

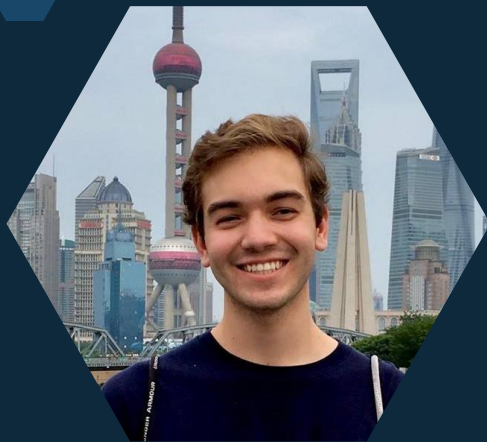


# Human 2.0: Theme Exploration

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# Hello!



Jack  
Gartland



Amin  
Ojeh



Esteban  
Rey





# Our Domain

Determine how we can  
develop technologies that  
people **feel comfortable**  
interacting with



A decorative graphic on the left side of the slide. It features a large, light blue hexagon in the center, surrounded by several smaller hexagons in various shades of blue and teal. These smaller hexagons contain white icons: a lightbulb, a thumbs-up, a smartphone, a magnifying glass, and a gear. There is also a network-like icon with a central node and radiating lines, and a speech bubble icon.

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# Needfinding Methodology



# Our questions

## Understanding key issues

- What is something you wish you could do or get better at?
- What is a process that bothers you in your everyday life?



# Our questions

## Understanding current solutions

- What are the apps/programs that you consider have most positively impacted your life?
- What programs/apps have done the opposite?
- Are AI powered virtual assistants useful for you?
  - If so, where do you use them and why?
  - What has a virtual assistant been unable to help you with?



# Our questions

Understanding feelings about AI

- Does anything about modern AI concern you?

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## Interviewees & their thoughts



# Mary Anne D'Adamo



Retired, 80

*Her home in the Bay Area*

Understand how the senior population  
interacts with AI & their unique challenges





I've tried using Siri, but most of the time she can't answer my question. I want to learn *why* something is -- Siri can only tell me the facts



# Tamara Carleton



## Researcher at Oracle

*Oracle OpenWorld Conference, San Francisco*

Understand how business professionals  
use AI in their work





I think that the main trend [with online news] is that there is a lot more ‘news’ with a lot less ‘analysis’ which has ultimately decreased productivity for me overall

# Bill Cockayne



Professor, Stanford ME  
department

*Skype Interview*

Listen to the opinion of an expert on  
innovation





AI powered virtual assistants would be useful, however I don't use one. I think that the main reason for this is that I've never learned how to use a AI powered virtual assistant and in my perception, the threshold for me to learn how to use one well seems to be too high

# Juan Camilo Gaviria



Husband of GSB  
student

*Apartment on Escondido Road*

Understand how someone from a different  
country perceives AI in their day to day life.





I don't like shopping online because I cannot be sure the reviews are accurate





# Lourdes and Alexander Andrade



## RF's At Trancos

*RF Cottage at Trancos*

Listen to the opinion of a working couple  
with ties to very differing industries





I don't use many of these technologies, but my son, he doesn't type, he just goes into voice control and talks and it transcribes for him. Maybe it's a generational thing.

