

# “Hello (ai) World”

## User Testing

20 March 2024 / 10:00 AM / INTERVIEWS BACK-TO-BACK

### Attendees

Gianna G. Dimperio (promoter) & 2 user tests

### Introduction:

**Welcome [user] and thank you for participating today,**

Today, the goal is to have you go through a series of questions – prompted by me – relating to chatbots and AI. As we go through this process, I will analyze and take note for potential opportunities or improvements within my prototype. When the process is complete, I will ask for your suggestions on what you would like to see done your experience of this interview today.

### User Test 1

**Name:** Bella M.

**About:** Bella went to school as a Marketing major and Italian minor. She now works for a social media company as the Marketing Manager and uses AI for anything she needs aid in doing quickly!

**Are you familiar with AI and or talking with a chatbot?**

Yes

**Do you use AI in your workday?**

Yes

**What are your initial thoughts when you hear "AI"?**

“I was scared and confused. But when I used it to help write a 15-page essay, I fell in love!” (she then started laughing)

**Do you find AI tools to be user-friendly and accessible for beginners?**

Yes

**Have you ever felt hesitant or intimidated to use AI? If so, why?**

Yes

**How has using AI in your daily workflow impacted productivity and efficiency? (Can you share specific examples of tasks or projects where AI has been exceptionally beneficial?)**

- Creating quick Instagram captions with relevant hashtags for engagement,
- faster than Google if she needs the answer to something,
- AI generated images to come up with inspiration for designs

**Any challenges that standout with AI or that you have experienced?**

Nope

**How has using AI influenced your 'creative process'? (if at all, on a scale from 1-10)**

8

**When you come across a challenge with an AI chatbot, how do you overcome it?**

"I try to work with it. use more specific wordings to get the answer i need or just try again later"

**How do you stay updated on the latest developments in AI and machine learning?**

She only has experience with ChatGPT

**Do you have any favorite AI applications or platforms that you use regularly? If so, which ones and what draws you to them?**

N/A, only experience with chatGPT

**What advice would you give to others facing similar issues or those trying to learn AI but not knowing where to start?**

"it'll save you time, and energy, I promise, you will get your work done faster!"

**What would motivate you to use AI tools more frequently or explore their capabilities further?**

Having a better knowledge of what all the tools are and how to utilize them.

**Any particular developments or advancements in AI that you are looking forward to, or even concerned about?**

Suggestion: one that can write in her voice for things like blogs

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## User Test 1

**Name:** Anthony D

**About:** Anthony is a current undergrad student at FGCU (Florida Gulf Coast University) studying construction management and accounting. He is always up to date with the latest technology and looking for the fastest and most efficient way to get his work done.

**Are you familiar with AI and or talking with a chatbot?**

Yes

**Do you use AI in your workday?**

Yes

**What are your initial thoughts when you hear "AI"?**

"Helpful"

**Do you find AI tools to be user-friendly and accessible for beginners?**

Yes

**Have you ever felt hesitant or intimidated to use AI? If so, why?**

No

**How has using AI in your daily workflow impacted productivity and efficiency? (Can you share specific examples of tasks or projects where AI has been exceptionally beneficial?)**

- It has increased productivity: if I need a general blank outline for a class, ChatGPT will produce it and all I have to do is fill in where I see fit.
- He says he also has trouble with the organization so having AI allows him to save time

**Any challenges that stand out with AI or that you have experienced?**

“AI is still relatively new so there is for-sure bugs and efficiency issues that I am sure will be solved in years to come”

**How has using AI influenced your ‘creative process’? (if at all)**

8

**When you come across a challenge with an AI chatbot, how do you overcome them?**

He accepts if the solution with the bot remains unresolved, he will just ‘X’ out of the bot

**How do you stay updated on the latest developments in AI and machine learning?**

He says he makes sure his software is on its latest version, however this question confused him when I used the word “machine learning”

**Do you have any favorite AI applications or platforms that you use regularly? If so, which ones and what draws you to them?**

“ChatGPT because it is a life-saving for time manegment”

**What advice would you give to others facing similar issues or those trying to learn AI but not knowing where to start?**

Start with googling the best AI to use and if it doesn’t suggest chatGPT, use it anyway

**What would motivate you to use AI tools more frequently or explore their capabilities further?**

School, organizational tasks

**Any particular developments or advancements in AI that you are looking forward to, or even concerned about?**

He is not in the know on AI, he doesn't know where to look for reliable information about AI

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