AI & You, Architect of the Future

Jiawen Wu

AIIShow | June 13, 2025

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PROGRAMS

Bachelor Programs

B.Eng. **Software Engineering** – Code the future!

B.Eng. **Cyber Security** – Protect the digital world!

B.Eng. **Data Science & AI** – Unlock the power of data! (Oct 2026)

B.Eng. **Digital Industrial Engineering –** Build tomorrow's tech! (Oct 2026)

Master Program

M.Sc. **Data Science and Artificial Intelligence** (Oct 2026)

Pre-Bachelor

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How familiar are you with AI?

I don’t know much about the technical side of AI

I know & am learning technical knowledge of AI

I would love to develop a career related to AI

“B2B”

“Start-ups”

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psychology ai

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Clients

Product Manager

Software Engineers

AI Researchers

Software Designer

There's no way you can have an AI system that's humanlike that doesn't have language at the heart of it.

JOSH TENENBAUM

Professor of cognitive science and computation at MIT

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Topic: Products
Opinion: positive

Products are great and all ok. But as soon as you need the customer service… forget about any help. After 3 hours waiting to get through, she said that she is new and doesn't know how to help me… she'll route me to someone else who could help… and she just hung up…… Seriously.. The sofa is not worth the hassle!!

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Topic: Products
Opinion: positive

Topic: Customer Service
Sub-topic: Hotline waiting time
Opinion: negative

Topic: Customer Service
Sub-topic: Competency
Opinion: negative

Products are great and all ok. But as soon as you need the customer service… forget about any help. After 3 hours waiting to get through, she said that she is new and doesn't know how to help me… she'll route me to someone else who could help… and she just hung up…… Seriously.. The sofa is not worth the hassle!!

