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I structured a chat into three parts
first I want to touch a little bit about
why it's important for designers to influence AI
and then I want to talk about how we
as designers
can cultivate a perspective to shape that AI
and finally I wanna bring some ways of tangible impact
from designers
so let's get started
why should designers influence AI
this isn't a new revelation
with so much happening around us everyday
with emerging technology
we implicitly know that we should do something about it
right
design is a big role to play
where do we get started
how do we know what to pay attention to
how to cultivate a perspective
I say begin by crafting into one solutions
in AI driven initiatives of businesses
there's a lot of emphasis on building AI models
but we must remember that those models will get used
in some surrounding context of solution
that is intended to solve a business problem
we have to bring focus to that surrounding context
have you been in conversations
where people have been talking about building AI
either to build a competitive bed in the market
or to generate revenue whatever it is
well that's a fair business driver
nothing wrong with it
but it's not the user problem
behalf to help uncover the user problem
by peeling layers off of the business drivers
what problem are we going to solve
that special that no other business is solved
what is the value proposition we want to bring
be designers
can help get to this by driving conversations around
why
why do we wanna do this
to speed up a business process
so that users can get access faster
to make more accurate decisions
so that the users can feel more confident
in their decisions to guide users through a process

what are we looking for right
and at once
we figured out the use of problem to be solved
then we think of the interwind solution around it
like I said AI
models require the surrounding shell
to deliver their value
it's never about building singular touch points
with the AI it's always about building an experience
so we have to understand what this journey
in this experience looks like for our users
where are they coming from
what are they doing what do they do next
and within that journey
we have to identify where AI value fits
where do you meet AI models
what specific part should they facilitate
then once you outline that purpose and the experience
in what role you want your AI
models to play in that journey
that's when you get at the details of the model
behaviour
specifically within the scope that you laid out
you have to collaboratively define this model behaviour
with your developers your data scientists
your product owners
and anybody else who support building these models
it's important to lay out the detailed plan for how
this part of the eye will function
so that it fits into the broader view
that you were envisioning
so having done this over the years
here are some key points
that I took away from my experience
first we must explicitly define user value
users will perceive value
through whatever they consider to be their success
in that journey
for example
imagine an AI project
that is supposed to provide better customer support
how do you define success there
how do your users define success there
is it
by the time that it takes to fully resolve the problem
or is it by the time it takes to give them
your first response
they're both valid definitions of success
but which one is applicable to your situation
or if you take another example

say if a user is asking question they want an answer
are they expecting a synthesized answer
or do they want a comprehensive list of data points
so that they can form a well informed answer
what is the notion of success
what is value you must derive your value from that
definition of success that you
users will have
because your solution and your AI
models will have to behave in accordance with that
value proposition
that's why it's important to dig into this value
next I find it very valuable personally
to rephrase the value proposition of the eye models
by breaking it down into smaller simpler words
for example instead of saying automation
if I say it's about replicating an existing
well defined manual process
I'm now able to realise
the dependencies that this model might have
right on an existing process
that can be defined in a series of steps
on a process that mimics how it's done by humans today
right so you see
it depends on an existing process
a manual process a series of steps
if there is a process
that cannot be defined in those series of steps
it's not well suited for this
similarly if we were talking about a predictive model
if I think about it as a way to model
potential scenarios based on historical data
I need to key latch onto that notion of historical data
I know exactly where the dependency is for this model
and what potential biases it could bring to table
so I know how to prep for it
how to work around those biases I can plan for that
the third takeaway is that there's a trade off
in the eye it's about the effort and value
sometimes you might even get a small
similar gain towards a problem without even using AI
for example
say if your team was modeling an AI model
um that supposed to help in fair the topic of users
discussion or inquiry
to build that kind of an eye model
you need to put an effort
high quality eye models need effort
but is that effort justified
is it going to provide justifiable value in that

situation
you've to ask yourselves that right
can you get that intent of the users in query
by just asking them
to choose from a defined list of topics
or perhaps you just ask them to
tell you exactly what their topic of interest is
those are all valid workarounds
you don't need a I for any of that
now don't get me wrong
sometimes AI is necessary for something like this
but you have to make sure that you're amply care on
whether AI is necessary for you in the situation
or if you can
go tackle this by just simply tweaking your
your work for a little bit
right this balance
will guide you towards picking the right problems
to tackle the eye
okay so we looked at crafting and resolutions
the next area I I think
is worth keeping in mind
is the balance of user expectations
model needs and AI technology constraints
the last theory of design influence
I want to bring forward is the strategic impact
as the I evolves and as V evolve with it
it is important for us designers
to weigh in on how
these changes should affect long term visions
for example
we know that a I models need a lot of data
how might we reduce the load of that training on humans
or for example
we know that the ability to build the eye
models is no longer centralised with the eye experts
how might we facilitate non experts
of the eye
to still make the right decisions about their models
or we know that high value problems have complex needs
that need interpretation that need synthesis by humans
how might we grow AI
technology to tackle such complex needs
you see
all these problems are coming at this technology
from a user's perspective
that's important that's what design brings to the table
while mailing such long long term questions
also a few points to keep in mind
we have to learn to identify the right train

stick to care about
when new technology comes about
and as that new technology gets adopted more and more
right lots of friends get affected
value perception changes user mental models skills
everything evolve over time
of all of these trends
we have to be able to pick and choose
which ones are important to care about now versus later
the second take of it is to learn
to break down complex problems
as they say to move a mountain
you have to chip over here
actually
a lot of the long term cause
the evolution problems are such big rocks to be moved
you have to be able to slice them
lastly you can lead into experimentation
truly lead into experimentation
have a good hypothesis craft a good experiment
to prove or disprove that hypothesis
learn from the results and improve
whether it is for making strides in user experience
of AI or technology evolution
fail fast succeed faster
okay so
we talked about why
and how designers can influence the AI systems
let's talk about what to short words that
that tangible impact how to plant words
here's a quick distilled cheat sheet of impact
pretty much based on what we've been talking about
so far
start with the y
understand the what define the how and plan for what is
divide really will tell you what to do
if you get to point where you
to start making difficult decisions
if you have to get to a point where you
to start pivoting what direction do you pivot in
when do you pivot when
do you realise that
you're not going in the right direction
that's what the guy why will guide you towards
the what really tells you
a notion of how big an effort you're really taking on
wait is this about a few months worth of solution
is this
you know like a years worth of work
what are you really talking about

what is that journey that has to come together
for the user where the successfully
when can you say that here's the first milestone
where we can say
we've achieved and delivered some value
across that holistic composite experience
the how
is about how you can align across disciplinary team
on a sequence of actions
that needs to come together to deliver that value
and the what if like we were talking about earlier
is about how you can prepare for some of
those surprises the curveballs