



# Let's make a new breed of **unicorns**.

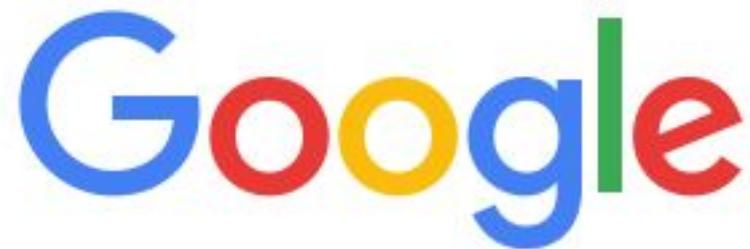
by **Jordan Deja**

BBDO Guerrero | 06 18 2019 | @jrdndj



MAKE GIFS AT GFSOUP.COM

the two types of people listening to my talk...



cramming professor meme

Google Search

I'm Feeling Lucky

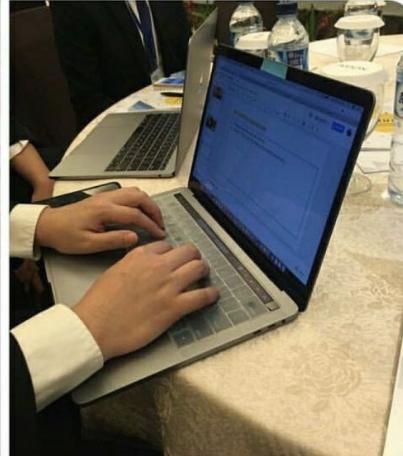
Google offered in: [Filipino](#) [Cebuano](#)

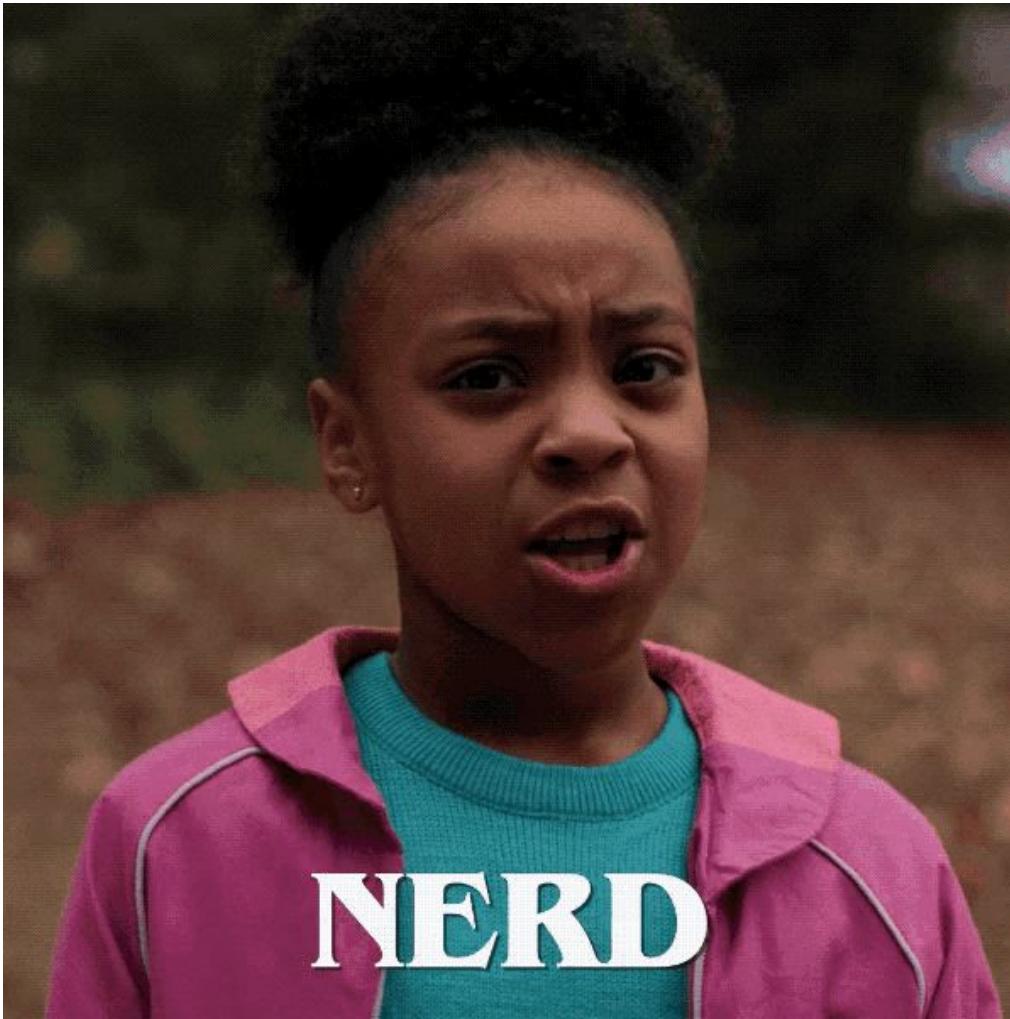


Blaise Cruz  
@finelined\_

▼

If you think you're good at cramming,  
my prof makes his slides and prepares  
his presentation for an international  
conference IN THE CONFERENCE  
ITSELF

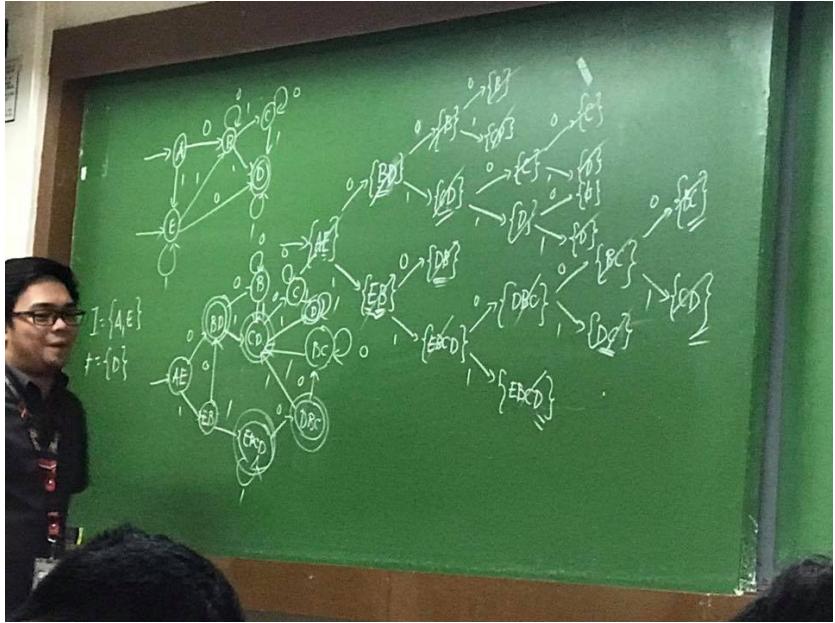




NERD

**But seriously..**

# I teach ...



What I think Im teaching vs What my students see



.. do talks at  
meetups (yay free  
food!),



.. manage  
volunteers for  
conferences,



Characteristics of Business Plan Technological Feasibility Evaluation Form  
Commercial Viability Assessment Form

Proposal No.: Part II  
Date: February 20, 2016

User: Evaluators: The following criteria will be used for assessing your business plan. Please answer the questions based on the information you have provided in your business plan.

**A. The Opportunity**

1. Description of the problem and the benefits of the technology to the other users of the technology.

2. State of potential market or market saturation of the product.

3. Level of market saturation (its size and growth) as per the possible users of the product.

**Sub-criteria:**

**B. The Innovation**

1. Appropriateness of the technology (in terms of relevance, fit, fit/gap)

2. Competitive advantage unique-value proposition over competing technologies (in terms of costprice, investment, etc.)

**Competitive advantage unique-value proposition over competing technologies (in terms of features, value, impact, etc.):**

**Criteria**

**Rating Scale**

Very Poor  
Poor  
Somewhat Average  
Average  
Very Good

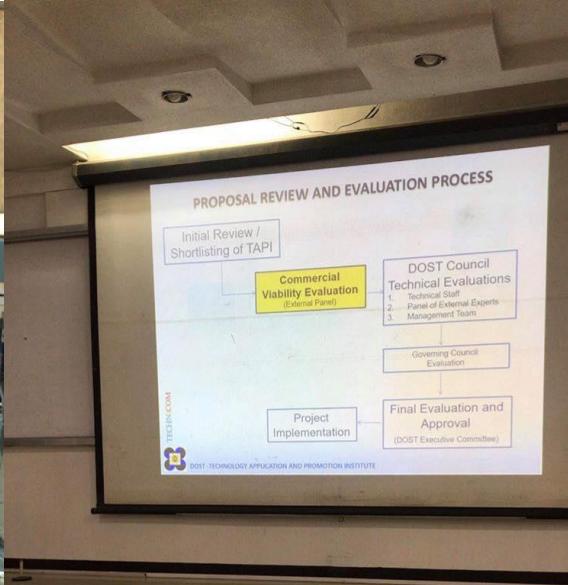
Very Cheap  
Not Very Competitive  
Somewhat Cost Competitive/Fair  
Cost Competitive  
Very Cost Competitive

Very Poorly Competitive  
Not Technically Competitive  
Somewhat Technically Competitive/Fair  
Technically Competitive  
Very Technically Competitive

Remarks

Page 1 of 2

**Score:** 815



... serve as a govt consultant for startups and funding applications,



# so even if my job title is: **Assistant Professor**

**there are so many hats that I wear:**

- Teacher
- Thesis Adviser
- Practicum Coordinator
- Tech Community Leader
- UX Professional
- AI Researcher
- Research Lab Head
- Industry Consultant
- Speaker
- Startup Mentor
- Workshop Facilitator
- Government Consultant
- SIGCHI Chapter Co-Founder
- Professional Org Officer

