LESSON 01

Beyond this week: complementary reading material

?813)

In the list below, we provide some references that could be useful to get beyond this course for exploring topics introduced in week 2.

Business of Machine Learning

- **Disruption ahead - Deloitte's point of view on IBM Watson** [link (https://www2.deloitte.com/content/dam/Deloitte/us/Documents/about-deloitte/us-ibm-watson-client.pdf)]

  > Cognitive computing is still in its infancy. However, it's not too soon to imagine how your business and industry could be positively disrupted by this new technology. Our goal for publishing this white paper is not to provide definitive answers—the technology is changing too fast—but to help you understand the fundamentals of Watson and cognitive computing and to inspire you to begin planning how you can take advantage of these new technologies.

- **The Algorithm Economy (Gartner webinar)** [link (https://www.gartner.com/webinar/3167733?srcId=1-6126736535&cm_sp=WBNR-_-Site-_-AE-micro-Webinar)]

  > Follow the journey as we move through the Internet of Things, giving rise to the algorithm economy, and how big data is the "gold" of the 21st century.

- **Conversation models as business assets (part 1)** [link (https://www.ibm.com/blogs/bluemix/2017/04/conversation-models-business-assets-part-1/)]

  > This is the first of two blog posts that consider the business value of chat/conversation models beyond chatbots alone.

- **Emotion Detection and Recognition Market Expected to Reach 36.07 Billion USD by 2021** [link (http://www.sbwire.com/press-releases/emotion-detection-and-recognition-market-expected-to-reach-3607-billion-usd-by-2021-757249.htm)]

  > According to a new market research report "Emotion Detection and Recognition Market by Technology (Bio-Sensor, NLP, Machine Learning), Software Tool (Facial Expression, Voice Recognition), Service, Application Area, End User, And Region - Global Forecast to 2021", published by MarketsandMarkets, the emotion detection and recognition market size is estimated to grow from USD 6.72 Billion in 2016 to USD 36.07 Billion by 2021, at a Compound Annual Growth Rate (CAGR) of 39.9%.

- **How artificial intelligence is powering retail customer experience** [link (http://www.computerweekly.com/feature/How-artificial-intelligence-is-powering-retail-customer-experience)]

  > Retailers are beginning to explore how cognitive computing and AI could make e-commerce smarter and more personalised.

- **Can Machine Learning Make HR Better?** [link (http://converge.xyz/can-machine-learning-make-hr-better/)]

  > From finding and recruiting prospects to streamlining employee assessment processes, machine learning and AI can make it easier for HR executives to do their jobs better—and today's technology is only the beginning.

Product Design & Machine Learning

- **Why Should Designers And Product Managers Know About Machine Learning?** [link (https://www.forbes.com/sites/quora/2017/04/07/why-should-designers-and-product-managers-know-about-machine-learning/)]

- **10 Principles For Design In The Age of AI** [link (https://www.fastcodesign.com/3067632/10-principles-for-design-in-the-age-of-ai)]

  > We're on the cusp of a new era of design. Beyond the two-dimensional focus on graphics and the three-dimensional focus on products, we're now in an era where designers are increasingly focusing on time and space, guided by technological advances in artificial intelligence, robotics, and smart environments.

- **Experience Design in the Machine Learning Era** [link (https://medium.com/@girardin/experience-design-in-the-machine-learning-era-e16c87f4f2e2)]

  > Traditionally the experience of a digital service follows pre-defined user journeys with clear states and actions. Until recently, it has been the designer's job to create these linear workflows and transform them into understandable and unobtrusive experiences. This is the story of how that practice is about to change.

Product Design

- **Design Thinking Understanding How Designers Think and Work** [link (http://www.bloomsbury.com/us/design-thinking-9781847886361/)]

  > Design Thinking is the distillation of the work of one of design's most influential scholars. Nigel Cross goes to the heart of what it means to think and work as a designer. The book is an ideal guide for anyone who wants to be a designer or to know how good designers work in the field of contemporary design.

- **Design Thinking as a Strategy for Innovation** [link (http://www.creativityatwork.com/design-thinking-strategy-for-innovation/)]

  > Due to the remarkable success rate of design-led companies, design has evolved beyond making objects. Organizations now want to learn how to think like designers, and apply design principles to the workplace itself. Design thinking is at the core of effective strategy development and organizational change.

- **A Virtual Crash Course in Design Thinking** [link (https://dschool.stanford.edu/resources-collections/a-virtual-crash-course-in-design-thinking)]

  > We know not everyone can make a trip to the d.school to experience how we teach design thinking. So, we created this online version of one of our most frequently sought after learning tools.

- **Design process perceived as an information process to enhance the introduction of new tools** [link (http://sam.ensam.eu/handle/10985/7609)]

  > In this paper we have formalised the design information process to build new tools of communication, decision making and creativity for the different stakeholders in the design process.

← UNIT 5 OVERVIEW
(/COHORTS/130/UNITS/2110)

NEXT: UNIT 6 OVERVIEW →
(/COHORTS/130/UNITS/2111)