Brand Loyalty: Low

Social NPS: Detractor

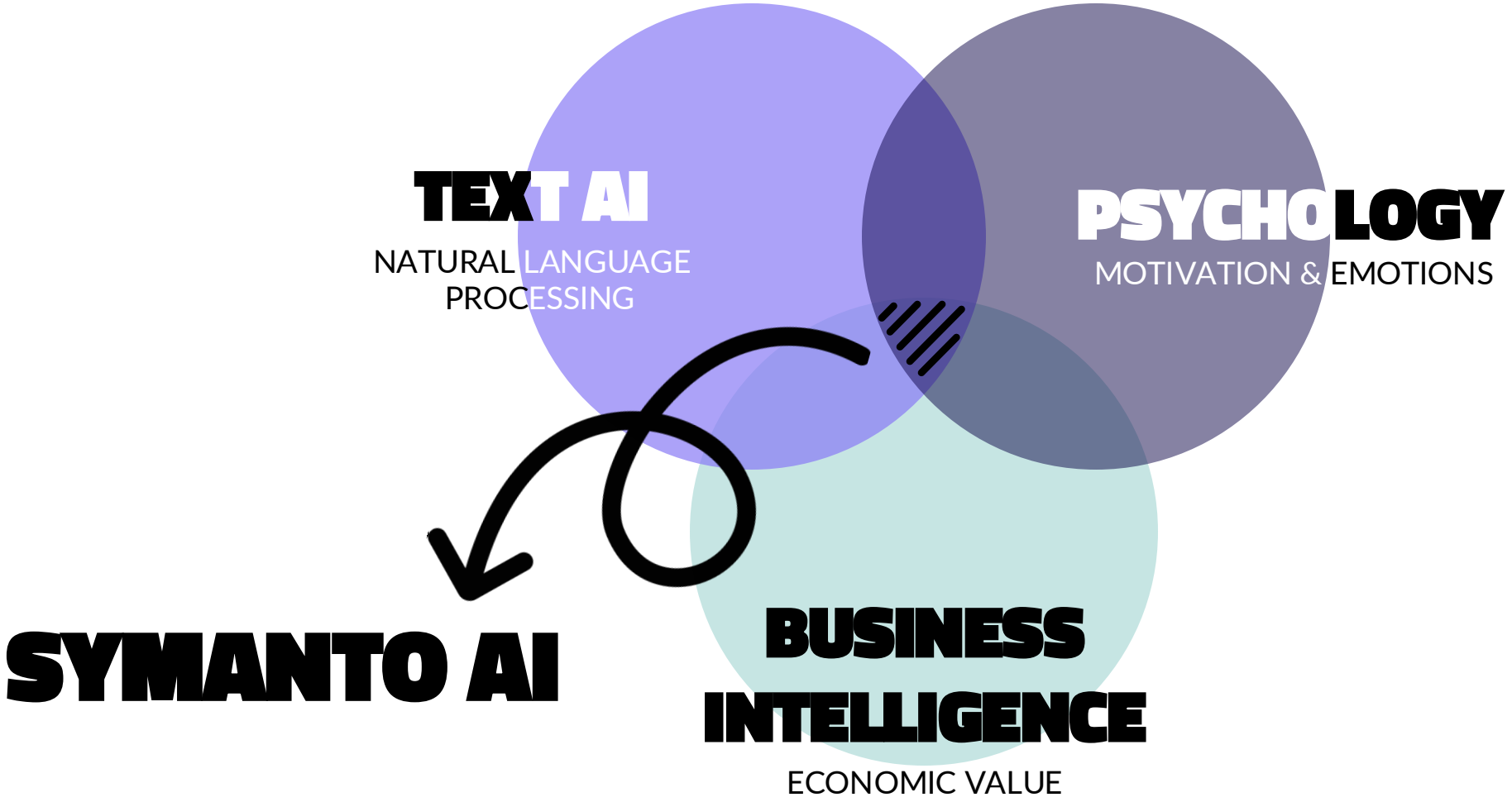
Personality traits: Emotional

Motivation: Action-seeking

Comm style: Experience-driven

Emotion: Anger

CORE AI TECHNOLOGY

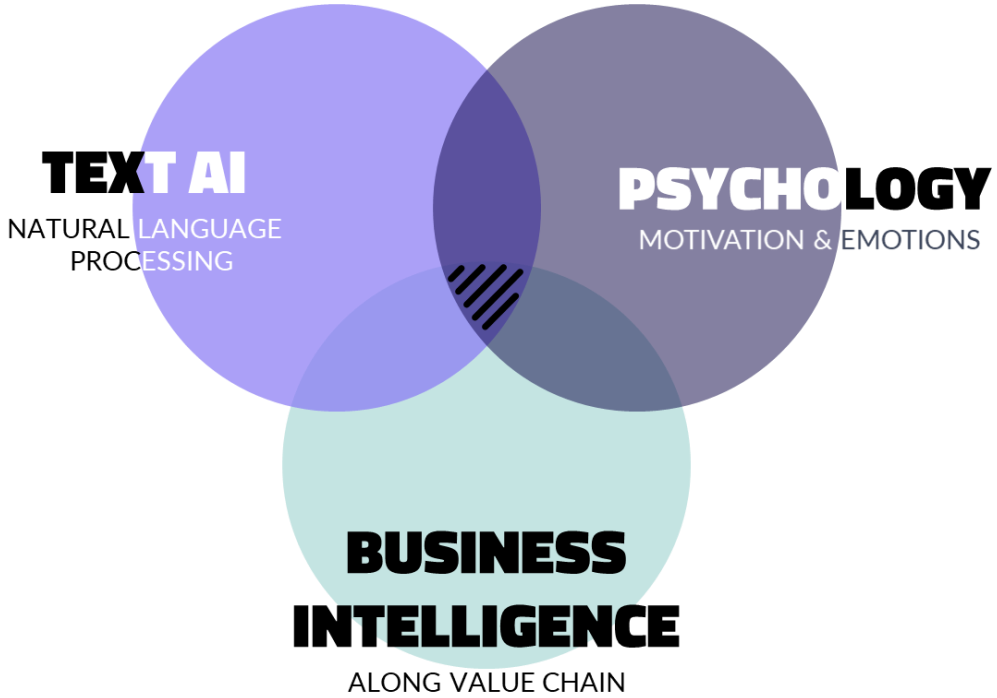


USING AI TO CREATE APPLICATIONS

DATA

Social media
Review sites
Forums
News sites
Surveys
CRM
Call-Centre
Transcripts
Mobile apps