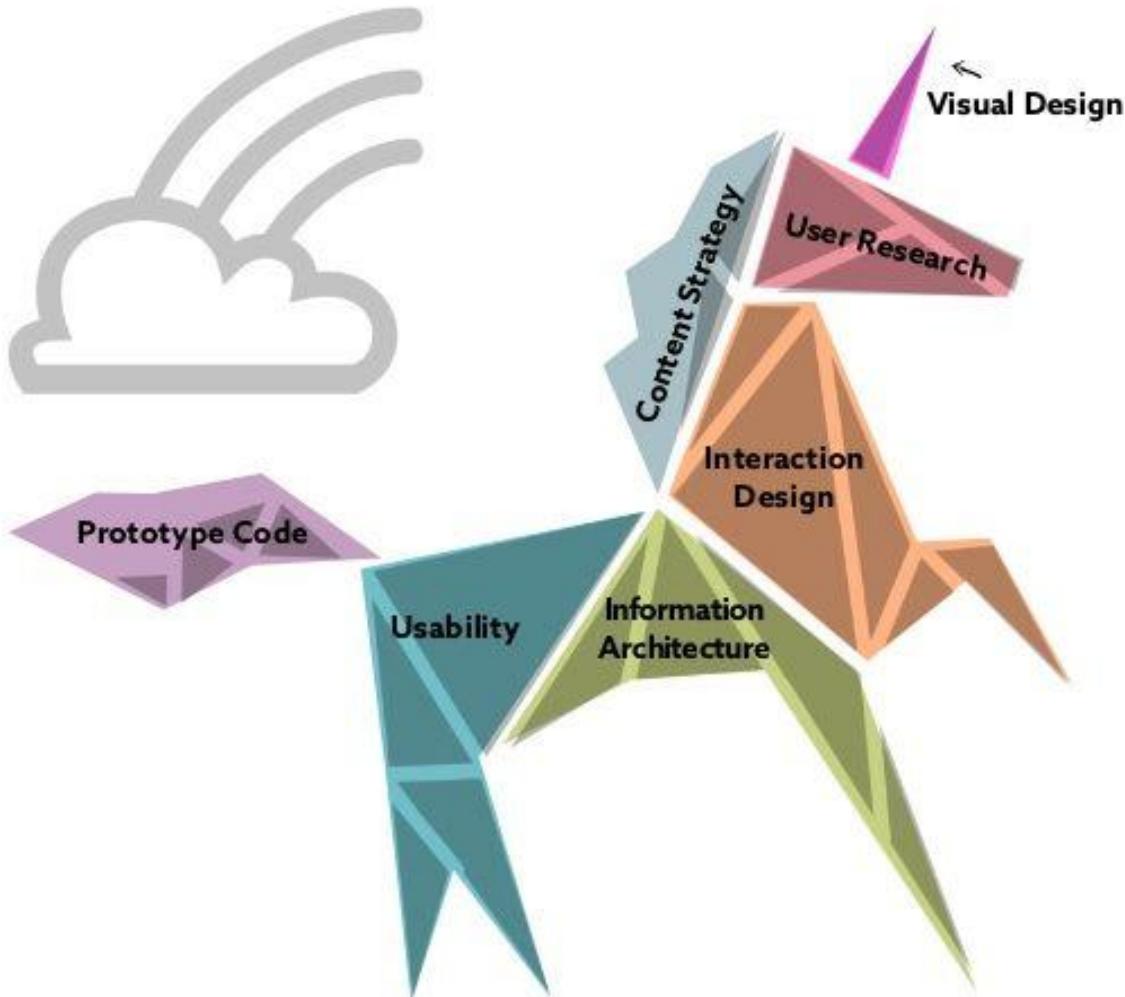
**yet some people also  
call/treat me as:**

- Data scientist
- Boss
- UX Lord
- Design LODI
- Life coach
- Personal mentor
- Influencer
- A meme
- And many others...

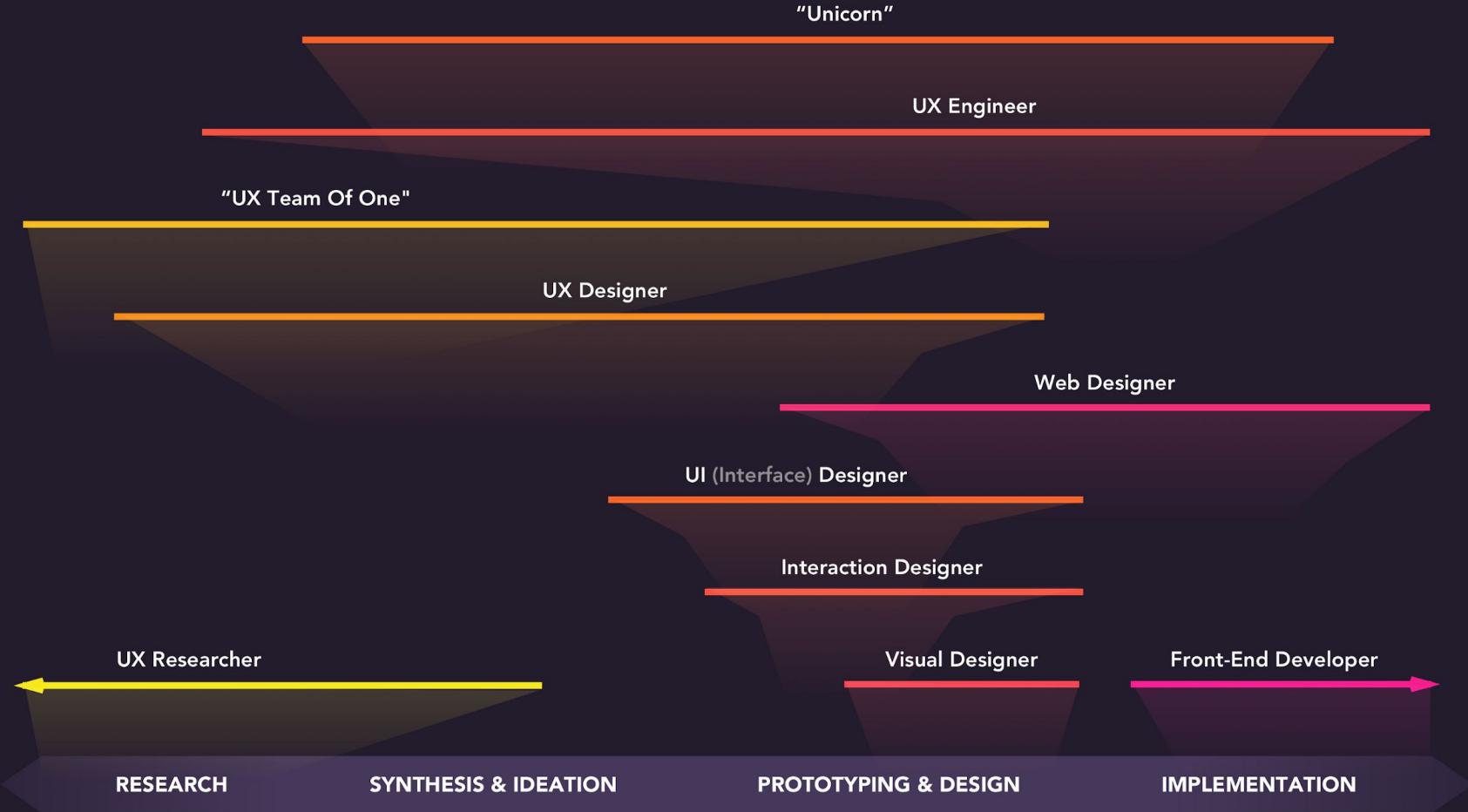
I have no experience in the ad agency life. The closest to it was when I had Mr. Jao Bautista as my prof in my Advertising elective.



Wait, so why **unicorn**?



In UX there's  
a creature  
called the UX  
Unicorn



**So.. How does  
one become a  
“unicorn”?**

Be

lettershaped

## Base Knowledge/Skills

D  
e  
p  
t  
h

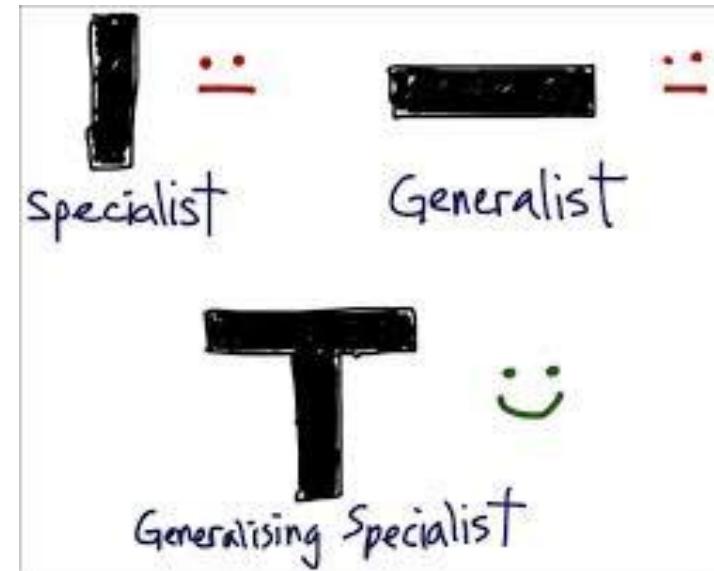
I-Shaped Person

D  
e  
p  
t  
h

T-Shaped Person

## Base Knowledge/Skills

Dash-Shaped Person

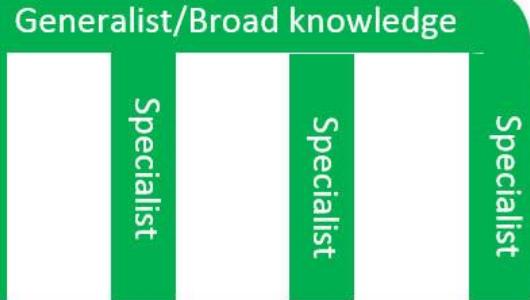
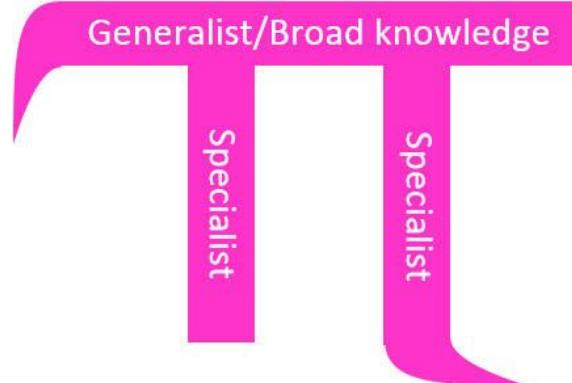


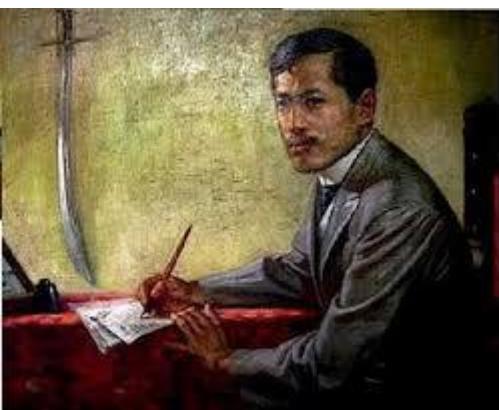
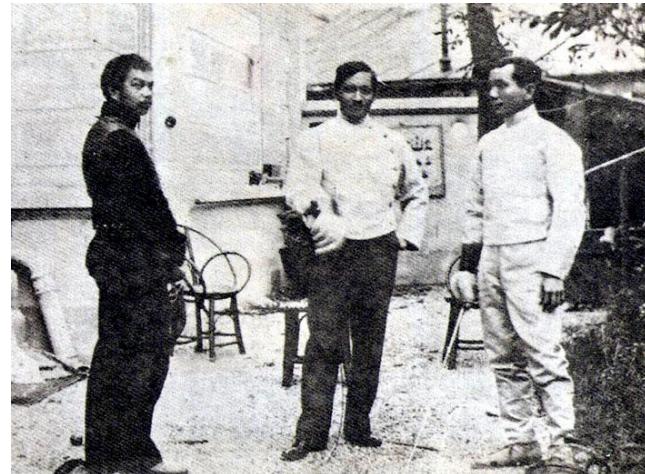
# M

