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how do I make AI more approachable
how do we make doing what we do best
something that allows us to be our best
and to not have this apprehension
so that we can really design and innovate
so when I am the introduction
and when Paul brought me in
is because I wrote a book on AI
AI and UX
before I wrote the book I went to my old school
you see San Diego at the Design Lab
and I gave a talk similar to some themes today
and to see if I should write the book
and I literally said give me the answer
should I write the book
and I sat there in an audience with AI
computer scientists AI data sciences
people with a PhD in artificial intelligence
and I'll be very honest I was intimidated
I felt these people are so smart
they are beyond me
so I gave the talk and that moment of apprehension
I just felt like
I just didn't know where I belong with that crowd
and that's how I felt and I think it's a real feeling
and it's real for many of us
and I want to talk a little bit about that today
because AI is very hot and it's only getting hotter
in the last year we're seeing this happen
um it's so hot though
that I wanna give us a perspective of how hot
this really is
welcome to where AI meets you X
just last week actually less than a week ago
Sundar said
AI may end up being bigger than the internet itself
talk about hot it's coming
it's here Paul described it
the audience you know it
but what does that mean for us okay
and so for us what I wanna know is and what I wanna
what we all know
is that AI enabled products and services are coming
they're here and you will have a chance to design
and innovate around it
when we think about design innovation
and we all wanna be successful

we need to really not fall in love with a technology
you know not be intimidated
be on the other side of it
whether you're falling in love with it
or intimidated by it it's just technology
and what I want to talk about is
how it applies to artificial intelligence
so looking at the past
I'm gonna take you kind of a during a journey
this is what I thought of
when I thought of artificial intelligence
I thought of people playing chess
and to give you a perspective of how time has passed
if you look at intellectual progress on the y axis
as it goes up over time so
this is my little graph of intellectual power
and progress okay
so here's where we are today here's a timer
just putting a time stamp on
this is human progress
but this is machine progress that is where we're headed
and if you think about that little inflection point
that's the singularity
okay now what does that mean
so Kurt will actually define it and he said
singularity
is a time when computers are smarter than humans
and it's gonna shape the world
and make it unrecognizable
but what are those people
who are investing heavily in the AI think
here's a quote from Zuckerberg
into the couple years ago
but people who drum up doomsday scenarios
I actually think it's pretty irresponsible
and here's what Musk says
I've talked to Mark about this
is understanding of the subject is limited right
but these are people that are heavily investing
look at how far apart it can be
and obviously Elon's kind of farther now
but you know think about how far apart they are
and they're investing billions in it okay
so what I feel
and what I felt in front of the UCSD Design Lab was
it makes AI almost unapproachable
it's got that weird feel of
let's just leave it up to them and see what happens
so but what kind of world do I want
what kind of how or what do I want AI to be

for me personally it's this world
it's BB eight it's a world where machines are good
they're helpful we interact with them
and we see the value and we smile and we have joy
that's the world I wanna have
we in this room have access to data
we have access to data that's going into AI
we shouldn't just give it
to the data sciences and AI programmers
and see what happens and what they do to it
this is really our time it's our time to
to think about the data that we're using
and to the first way we need to think about it
it's with context
the next thing besides context
if we get the data set right
it's the interaction okay
so we talk about the data goes into the black box
what happens
and the output is do users know what to do with it okay
and to me personally this is where UX comes in
it is the experience that we get from AI
that's everything but do we understand that
it's deals with does it make sense
is it usable
am I gonna know what to do with the information
I'm gonna have an emotional response
if it's a good one
I hope it's good there's a look and feel aesthetic
there's also a value proposition
is it useful to me so when we think of what AI gives
what do we as humans do with it
and that's what I mean about humanization
humanization is not about making AI
feel and look human
it's about its outputs
being something a human can do and use
and that's UX and that's interaction
and you can think about frankology
you can just think about it for some reminder
app that you might have for medicine
you can think about credit card fraud
so let me give you an example here
and here is so my old college roommate so Craig
Craig actually wrote the algorithm for the neural net
that detected credit card fraud
so in 1992 at the Olympics in Barcelona
I did a credit card transaction
and he turned off my Fi Fi card
it let then he looked at me

