



Micro Internships | Client brief

LENOVO - DESIGNING HUMAN-CENTRED AI EXPERIENCES

SUMMARY

Lenovo is one of the world's leading technology companies and the largest personal computer manufacturer globally. As computing becomes increasingly powered by artificial intelligence, Lenovo is exploring how AI-enabled devices can improve productivity, creativity, and collaboration for different users. The team wants to better understand how future laptops and smart devices can adapt to the way people work, learn, and create. Your brief invites you to explore ideas that help shape the next generation of AI-powered computing experiences.

KEY WORDS

- Artificial Intelligence
- Product Innovation
- User Experience
- Hybrid Work
- Data Insights
- Future Technology
- Digital Design

INDUSTRY

- Technology
- Artificial Intelligence
- Consumer Electronics
- Data & Digital Innovation

FOCUS

Exploring how AI-powered devices and digital experiences can support the future of hybrid work, learning, and creativity.

BRIEF

Hi, I'm **Simon Kirkland**, Account Manager at **Lenovo**. At Lenovo, we design technology that helps people work, learn, create, and collaborate. As artificial intelligence becomes a core part of personal computing, we're exploring how devices can become smarter, more intuitive, and more responsive to the way people actually use them.

AI-powered PCs, tablets, and workstations are changing how people interact with technology. Devices can now adapt to different tasks, automate repetitive work, personalise experiences, and support more flexible ways of working and learning. But with these opportunities also come important questions about usability, trust, and how AI can genuinely improve everyday experiences.

Your challenge is to explore how Lenovo can design AI-powered computing experiences that feel helpful, human-centred, and practical. You will act as innovation consultants, helping us identify opportunities where AI can enhance productivity, creativity, and collaboration for different users.

You could consider:

- Researching how students, professionals, and creators currently use laptops and digital devices in their daily lives.
- Exploring how AI features could improve tasks such as studying, teamwork, creative work, or problem-solving.
- Analysing how other technology companies are integrating AI into devices and digital experiences.
- Proposing new ideas or features that could make Lenovo's future devices more useful, accessible, and adaptable.

Your proposal should show how insight, creativity, and responsible thinking can help shape the future of AI-powered computing.

We can't wait to see what you come up with. Good luck, and don't forget – you can find out more about Lenovo at: <https://www.lenovo.com/gb/en/about/who-we-are/>