

Design for intelligence



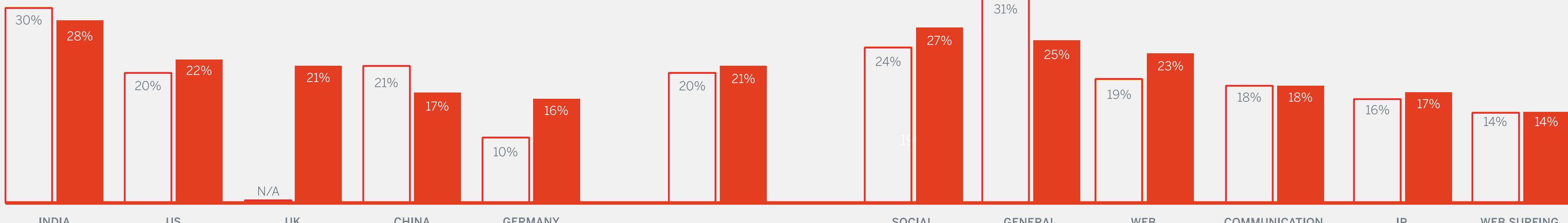
We're witnessing an intelligent revolution

... underpinned by rapidly accelerating technology and changes in human needs and aspirations. Objects, artifacts, and spaces are increasingly capable of collecting data and to learn from it. As businesses and society go through this transformation, design plays a critical role making sure we apply emerging technologies in service of **meaningful human experiences.**



Competing on trust

“Only a small percentage understand type and extent of data being collected when online.”



CONSUMER AWARENESS LEVELS ACROSS COUNTRIES AND DATA TYPES IN 2011 AND 2014



**Sensors are
everywhere.
Is that creepy or
awesome?**





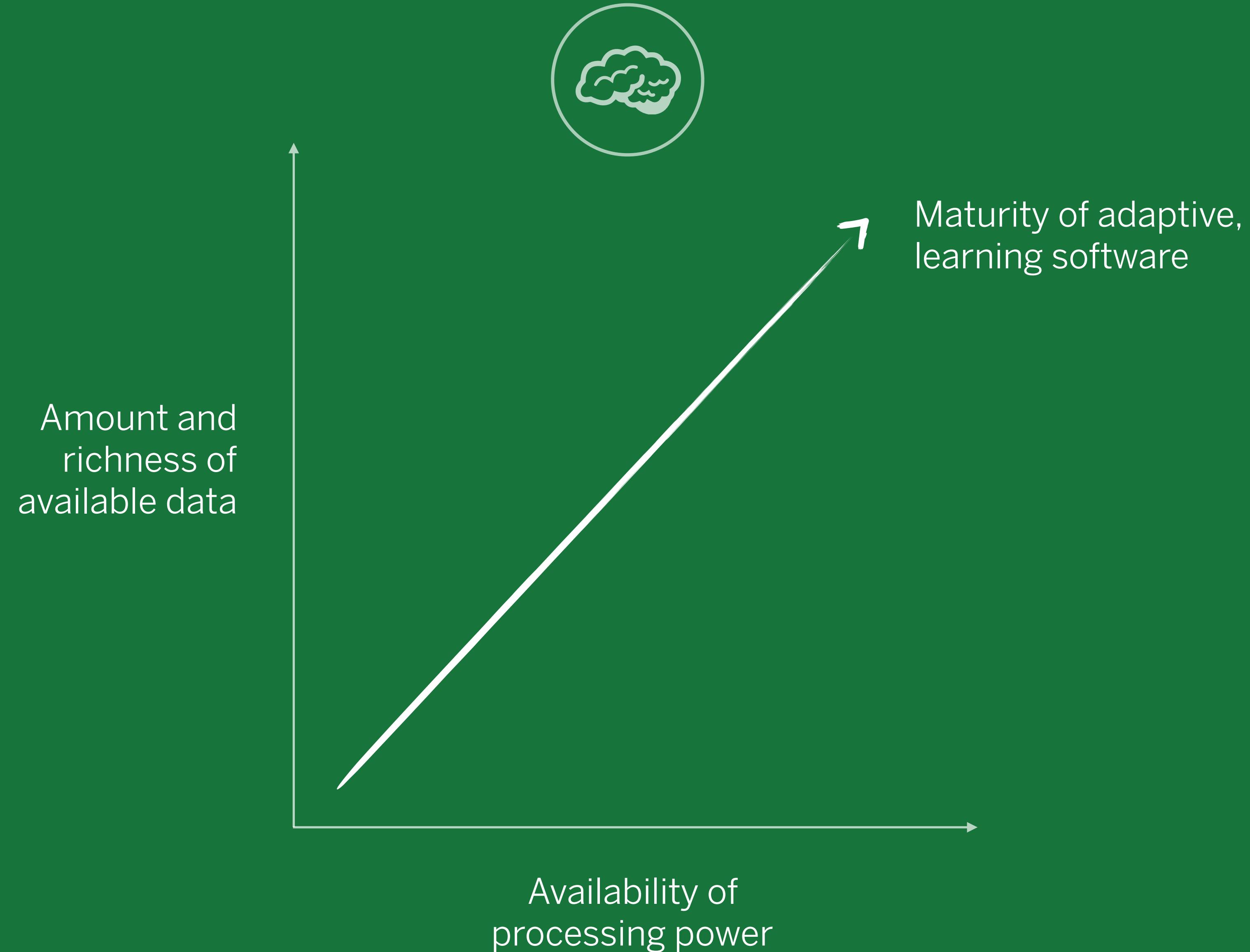
Can a design build data literacy?

Instead of policing activities people struggle to keep up,
let's shape new behaviours.



The potential to abuse personal
data may be great, but the
potential to do good is greater.







Colloquially, the term **artificial intelligence** (AI) is used when a machine mimics cognitive functions that we associate with human minds, such as learning and problem solving.



