

01 Evolving Public Perceptions of Artificial Intelligence

Wade&Wendy

Introduction

The purpose of this document is to provide analysis and insight into public perceptions of artificial intelligence (AI) to aid the reader in making informed decisions regarding the design and development of consumer-facing AI products.

Approach

Using a data-driven approach, the highest combined critic and audience rated Rotten Tomatoes scored films—ten of each decade since 1960—were selected to be viewed and analyzed.

The interactions that took place in the film between the AI and its human users were analyzed through a user-centered lens in order to gain insights into how to build meaningful experiences into AI products.

The following is a detailed report on these final insights.

Types of UIs

OS	Human-presenting (discordant)	Human-presenting (concordant)	Transcendent
HAL 9000	Terminator	Replicants	Human 'shelves'
GERTY	C3PO	Ava	
Colossus	R2D2		
Samantha			

Discordant indicates that the AI resembles a human, but not completely so. Concordant indicates that the AI is indistinguishable from a real human. The type of UI determines the communication it affords.

Type of communication

The type of communication that exists can be classified into three categories. From the least to the most prevalent, the categories are: transcendent, non-verbal, and verbal.

Transcendent communication arises in a post-semantic society in which AIs and humans share consciousness and therefore dispel the need to actively "communicate" as we currently understand it. This is the least likely type of communication and is used only in the film, *Ghost in the Shell*.

The AIs also make use of non-verbal communications: emojis, facial expressions, sound, and body language, to name a few.

Verbal communication is the most prevalent type of communication in all films. The AIs depicted in the films are designed to be conversational in order to most effectively communicate with the humans.

Features of Verbal Communication

The tone of the dialogue and general communication is largely influenced by the power dynamic between the AI and the human, as well as how closely the AI resembles a human.

Research, Writing, Data Visualization, Internal & External Communications

This report was created and presented to the Wade & Wendy team in order to inform the product team in making decisions that would build trust with users and lead to higher user engagement.

Twenty films featuring an artificially intelligent character were analyzed; the character's UI and the UX it afforded were examined to reveal trends or patterns in public perception of AI and AI products.

02 Superchat UI: Final Specs

Superchat

Grid Structure

Join and Login

3 Join Page

3.5 Add more info

3.4.1 Sync Contacts (1/2)

2.1 Login Cmp

2.2 Enter email address/phone

2.3 No Access

2.7 Group Chat

Grid Structure

1. Welcome Page

2. Login with Pattern

2.1 Login with Password

1. Recent chat first use

2. Recent chat

2.1 Create Chat - One to One

Chats

2.2 One to one chat

Visual Asset Management, Visual Identity, Internal Communications

This document was created in conjunction with existing UX wireframes in order to facilitate the organized and visually consistent development of the product. It was shared with prd and dev teams.

Visual assets created by branding agency, Pentagram, were collected, organized, and specced in a single numbered document that corresponded with wireframes built by myself and our product lead.

03 Voice Call User Flow

Superchat

1.2 Voice Call User Flow

1.2 Voice Call User Flow Guidelines

General User Flow Guidelines

Scenario and User Flow Guidelines

There are two dimensions to Voice Call: one, the experience of initiating contact, and two, the experience of receiving it. The 1.2 Voice Call flow is organized as a comparative parallel between these two dimensions, which are represented as two distinct users: Daniel, the initiator/protagonist, and Camille, the recipient/sidekick. Side by side, the two flows are meant to depict what is happening simultaneously for Daniel and Camille. For example, screen A-1.2, Daniel: Outgoing Voice Call is happening at the same time as B-1.2, Camille: Incoming Voice Call. The parallel between flows is both depicted visually and enforced in the titling of screens (A-1.2 is happening at the same time as B-1.2, and both screens can be found in the same spot in their respective flows).

There are a few instances in which the experiences happening on both ends are identical. These instances are indicated in the flow as screens that share the same shape "stamp", and in an A/B titling of the instance (for example, the A/B-1.2.1 bar treatment screen).

Push Notification Guidelines (PNI, PNO, PNL)

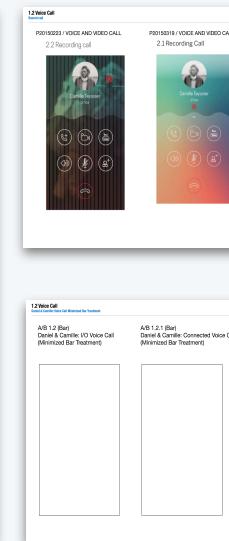
Push notifications for both Daniel and Camille are explored in this flow.

We have abbreviated the three possible push notification scenarios as follows:

PNI - Push Notification in Superchat
This push notification occurs when you are inside the Superchat environment.

PNO - Push Notification Outside of Superchat, Phone Unlocked
This push notification occurs when you are outside of the Superchat environment, and your phone is unlocked.

PNL - Push Notification Outside of Superchat, Phone Locked
This push notification occurs when you are outside of the Superchat environment, and your phone is locked.



