**GE Transportation – Project Brainstorm**

**Opportunity 1:** [Augmented Reality Kit](https://developer.apple.com/arkit/) (Apple product)

**Development area for student:** User Experience

**Tasks:**

* Define areas where Augmented Reality can be used in GET
* Create user demos
* Participate in workshops with Product & Dev teams around ideation and opportunities. This will ease the student into Design Thinking and workshop facilitation.
* Develop and implement workshop sessions to teach others

**Opportunity 2:** [Beacon Technology](https://developer.apple.com/ibeacon/)

**Development area for student:** User Experience

**Tasks:**

* Define areas where Beacon Technology can be used in GET
* Create user demos
* Participate in broader ‘new tech in the railroad’ workshops
* Develop and implement workshop sessions to teach others

**Opportunity 3:** Develop use cases for mobile technology (i.e. [Apple watch](https://developer.apple.com/documentation/watchkit))

**Development area for student:** User Experience, Coding

**Tasks:**

* Explore ideas around how to use mobile technology in our business (i.e. work orders in field)
* Leverage online videos to learn how to customize notifications on mobile technology

**Opportunity 4:** New entry graphics

**Development area for student:** User Experience, Design, Communication

**Tasks:**

* Create movies by leveraging our hundreds of hours of footage
* Share footage with our broader organization to grow awareness about User Experience and what’s going on in Digital
* Think creatively about how to share this footage (i.e. lobby TVs)
* Help create quick team builder videos for org; either ‘Coming Soon’ videos for Digital GM’s All Hands … quick interview videos with a team that just delivered a big milestone, etc. Think of these things as fun ways to replace mass emails.

**Opportunity 5:** Microsoft Hub exploration

**Development area for student:** User Experience, Design, Communication

**Tasks:**

* Learn how to use our Microsoft Surface Hub technology
* Uncover new ways for our business to use this technology
* Push the boundaries around how we use this technology to define the future of the rail network

**Opportunity 6:** [Digital Studio Spotlight](http://digitalstudio.trans.ge.com/spotlight/)

**Development area for student:** User Experience, Communication

**Tasks:**

* Put a spotlight on the software research that our Digital business has done (i.e. Movement Planner)
* Create a showcase for non-Digital employees to learn and understand Digital research

**Opportunity 7:** Persona Showcase

**Development area for student:** User Experience, Coding, Communication

**Tasks:**

* Partner with User Experience team to understand Personas and what they are used for (i.e. a “user stereotype” created based on data)
* Learn how we design differently for various Personas and why that is important
* Today Personas live in a Box folder that has low visibility; develop a better means for consuming Persona research
* Use front-end coding to develop the skeleton website into something bigger (i.e. think online shopping for Personas)

**Opportunity 8:** Culture

**Development area for student:** User Experience, Communication

**Tasks:**

* Get to know the culture in Digital and make suggestions around what is missing
* Bring personality and new wave thinking to our business around how to build a place where people want to stay
* Design and distribute quarterly strategy/motivation communication ... this is a great way to communicate our strategy as a broader org/team.

**Opportunity 9**: Testing

**Development area for student**: User experience, Communication

**Tasks**:

* Perform usability testing of our designs on computers, tablets, Vuzix glasses, etc.
* Engage various people on the floor for ad-hoc usability feedback
* Help create testing protocol standards, enablement materials

**Opportunity 10**: Digital Studio team member

**Development area for student**: User Experience, Coding

**Tasks:**

* Embed in the Digital Studio team as a participating team member
* Help design new patterns for product/engineering teams
* Help code new patterns
* Lead documentation of how patterns should be used, do’s, don’ts
* Participate and eventually lead workshops to gather ‘voice of customer’ feedback from developers

**Opportunity 11**: Slide Decks

**Development area for student:** Design

**Tasks:**

* GE heavily relies on PowerPoint to communicate, but not all of our slides are the best. Student would focus on creating visual languages for key business lines and concepts, as recipes for people to use later.
* Help clean up slide decks for All Hands, Customer Pitches, etc. You’d be amazed at some of the things that get shown to customers.

**Opportunity 12:** Security

**Development area for student:** Compliance, Strategy

**Tasks:**

* Use basic Python to digitize/automate compliance reviews
* Visualize what a company-wide dashboard should strategically look like

**Opportunity 13:** Dev Ops Dashboard

**Development area for student:** Coding

**Tasks:**

* Build a drag and drop dashboard for housing Persona data in a centralized location
* Help Dev Ops teams understand where failures are happening in their code

**Opportunity 14:** Best Practice Broadcasting

**Development area for student:** General business acumen, strategy, communication

**Tasks:**

* Work with teams to understand technical capabilities across our organization
* Identify best practices across teams
* Document best practices
* Broadcast best practices to the business to drive key learning and consistency

**Opportunity 15:** Digital Marketing

**Development area for student:** Selling work and communicating a clear message

**Tasks:**

* Create the value story around data & analytics (specifically apps in eServices)
* Write and validate queries to put identify the value that data brings to GET

**Opportunity 16:** Rail OS

**Development area for student**: Involvement in transition from Predix to Rail OS Cloud

**Tasks:**

* Start coding out the underpinnings of Rail OS Cloud
* Create documents and marketing materials to communicate getting all apps into the same cloud with the same architecture