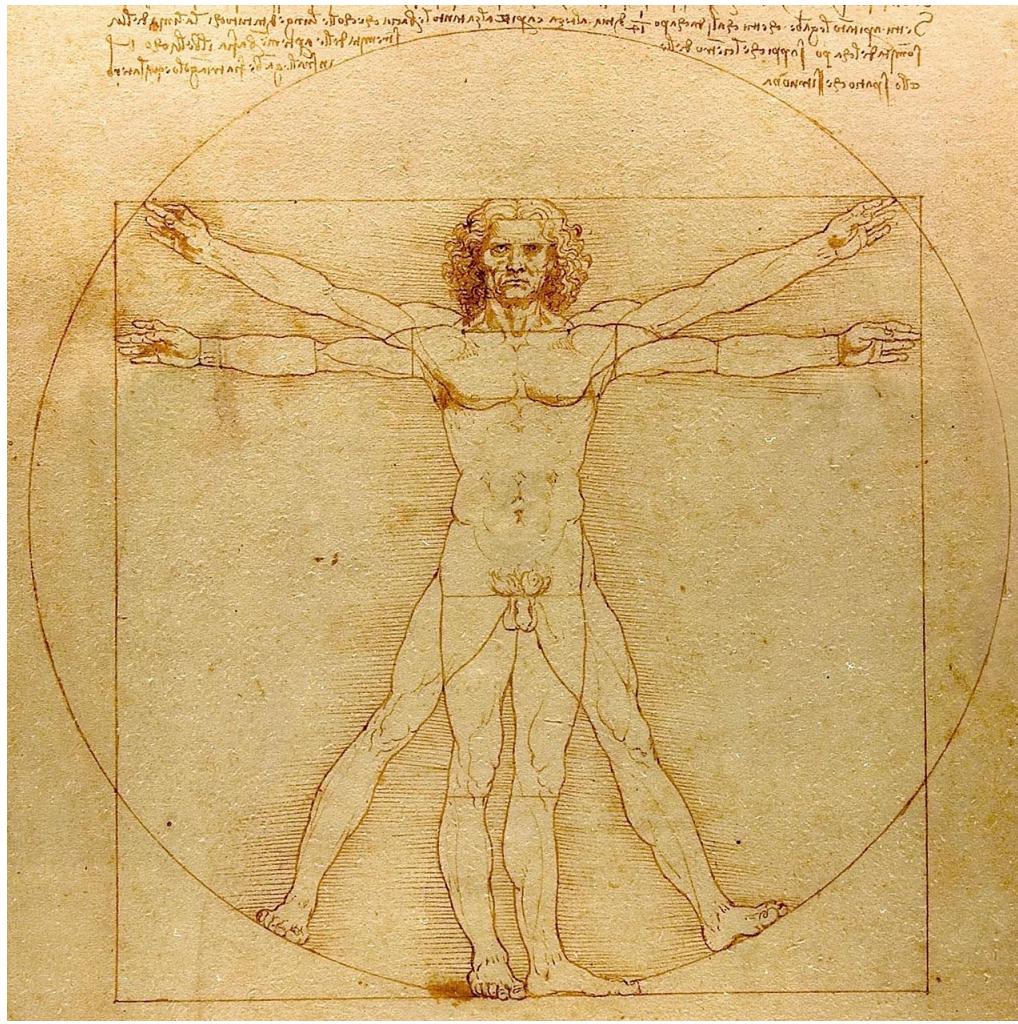


# E

expertise  
experience  
execution  
exploration

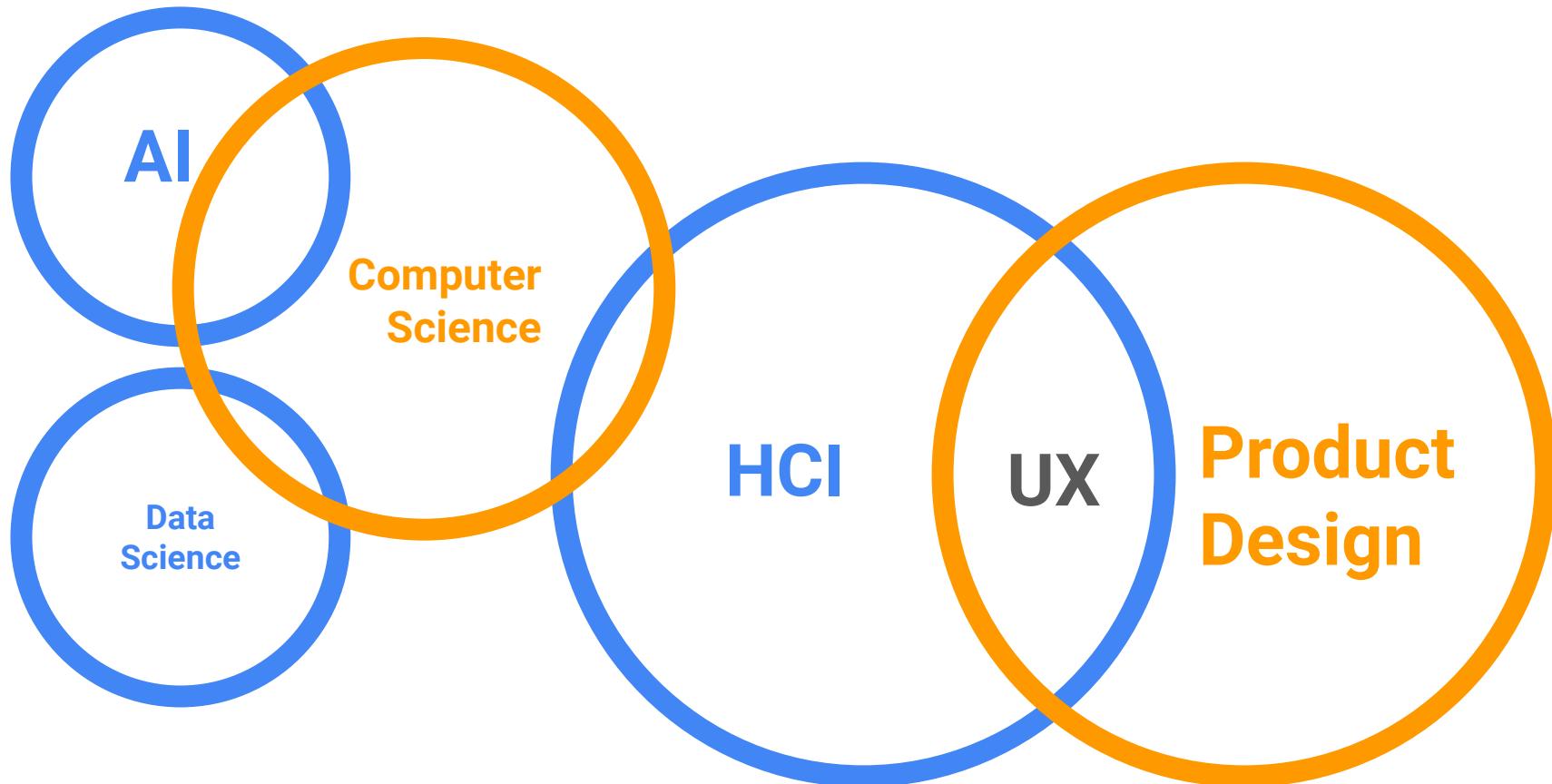


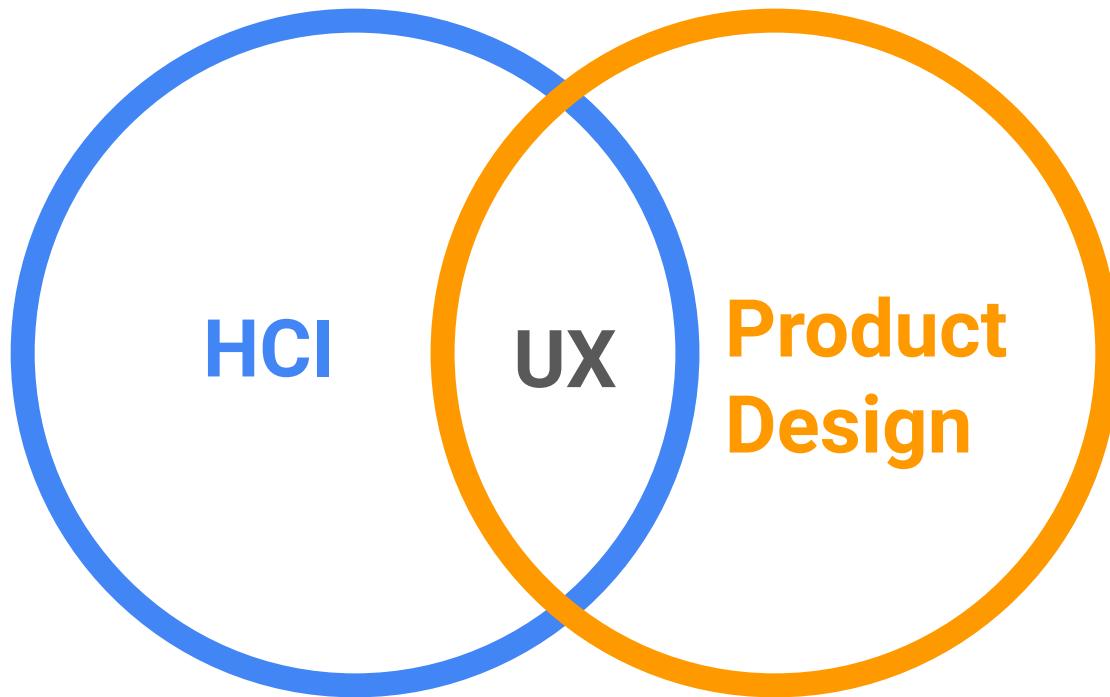




**I'm neither a  
unicorn, nor a  
renaissance  
man or a  
modern Rizal..**

But I do try to  
keep a plethora  
of skills





# **UX&UI**

**Let's remove the 'U', what  
do we have left?**

# **UX&UI**

**Experiences  
Interfaces**

**Let's remove the 'U', what  
do we have left?**

# UX & HCI

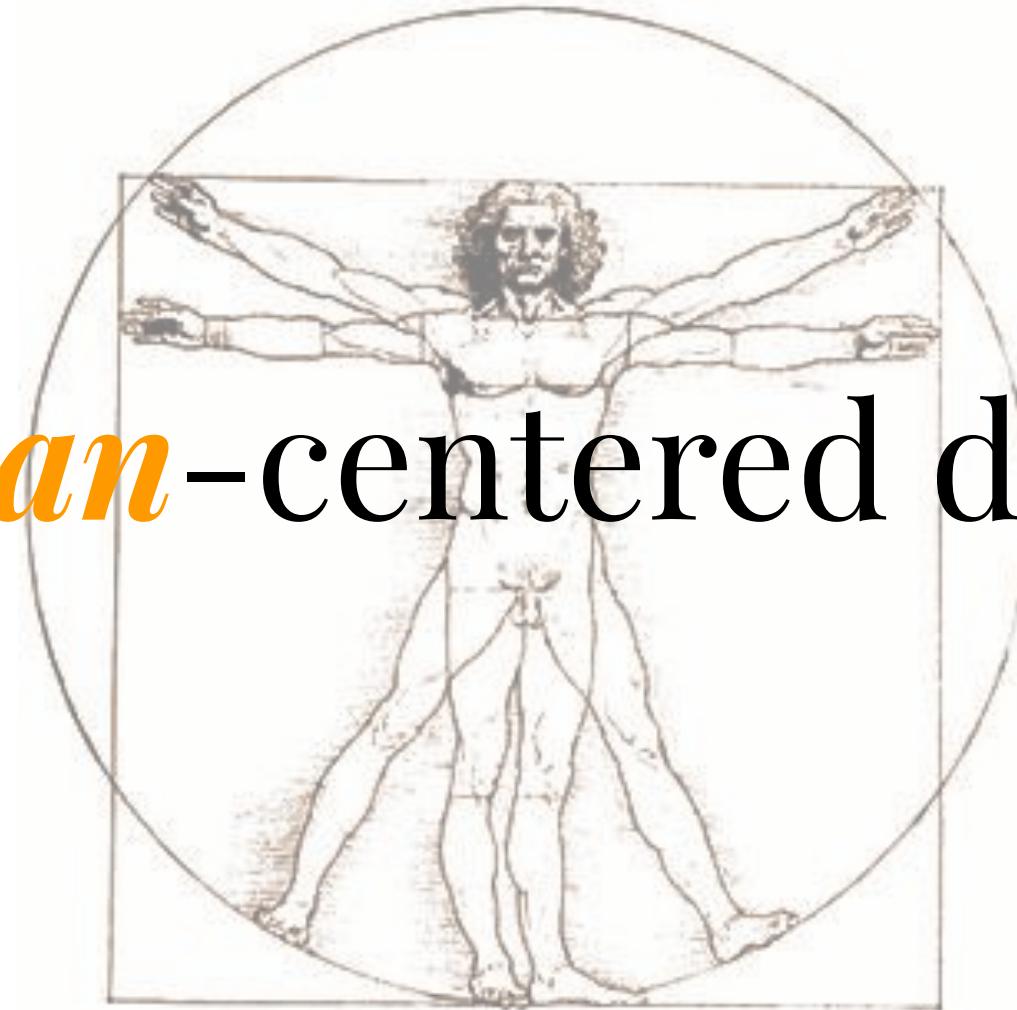
Let's look at the first words  
shall we?

# UX & HCI

User Experience  
Human Computer  
Interaction

Let's look at the first words  
shall we?

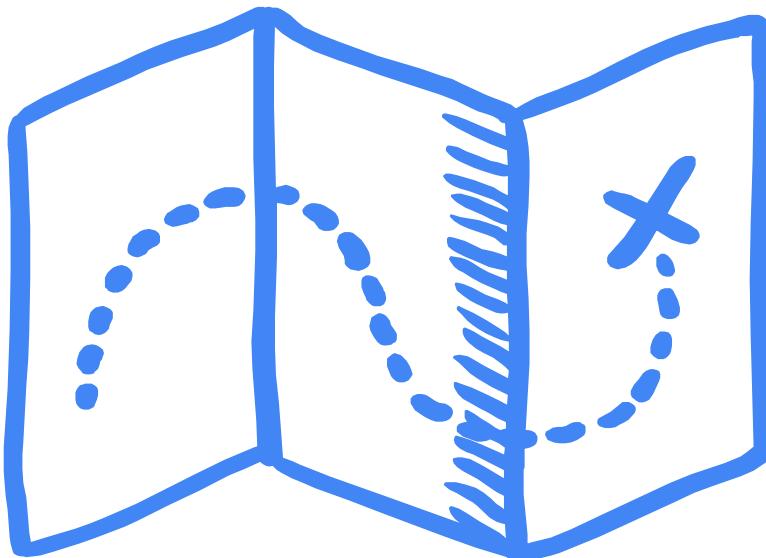
*human*-centered design



# UXareas

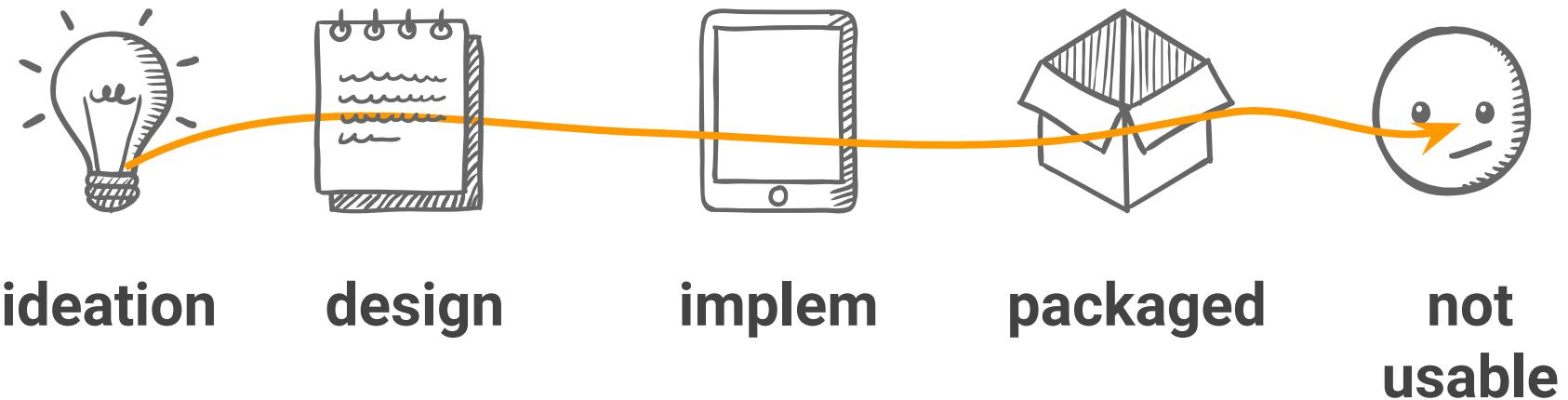
**Experience Design**  
**Interaction Design**  
**User Research**  
**Visual Design**  
**Information Architecture**  
**Service Design**  
**Product Design**

