

Takeaways

Design / NPD / Manufacturing

1. AI impacts on design
 - i. Easier, more intuitive design through **natural interfaces**: language, sketching, style transfer
 - ii. More people can be designers through **no/low code** products
 - iii. Reinforcement learning → **machines iterate so you don't have to**
2. AI impacts on NPD
 - i. New **representations** allow us to do math on styles (e.g., averaging two styles)
 - ii. Computers will **not filter ideas** because of social or cultural pressure
 - iii. Computers diligently **explore many possibilities** (drug discovery while you sleep)
3. AI impacts on manufacturing
 - i. Better simulation means we can **try ideas before building** prototypes
 - ii. **Generative design** can “evolve” parts, **3D printing** can make them real
 - iii. AI makes **better robots**, which in turn allows **new business models**

