

Submission Form elements:

1. Describe the problem your idea is solving (max 3 sentences).
 - a. Define the problem & target, who has this problem. Try to define the problem as precisely as possible.
2. If you had something ready before the hackathon - what did you have?
3. What did you build during the hackathon? (max 5 sentences)
 - a. Describe the technical and non-technical elements as best as you can.
 - b. Evaluation criteria: What the team has built, how hard have they been working and what are the results?
4. What are your next steps / plans to go forward with the idea? (max 3 sentences)
 - a. Evaluation criteria: Will the team be able to bring the idea forward - make it happen after the hackathon?
5. What kind of impact are you expecting to have with this solution? (max 3 sentences)
 - a. Evaluation criteria: Impact on the world.

Answers:

1. Problem: People often lose 10-20 % of their productive work time on online communication that is ineffective or insulting. Example scenarios include long paragraphs of text, culturally inappropriate use of language and countless ping-ponging until they understand the real intent. COVID-19 worsens the situation because more people are working from home. **Communication intent mismatch** occurs both for people exchanging messages the first time and for already established team members as well. Also our survey run during the hackathon proved the importance of the product: <https://bit.ly/3b1NSI3>
Motto: Testing boundaries is good, but not at the systematic cost of efficiency or emotional balance.
2. Before hackathon:
 - a. Tech: Working prototype in private server.
 - b. Pain: Experience of losing 10-15 % of productive working time on too long online messaging, worrying upfront if messages can insult other persons.
 - c. Theory: Framework for connecting between what people write, what they mean or want and what alternatives to offer. Mapping is done in two stages: first wording-to-intent, then intent-to-alternative-wording.
 - d. Team: Product lead and main developer had vision overlap.
3. During hackathon:
 - a. Non-tech: Getting new team members on board. Multiple brainstorming sessions on Skype. Setting up workflow on global hackathon Slack channel. Dividing team by roles.
 - b. Tech: Intent Wizard prototype for Slack. Feature list:
 - i. /iw - Calling for Intent Wizard. Is used in front of a message.
 - ii. Buttons - Alternatives offered by Intent Wizard. Buttons appear after pressing enter.

- iii. Emojis - Buttons offer also emoji responses where appropriate.
 - iv. When the user chooses a button the message is finally sent to the channel for others to read.
- c. Non-Tech: Curated example cases (simple phrases) for matching badly worded triggers with well-worded alternatives. Expressions in the well-worded alternatives are based on life experience.
- d. Non-Tech: Survey to understand depth of the problem and to collect examples from real life. Survey was shared on Global hackathon ask-community channel, Facebook and LinkedIn.
- e. Slack bot installation link: <https://bit.ly/intwizr> . Each user has to install it personally.
- 4. Next steps:
 - a. Data: Collecting and curating more examples for detecting various intents, either by scraping Twitter, crowdsourcing from surveys, or anonymizing and pasting from personal professional emails and chat history.
 - b. Tech - Adding the intent layer to automatically narrow down on alternatives.
 - c. Product - Building prototypes for other messaging platforms used by professionals (Telegram, Discord, Skype, Messenger).
 - d. Feature - Acronym extension. Linking with organization guidelines, laws, and Wikipedia.
 - e. Feature - Replace sentences, not just single words.
- 5. Impact: Empowers people working from home, especially amid COVID19, avoiding time lost on communication ping-pong. Enables getting things off your mind/chest fast without overthinking on your side and without dragging or insulting the other side.
- 6. Team: Hard-working, dedicated, professionals with 10+ years of collective experience in psychology, marketing, software engineering (development, architectures), writing, UX design.

Motto 1: *We feel people want to express themselves. We know talking can be hard. We believe we can help.*

Motto 2: *We believe in expressing ourselves. We want to accomplish a greater good. We know how to bridge your intent.*

Motto 2.1: *We believe in expressing ourselves. We want to accomplish a greater good. We offer you a bridge to connect and relate.*

Motto 3: *Ambassador of Negotiations. In your pocket. In your laptop.*

Motto 4: *Let Intent Wizard be your Secretary of Politeness.*

Motto 5: *You express when you feel like so. We digest/compress to make it feel right.*

Problem skeleton:

Problem 1: Depth: Too many details VS not enough details.

* Upfront overheads: Producer's time lost on overexplaining upfront VS consumer's time lost on searching key points from wall of text.

* Delayed explanation: Producer's time lost on understanding consumer's knowledge gaps VS consumer time lost until producer fills their knowledge gap.

Problem 2: Editing: Producer's time lost on editing/structuring VS consumer's time lost on trying to find relevant information from overly structured text.

Problem 3: Psychology: Stress from unintended insults while communicating, stress from undelivered results because of communicating.

Producer (unintentionally) insulting consumer while communicating, consumer (unintentionally) dragging producer with too simple questions (see Problem 1). Within company structure IRL, producer is usually on a higher level than consumer (like senior level specialist, manager, C-suite).

Problem 4: Full punctuation and capitalization of text VS short incomplete responses (or only emoji replies).

Playing by the book VS cowboy-style responses VS emoji replies.

Problem 5: Implicit intent overshadowed by explicit sugar-coating.

Problem 6: Terminology: either consumer- or producer-centered.

Where we are today:**Communication pipeline consists of:**

1. What you say.
2. What you mean.
3. How the other person interprets it.
4. How the other person feels.
5. How the other person behaves.

Where we want to be tomorrow:

Goals by input:

Minimize time on problem #1 - Reduce communication overhead.

Goals by output:

Maximize coherence by #2 - Get intent across the fastest and to the point..

Minimize arousal on #4 - Avoid insulting other team members.

Minimize confusion by #4 and #5 - Avoid waiting until silence boils stress for too long.

Minimize inefficiency on #5 - Letting person A speak their mind fast and to-the-point without killing person B's motivation to act and learn. Getting problems off the chest quickly. Getting ideas on the table fast (especially in a crisis situation).

How:

1. Suggesting adding words where necessary.
2. Suggesting removing or replacing words where necessary.
3. Suggesting a change in overall style/tonality.

Target audience:

1. Teams who use communication channels while working on the same project remotely.
2. Working with (new) clients from different cultural backgrounds.
3. New employees joining an existing organization.

Goal 1: Goal 2:

Goal 3:

Goal 4: Incentivize people to speak because of curiosity, NOT because of fears.

Goal 5: