UX

around

Machine Learning

河本　雪野

Do you feel **positive** or **negative** about this technology?

Machine Learning

機械学習技術は、私たちにとって素晴らしいもの？それとも恐怖？

1959

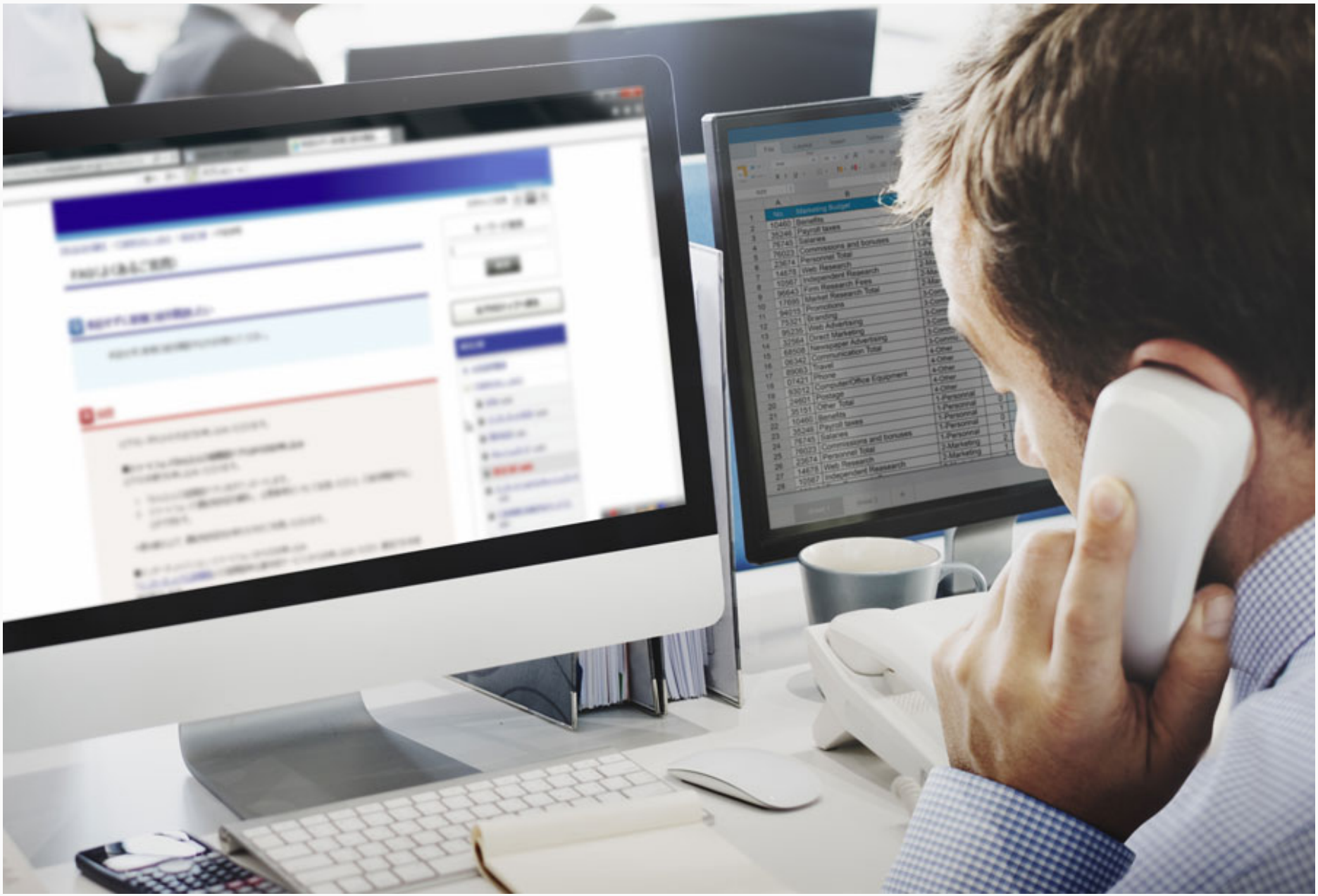
1997

Augmented Intelligence, not Artificial Intelligence

IBM, 2017

人工知能ではなく補助（増強）知能

音声認識を使って天気予報データを探す

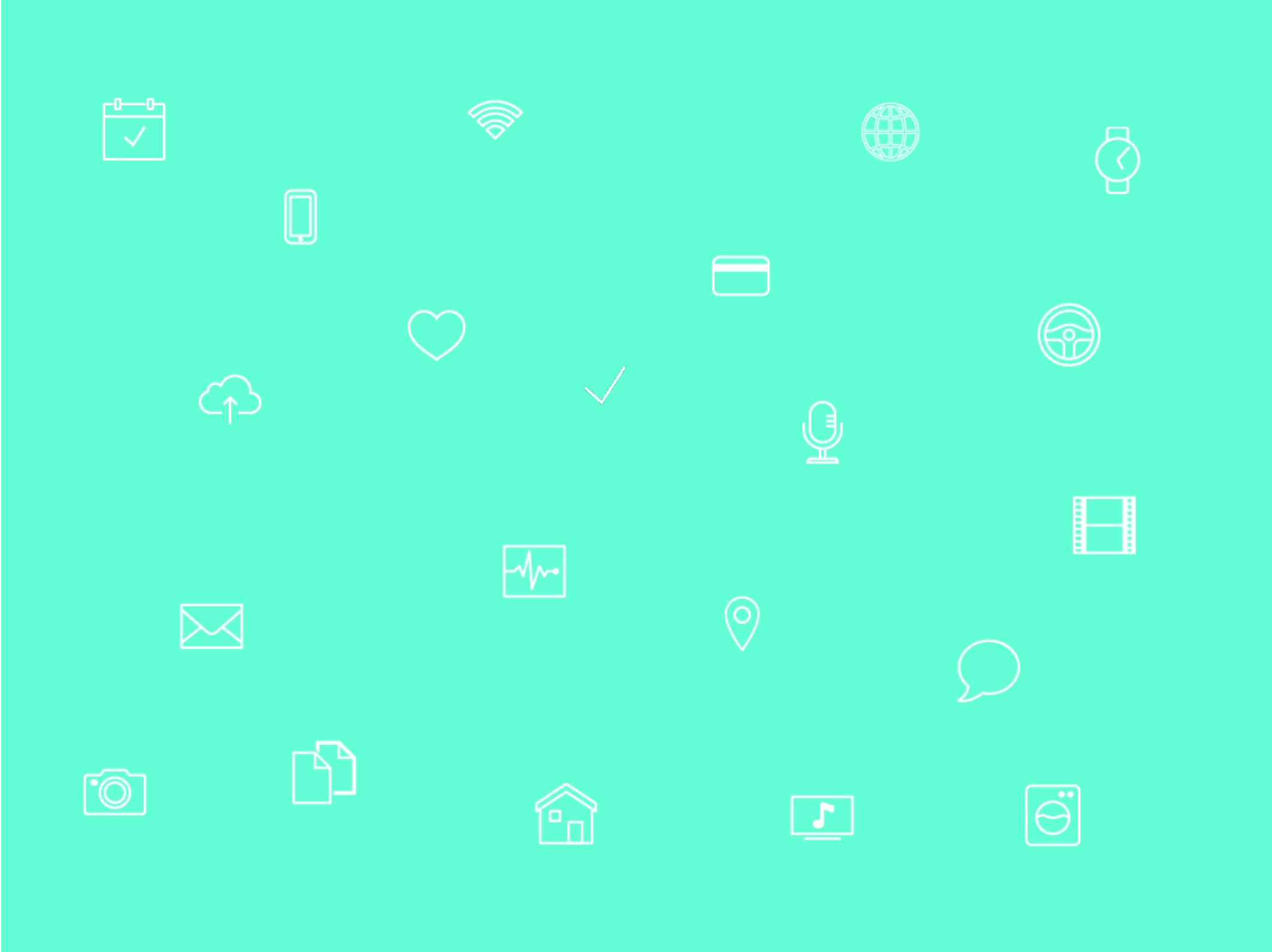


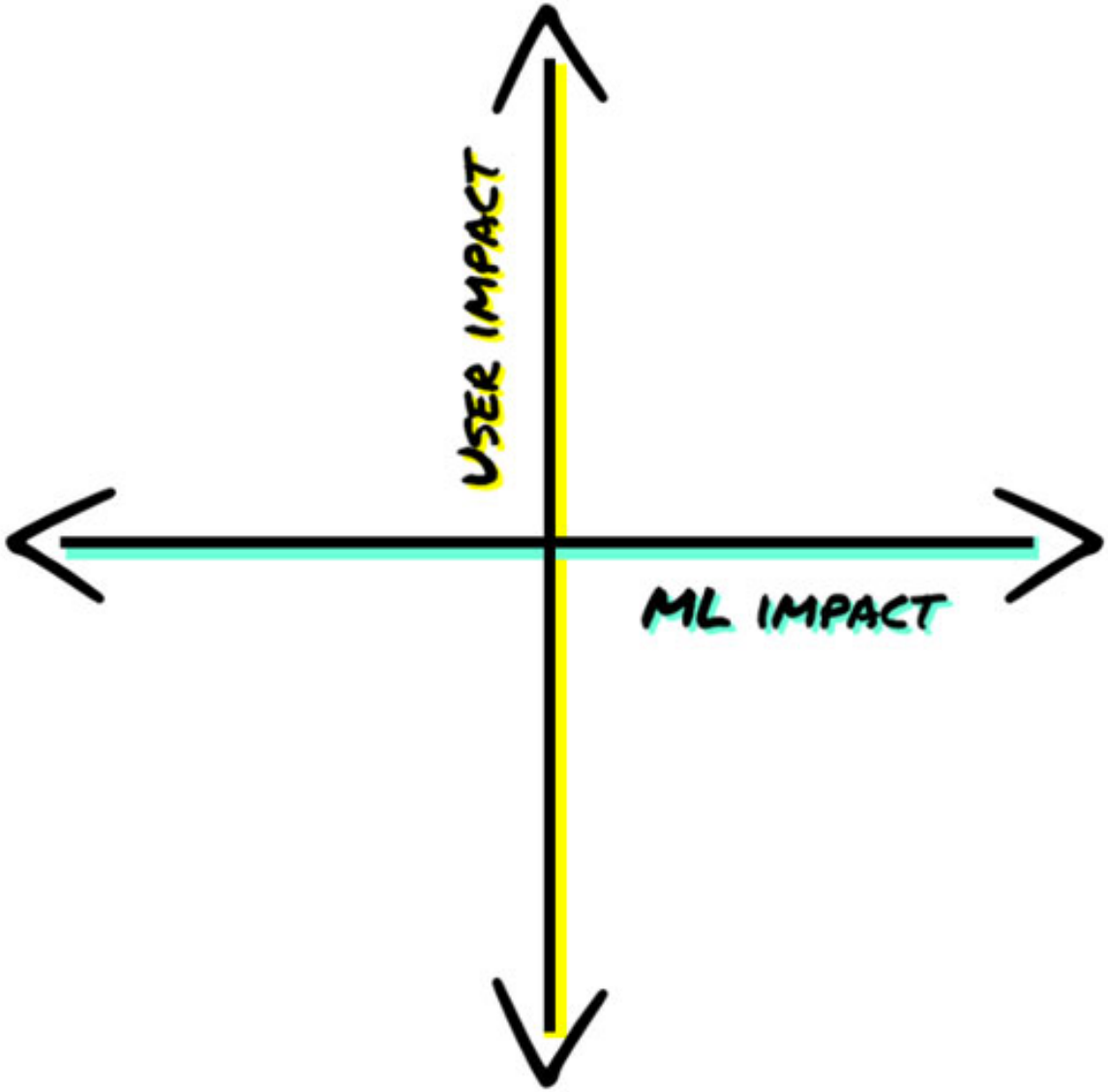
音声認識を使ってカスタマー対応中に関連データを探す

医療論文を探す

画像認識する

1994





Plot ideas in this 2x2. Have the team vote on which ideas would have the biggest user impact and which would be most enhanced by an ML solution. - Google Design

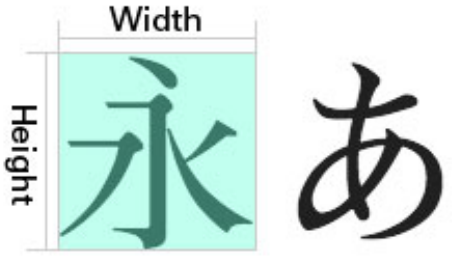
IDEOが機械学習技術を使って作ったフォント地図

…に倣って作ったフォント検索ウェブアプリ

H stem width
m serif
o angle
i thickness
AHxMOpI
H horizontal height
p Descender

Caps Height
x Height
AHxMOpI

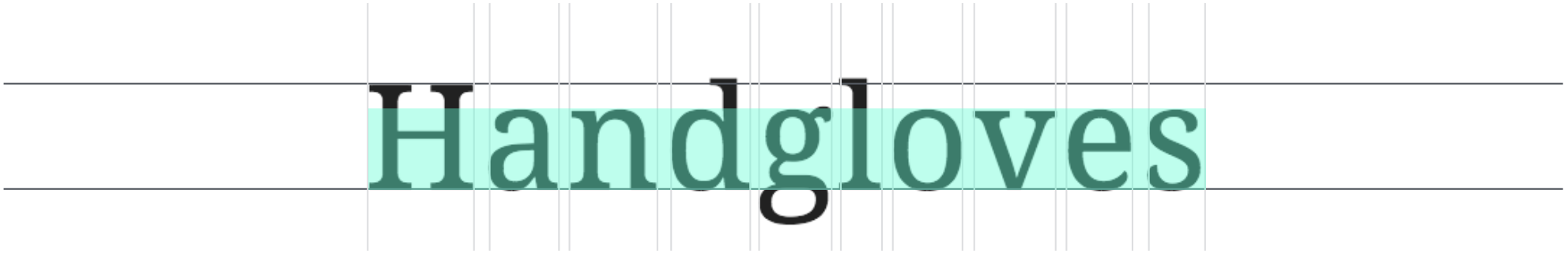
永あ



width = Width / Height

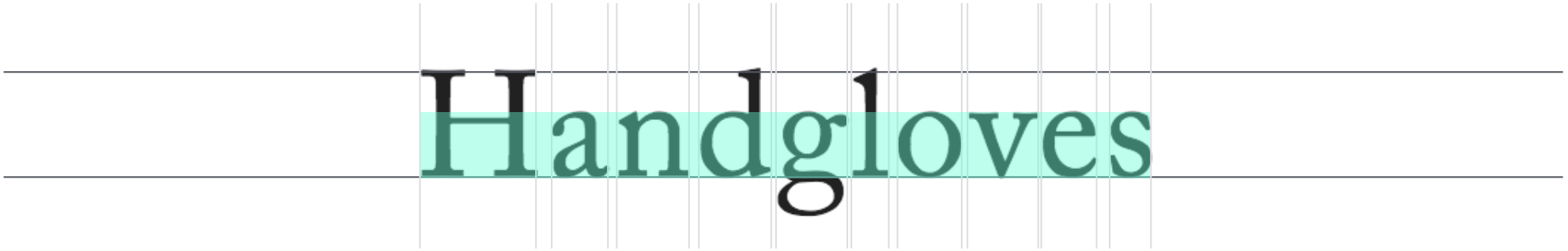
$$\text{form_balance} = \frac{\text{ひらがな面積 (Width * Height)}}{\text{漢字面積 (Width * Height)}}$$

$$\text{yoko_tate_balance} = \frac{\text{横線 height}}{\text{縦線 width}}$$



Noto Serif

A width * H width + descender length = 0.0



Adobe Caslon

(A width * H width - A width * H width + descender length -descender length)^2 = 0.8