# the product journey of

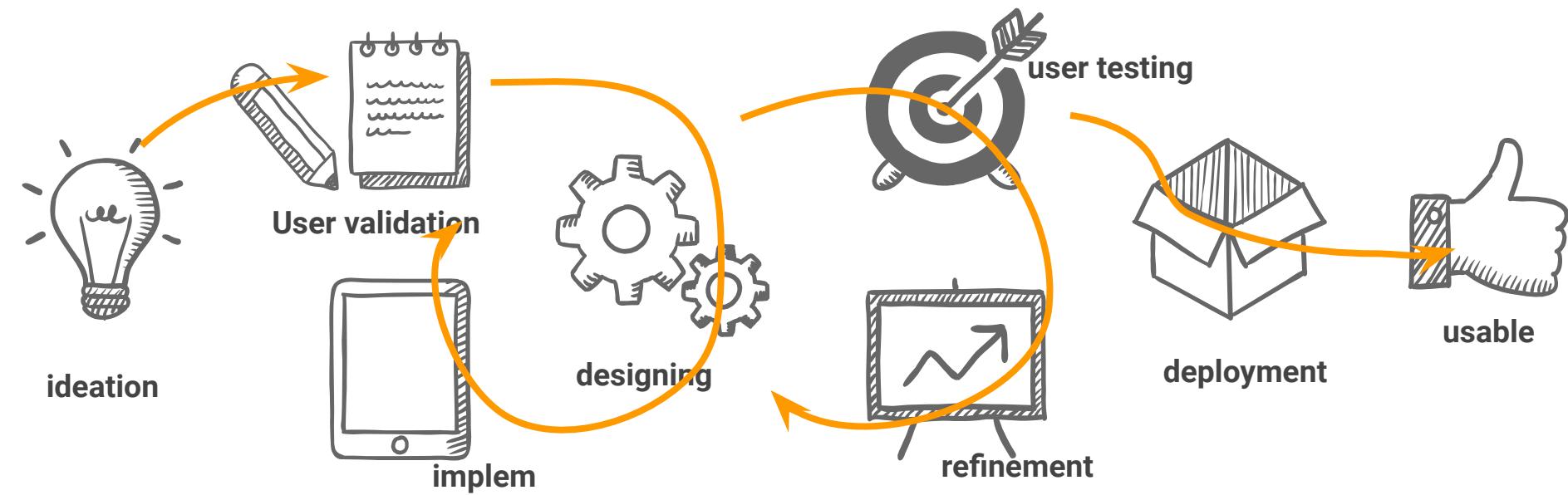


## a product

# the typical design journey of a product



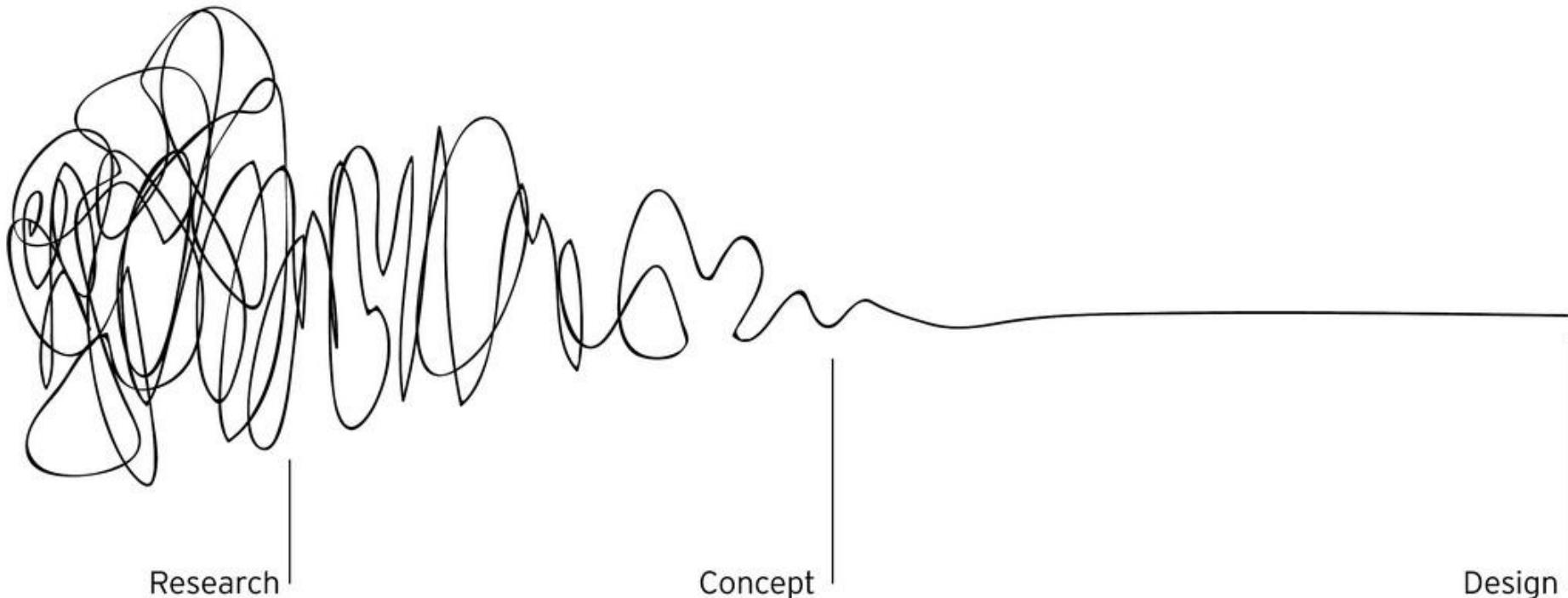
# the **ideal** design journey of a usable product



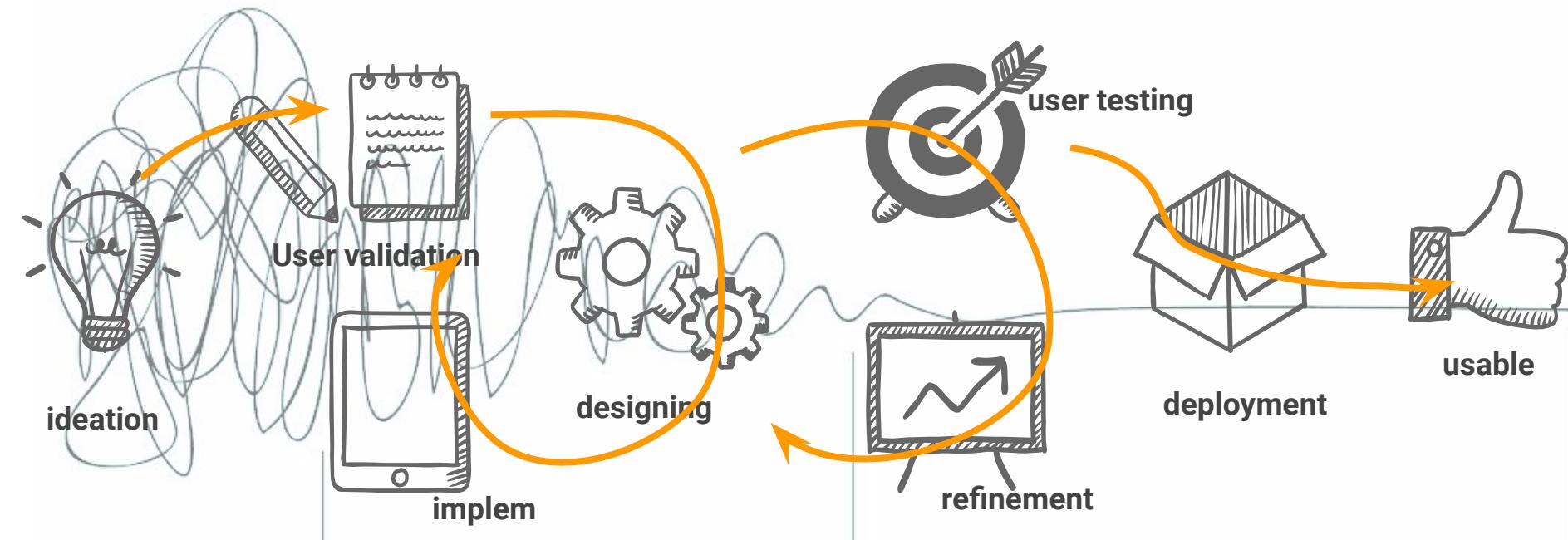
# UX Squiggle

Uncertainty / patterns / insights

Clarity / Focus



# “UX Squiggle” in Product Design



# specific UX methods for a usable AI product



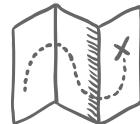
Participatory  
design



eye  
tracking



Customer  
feedback



Journey  
mapping



Service  
blueprint



personas



User  
inspection



A/B  
Testing



field studies



business  
origami



AIDA  
Storyboarding



User empathy  
and value  
proposition

And  
many  
more...