SYMANTO AI



APPLICATION

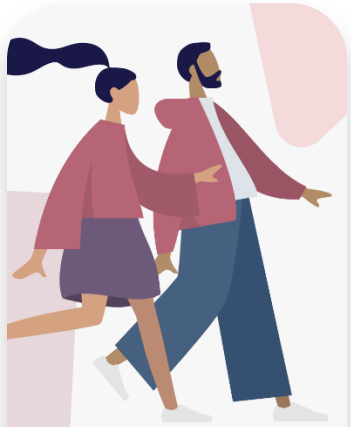
- Consumer Trends
- AI Call Centre
- Student Analytics
- Career Mapping
- Covid Mental Health Monitoring
- Wellbeing Chatbot

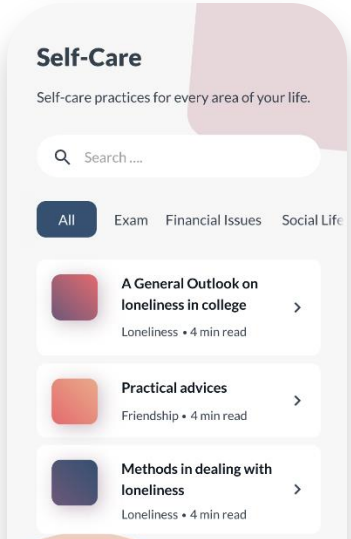
SYMO

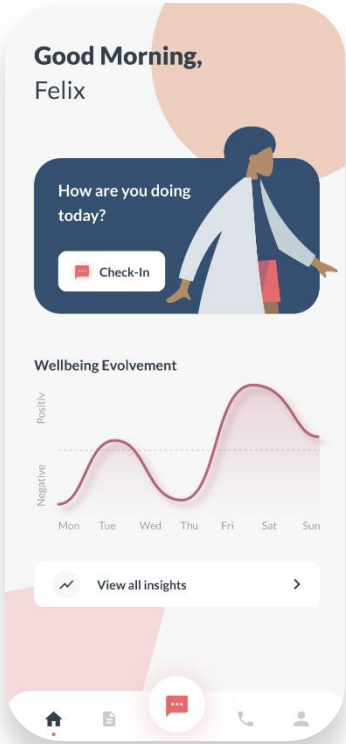
AI-powered student wellbeing app tailored for students to

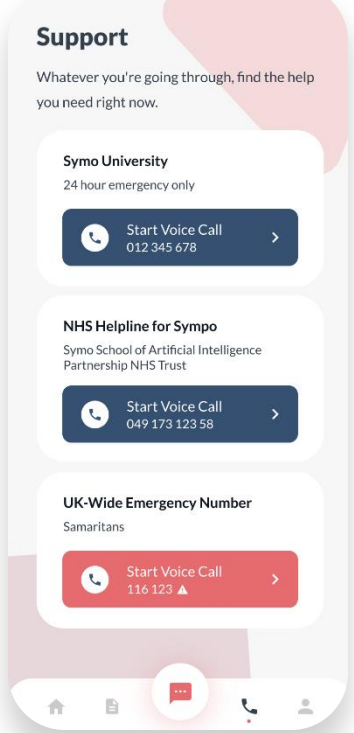
- better understand, manage and improve their wellbeing
- access personalised resources and exercises to tackle the cause of stress and anxiety such as exam, financial issue, relationships
- find pathway to further support in crisis situation

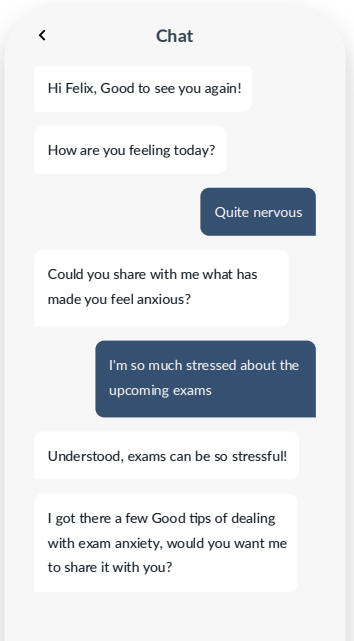
The app can be tailored for each university / college to benefit their students.