Get data

それぞれの情報にラベルをつける

Create formula

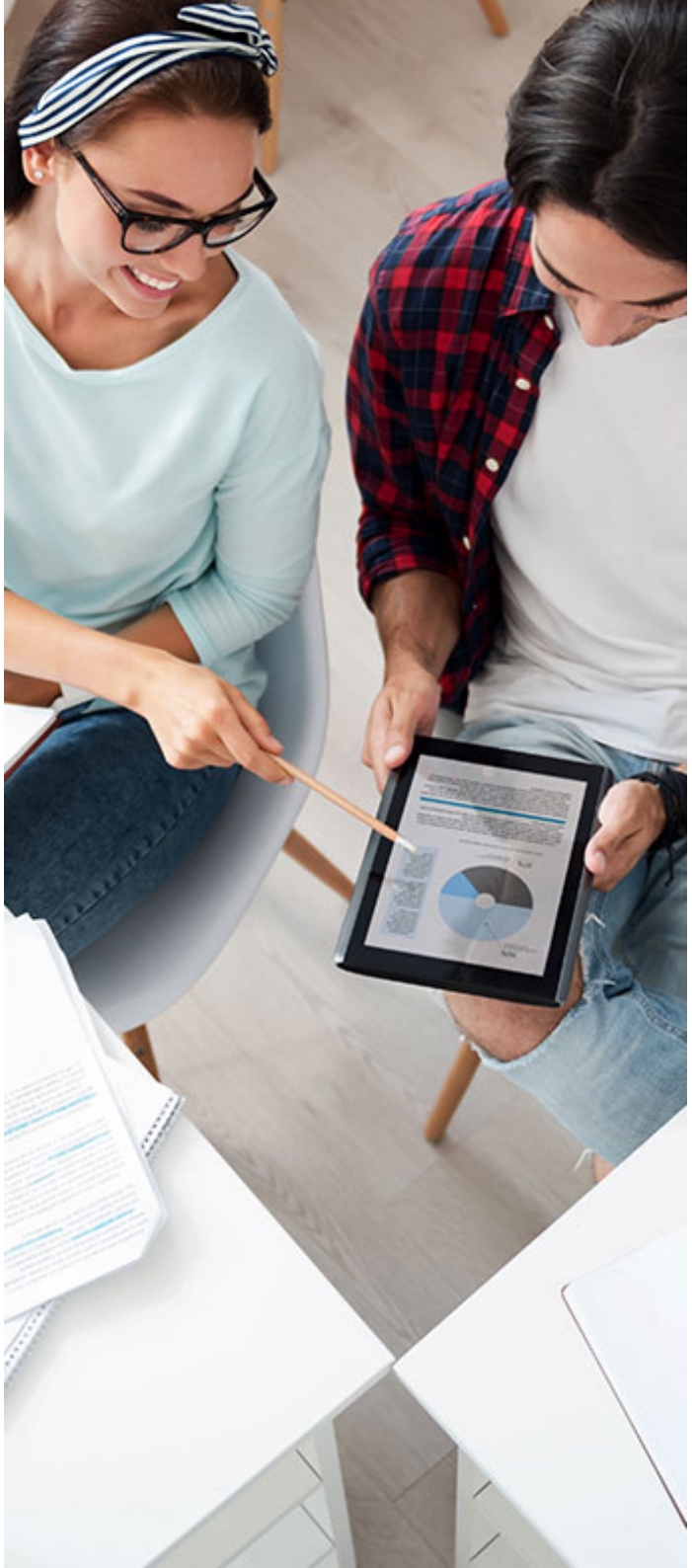
情報値を計算式に落とし込む

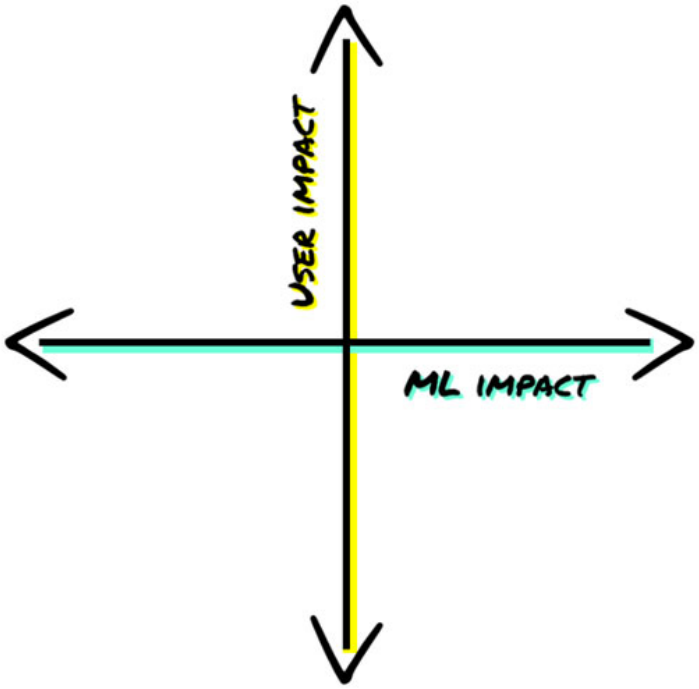
feedback

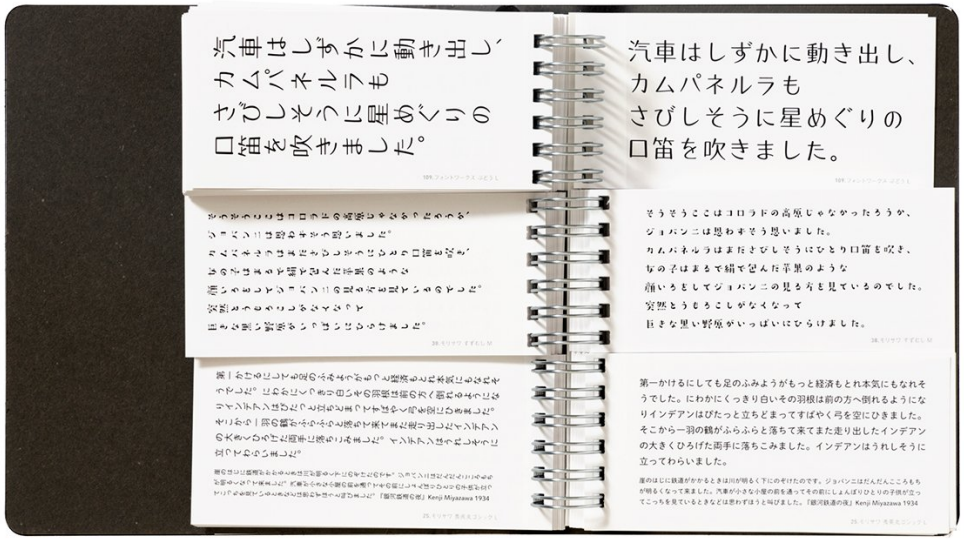
フィードバックに合わせて計算式を修正する

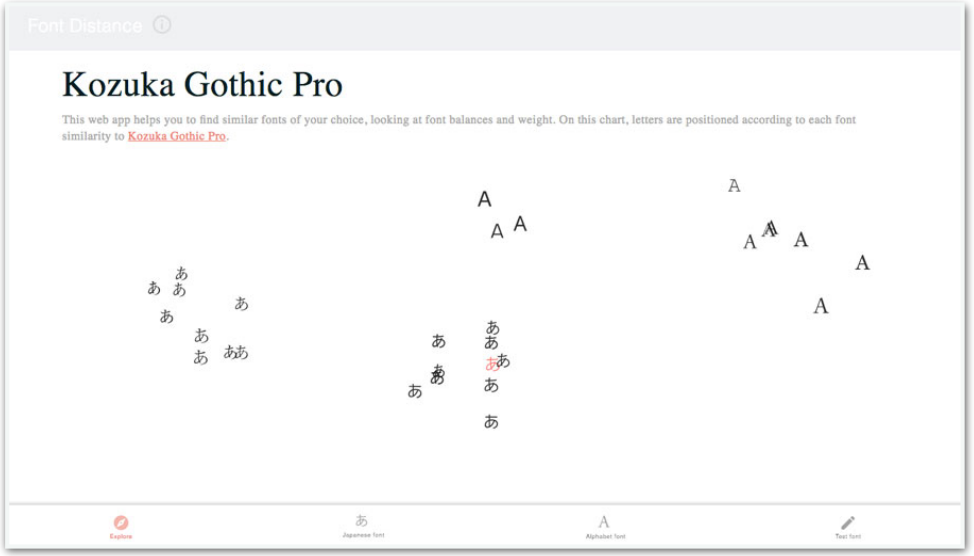