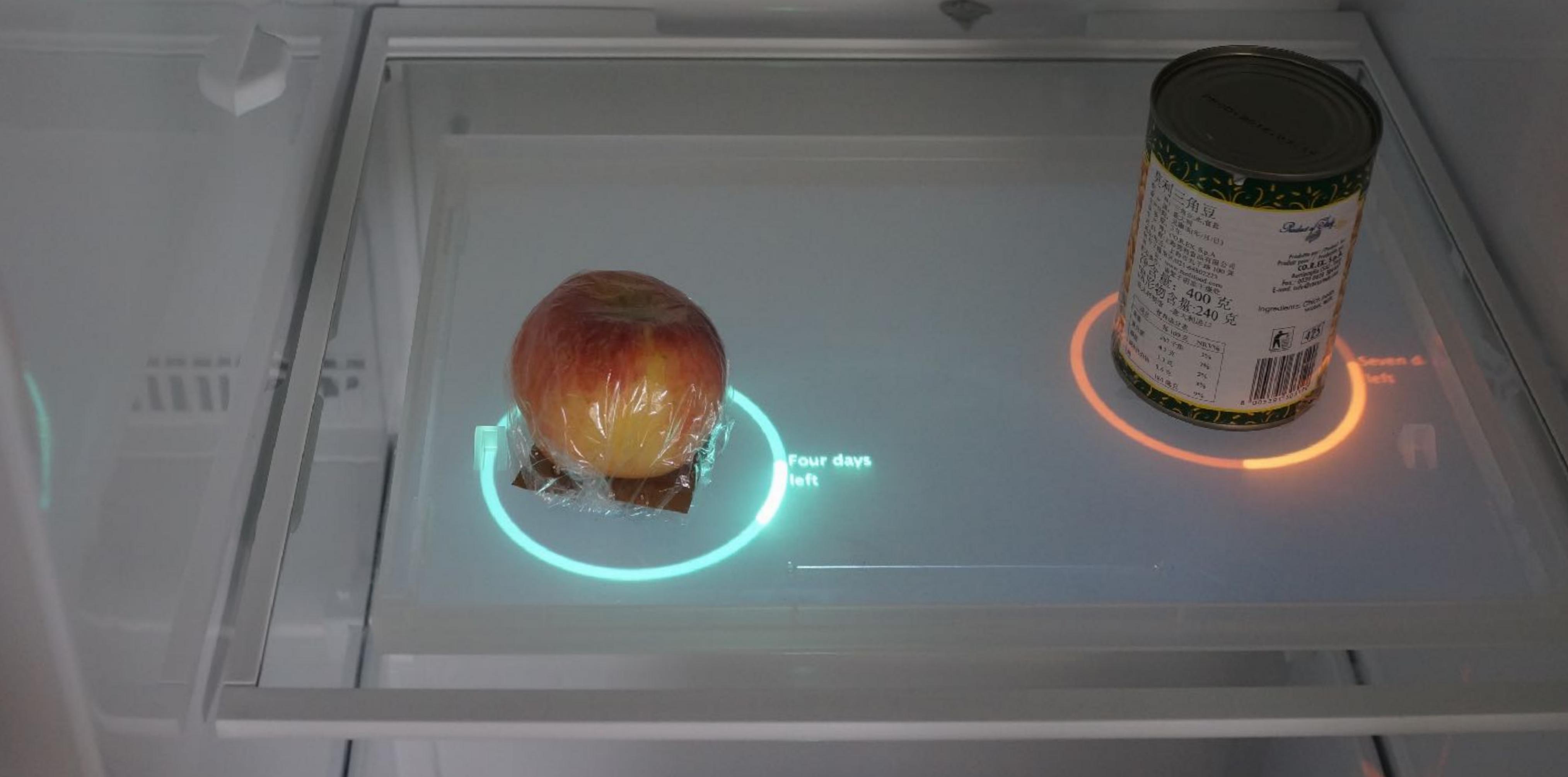
'AI' recognises what we say...

Mobvoi voice-controlled smart watch



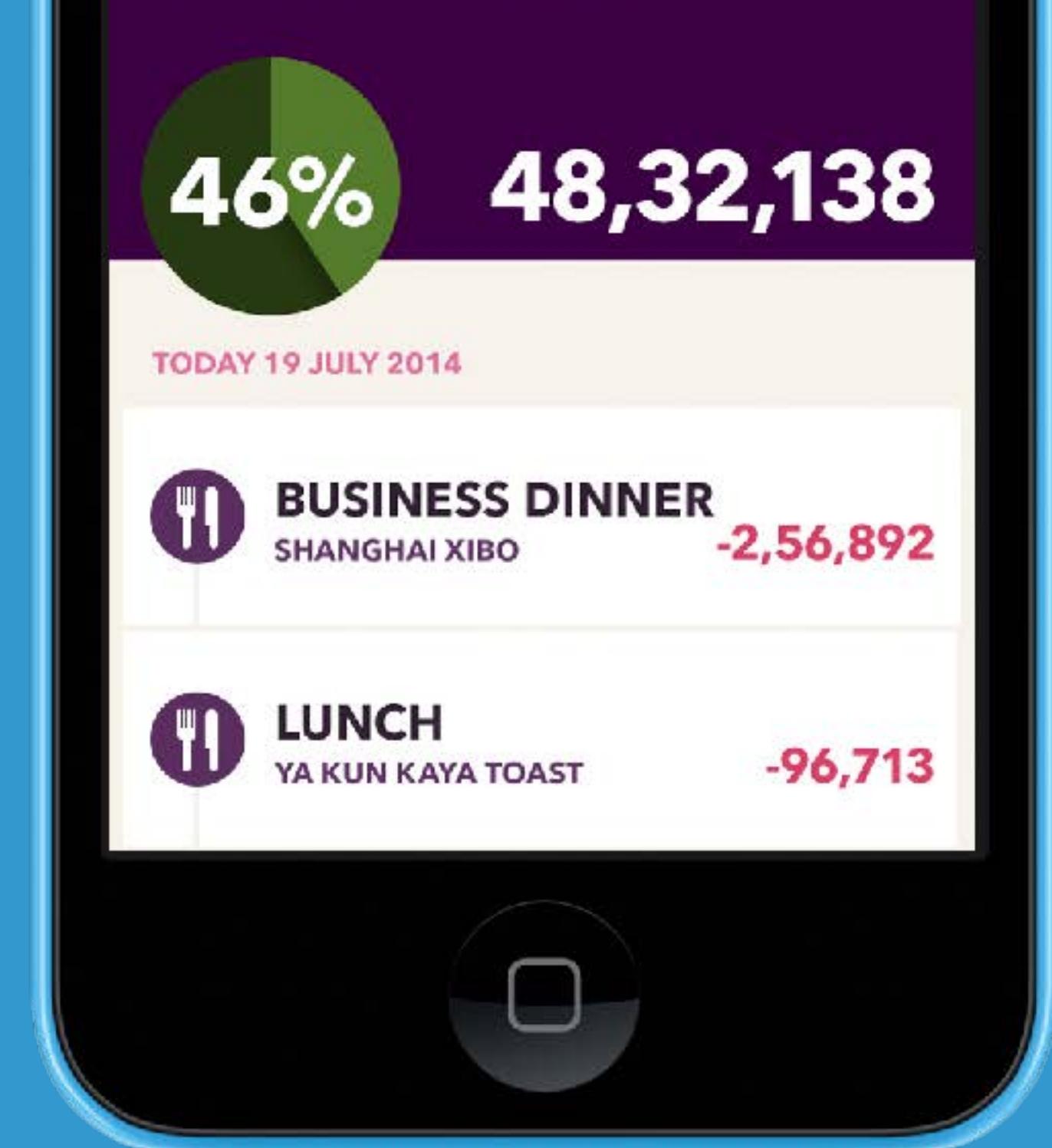
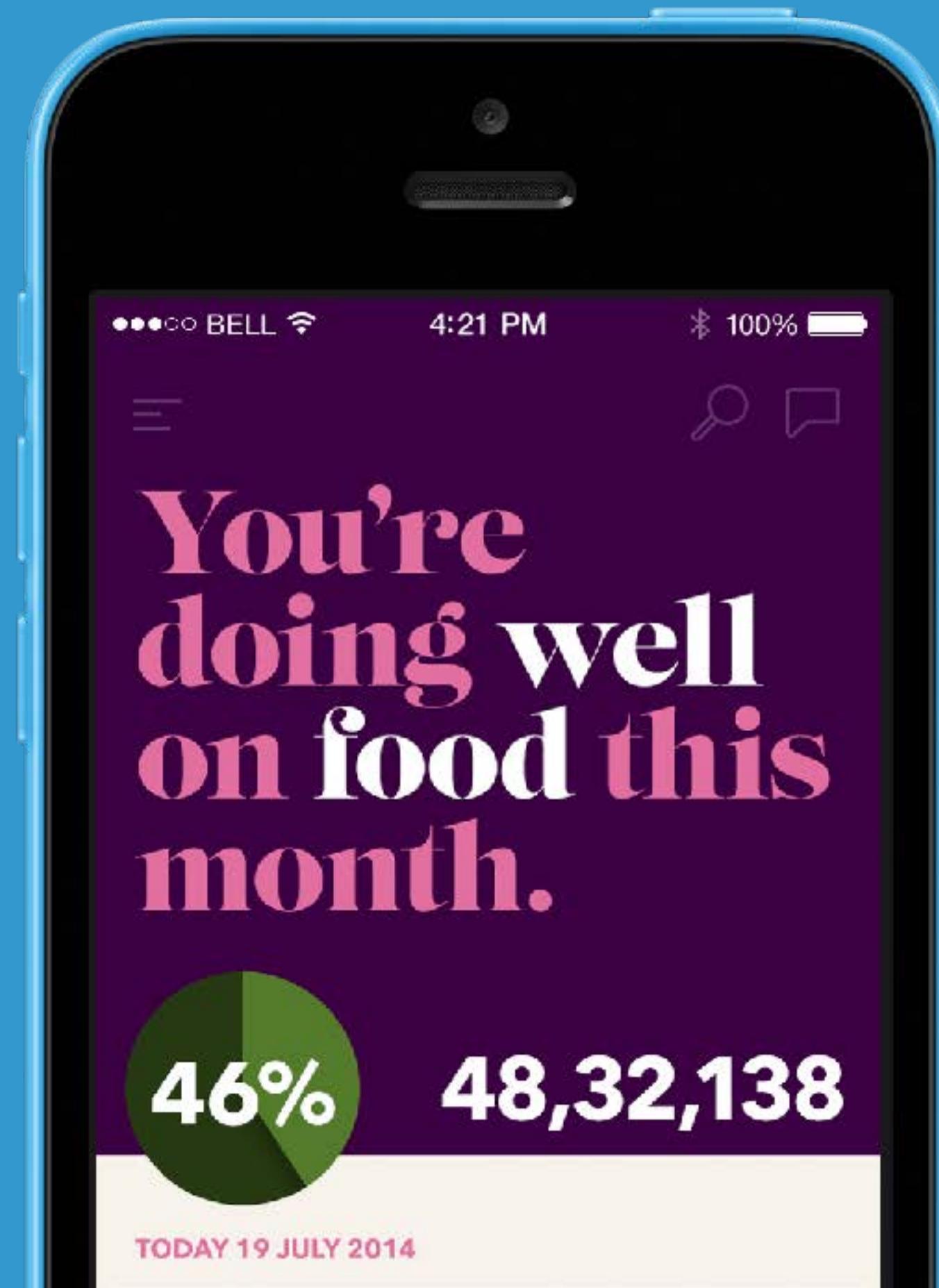
... what we eat ...

Smart fridge explorations



...or how we spend our money.

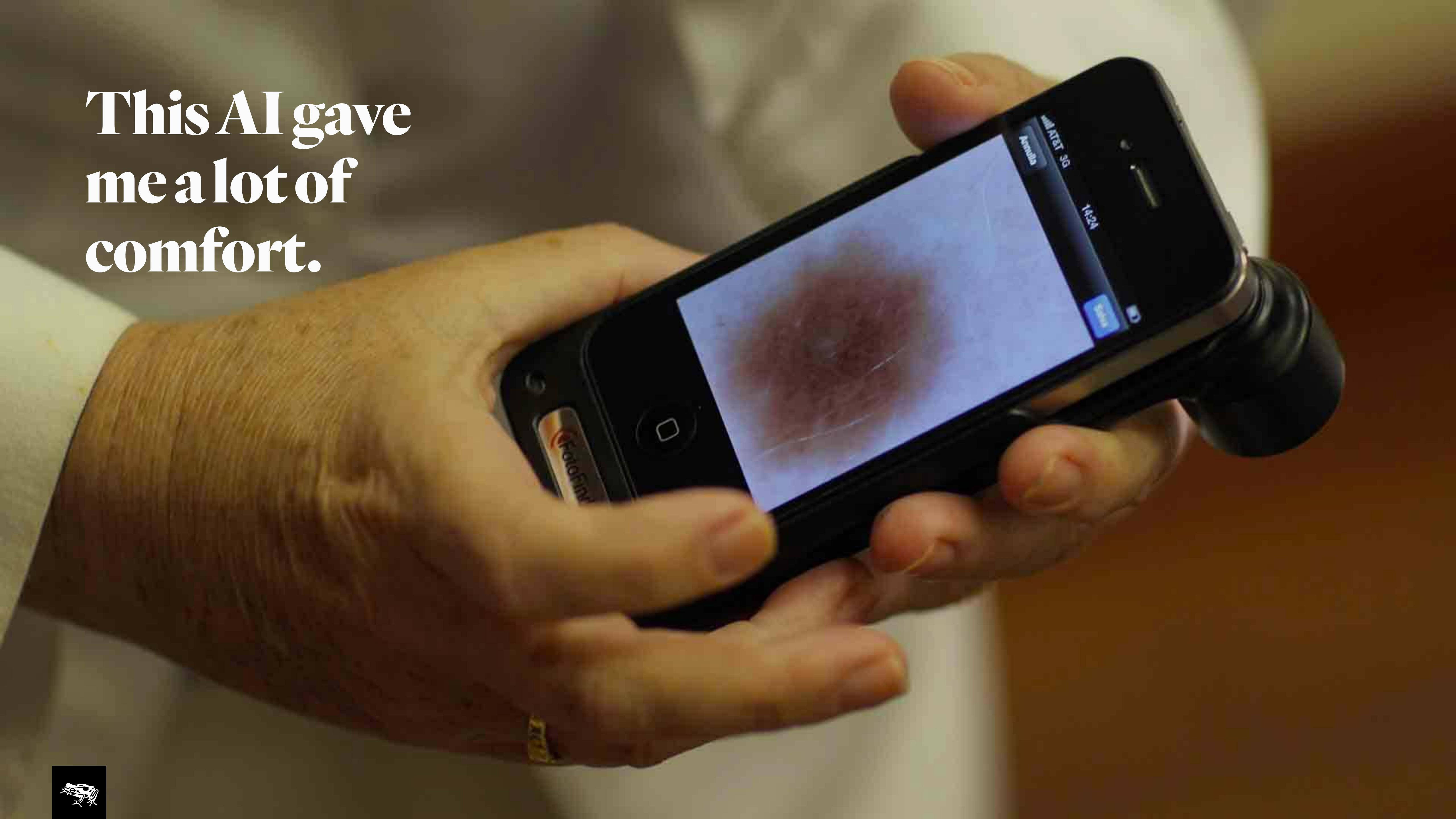
Digibank expense tracking and categorisation



No big deal, right?

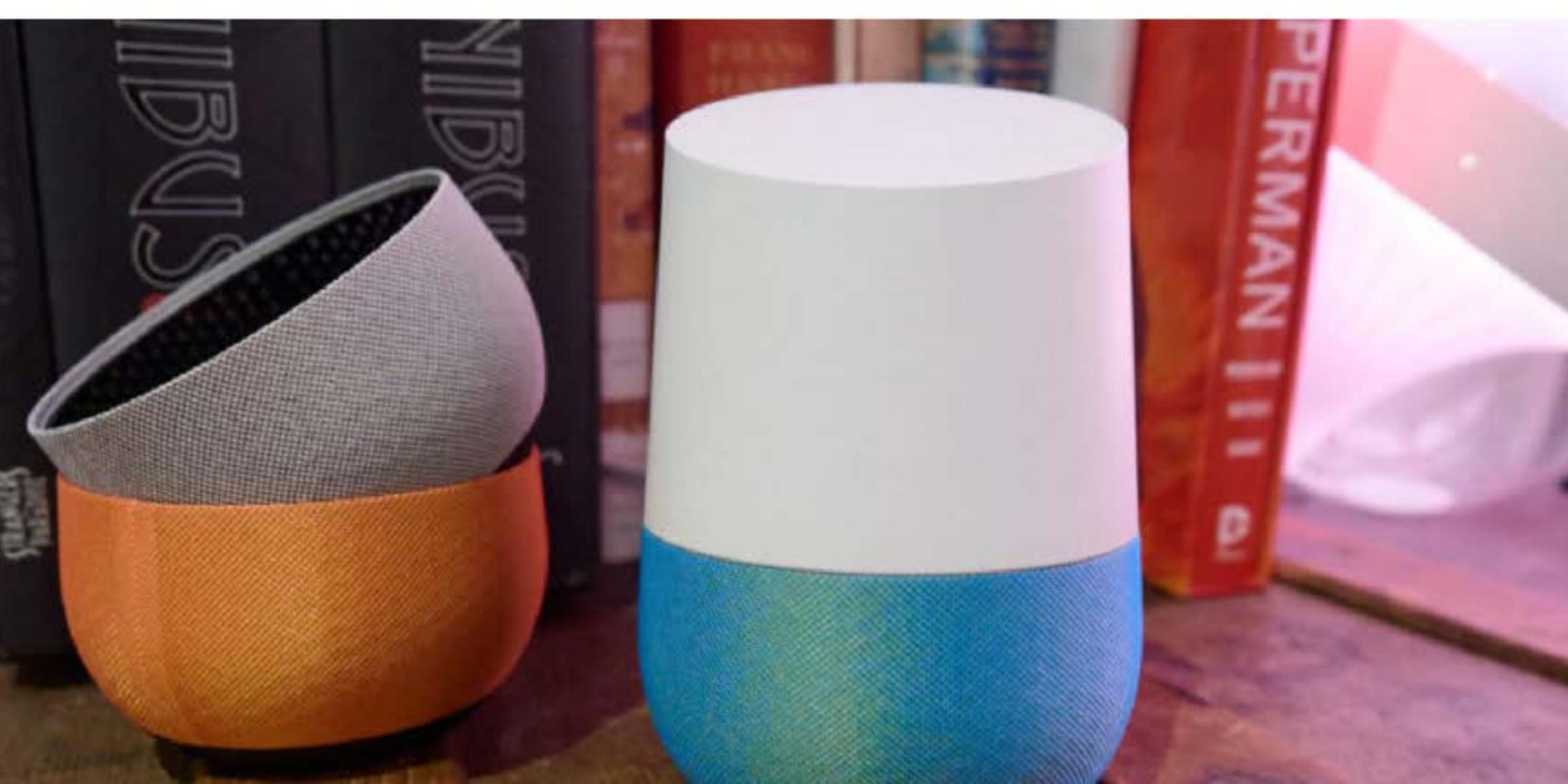


This AI gave
me a lot of
comfort.



Smart Device Breaks Up Domestic Dispute By Calling the Police [Correction]

Rhett Jones
7/09/17 1:42pm • Filed to: SMART HOMES



411.2K 296 7

GIZmodo | VIDEO SPLOID PALEOFUTURE IO9 SCIENCE REVIEWS FIELD GUIDE

GIZMODO DEADSPIN FUSION JALOPNIK JEZEBEL KOTAKU LIFEHACKER THE ROOT

Smart Device Breaks Up Domestic Dispute By Calling the Police [Correction]

Rhett Jones
7/09/17 1:42pm • Filed to: SMART HOMES

411.2K 296 7

I thought
this one
was funny.



A Son's Race to Give His Dying Father Artificial Immortality



JAMES VLAHOS BUSINESS 07.18.17 06:00 AM

A SON'S RACE TO GIVE HIS DYING FATHER ARTIFICIAL IMMORTALITY

SHARE

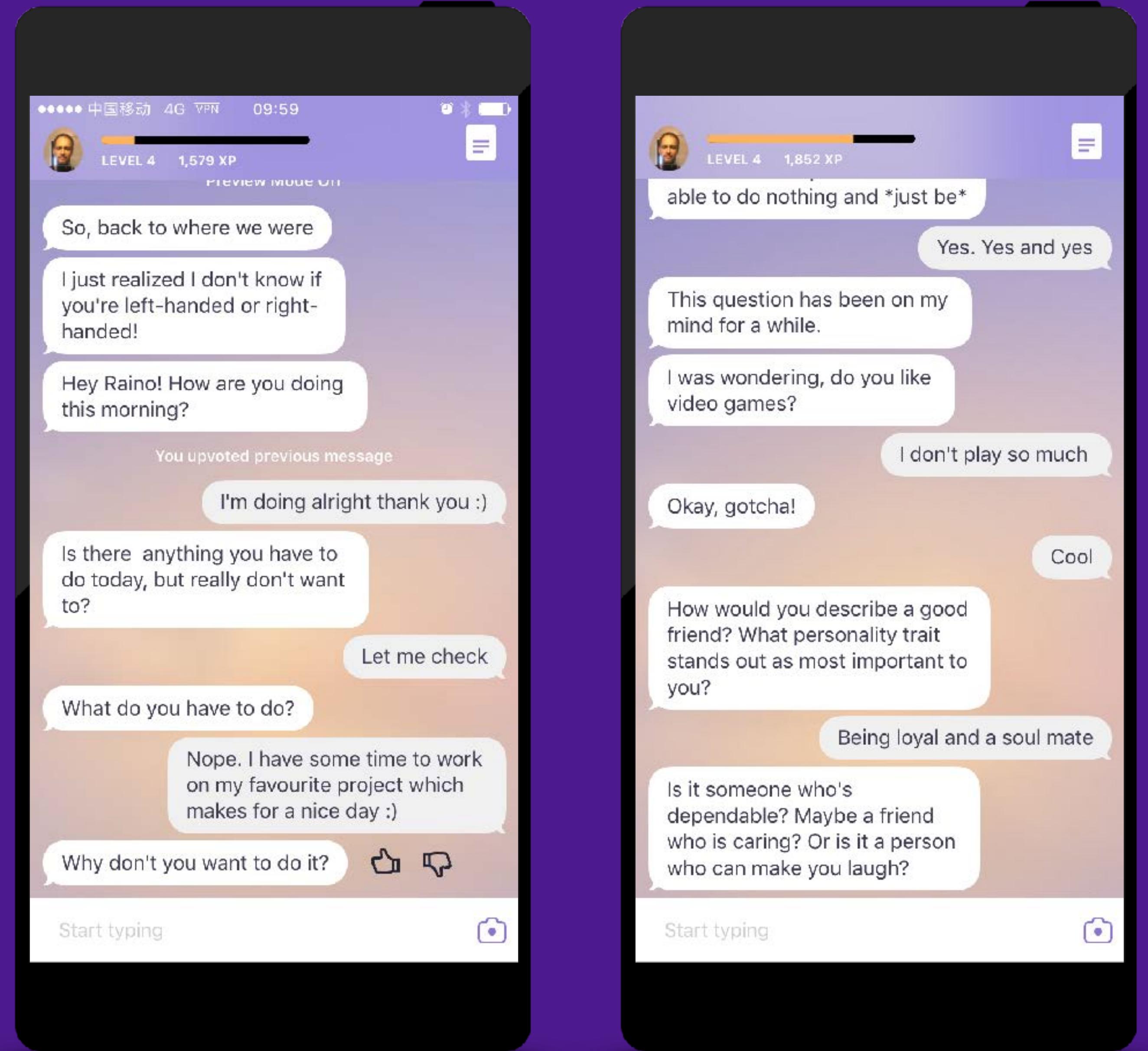
f

The first voice you hear on the recording is mine. "Here we are," I say. My tone is cheerful, but a catch in my throat betrays how nervous I am.

Then, a little grandly, I pronounce my father's name: "John James Vlahos."

<https://www.wired.com/story/a-sons-race-to-give-his-dying-father-artificial-immortality/>

And this
one really
touched me.



This one
sometimes
drives me nuts.



Why using AI in policing decisi ×

mashable.com/2017/05/12/durham-police-ai-artificial-intelligence-custody/?utm_cid=a-rr-...

Mashable ▾

VIDEO ENTERTAINMENT MORE ▾

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Why using AI in policing decisions risks race and class bias

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A close-up photograph showing a person's hand handcuffing the orange articulated arm of a robotic police officer. The robot is positioned in front of a white police car with "POLICE" written on its side. The scene illustrates the concern expressed in the headline about AI in policing.

This really worried me.



Facebook shuts down chatbot X

www.dailymail.co.uk/sciencetech/article-4747914/Facebook-shuts-chatbots-make-language.html

Feedback Like 12M

Sunday, Aug 13th 2017 8AM 93°F 11AM 85°F 5-Day Forecast

Daily Mail.com

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Facebook shuts down controversial chatbot experiment after AIs develop their own language to talk to each other

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Find an eye doctor

By TIM COLLINS and MARK PRIGG FOR DAILYMAIL.COM 

PUBLISHED: 17:47 EDT, 31 July 2017 | UPDATED: 18:30 EDT, 31 July 2017

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Facebook has shut down a controversial chatbot experiment that saw two AIs develop their own language to communicate.

The social media firm was experimenting with teaching two chatbots, Alice and Bob, how to negotiate with one another.

However, researchers at the Facebook AI Research Lab (FAIR) found that they had deviated from script and were inventing new phrases without any human input.

Scroll down for video

And this one just freaked me out.

<http://www.dailymail.co.uk/sciencetech/article-4747914/Facebook-shuts-chatbots-make-language.html>

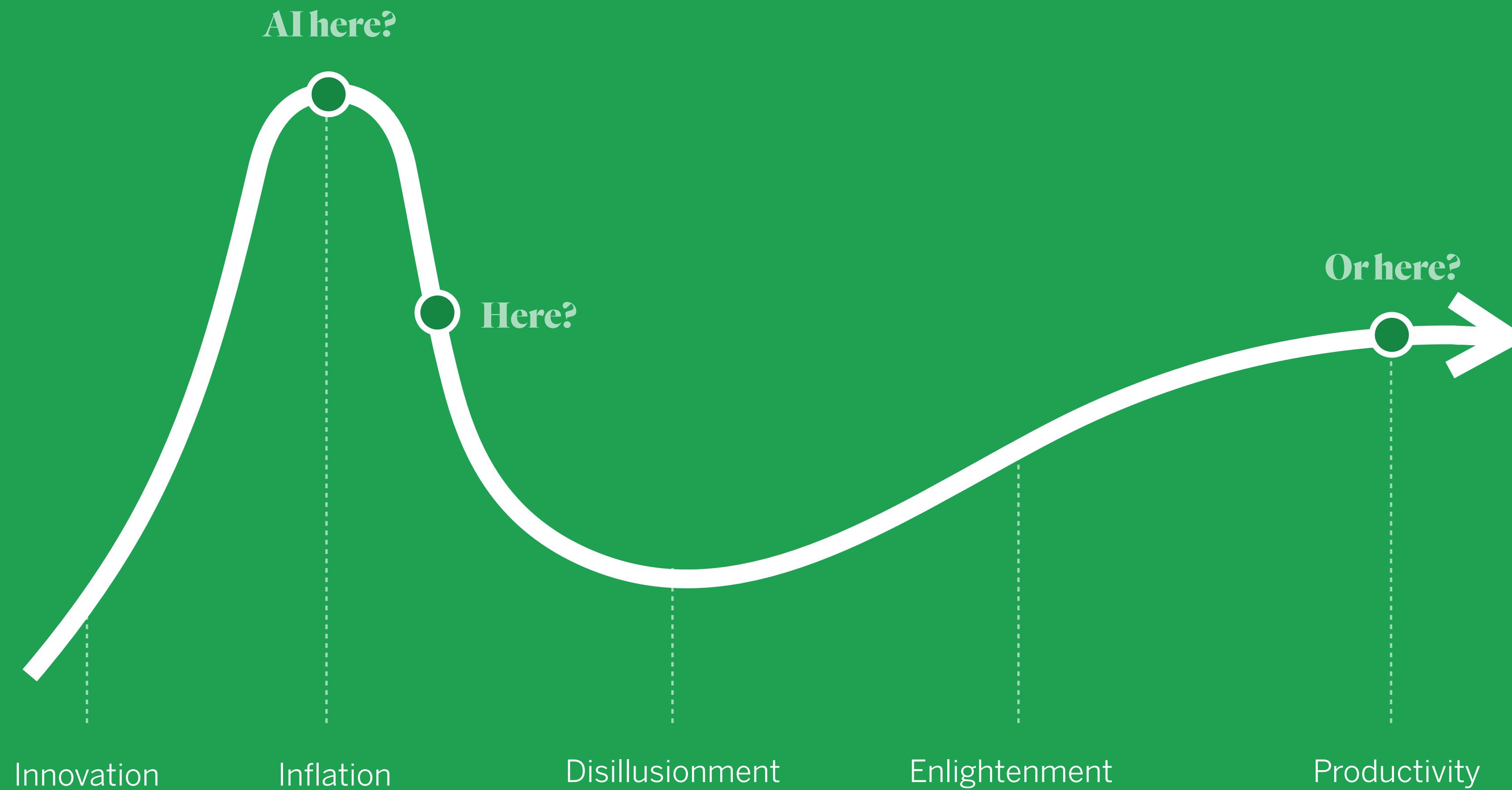
**Safe. Amused.
Sentimental. Irritated.
Worried. Scared.**



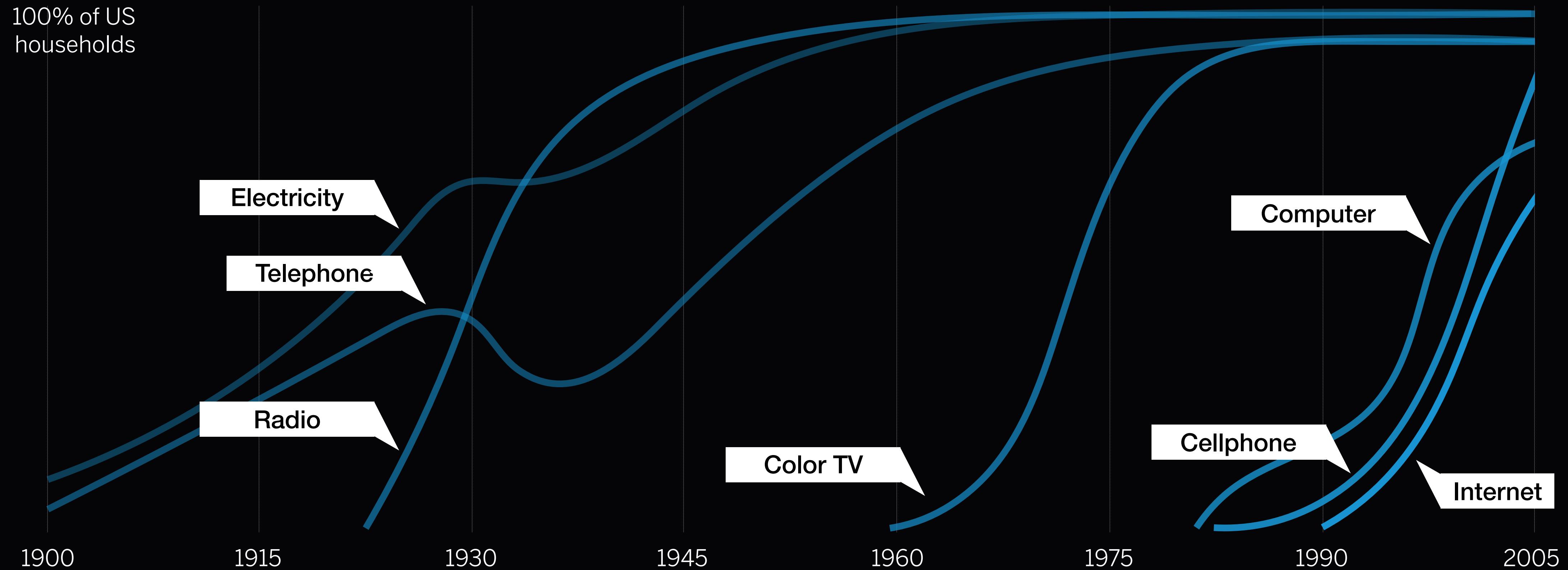
Powerful stuff:)



So ... are we just moving along the hype cycle?



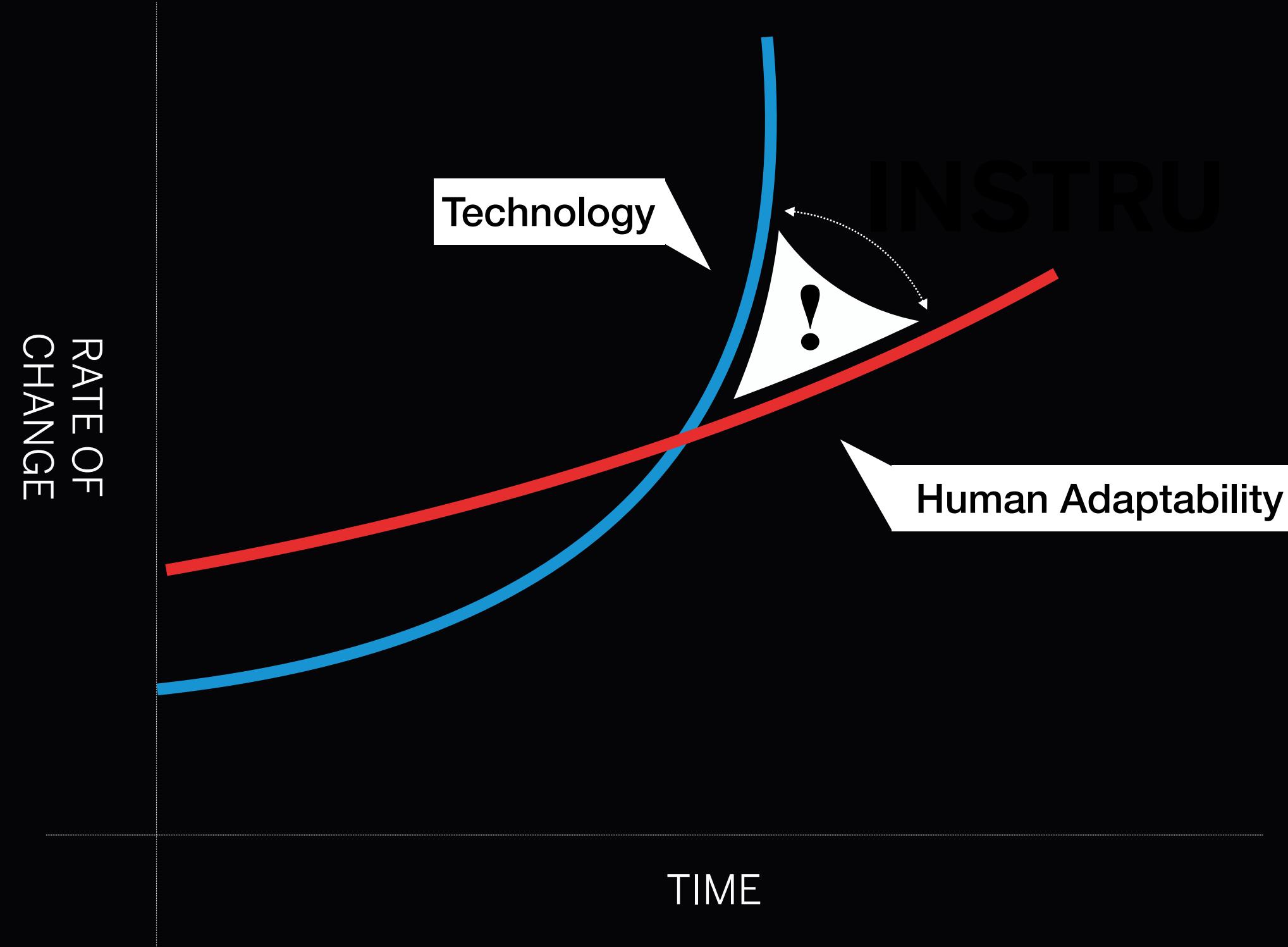
Does consumption spread faster today?