# +specific AI techniques to build product/service



Data collection



Expert  
labelling &  
verification



Model  
building



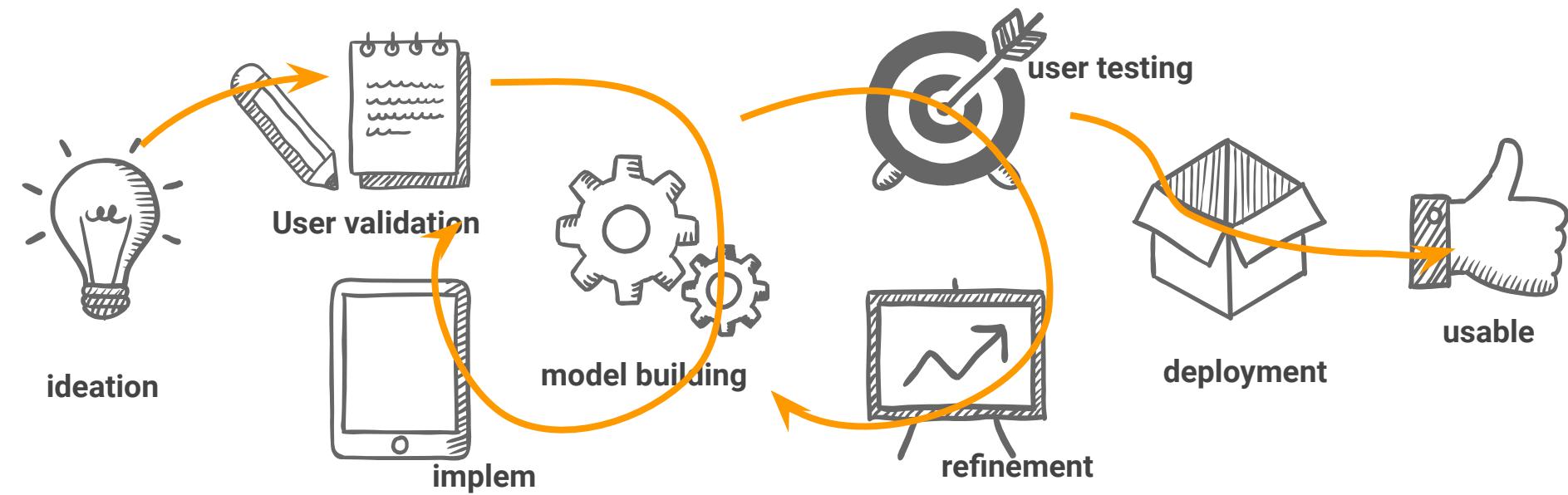
Model  
testing &  
verification

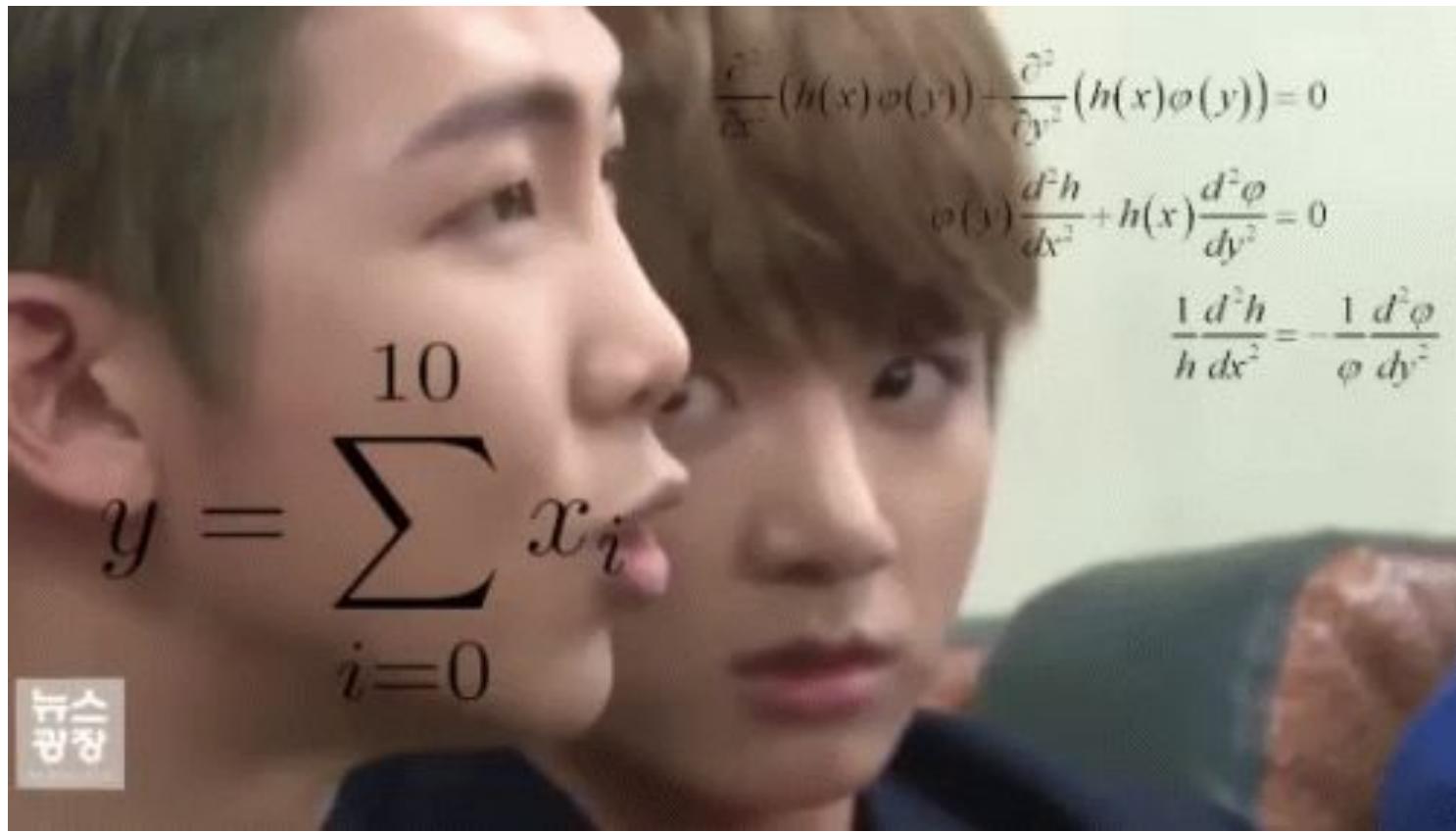


Fine tuning

And many  
more...

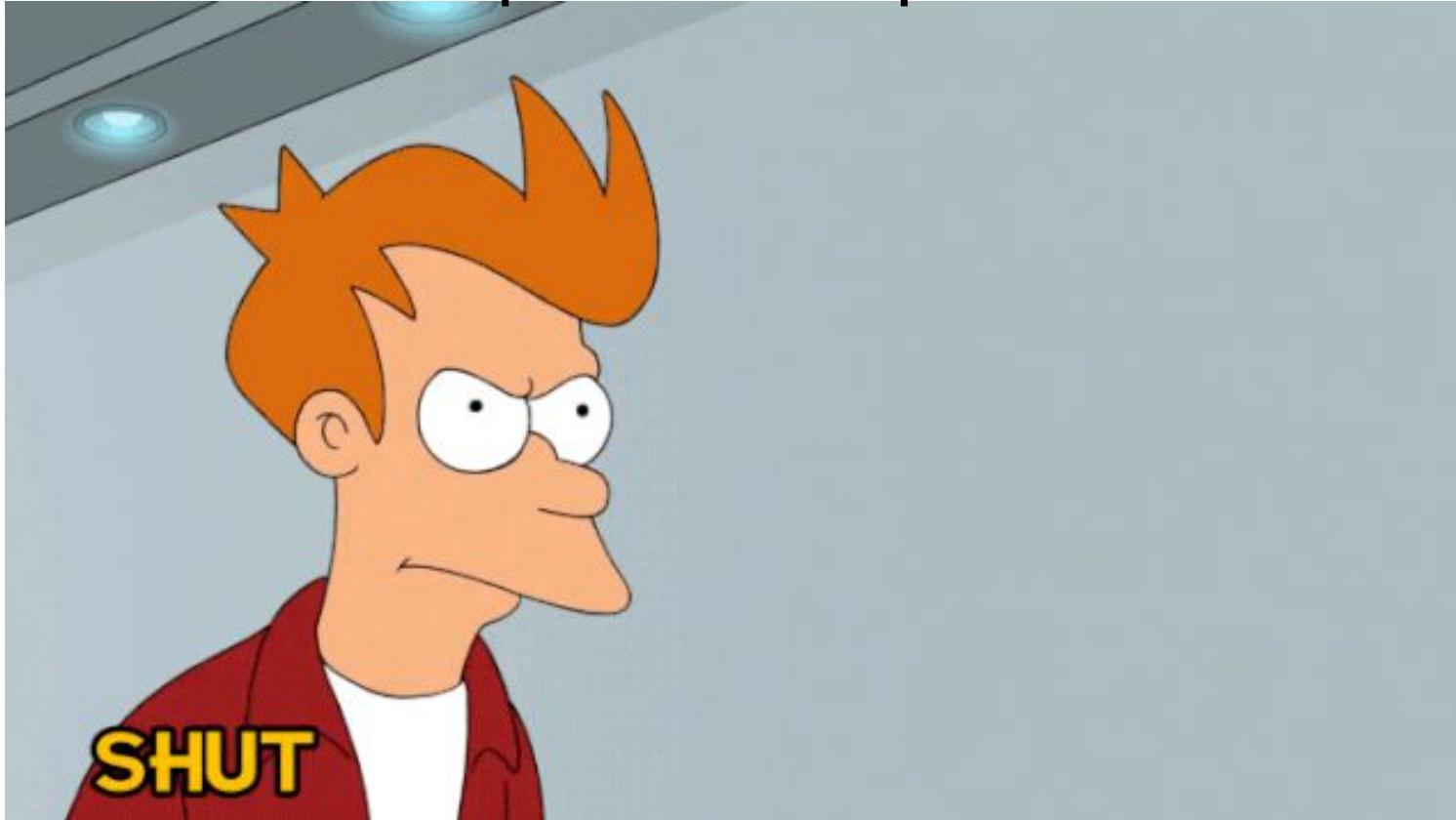
# the **ideal** design journey of a usable AI-driven product/service

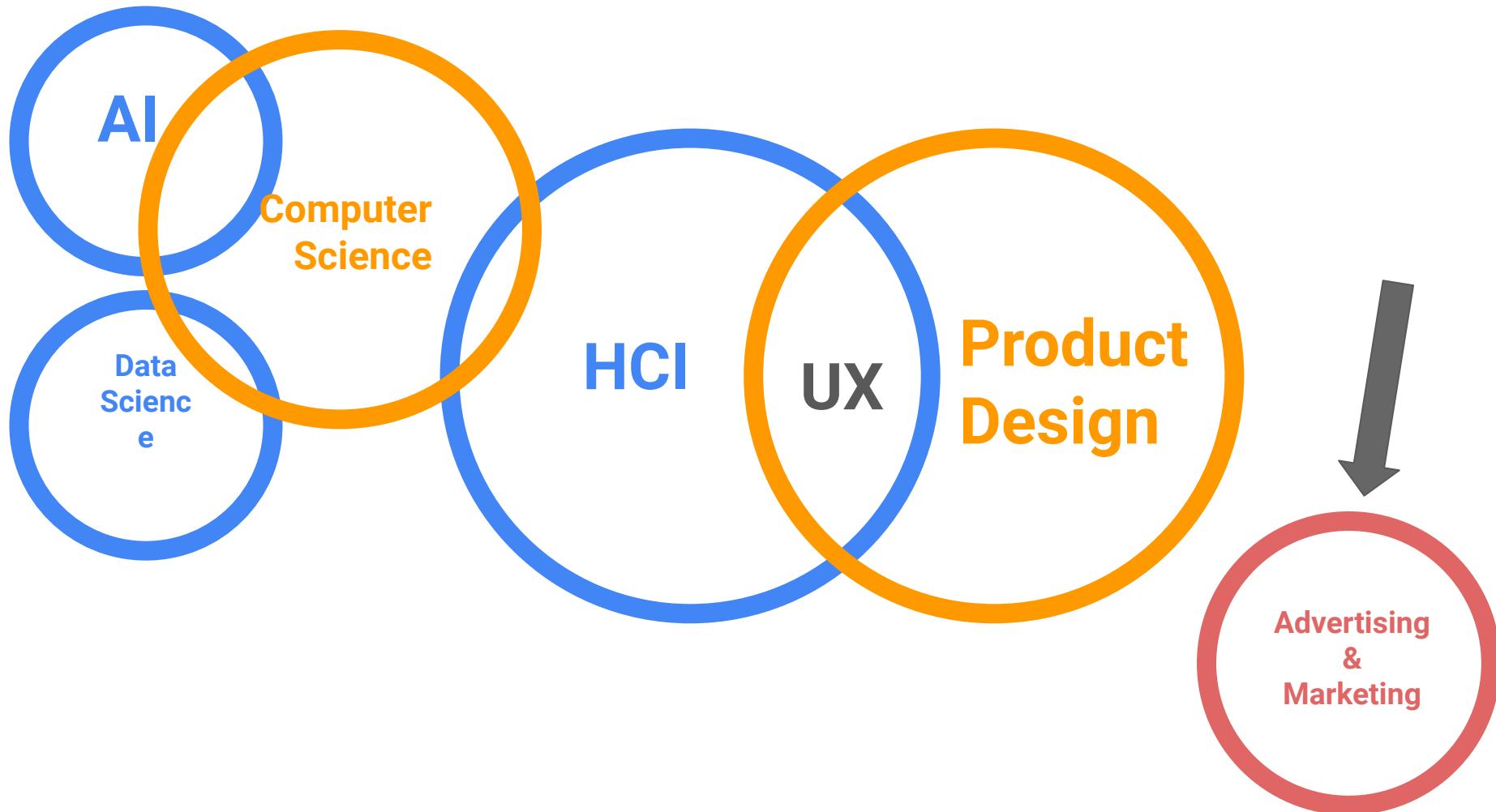




Me thinking if this will even work in real life?

Is there an example of such product? If so then...





Last 2016 I was  
introduced  
to project that  
challenged what we  
know

**DeepDive: combining  
marketing  
and science using  
brainwaves and AI**

A photograph of a family of four - a father, a mother, and two young children - cheering together. They are all smiling broadly with their mouths open and their right fists raised in the air. The father is in the center, wearing a dark t-shirt. To his left, the mother is laughing heartily, wearing a light-colored ribbed sweater. To his right, a young girl is also cheering with her fist raised. In the background, another person's arm and hand are visible, also with a fist raised. The scene is set outdoors at night or in a dimly lit area, with warm, golden-yellow lighting from streetlights or nearby buildings.

