

Food Shortage Catastrophe 2040. There has been a great discussion and prediction about it since several years ago. While the accuracy of this prediction is open for debate and it doesn't change the fact that there are still famine happening out there. But to be honest even in my own Country, Indonesia, there are several villages which can be considered malnourished (e.g. the recent malnutrition and measles fever in Papua which can be considered famine). This problem I reckon from several news article I read was caused by several factors, some of them are food shortage and uneven food distribution(which is quite an irony from agriculture country standpoint).

Artificial Intelligent (AI) can definitely be employed to address the two problems mentioned. But to be realistic in tackling this problem not only AI-based approach is needed, but a more grassroot, practical movements are needed. I have volunteered in one of those movement locally in which we assisted a school(AI-Umanaa) which teaches sustainable living and farming in adapting solar energy, to better understand the problem and the people directly facing this problem.

In order to bridge the cutting edge research and the grassroot movements different approach is needed, that is by employing User Experience (UX) in AI research. By approaching the problem with more user centric mindset and involving the user through the progress, we will be able to make sure the AI solution will be useful for the user. To be able to make it real, I need to enhance my understanding in both UX and AI, especially in the field of data visualization and human computer interaction.

I believe University of Amsterdam is the right place for me since it has growing environment (industries and startups) in the field of AI, which I am planning to learn more about. Adding to that, several of the academic staffs (Dr Bert Bredeweg and Dr Robert Belleman) specialized in data visualization and communication interaction. Whom I hope to work together with in my quest. And I'm sure learning in UvA will enable to gain deeper insight on how to develop UX for AI applications.

Lastly, I am aware that the issue I perceived may not be the root of the problem, yet I am optimistic that by learning in UvA I will come across better solution which will improve me, and in turn hopefully improve the state of agriculture in at least Indonesia.