



Assessment of Innovation Form

ID and Title of the Project: T2321, ContentGuard

Team Member IDs: 21902115, 22001769, 21902896, 21901841, 21802215

Name of the Supervisor: Ayşegül Dündar

Below questions needs to be filled by the Innovation Expert

Considering the definition of innovation as "creation of better or more effective products, systems, services, or technologies that have the potential to be accepted by markets, governments, and society", please assess the innovativeness of the design project with below questions.

1) The project and subject that is proposed and presented to you is:

Criteria	Poor	Unsatisfactory	Satisfactory	Good	Outstanding
Technically feasible:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
You see enough market demand:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development planning is done well	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Enough research done for marketplace and competitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Delivers enough value or solves a real problem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

2) What is the nature of the innovation you see in this project? Do you have any suggestion to improve converting the knowledge and idea of the subject more into benefit and value?

Social media web sites always try to maximize their profits, and therefore they try to maximize their users' engagements with their web sites. Therefore although they have a way to customize what kind of content you wish to see, they tend to break the limits and try to keep you distracted for longer. The innovation of this project is that you actually can make a better filter on top of their highly simplified version. A simple keyword exclusion is not innovative, but using machine learning and NLP is quite new in this area.

I suggested the team to broaden the project by separating the client/master functions into two different apps so that this system could also be used by the parents for their children. That would probably broaden the demand for the app by tenfold. But for now they decided to make it a more personal app.



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CS 491 Senior Design Project I

2) Are there any unaddressed risks that team members need to consider during implementation?

With the team we talked about how to approach the development, from simple to more complex versions. My main concern is about the response time of the used AI for filtering out the content that should never be shown to the user. That delay would reduce the browsing capabilities of the user if it gets too long. So an early prototype should address that risk and the delay should be analyzed. If the response is fast enough, or some preemptive operations make it so, then usage of ChatGPT or a similar system would be quite good for this tool. Otherwise, a faster approach might be necessary, which would take a longer development process.

3) Any suggestions while shaping go to market strategy?

If the end product contains a decent AI process, making sure that this product is known by AI enthusiast content creators would be quite important. Also a time limited free version could help the plugin to be known publicly.

Innovation Expert

Name: Cem Çimenbiçer

Date: 19/10/2023

Signature:

Final Expert Score: ...5..... (out of 5)

Scale:

(1) Poor, (2) Unsatisfactory, (3) Satisfactory, (4) Good, (5) Outstanding