Challenges with Developing SYMO

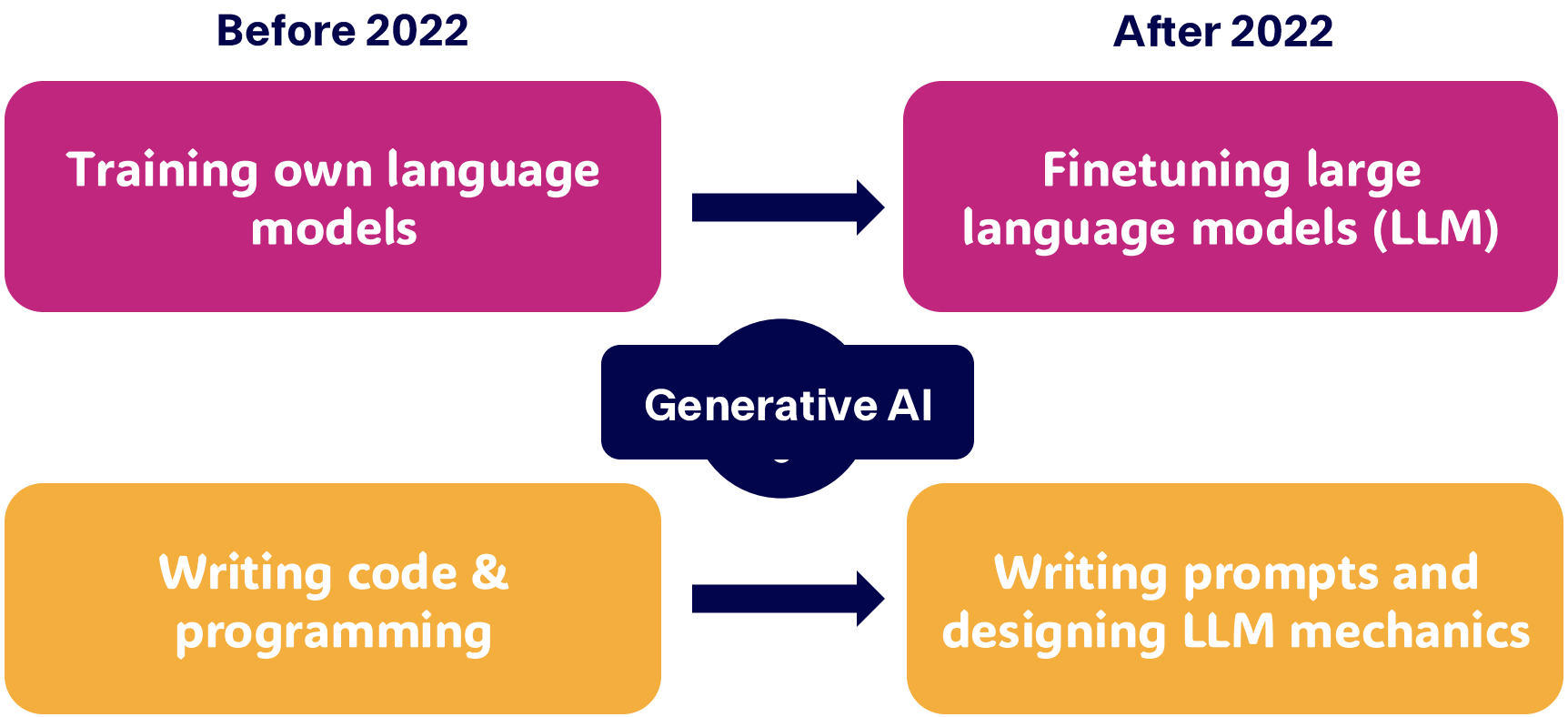
How can we make sure the chatbot really understands each student's emotional wellbeing?

How do we teach the system to recommend resources that truly help each student in their individual needs?

Have we taken into consideration students from minority groups?

How do we make sure that a human can take over when the AI fails?

Research & Development is Changing



What does this mean?