An experience isn't always a click, a view, or a download. But it's always  
accompanied by a feeling. An emotion.

# TV Commercials and the industry

- TVC airtime is paid by the second; usually expensive
- Most TVC's are from 30 to 45 seconds in length
- Most dandruff commercials would include the “scalp” scene
- Marketing teams do qualitative testing thru structured interviews after TVC viewing
- Conversion is measured directly-attributable sales from TVC's

# On viewing experiences

- Filipinos usually watch as a family
- Current TVC's in the PH setting elicit certain emotions which we call "feels"
- Most product conversions take place after watching TV commercials
- TV Commercials are more likely to appear on shows during prime time

# Four ideas to take from this report



## BIG BUDGETS DELIVER BIG PROFITS

Judges of this year's Creative Effectiveness Awards deliberately focused on campaigns that could show they had delivered a profit for their brands. This emphasis, which was less pronounced in 2015, has had an impact on the types of campaign doing well in the competition. The result, Jury President Andrew Robertson adds, is a far more 'traditional' set of winners than in some previous years – big brands with big budgets showing high financial returns from their advertising. The Grand Prix winner from UK retailer John Lewis, built around a Christmas TV ad, is a case in point.

## ONLINE LEADS BUT TRADITIONAL MEDIA OVERPERFORM

Arguably, the stronger focus on profit ROI in this year's competition has favoured more tried-and-tested campaign models. Digital media, in particular social media, continue to feature heavily in the campaign mix. Social media is the most widely used channel in the mix, and is also the most widely used lead channel. However, it was a remarkably strong year for 'traditional' channels. TV was the second-biggest 'lead' medium – and TV-led campaigns significantly overperformed among the shortlist and winners. It was also a strong year for radio, outdoor and cinema. It appears that digital-led campaigns, particularly those on a low budget, were less likely to have evidence of a profit ROI.

## EMOTION WORKS WHEN IT AIDS MEMORABILITY

Emotion is once again a widely used creative approach among the winners and shortlisted entries, reflecting the power of emotional appeal to drive business results. A neuroscientific analysis of the Grand Prix winner suggests one reason emotion is so important. The study found that the John Lewis ad's emotional peak coincided with a strong response in terms of memory encoding. In other words, emotional appeal and memorability work together in effective advertising.

## 'REAL-TIME' EFFECTIVENESS IS AN EMERGING CHALLENGE

Effectiveness in this competition is still largely backward-looking – the success of a campaign is measured after it has run. However, as one judge pointed out, the challenge is increasingly not just being able to prove effectiveness retrospectively, but to identify real-time effectiveness indicators that allow marketers to optimise campaigns as they're running. One way this can work is evident in a Gold-winning campaign from The Economist. This campaign was built around online content and programmatic technology. By seeing what types of content were working with the target audience in real time, it was able to evolve the strategy during the campaign.

1

2

3

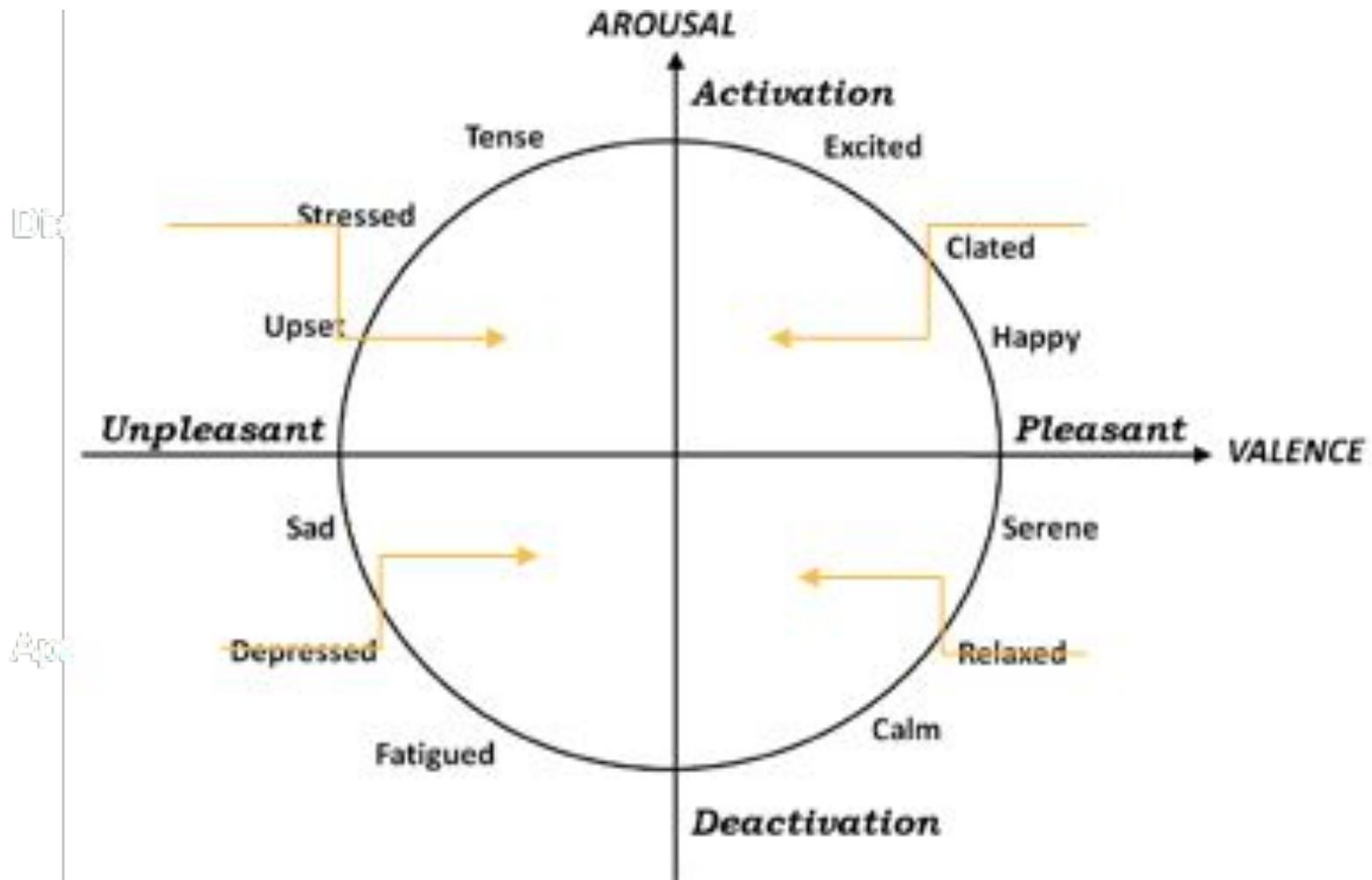
4

# How might we use EEG emotion models to measure TV viewer experience?

How might we train a computer model to help us determine if a certain scene elicits the intended emotion?

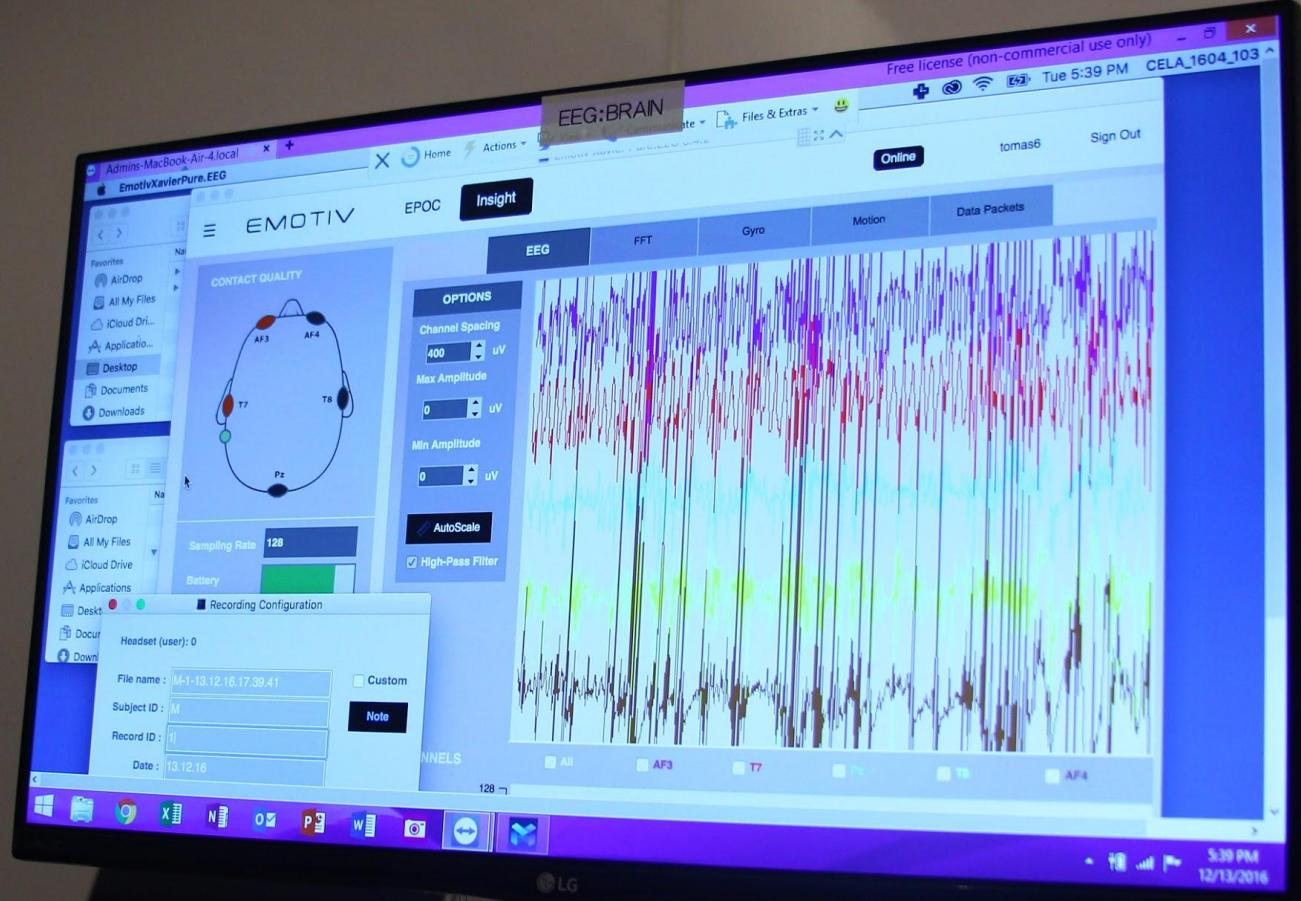
How might we extract patterns and observations from these viewer experiences to turn them into actionable insights?

