# Appendix A

It consists of two parts, including questionnaire design and virtual project setup.

Questionnaire Framework

**Table.** First interview

|  |  |
| --- | --- |
| Basic information | How long have you been working in the design field?  What type of design projects are you primarily responsible for? |
| Design Briefing Production Process | What preparations do you usually make before starting a design project?  How do you determine the project requirements and goals in the design brief?  How do you identify the problems that need to be addressed and the target audience?  How do you handle constraints and limitations in design briefs? |
| Challenges encountered | Have you ever encountered ambiguity or ambiguity when defining project requirements? If so, how did you handle it?  Have you ever faced a challenge due to a lack of sufficient information or research? If so, how did you solve it?  Have you ever encountered conflicting expectations from different stakeholders? If so, how did you balance them?  Have you ever produced a design brief with limited time and resources? If so, how did this affect your work?  Have you ever encountered communication and collaboration issues with customers or other stakeholders? If so, how did you solve them? |
| Suggestions for improvement | How do you think we can improve the production process of design briefs?  What suggestions do you have to help designers better cope with the challenges before starting a project? |

**Table.** Second interview

|  |  |
| --- | --- |
| Experience of AI-generated design brief | 1. What role do you think AI can play in the design brief production process?  2. In what ways do you think AI can help improve the production process of design briefs? |
| The potential and challenges of AI | 1. What potential do you think AI has in the design brief production process?  2. What challenges do you think you may encounter when using AI to help create design briefs? |
| Expectations for AI | 1. What functions or assistance do you hope future AI tools can provide in the design briefing process? |

# Appendix B

Virtual Project Setting

**Table.** The content below is a hypothetical project and is only used for user testing.

|  |  |  |
| --- | --- | --- |
| Company Name: NexaGamer | | |
| **Company background** | | |
|  | Vision | To become the world's leading gaming community platform, providing players with a space for interaction, learning, and sharing. |
| Mission | Connect gamers around the world and provide them with a safe, friendly, and innovative environment to share their passion, knowledge, and experience. |
| **Strategy** | | |
|  | Content strategy | Offer unique game content and exclusive events to attract players. |
| Cooperation strategy | Collaborate with game developers to bring exclusive offers and content to the community. |
| Technology strategy | Utilize advanced technologies such as AI and VR to provide players with an immersive community experience. |
| **Business areas** | | |
|  | Field | NexaGamerHub mainly focuses on multiplayer online games, including role-playing, strategy, shooting, and sports games. In addition, the community also provides game tutorials, competitions between players, and online and offline player gatherings. |
| **Business model** | | |
|  | Membership system | Players can join for free, but paid members can enjoy exclusive content, offers, and activities. |
| Advertising | Collaborate with game companies and related brands to provide targeted advertising. |
| Virtual merchandise sales | Players can purchase virtual goods such as skins, equipment, and badges. |
| Partnership | Collaborate with game developers and other brands to jointly promote events and products. |
| **Competitive advantage** | | |
|  | Exclusive content | Collaborate with top game developers to bring exclusive game content and offers to the community. |
| Technological innovation | Utilize AI technology to provide personalized content recommendations for players and use VR technology to provide immersive community experiences for players. |
| Global network | With a global player network, international events and competitions can be organized. |
| Security and privacy | Provide advanced security measures to ensure the security and privacy of player data. |
| Target vision | Through these strategies and advantages, NexaGamerHub aims to provide a unique, fun, and valuable community experience for gamers around the world. |
| **Competing product research** | | |
|  | GameLinker | User request: Provide multi-platform game synchronization, instant chat between players, in-game item trading. Main activities: monthly online game competitions, partner promotion, virtual item auctions. |
| PlayConnect | User request: social network combined with game, allowing players to create game-related social circles and share game progress. Main activities: weekly exclusive game news release, AMA (Ask Me Anything) activities with game developers. |
| GamerPulse | User request: Pay attention to game health, provide players with game time tracking and health advice. Main activities: Healthy Game Challenge, cooperate with health brands to promote. |
| **Design proposal and expected return evaluation** | | |
|  |  | Design Plan: Combine the core advantages of NexaGamerHub, provide exclusive content, technological innovation, and global network, while Integration the advantages of competing products, such as multi-platform synchronization, health advice, etc. Expected return: Expected to attract 1 million registered users within the first year, of which 10% are paid members. Expected revenue from advertising and virtual goods sales is $5 million. |