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Analysis



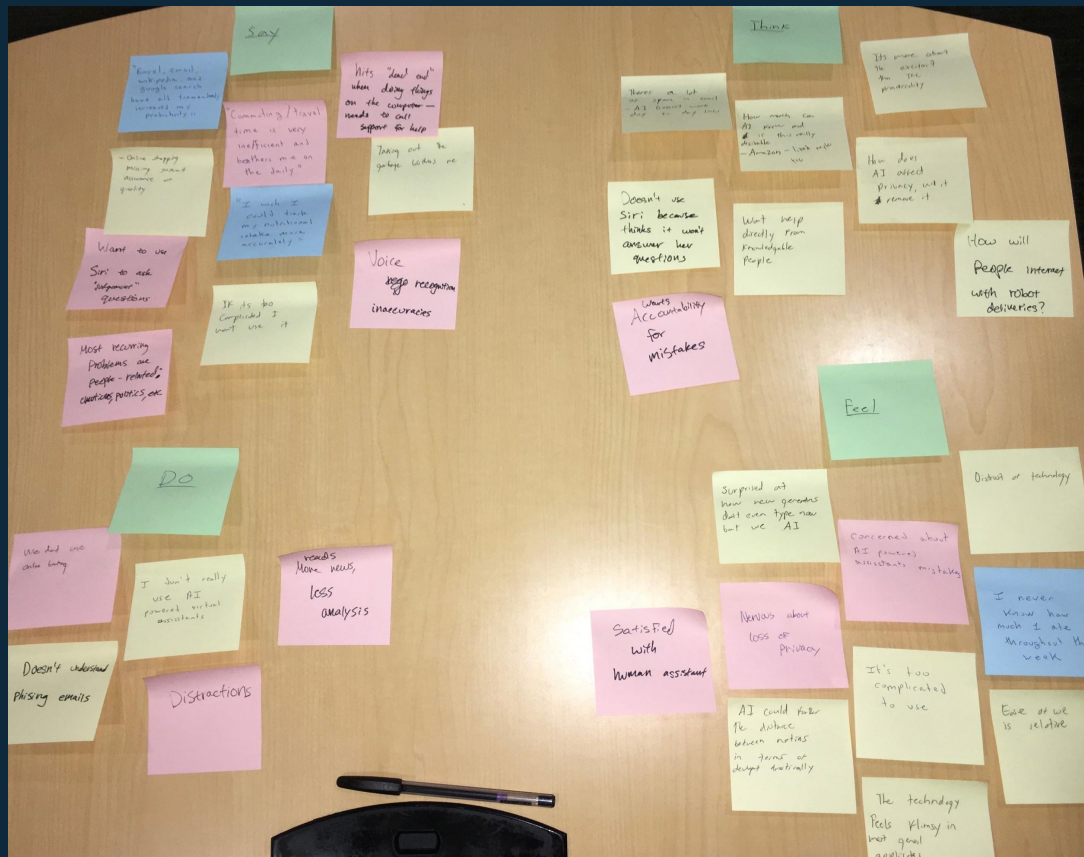
# Surprises

- Most people use very basic programs: Excel, Word, email, online shopping
- People seem satisfied with existing (human) solutions to their problems and hesitant to move to AI/software-powered solutions
- To use AI, people seem to do so for only two reasons, for the excitement or for the absolute necessity.



# Contradictions

- Users of online shopping platforms found targeted ads useful, yet thought they were an invasion of privacy
- Excited about overall idea of robot delivery service, but thought it would create too much chaos





# Key takeaways

## Say

- ◇ There are voice-recognition inaccuracies

## Think

- ◇ Wants accountability when something goes wrong

## Do

- ◇ Rely on human assistants

## Feel

- ◇ Concerned about mistakes happening when using AI assistants

# Insight

- ◇ Just like people, AIs make mistakes
- ◇ Unlike humans, there is no one to hold accountable

# Need

- ◇ Greater assurance that AI will perform correctly, and ways to quickly correct mistakes if it doesn't







# Key takeaways

## Say

- ◇ Online shopping is missing an assurance of quality

## Think

- ◇ Reviews are dishonest and often fake

## Do

- ◇ Go to stores for buying many items

## Feel

- ◇ Wish there was a more convenient way to shop

# Insight

- ◇ People are hesitant to buy products online because they don't trust reviews and quality

# Need

- ◇ A way to ensure that the products we are looking at online are actually what we want





# Key takeaways

## Say

- ◇ How does Amazon/Google know so much about me?

## Think

- ◇ What will happen to privacy in the future?

## Do

- ◇ Used the Amazon & Google recommended products

## Feel

- ◇ Worried about the continued loss of privacy

# Insight

- ◇ Even though targeted ads can be useful, people don't like to know they are being tracked

# Need

- ◇ Find a way to provide helpful information without making people feel uncomfortable about how much is known about them



# Summary

While computers can be helpful in many different contexts, people are still deeply distrustful of integrating AI into their lives





# Thanks!

## Any questions?

