**Assignment for Phase 1: Discovery & Planning**

**Project Title:** *Dr. D and the AI Odyssey: Return to Ithaka*  
**Course:** CRM/ERP and Digital Transformation  
**Duration:** Weeks 1–3  
**Team Size:** 10–15 students  
**Methodology:** Agile (Bi-weekly Sprints)

**1. Assignment Overview:**

In this phase, you will begin the conceptualization and planning of the project **“Dr. D and the AI Odyssey: Return to Ithaka”**. The focus is on establishing the **creative vision, roles, and project structure** while integrating **GenAI tools** for audio, video, subtitles, and human representation. You will also set up the **CRM system** for stakeholder management and project coordination.

**2. Learning Objectives:**

* Develop a clear and innovative **creative concept** for the project.
* Assign and define roles for **team members**.
* Map out stakeholders and establish communication channels.
* Set up a **CRM system** for managing contacts, collaborations, and tasks.
* Plan the **integration of GenAI tools** in the production process.

**3. Tasks:**

**Task 1: Define the Concept and Vision**

**Objective:** Establish the artistic direction and thematic framework.

1. Brainstorm the **core narrative** of the project:
   * Reimagine C.P. Cavafy’s *Ithaca* as the story of **Dr. D’s journey with D-Tron**.
   * Incorporate **Kastoria’s myths** (Dragon’s Lake, Byzantine stories) as symbolic challenges.
   * Emphasize the **multiple awakenings** (personal, technological, collective, god-like) in the plot.
2. Draft a **one-page concept document** summarizing:
   * The **central theme:** Awakening through AI and myth.
   * The **plot outline:** Departure, Trials, Awakening, Return.
   * The **philosophical message:** **The journey itself is Ithaka—growth through human-AI fusion.**
3. Present your concept to the team for feedback.

**Deliverable:**

* **Concept Document:** One page summarizing the plot, themes, and vision.

**Task 2: Team Roles and Responsibilities**

**Objective:** Clearly define roles based on skills and project requirements.

1. Assign roles according to team members' strengths:
   * **Creative Director:** Shapes the overall vision and guides storytelling.
   * **Scriptwriter:** Crafts dialogue, narration, and plot development.
   * **AI Integration Specialist:** Utilizes GenAI for voice, video, and subtitle generation.
   * **Sound Designer:** Integrates **AI-generated soundscapes** and narration.
   * **Digital Storyteller:** Creates **3D and animated sequences** using AI tools.
   * **Project Manager:** Coordinates tasks, timelines, and documentation.
   * **CRM Specialist:** Manages stakeholder data and collaboration records.
   * **Marketing Coordinator:** Plans promotional strategies and social media presence.
2. Create a **team roster** specifying roles and primary responsibilities.

**Deliverable:**

* **Team Structure Document:** Roles, responsibilities, and task allocation.

**Task 3: Stakeholder Mapping and CRM Setup**

**Objective:** Identify and manage stakeholders effectively.

1. **Identify Stakeholders:**
   * **Primary:** AI experts, cultural organizations, content creators, copyright holders (Cavafy Foundation, Connery Estate, Vangelis’s representatives).
   * **Secondary:** Local government, cultural institutions, AI technology providers, educational institutions.
2. **CRM System Setup:**
   * Choose a **CRM tool** (HubSpot, Airtable, Notion).
   * Create a **contact database** with fields: Name, Role, Organization, Contact Info, Status, Notes.
   * Set up **pipelines:** Contacted, In Progress, Confirmed, Rejected.
   * Automate follow-ups for licensing and collaboration requests.
3. **Map Communication:**
   * Develop a **communication strategy** for each stakeholder group.
   * Draft **email templates** for initial outreach and follow-ups.

**Deliverable:**

* **Stakeholder Map:** A visual diagram of key stakeholders and their roles.
* **CRM Setup:** Screenshot of the contact database with filled entries.

**Task 4: GenAI Integration Plan**

**Objective:** Plan how GenAI will be utilized in the project.

1. Research potential **GenAI tools** for:
   * **Audio and Voice Synthesis:** ElevenLabs, DeepBrain AI
   * **Video and Animation:** RunwayML, DeepFaceLab
   * **Subtitle Generation:** Whisper AI
   * **Human Representation:** AI-generated avatars and deepfake technology
2. Outline the **specific use cases**:
   * Narration: Recreating **Sean Connery’s voice** for poetic passages.
   * Music: Generate ambient soundscapes if **Vangelis’s tracks are not available**.
   * Visual Effects: Create **AI-enhanced landscapes of Kastoria**.
   * Subtitles: Auto-generate **multilingual captions**.
3. Draft a **GenAI Utilization Plan**:
   * Tool names, use cases, and data requirements.
   * Potential challenges and ethical considerations.

**Deliverable:**

* **GenAI Utilization Document:** One page outlining tools, roles, and intended applications.

**4. Final Deliverables for Phase 1:**

1. **Concept Document:**
   * Description of the plot, themes, and AI-human synergy.
2. **Team Structure Document:**
   * Defined roles and task assignments.
3. **Stakeholder Map:**
   * Visual representation of stakeholder involvement.
4. **CRM System Setup:**
   * Screenshot of the contact database with populated fields.
5. **GenAI Utilization Plan:**
   * Clear strategy for AI integration in audio, video, and digital storytelling.

**5. Assessment Criteria:**

| **Criterion** | **Points** |
| --- | --- |
| Conceptual Clarity and Creativity | 20 |
| Team Organization and Role Definition | 20 |
| Stakeholder Mapping and CRM Accuracy | 30 |
| GenAI Integration Plan | 20 |
| Presentation and Clarity of Deliverables | 10 |

**6. Submission Guidelines:**

* Submit a **single PDF document** containing all deliverables.
* Include **screenshots** and **visual maps** where applicable.
* Name the file as: **Phase1\_Discovery\_Planning\_TeamName.pdf**
* Upload via the course platform by **Week 3, Friday, 5 PM**.

**7. Presentation:**

* Prepare a **5-minute presentation** to showcase:
  + The **concept and vision**
  + Team roles and structure
  + The CRM setup and stakeholder management
  + GenAI integration approach
* Be ready for a **Q&A session** to discuss creative choices and AI tool selection.