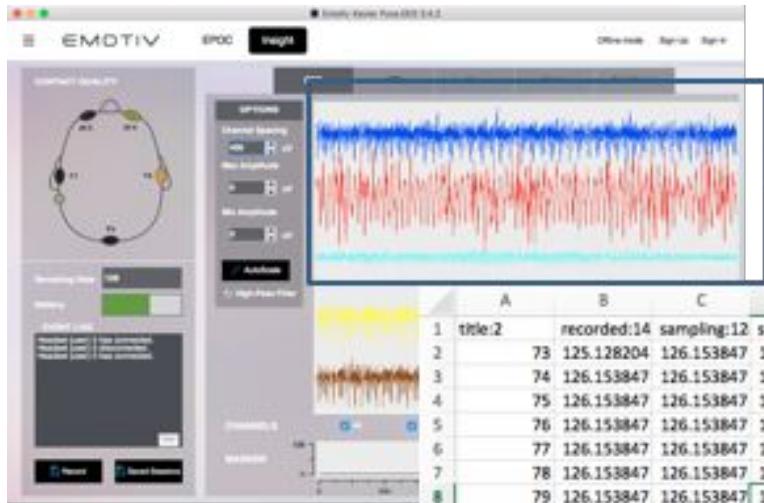












## Raw visualization of EEG signals

Raw data outputs of EEG Signals

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	title:2	recorded:14	sampling:12	subject:16	labels:COUN	chan:12	units:emotiv							
2	73	125.128204	126.153847	127.179482	56.9230766	145.128204	118.974358	70.2564087	153.846146	167.179489	27873	869.230774		
3	74	126.153847	126.153847	127.179482	57.9487152	143.07692	120	70.2564087	152.820511	168.205124	27873	877.435852		
4	75	126.153847	126.153847	127.179482	56.9230766	145.128204	118.974358	69.2307663	153.846146	168.205124	27873	885.128174		
5	76	126.153847	126.153847	127.179482	56.9230766	146.153839	118.974358	70.2564087	156.92308	169.230759	27873	893.333313		
6	77	126.153847	126.153847	127.179482	57.9487152	144.102554	118.974358	70.2564087	156.92308	169.230759	27873	901.025635		
7	78	126.153847	126.153847	127.179482	56.9230766	145.128204	118.974358	70.2564087	150.256409	168.205124	27873	908.717957		
8	79	126.153847	126.153847	127.179482	56.9230766	143.07692	120	69.2307663	154.871796	168.205124	27873	916.923035		
9	80	126.153847	126.153847	127.179482	55.8974342	145.128204	118.974358	69.2307663	151.794861	168.205124	27873	924.615356		
10	81	126.153847	126.153847	127.179482	55.8974342	144.102554	118.974358	70.2564087	157.948715	168.205124	27873	932.307678		
11	82	126.153847	126.153847	127.179482	56.9230766	144.102554	118.974358	70.2564087	157.948715	168.205124	27873	940.512817		
12	83	126.153847	126.153847	127.179482	55.8974342	146.153839	118.974358	69.2307663	160	167.179489	27873	948.205078		
13	84	126.153847	126.153847	127.179482	55.8974342	146.153839	118.974358	70.2564087	152.820511	169.230759	27873	955.8974		
14	85	126.153847	126.153847	126.153847	56.9230766	145.128204	120	67.1794891	151.794861	169.230759	27873	964.102539		
15	86	126.153847	126.153847	126.153847	55.8974342	145.128204	118.974358	70.2564087	152.820511	168.205124	27873	971.794861		
16	87	126.153847	126.153847	126.153847	54.88717918	145.128204	120	70.2564087	152.820511	168.205124	27873	980		
17	88	126.153847	126.153847	126.153847	55.8974342	143.07692	120	69.2307663	152.820511	168.205124	27873	987.692261		
18	89	126.153847	126.153847	126.153847	55.8974342	144.102554	120	69.2307663	153.846146	168.205124	27873	995.384583		
19	90	126.153847	126.153847	126.153847	56.9230766	143.07692	120	69.2307663	152.820511	169.230759	27874	3.58974361		
20	91	126.153847	126.153847	126.153847	56.9230766	144.102554	118.974358	69.2307663	152.820511	169.230759	27874	11.2820511		
21	92	126.153847	126.153847	126.153847	57.9487152	143.07692	118.974358	70.2564087	153.846146	168.205124	27874	18.9743576		
22	93	126.153847	125.128204	126.153847	57.9487152	145.128204	118.974358	69.2307663	152.820511	168.205124	27874	27.1794872		
23	94	126.153847	126.153847	126.153847	57.9487152	144.102554	118.974358	69.2307663	150.769226	169.230759	27874	34.8717957		
24	95	126.153847	126.153847	126.153847	57.9487152	143.07692	118.974358	70.2564087	152.820511	169.230759	27874	43.5641073		



# 26 GIRLS

P6 DC@CoO<sub>2</sub> Recent @2:38 GSR flat  
DC:AW@V2 FDS  
↓ tonal increase @ "Sandtruff"  
valence drop @ V2 (L5)

P7 DC@V1 ATW RNEV's  
② negative valence  
③ parts not liked

pg D C A T W  
definite relieved @ clean  
DC QVZ @  
PD @ dirt K3

110 DC@ATW v1  
almost flat/jagged R  
Slight wavy v2

↑ 11 DC ATN @ v2  
↓ spin up Sargeard HIRE IN GEAR

12-13mm ECHINOCYTIC  
PE @ border ACIN



# Sample scene analysis: Bike scene

Avg. Valence: 1.024 (high)

Avg. arousal: 0.512 (high)

Affect: Possible  
Excitement

Pocket recommendation:  
**keep**

Notes: confirms interest  
for bicycles

EEG values display 30%  
spike of values on arousal  
for the next 3 seconds  
from this scene



SRC TC: 01:18:27:03

A001C034\_161201\_R212.mov

# Sample scene analysis: Enrique dance

Avg valence: 1.01 (high)

Avg arousal: 0.481 (low)

Affect: Definite Calm

Pocket recommendation:  
**don't**

Notes: EEG values 2 seconds before and 2 seconds after hardly changed (also for most selected scenes from 15s videos)



SRC TC: 02:01:18:08

A002C001\_161202\_R212.mov

# Sample scene analysis: scalp scene

Avg. Valence: 0.998 (low)

Avg. Arousal: 0.5101  
(high)

Affect: Probable Disgust

Pocket recommendation:  
**keep**

Notes:

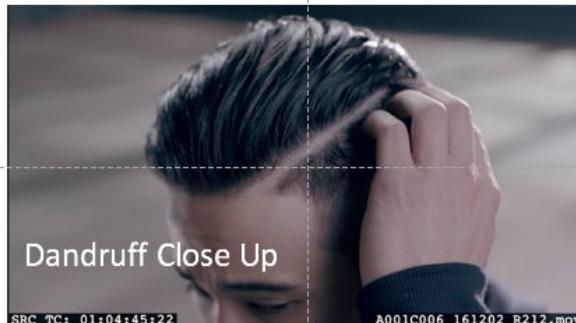
Some participants  
remembered dandruff on  
this scene even there was  
none as this was offline.



SRC TC: 01:04:46:11

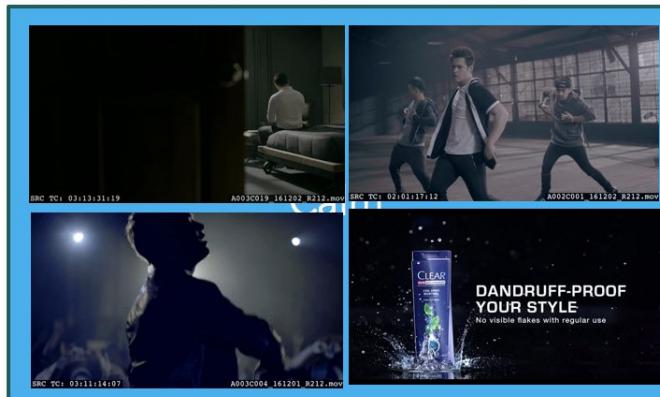
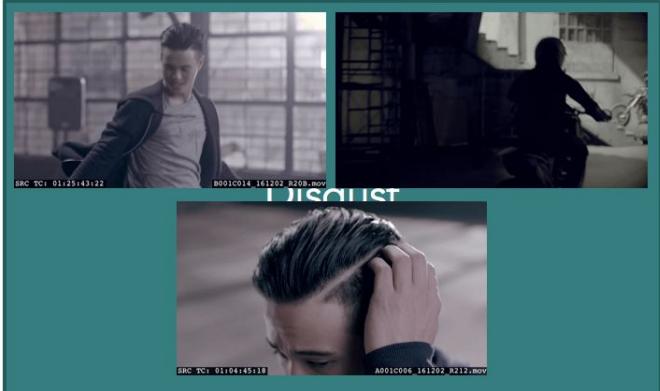
A001C006\_161202\_R212.mov

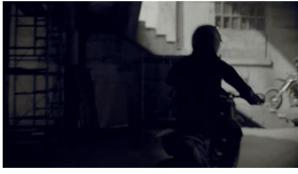
Bedroom



# Arousal

Valence





In collaboration with NuWorks Interactive Labs



**UNSTOPPABLE**  
**DANDRUFF-FREE FRESHNESS**

no visible flakes with regular use







The Future

No visible hair loss with regular use

**“Kilig” scene  
which is only  
shown in the  
PH version**



**Some final takeaways  
from this presentation**

# UX&AI

first take away

Humans come  
first when  
designing AI  
products

# UX&AI

second take away

Products are  
more sellable  
if we improve  
the experience  
it offers

# UX&AI

third take away

Applying UX in  
AI goes a long  
way in making  
a product  
more sellable



Planes **don't** flap their wings to fly, but  
birds **don't** take off from trees either...

A car can **run faster** than a  
cheetah but it can **never climb**  
a tree..





# Let's make a new breed of **unicorns**.

by **Jordan Deja**

BBDO Guerrero | 06 18 2019 | @jrdndj