Product Manager

Software Engineers

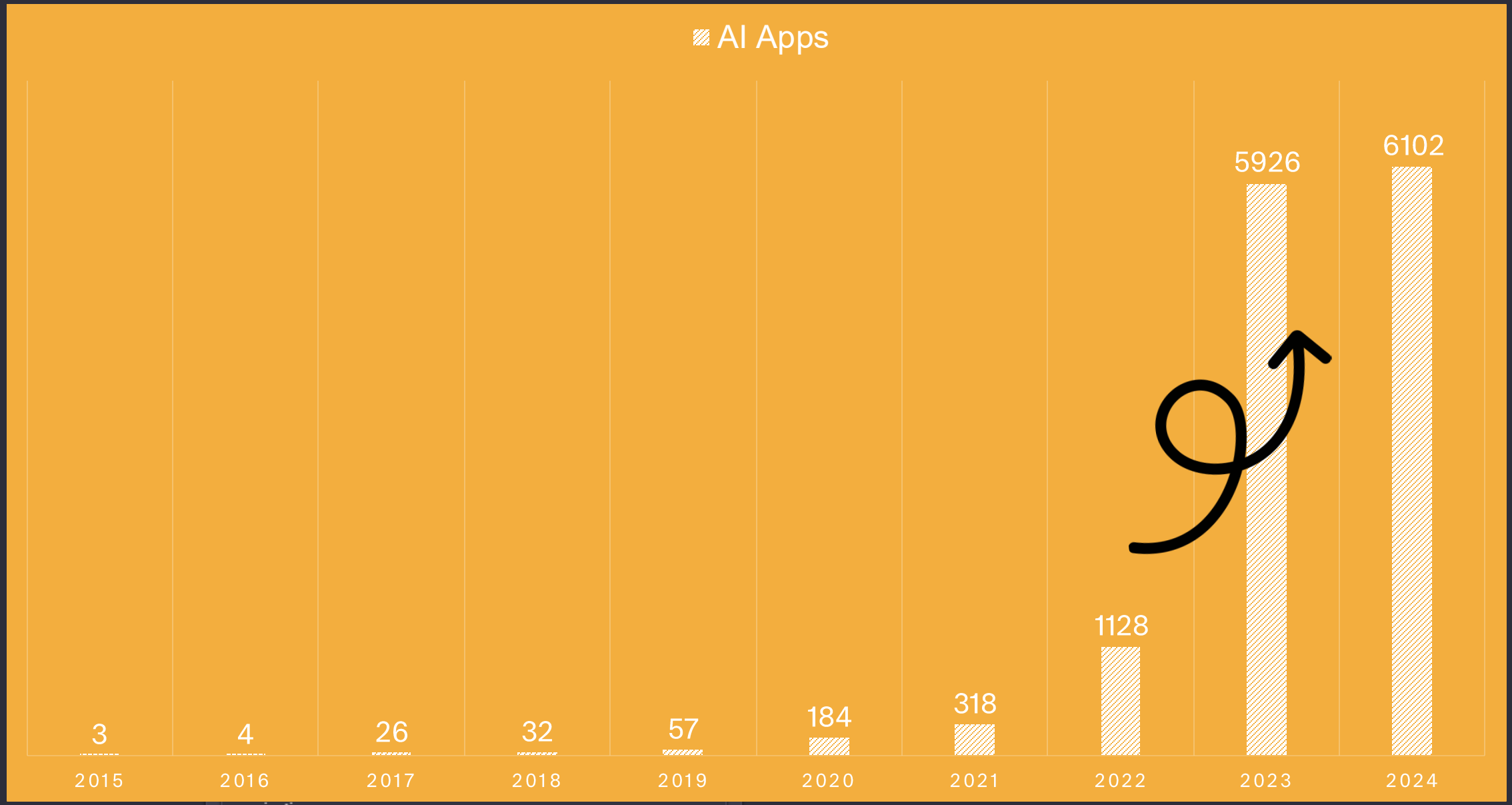
AI Researchers

Software Designer

“Super Creator”

*TAAFT.com for short

THERE'S AN AI FOR THAT®*



navigation....

AI Book Writer

The Process of Creation

Why & For whom?

What makes human human?

What to create?

