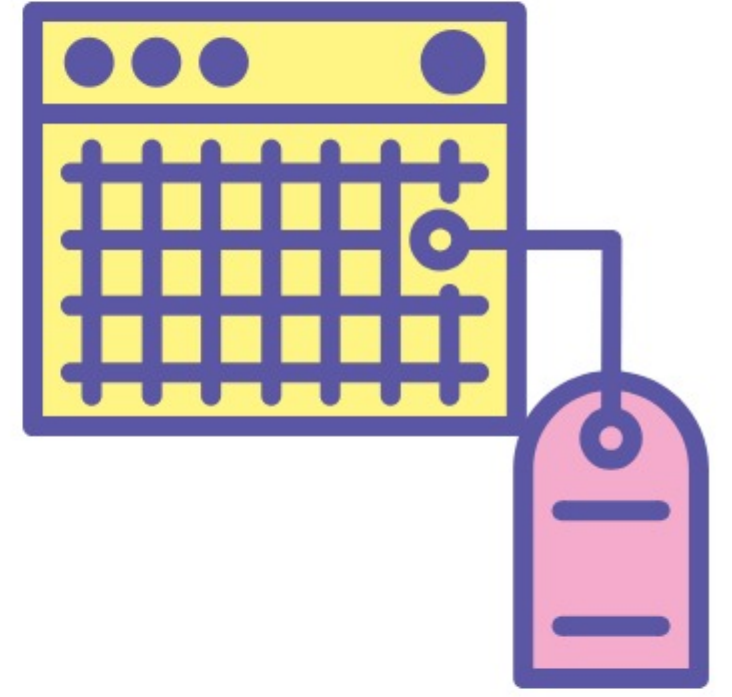




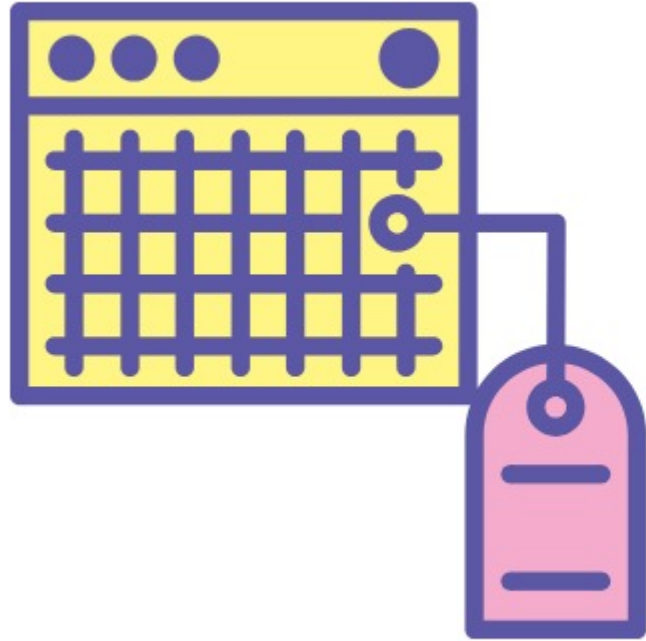
Entscheidungen



Bilder



Meta Daten



Kombination





Problem gelöst



Stand

2024



Was mit KI





**Erst das Problem,
dann die Lösung**

Gain money

Save money

OUTCOME

Increase Conversion Rate

Increase Visits

Increase internal efficiency

Increase Customer Lifetime Value

OPPORTUNITY SPACE

Increase Ease of Use

More appealing look & feel

Reduce volumes

Increase speed

Increase Quality

WYSIWYG

Better post-purchase communication

SOLUTION SPACE

Reduce amount of uploads (limit)

Usability improvements

Automate pre-check

Less decisions

Don't review everything

Loading times

Save money

OUTCOME

Increase Customer Lifetime Value

OPPORTUNITY SPACE

Increase Quality

WYSIWYG

Better post-purchase communication

SOLUTION SPACE

Product Quality

Print Quality

Save money

OUTCOME

Increase internal efficiency

OPPORTUNITY SPACE

Reduce volumes

Increase speed

SOLUTION SPACE

Reduce amount of uploads (limit)

Usability improvements

Automate pre-check

Less decisions

Don't review everything

Loading times

Save money

Increase internal
efficiency

Reduce volumes

Automate
pre-check

Automatisierung oder KI?

1

Was soll erreicht werden?
Was ist das Problem?

Was passt zur
Unternehmensstrategie?



2

Welche Lösungsideen
gibt es?

Herangehensweise?





Danke :))