Context

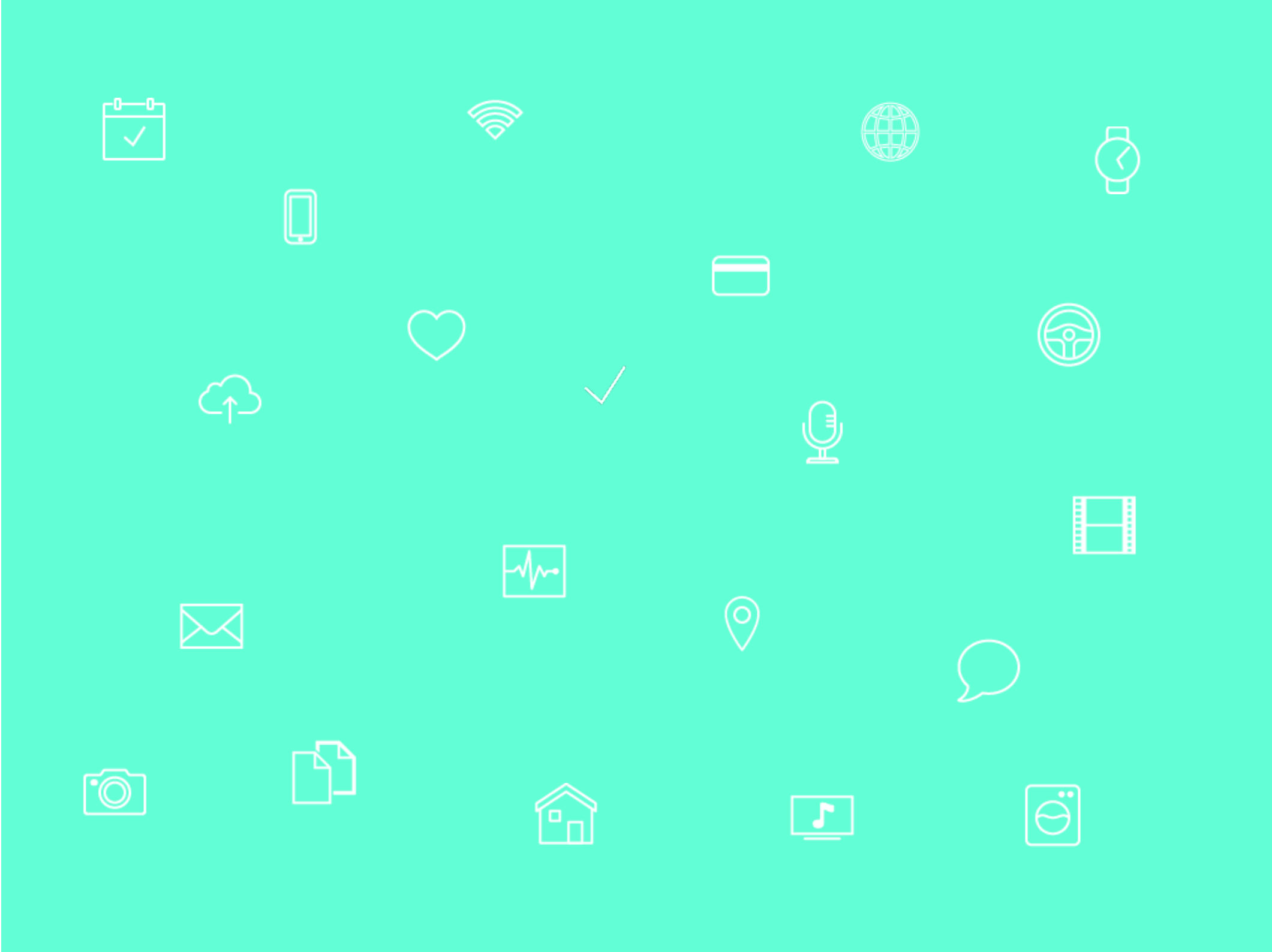
使う環境を考える

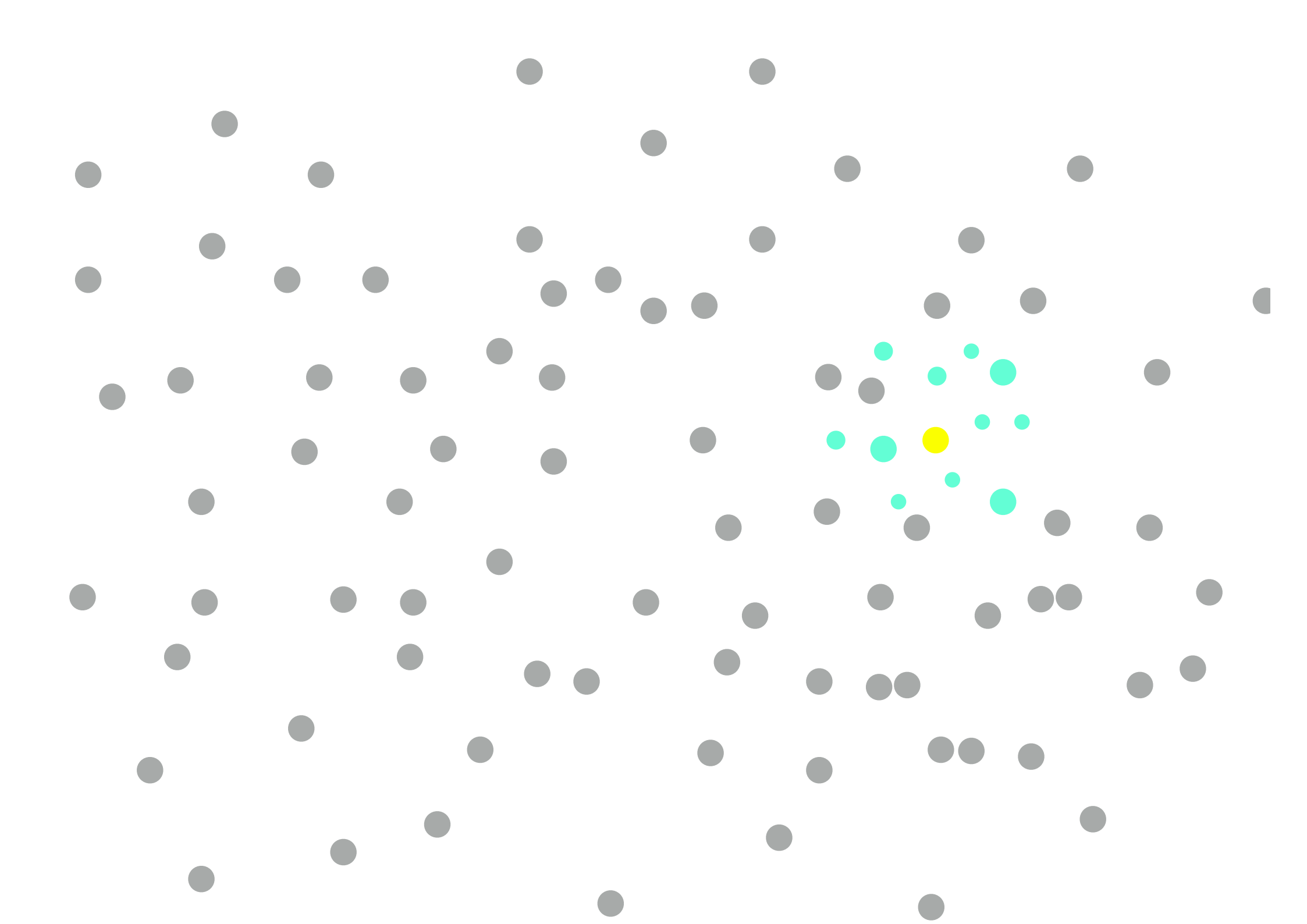



USER IMPACT
ML IMPACT


汽車はしずかに動き出し、
カムパネルラも
さびしそうに星めぐりの
口笛を吹きました。

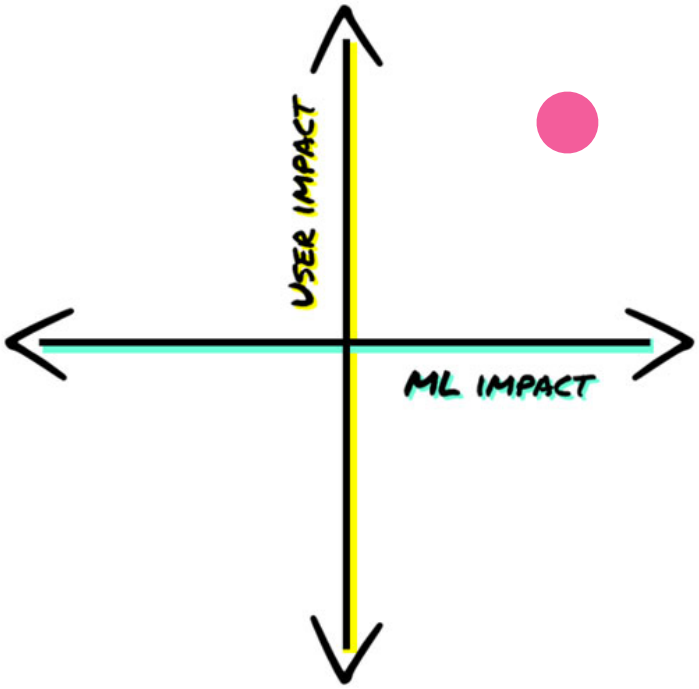

Font Distance
Kozuka Gothic Pro
This web app helps you to find similar fonts of your choice, looking at font balances and weight. On this chart, letters are positioned according to each font similarity to Kozuka Gothic Pro.
Explore
Japanese font
Alphabet font
Text font