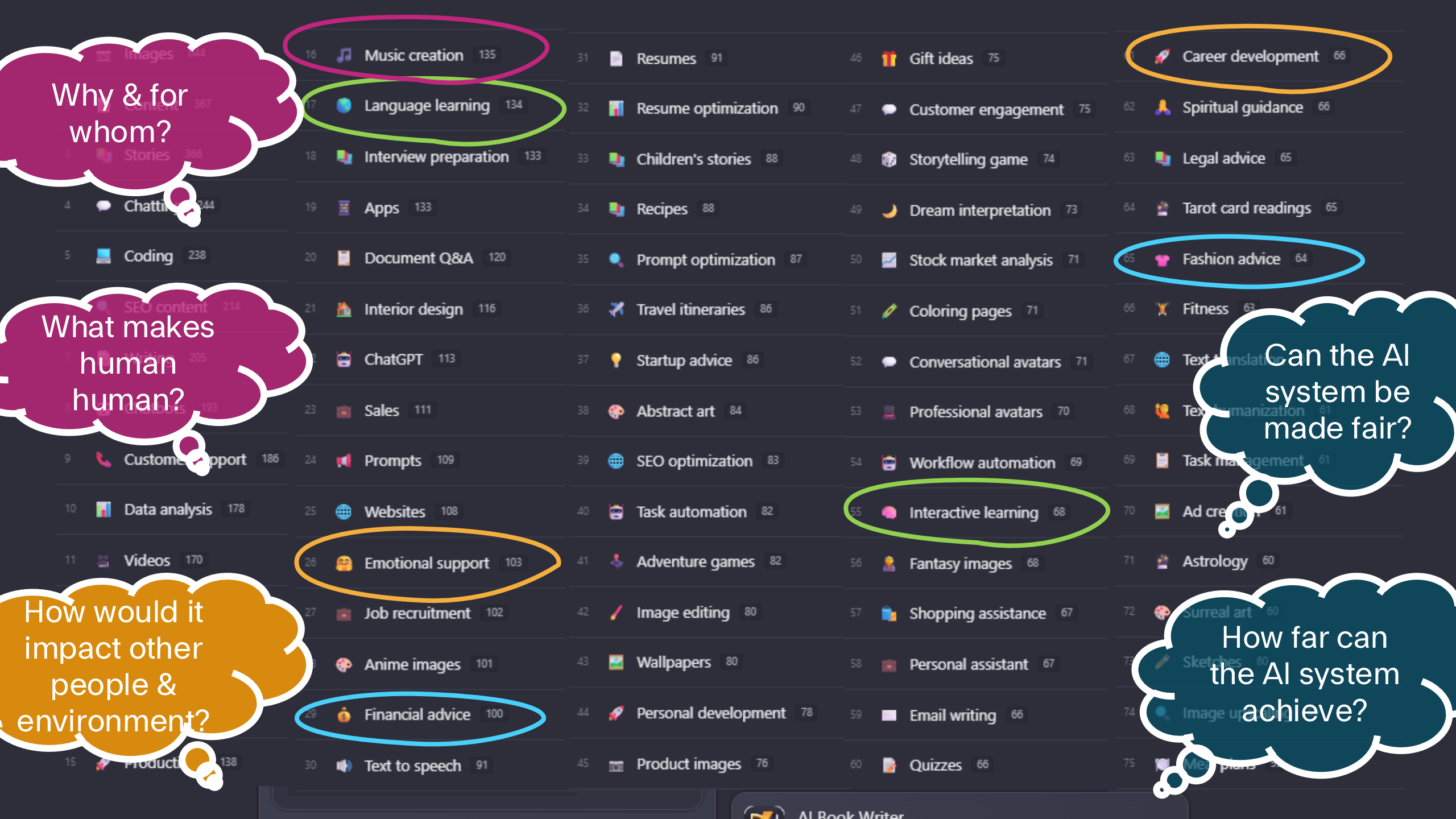
How would it impact other people?

How does it impact environment?

How to create it?

Can the AI system be made fair?

How far can the AI system achieve?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AI Book Writer

It’s Your Turn Now

Design your Dream Learning AI

There's nothing artificial about AI. It's inspired by people, it's created by people, and—most importantly—it impacts people. It is a powerful tool we are only just beginning to understand, and that is a profound responsibility.

LI FEI-FEI

Professor at Stanford University & Chief Scientist of AI/ML at Google Cloud

Thank You!
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