

# How can design help?

## BRINGING IN THE HUMAN FACTOR.

if not aligned with human needs we might end up building a powerful system to solve a very small or perhaps a non-existent problem

if this is not the case it might still fail as the system may not be prepared to handle the entire range of user behaviours.

## GUIDING THE INTELLIGENCE

A major challenge with developing ML systems arise from data collection, filtering and labelling.

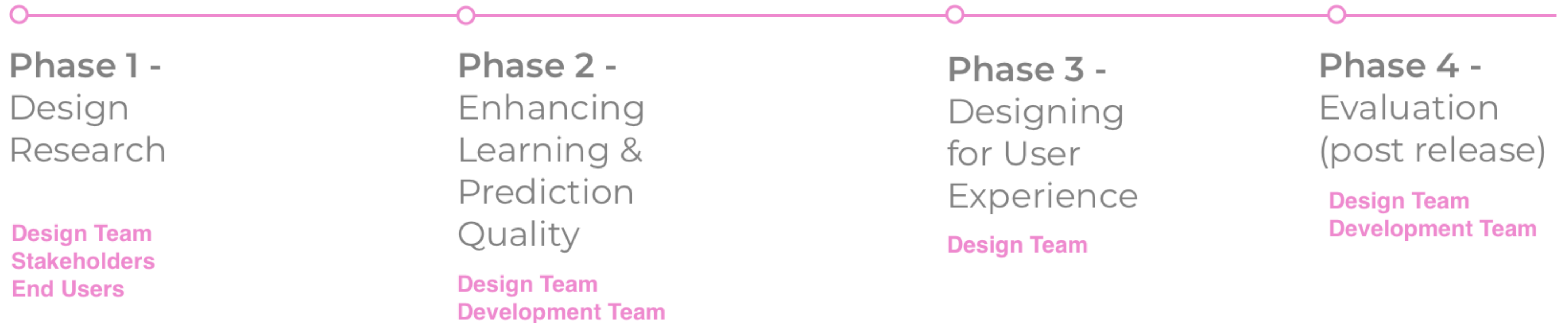
Understanding how a theoretical human expert might perform the task can help in establishing guidelines to perform the above activities

## BUILDING TRUST & TRANSPARENCY















Design can help in rendering the complexities of an ML system comprehensible to its users, enabling better trust and confidence.

Trust and transparency is necessary to make the users more tolerant to any unexpected or undesirable outcomes.

# Our Methodology



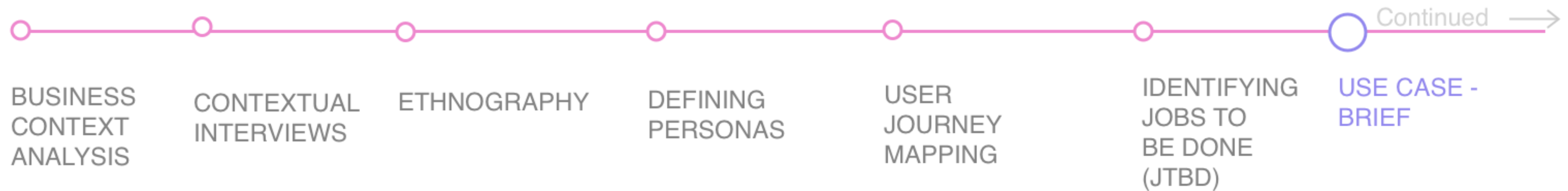
# ENGAGEMENT MODEL

	PHASE 1	PHASE 2	PHASE 3	PHASE 4 (SUPPORT)
 <b>Description</b>	Understanding the business context and conducting in depth user research to identify right problems to focus on	Design mechanics to acquire quality data and designing filters to remove bias arising from human factors.	Designing the user experience and interface with emphasis on creating trust and transparency.	Collecting feedbacks from real users and iterating to improve the user experience.
 <b>Engagement Scope</b>	Business / Customers	Data	Product / Platform	Product / Platform Customers
 <b>Duration</b>				
 <b>Stakeholder Involvement</b>	Business Unit  Users 	Data Scientists  Developers 	Developers 	Users  Developers 
 <b>Notes</b>				

