

UX OF AI

& the role of
design[ers]



Hi, I'm Nadia [Piet]

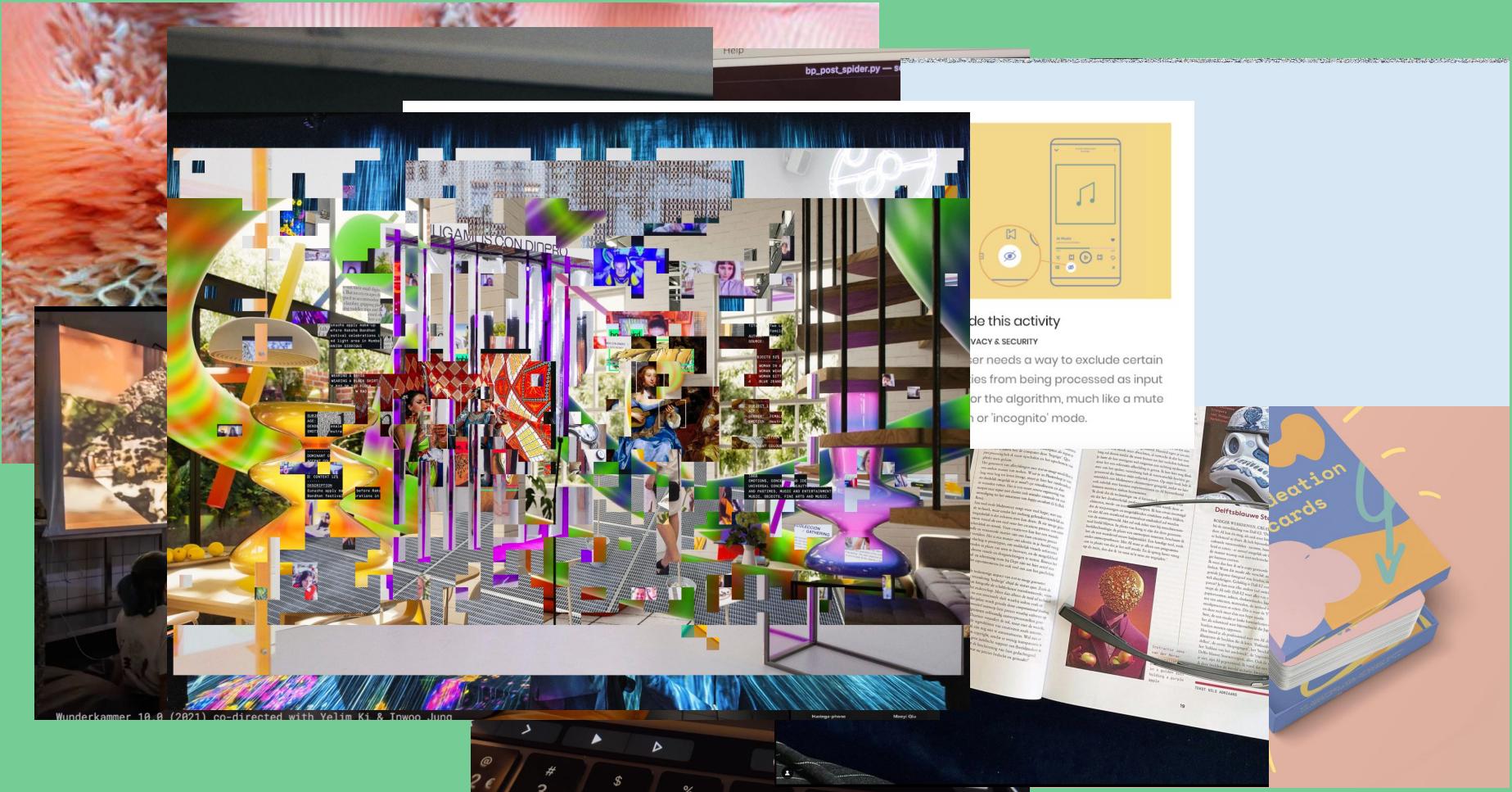
- > Freelance designer & researcher
- > Founder AIxDESIGN
- > Ex-Head of Creative Tech @ DEPT
- > n00b coder
- > Yogi & nudibranch spotter



/2006



/2019



Who's in the room?

- > Educators?
- > Designers?
- > Programmers?
- > Slashies?



> some thoughts on

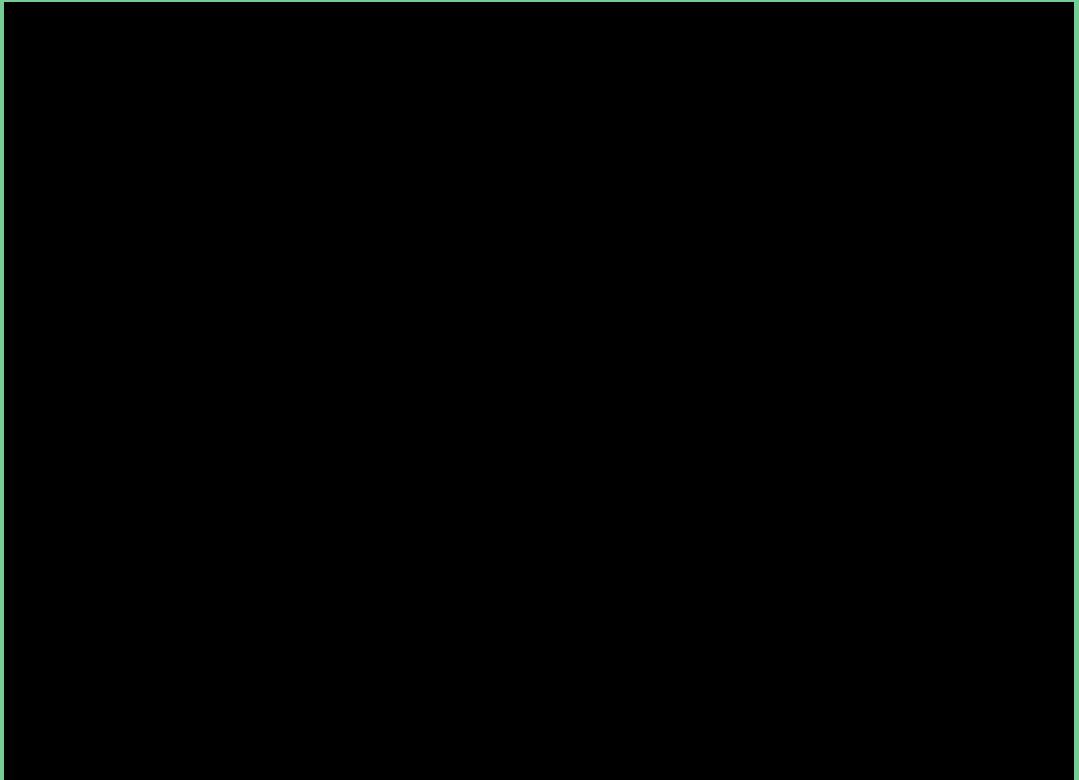
AI & DESIGN DESIGN & AI



AI for design



Image
Text
Music
Video
Code
3D

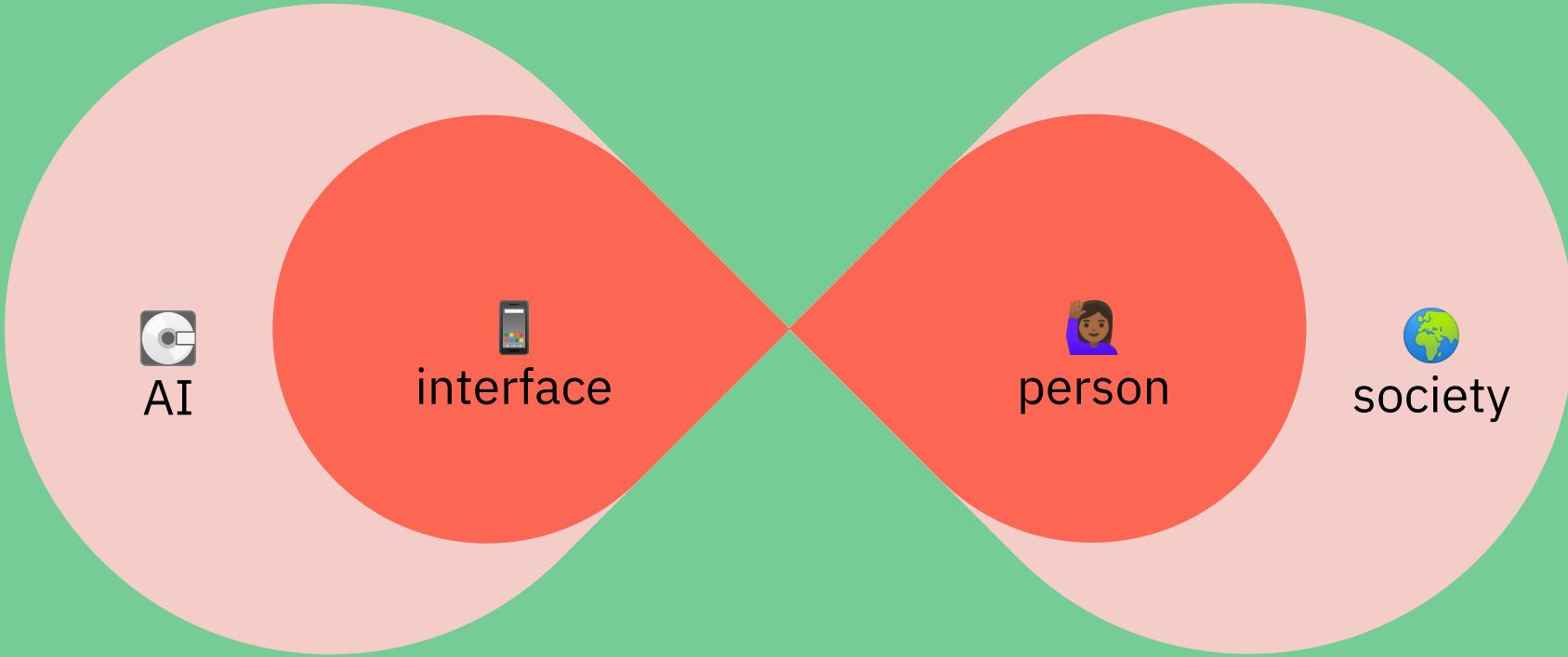


Design for AI



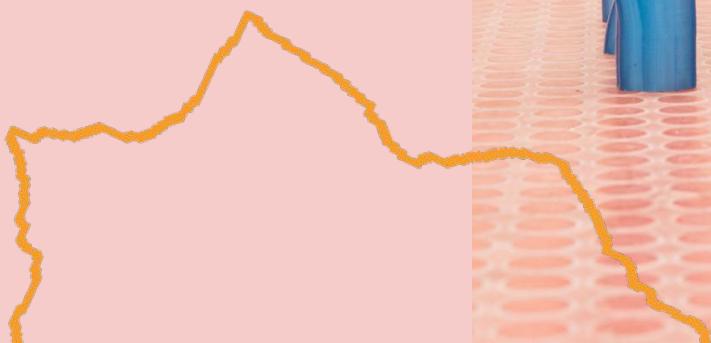
How might design[ers] play a role in shaping AI?

models
interactions
discourse
industries



UX as a bridge between
abstract ethical principles
& people's lived experience
with a system

> 9 challenges re:
UX OF AI



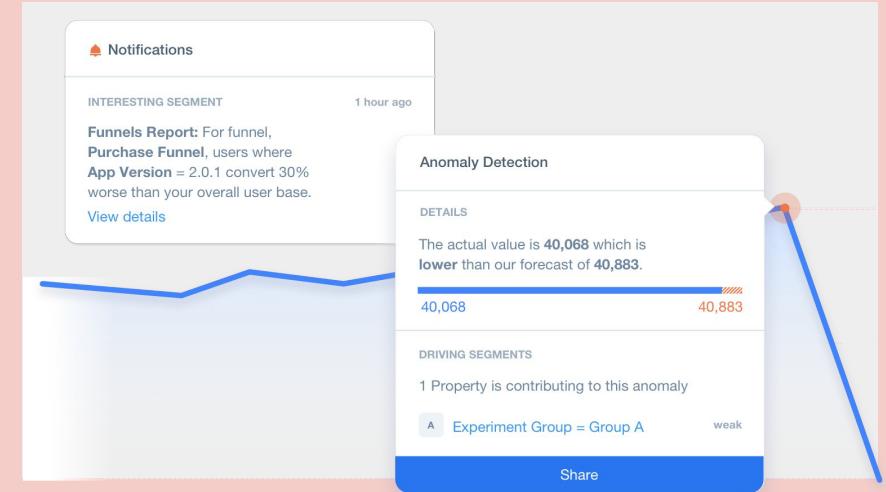
TRUST & TRANSPARENCY

From the model > the user



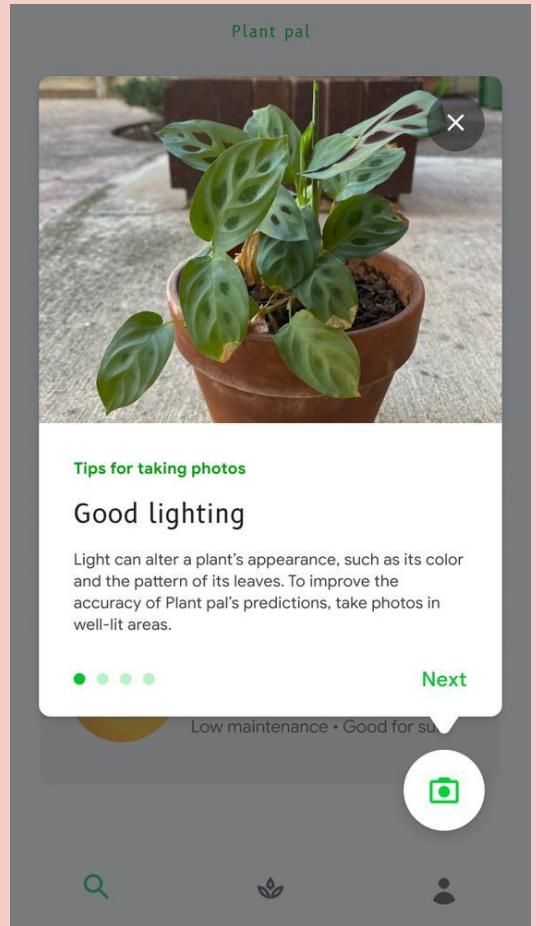
EXPLAINABILITY

Making sense of the model's logic



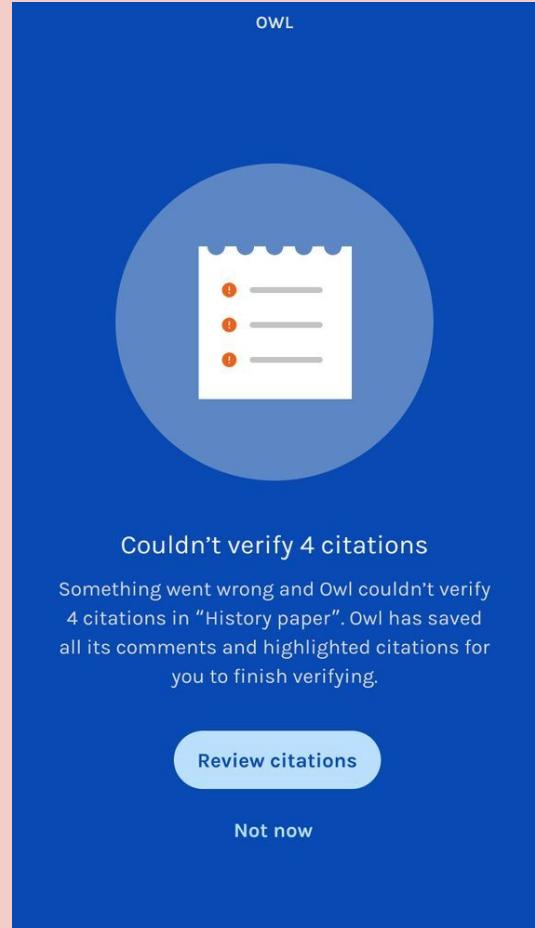
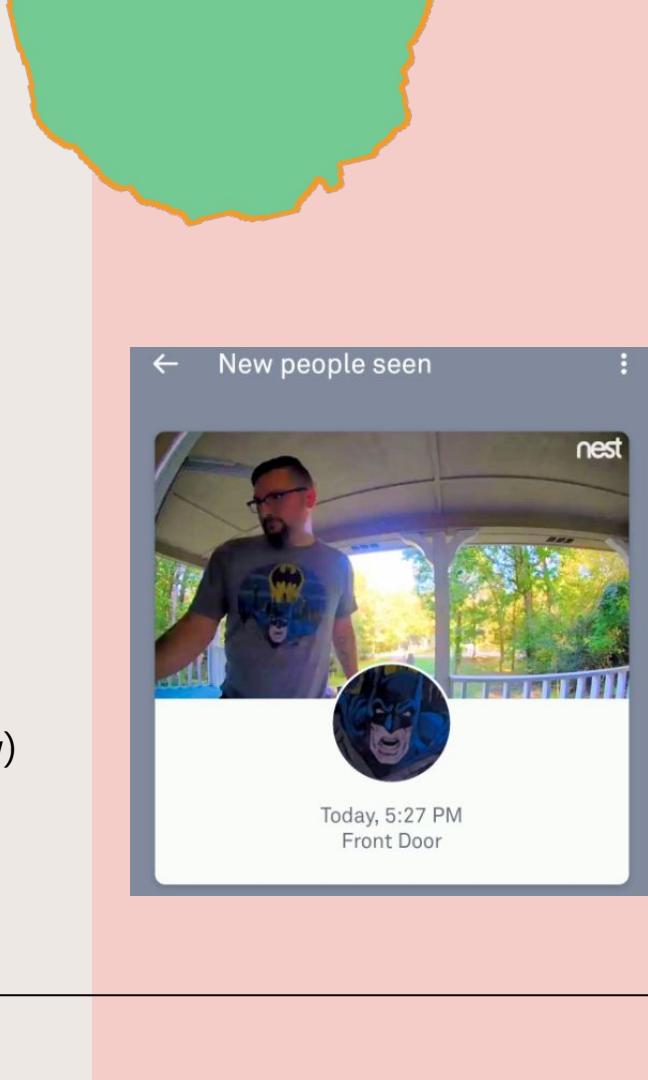
MANAGING EXPECTATIONS

Calibrating expectations around abilities & limitations



GRACEFUL FAILURE

Assume failure (not so happy flow) and design graceful recovery to minimize the cost of errors



USER CONTROL & AUTONOMY

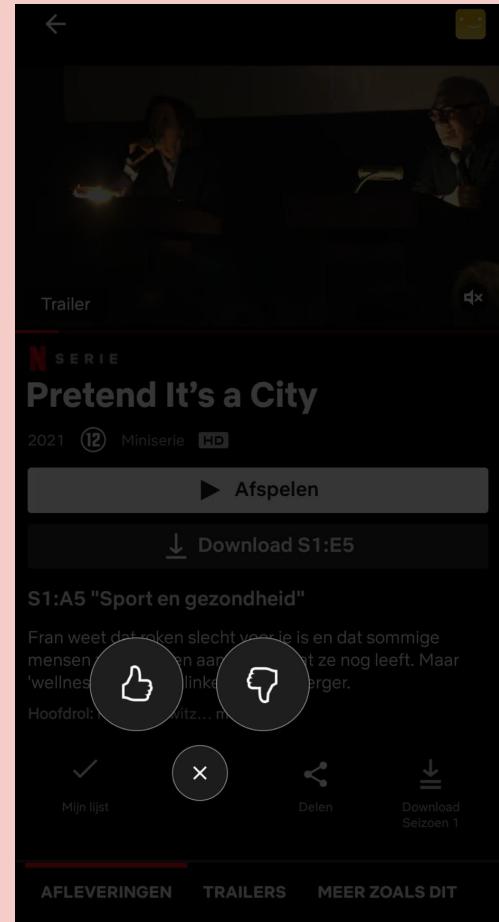
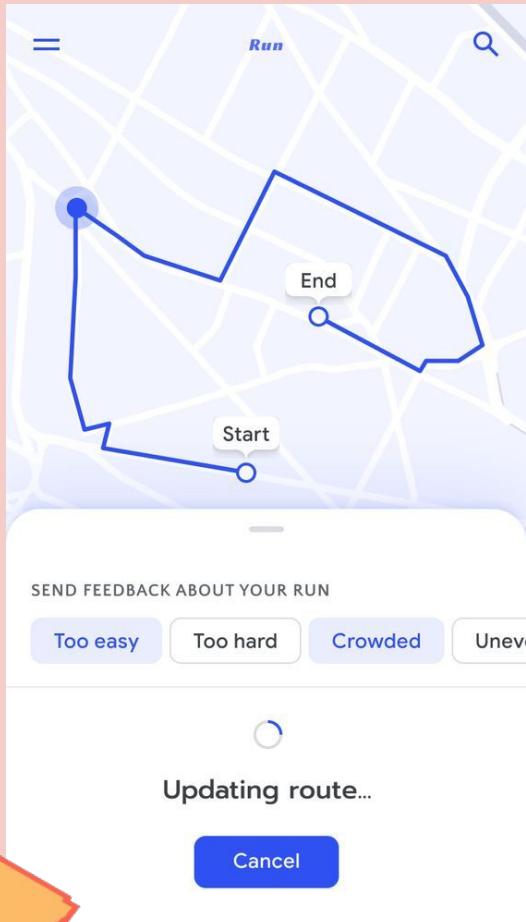
From the user to the model



No thank you.

USER FEEDBACK MECHANISMS

Teaching the model with implicit
and explicit feedback



USER CONTROLS & CUSTOMIZATION

One size rarely fits all. Allow users to set intentions and configure parameters

X Memories

Manage what you see in your memories. [Learn more](#)

 Hide people & pets >

 Hide dates >

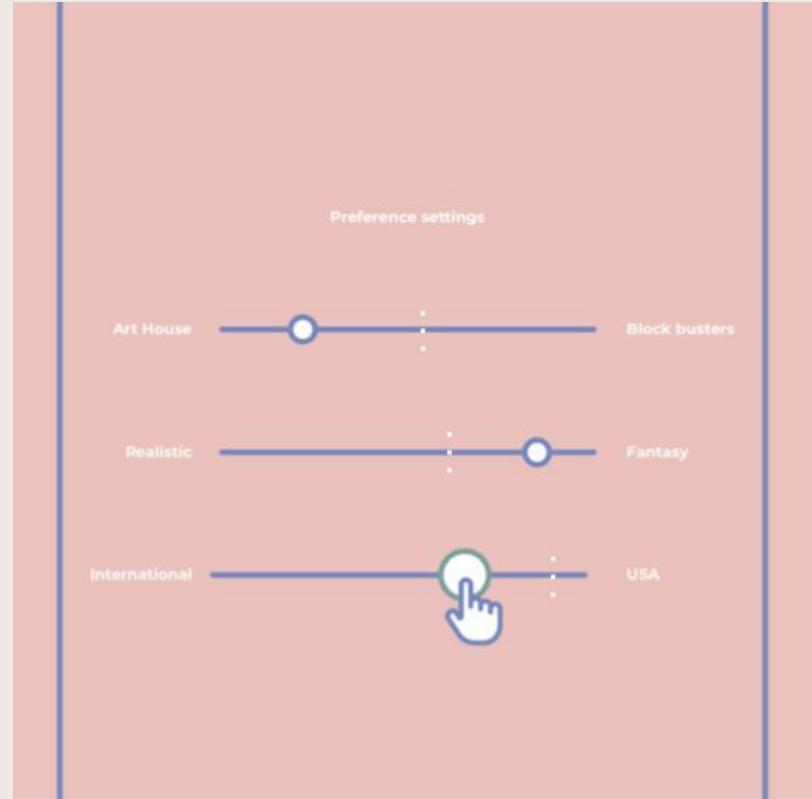
... Advanced >

Featured memories
Choose memories to show above the Photos view >

Notifications
Manage memories notifications >

USER CONTROLS & CUSTOMIZATION

One size rarely fits all. Allow users to set intentions and configure parameters



DATA PRIVACY & SECURITY

Collect, handle, store, and share user data with consent and care

Ever uses facial recognition technology to automatically create albums of you and your friends.



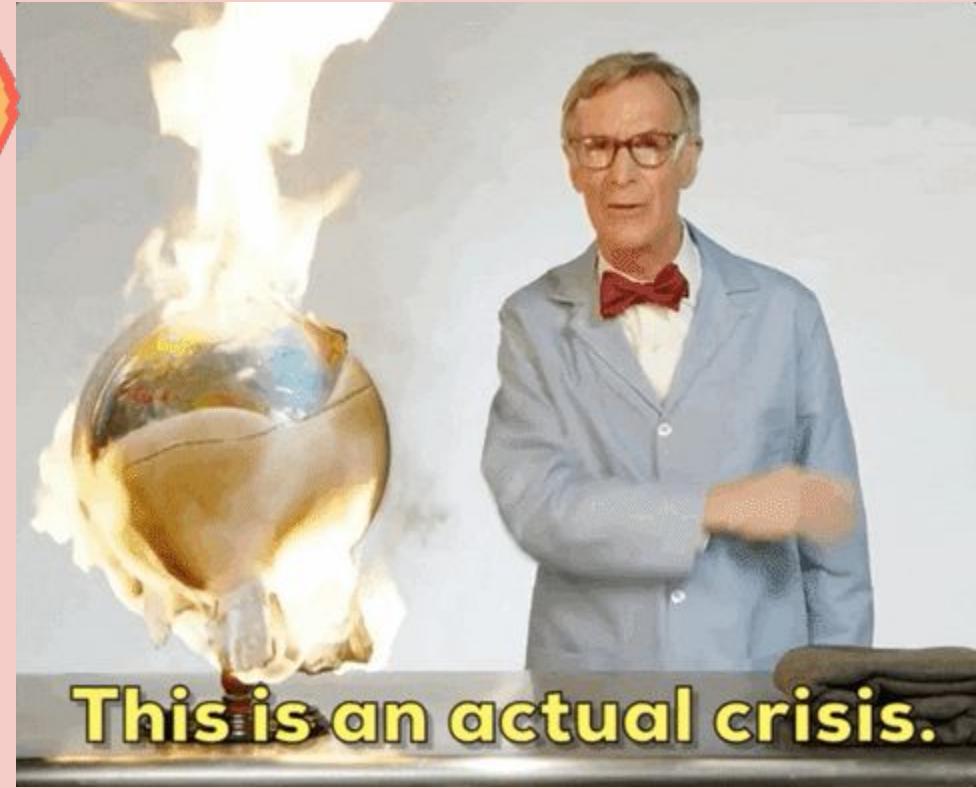
Do you want Ever to do this?

Yes

No thanks

VALUE ALIGNMENT

Beyond the interaction to the rest of the world



This is an actual crisis.

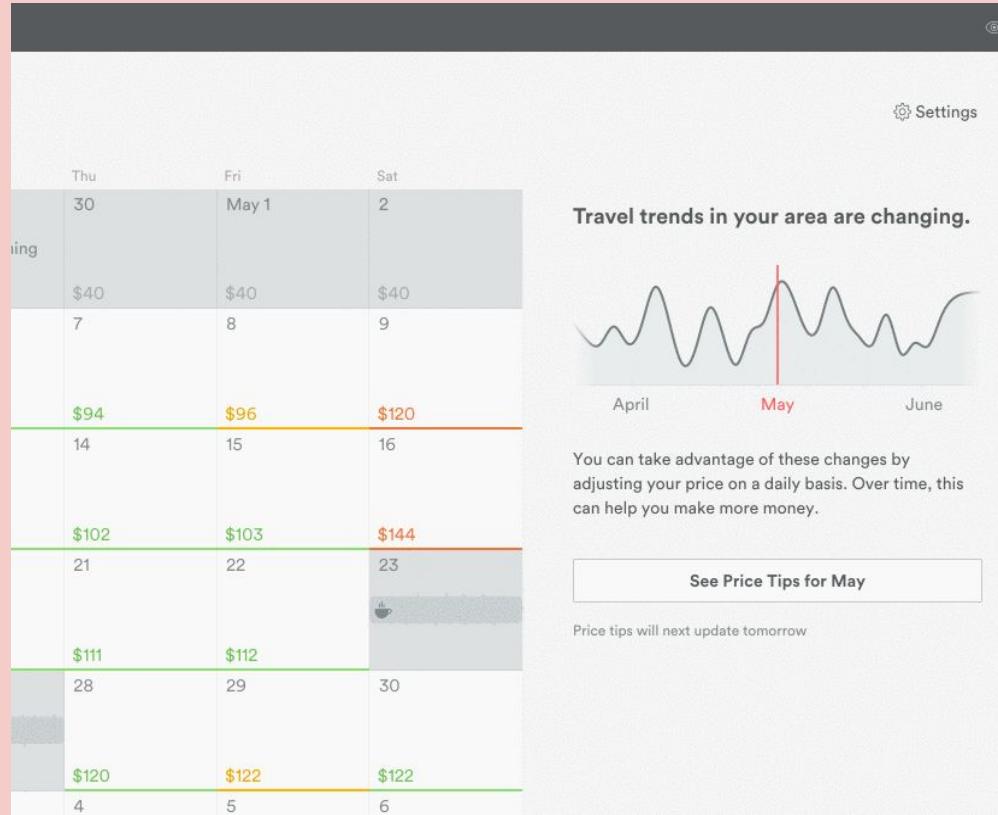
BIAS & INCLUSIVITY

Mitigate harmful bias and probe inclusion across the data, models, and results to create equitable experiences

The screenshot shows a search interface for 'zalando'. At the top right are user icons for profile, heart, and cart with a notification count of 2. Below the logo is a search bar with the query 'Nude cocktail dress' and a 'Filter' button. The main title '‘Nude Cocktail Dress’' is displayed with a close button. Below it are three category buttons: 'Kleding', 'Designer', and 'Outlet'. A text overlay '207 items weergegeven' is shown above two product cards. Each card features a model wearing a nude-colored cocktail dress and a large white heart icon.

ETHICS & INTENTIONAL IMPACT

Responsibility in anticipating impact
and (un)intended consequences



COMPUTATIONAL VIRTUE & OPERATIONALIZATION

Uniting subjective human values and experiences with algorithmic parameters



**THANK YOU &
LET'S CHATTT**



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