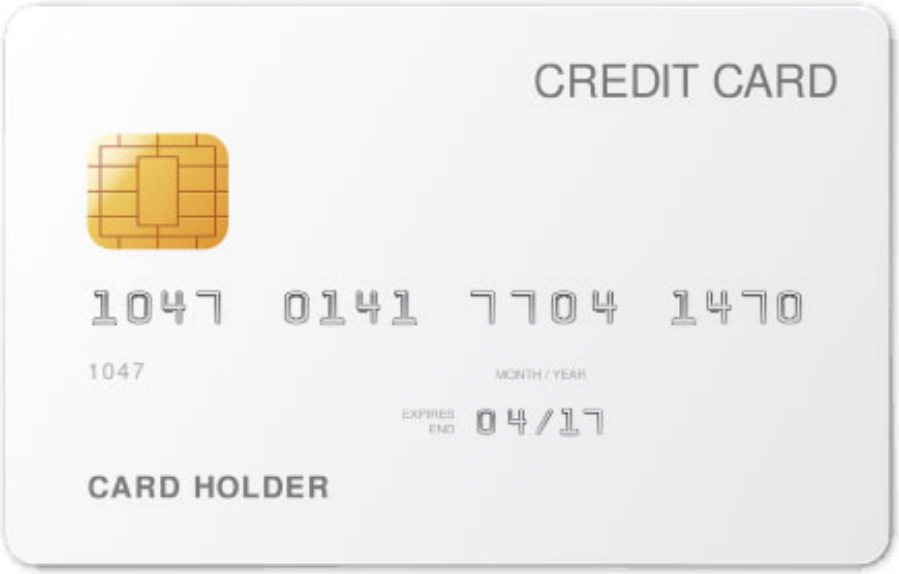




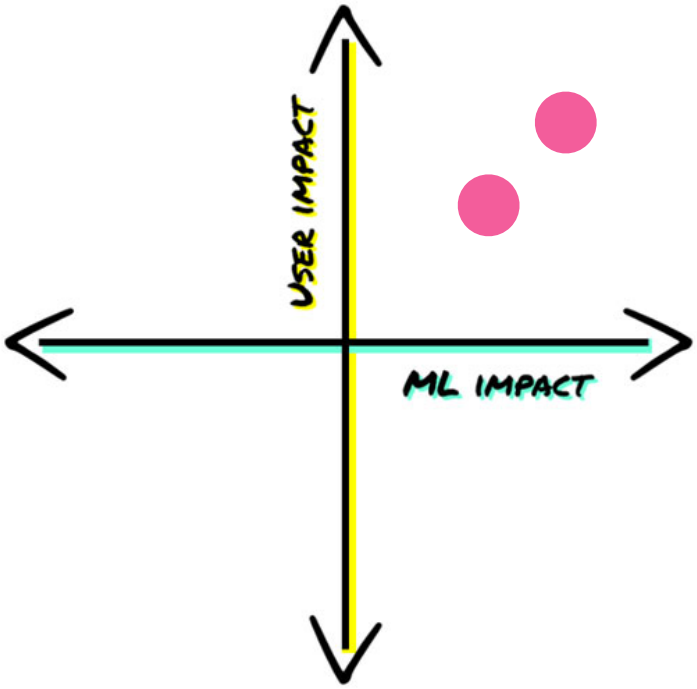
Scale

機械学習コストと影響の大きさを秤にかける





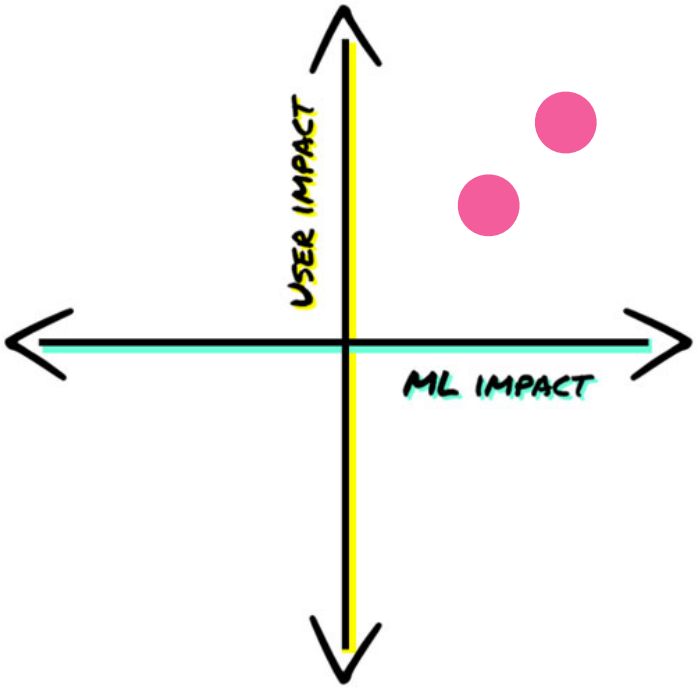
趣店
Qudian.com

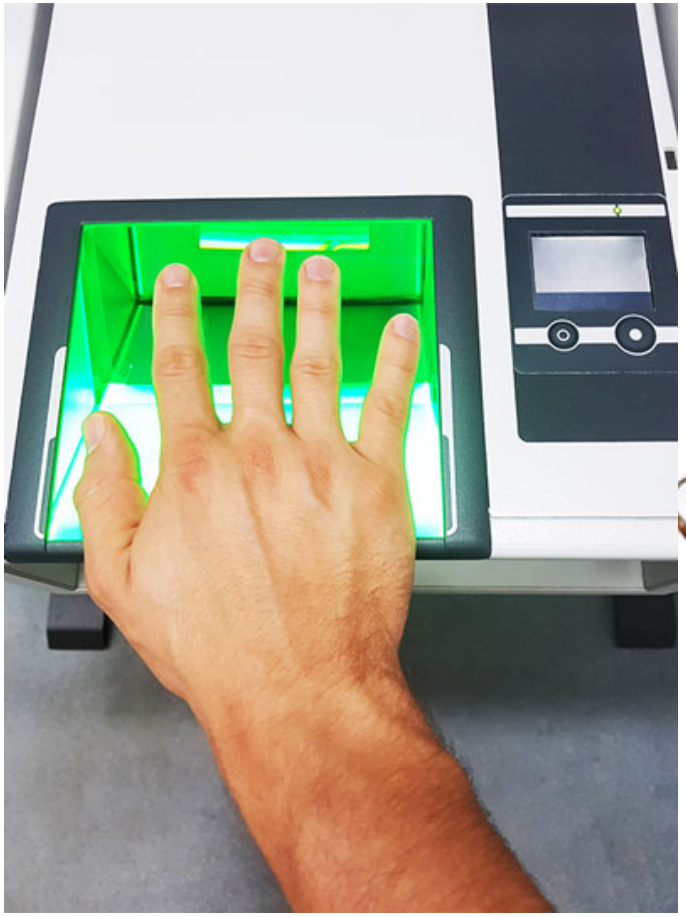


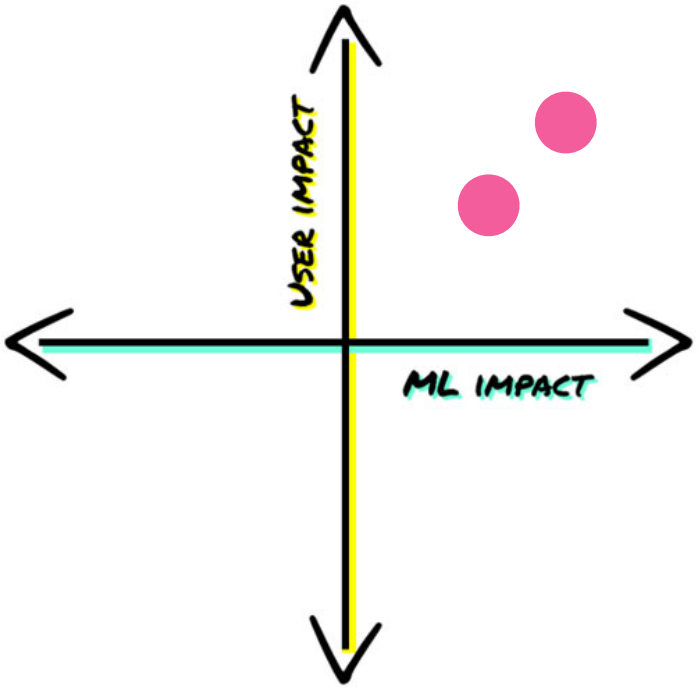
@Staffs Live

Perception

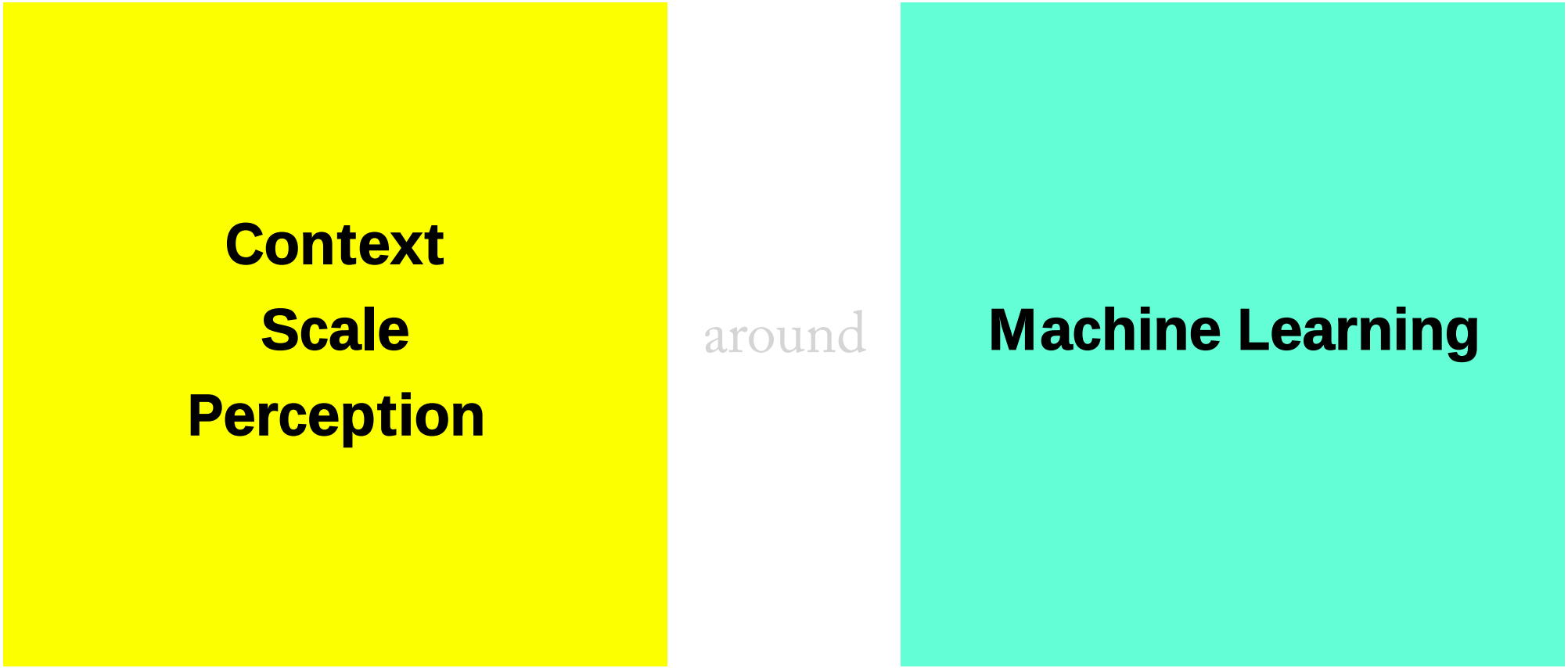
技術が人の知覚に及ぼしている影響


USER IMPACT
ML IMPACT




USER IMPACT
ML IMPACT

Moritz Wittmann
@MoritzWittmann
0:07 / 1:14

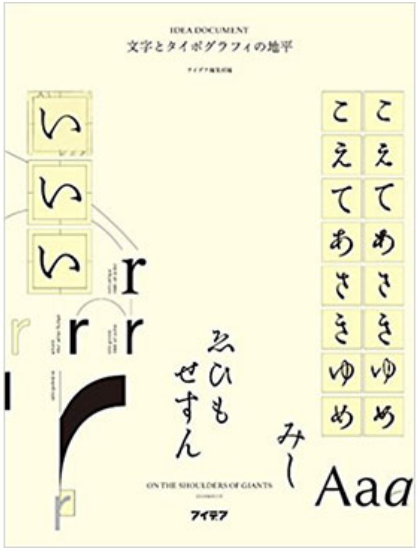

Context
Scale
Perception
around
Machine Learning

Thank you

Machine Learning, Coursera: https://www.coursera.org/learn/machine-learning

Human-Centered Machine Learning, Google Design: https://medium.com/google-design/human-centered-machine-learning-a770d10562cd

Font Map, IDEO: http://fontmap.ideo.com/

Font Distance: https://github.com/YukinoKoh/font-distance

文字とタイプグラフィの地平: アイデア編集部