# Our Methodology

## Phase 1 - Design Research

Addressing the Human Factor



**Who** is the end user of the predictive system?

**What** are we trying to do for the end user of the system?

**What** objectives are we serving?

**Why** is it important?

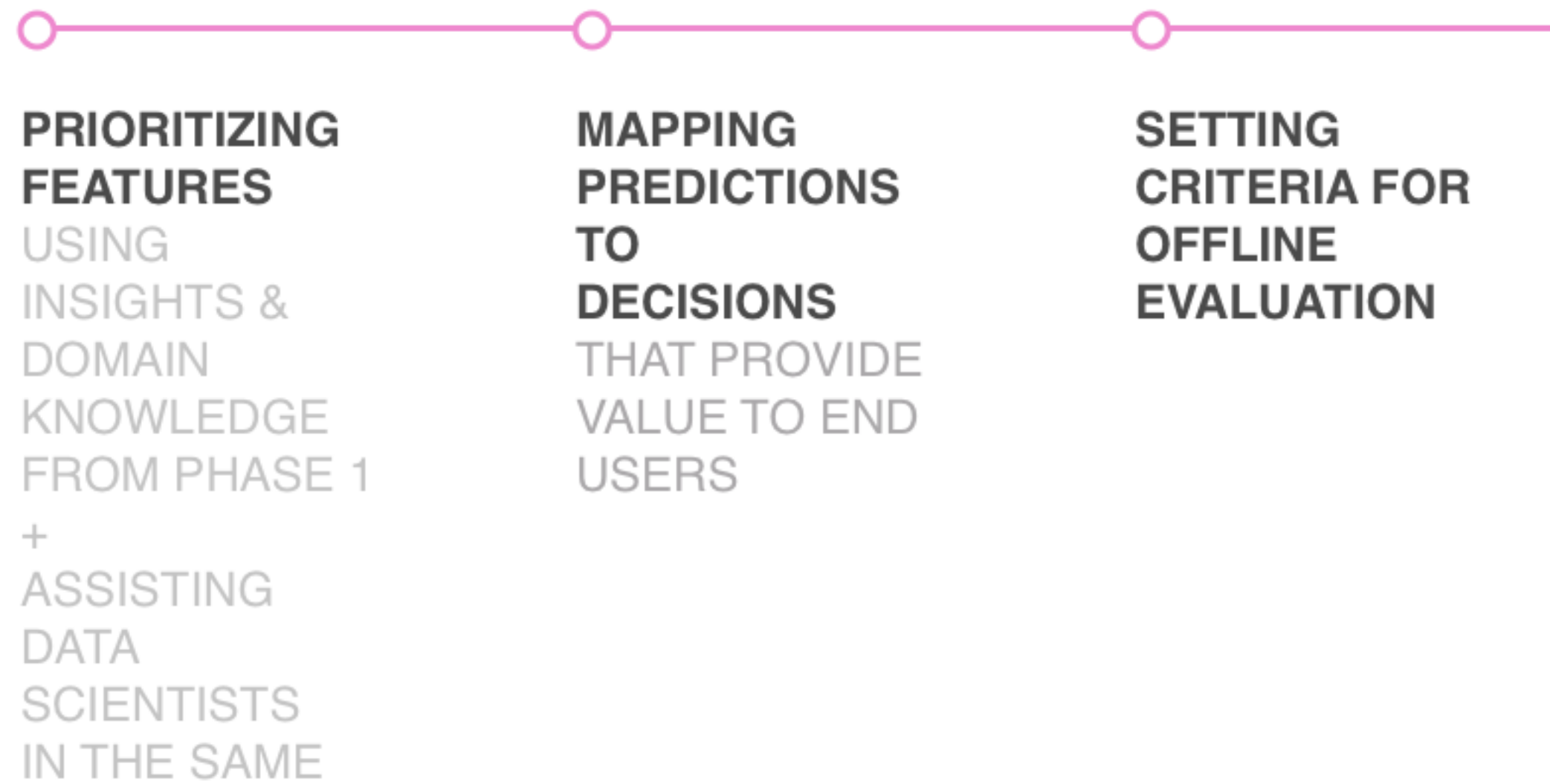
Understanding the wide range of possible behaviours, expectations, responses and inhibitions due to the diversity of target users.