Wireframing, Asset Management, Internal Communications, Systems Thinking

This wireframe was created to document the binary flow of when a user initiates or receives a voice call. It was a central point of liaison for design/dev teams and used for critical path and asset mgmt.

The user flow was outlined in the wireframe. Corresponding screenshots were documented along with their status (done or to-do). Guidelines were published to assist in the navigation of the document.

04 Candidate Document

Wade&Wendy

Alexandre Ginet
Product Manager

Will relocate to NY
H1B Visa
155k base

Internet Stanford University

★ Have used 2.5 years of my H1B visa and have 3.5 years left. I am a French citizen and would like to relocate to the US to continue my professional development.

★ I am currently talking to Yieldco, Tabula, and Outbrain about similar opportunities.

9.9 9.9 9.9 9.9 9.9
HTML CSS Javascript Jquery Node.js

Mobile devices Agile Methodologies Monetization Strategy
Project Management SQL JIRA Scrum Web Development Gamification
Data Analysis Design Thinking Mobile Games Start-ups Analytics

Pocket Gems
Product Manager

Responsibilities for product vision and team processes as well as all client visual engine work, internal and external tools, monetization efforts and all web development.

9.9 9.9 9.9 9.9 9.9
HTML CSS Javascript Jquery Node.js

Jun 2014 - Present New York, NY PocketGems.com

✓ Aliquam porttitor non dolor vel aliquet.
✓ Aenean porta elit ut magna ultricies luctus.
✓ Suspendisse ultricies purus sapien, in scindunt arcu dictum.

75% 75% 75%

Jun 2014 - Present New York, NY PocketGems.com

✓ Aliquam porttitor non dolor vel aliquet.
✓ Aenean porta elit ut magna ultricies luctus.
✓ Suspendisse ultricies purus sapien, in scindunt arcu dictum.

75% 75% 75%

Wade&Wendy

Michael Gaare Software Engineer

8 Published Papers 4 Languages 36 GitHub Repositories 0.05 Foursquare Stack Overflow User

Location Dallas, TX Education B.S. in Computer Science Stanford University Work Status US Citizen Compensation Range Open

now Product Manager at Pocket Gems Jun 2013 - present New York, NY Responsible for product vision and team processes as well as all client visual engine work internal and external tools, monetization efforts and all web development.

2009 Winner of competition This is a light description of that competition.

2008 Product Manager at Pocket Gems Jun 2010 - present New York, NY Responsible for product vision and team processes as well as all client visual engine work internal and external tools, monetization efforts and all web development.

2007 Product Manager at Pocket Gems Jun 2007 - present New York, NY Responsible for product vision and team processes as well as all client visual engine work internal and external tools, monetization efforts and all web development.

2006 Paper published in Jurnal This is a light description of that paper.

1995 Graduated from Stanford University B.S. in Computer Science

100% Clojure 50% Datomic 25% PHP

Wade&Wendy

Michael Gaare

8 years Clojure 9 years Datomic 4 years PHP 4 years Python 2 years

HTML, CSS, Javascript, Node.js, Multithreading, jQuery, C++, C, CakePHP, Django, Haskell, Node.js, AngularJS, JS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam porttitor non dolor vel aliquet. Aenean porta elit ut magna ultricies luctus. Present ac ligula condimentum, vestibulum lectus vitae, scelerisque eros. Integer erat magna, porta a ipsum ut, malesuada mollis nunc.

Interested in early stage start-ups. Would like to move to NYC. Also in talks with...

Lead developer at Pocket Gems Jun 2013 - present New York

Clojure Datomic PHP 8 years 9 years 4 years 4 years 2 years

- Aliquam porttitor non dolor vel aliquet. Aenean porta elit ut magna ultricies luctus.
- Present ac ligula condimentum, vestibulum lectus vitae, scelerisque eros.
- Aliquam porttitor non dolor vel aliquet. Aenean porta elit ut magna ultricies luctus.

Notable Project

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam porttitor non dolor vel aliquet. Aenean porta elit ut magna ultricies luctus. Present ac ligula condimentum, vestibulum lectus vitae, scelerisque eros. Integer erat magna, porta a ipsum ut, malesuada mollis nunc.

Lead developer at Pocket Gems Jun 2013 - present New York

Clojure Datomic PHP 8 years 9 years 4 years 4 years 2 years

- Aliquam porttitor non dolor vel aliquet. Aenean porta elit ut magna ultricies luctus.
- Present ac ligula condimentum, vestibulum lectus vitae, scelerisque eros.
- Aliquam porttitor non dolor vel aliquet. Aenean porta elit ut magna ultricies luctus.

Wade&Wendy

Candidate Document
20160920 Michelle Chung

Graphic Design, Visual Design, Visual Identity, Research, Communications

These documents were created to address the need for an easy, scalable way to present information about candidates to potential employers. Branding and visual design considerations were made.

Three comparative versions were made based on extensive research performed on: types of information available, data visualization, iconography, and existing archetypes (ex: resumes).