I was having lunch with him
and we talked about the book and interviewed him
and he said you know yeah
let's just say
the coefficient popped out of the neural net
point seven eight a number
and and the business decided that anything above 7
5 turn off the card
that's the output that's my experience in 1992
I only had one credit card and now I don't have one
and that's my experience
that's the interaction between AI
cause it was a real one
so fast forward to today when I talked to Craig
he kind of looked at me goes
you know what's really interesting
the processors are faster
the access the transactions per second
the access to all the data and it's all linked
but it's kind of the same underlying algorithm
in inside it's the same algorithm
it just faster and has access to more data
so what happens today
last night for dinner you go out to restaurant
it the neural net spits out point seven eight
what is the experience now
do you get a text that you can say yes
this is me do you get a notification on your phone
it's the same coefficient that was to me in 1992
today in 2,023 but the interaction is different
and that's us in this room
so when I talk about designing and innovating AI
enabled products
it's about that experience
how do we design that now
let's not wait for AI to tell us what to do
or what the options are
we can anticipate them and design around it
and design the experiences now okay
because what I'm not looking for in this world is
safe and effective use anymore
I'm not looking for satisfied
I'm looking for things that I would call UX
adjectives and adverbs
because we want our experiences to be successful
to be differentiated to be brilliant
to be amazing to be wicked
how do we get those types of emotions
out of our customers
our clients those who use our products and services

that now have AI enabled inside
let's stick to these adjectives and adverbs
that's what we can design because at the end of the day
AI is just giving us an output
it's what people do with it
that will make a product successful
the last point I wanna make is trust
we have to design and innovate with trust in mind
so Siri everyone knows that what it is
the trust in Siri has eroded
I mean how many people here
who have an iPhone have turned off the Siri
right if I were to play the sound you go right
you physically did something and I'll tell you
from the UX perspective
it's hard to get people to actually do something
proactively it's because it bothered you
it was a bad UX adjective or adverb
so it's eroded trust
when it was a poster child for virtual assistant
now here's a great number
98% of iPhone users have used Siri
imagine a product that you are designing for
it has 98% usage on a feature you are doing well
however months later
only 70% of iPhone users are actually
70% now say they only use Siri rarely
or only sometimes
you go from 98 down to essentially thirty
and what I'm gonna argue here is
it took a form factor that sat on your table
to try a virtual assistant again
so now we say Alexa
hey Google
we had to try again and it took a form factor
that sitting somewhere to make that happen
so the winter was brief
but I wanna make sure everyone knows they felt it
and that's why trust is so important
when a recommendation is made
the right one has to be given when a question is asked
the answer needed to help when a task is given
it has to be successfully performed
and when your personal information is used
it needs to be kept safe
and we also have to worry about safety
physical
but also mental that what AI can do for outputs
and it's not AI AI is gonna give output
it's us designing and innovating AI enable products

with this in mind
that's how we build a really successful product
so thinking back to how AI learns well
if you just ask Alexa or Google Home now something
and if at one point you ask to do something and it said
I'm sorry I don't know how to do that yet
will you ever try again
repeat that phrase maybe
maybe I'll give the programmers two years
the product teams you'll try again
or you just never gonna waste your time
that's what humans do
that's the interaction we have to worry about
so even when we think about MVP
well
if you if you kind of blow the experience of the MVP
will people try that innovation
that forward looking thinking that prompt again
because unfortunately
with technology like AI in this black box
it's not like a child that's crawling
and you can watch a child stand up waddle walk
run and then skip
you get to see that progression
you cannot see it with the technology
and humans tend not to do things over and over again
that are unsuccessful
unless a gambling
so what I'm gonna tell you here is
the AI is sometimes just a number
or generative AI it's text
but I'll tell you behind the text is a number
it's a number just like me
putting electrodes on people's heads
when they hear a booper beep
the output is a number
what I would like everyone thinking about here is
what happens with the output
depends on what we design what the human does
and that's this experience
finding the purpose
finding the reason why humans would have the US
adjectives and adverbs to have a good experience
so I've taken the journey
I hope that we can treat AI
just like any other technology
and the called action here is do what we do best
and that is innovate and design
the other speakers that will talk about generative AI
the Casey will talk about that tomorrow

we go through all of these topics
think about what we can do
if we were not feeling like I felt when I was at UCSD
intimidated by these brilliant scientists
and programmers right
and if we can do anything about it
the first 3 foundations would be
worry about the context in the data set
where it learns
build an interaction and make that trust
any questions thank you for taking this time
go listen to me