## Phase 2 - Learning & Predictions

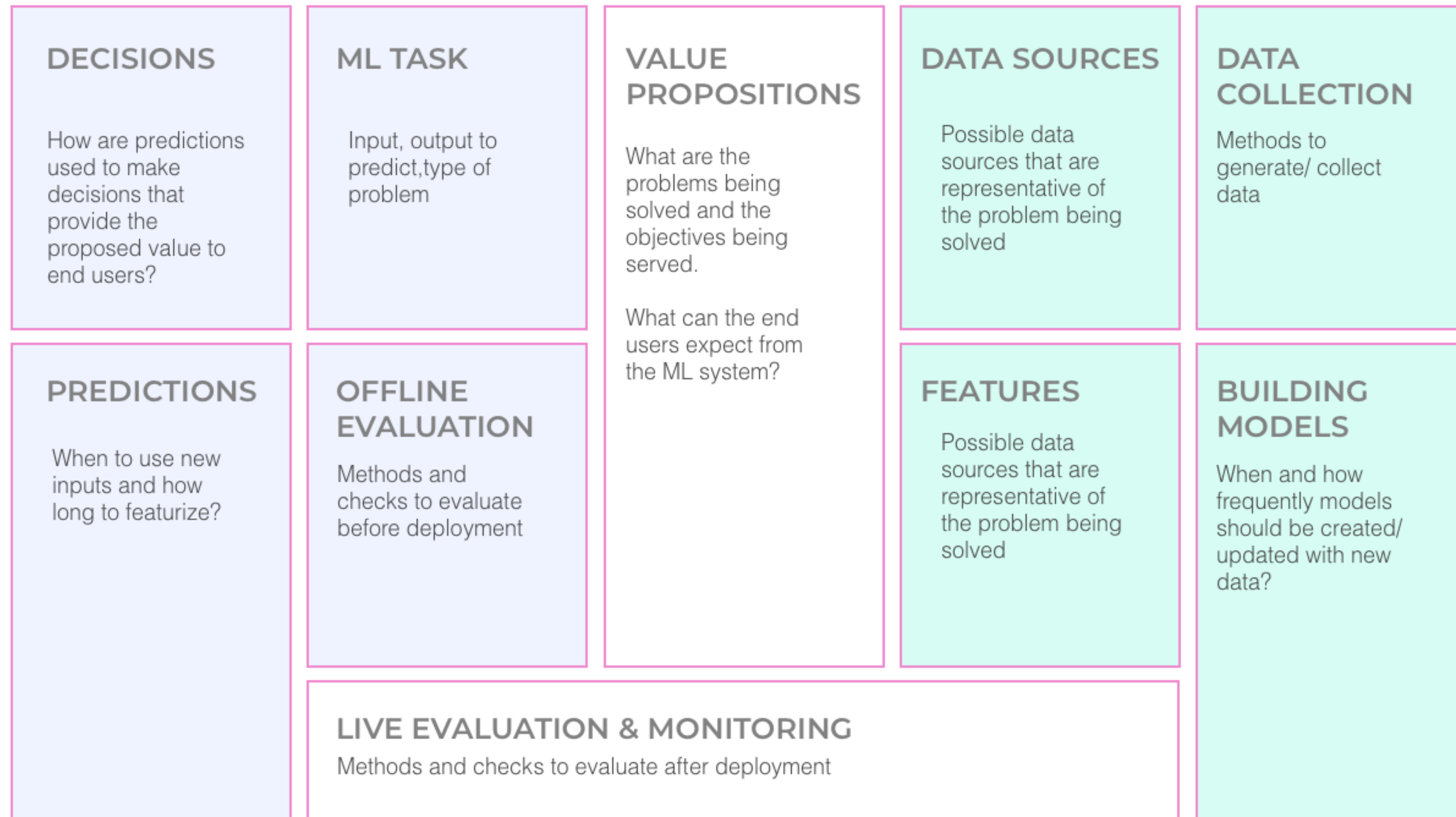




## Phase 2 - Continued



## Phase 2 Artefact - ML Canvas



## Phase 3 - The experience





## Phase 3 - The experience



# Machine Human Feedback loop