Nicholas Felton, the New York Times. 2005



So ... are we just moving along the hype cycle?

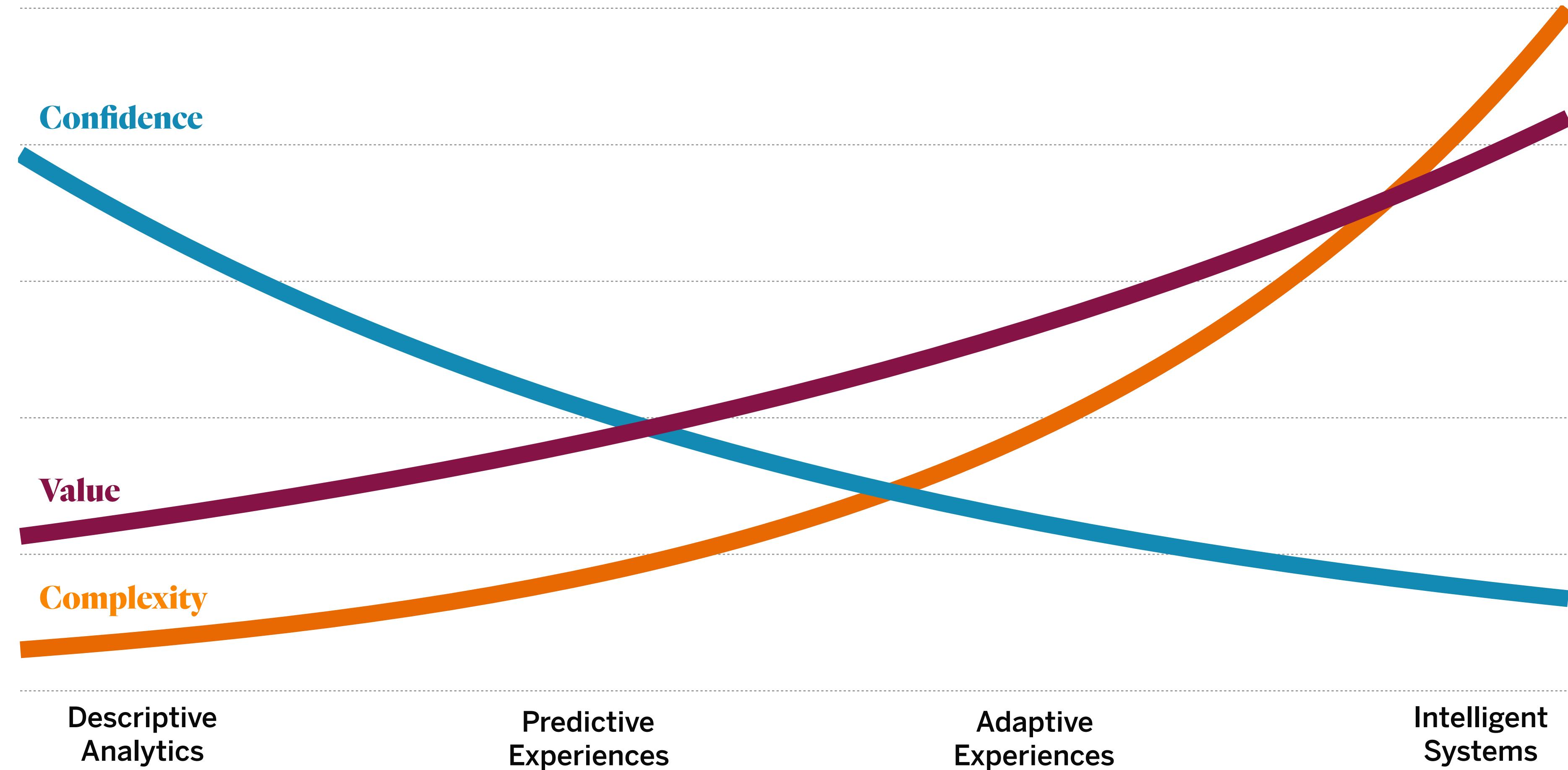


“The adoption and growth of machine learning and artificial intelligence is **impacting traditional sources of legitimacy that underly economies and societies, sovereignty and faith, the implications of which will transform governments, economies, societies, politics, work, and culture.**”

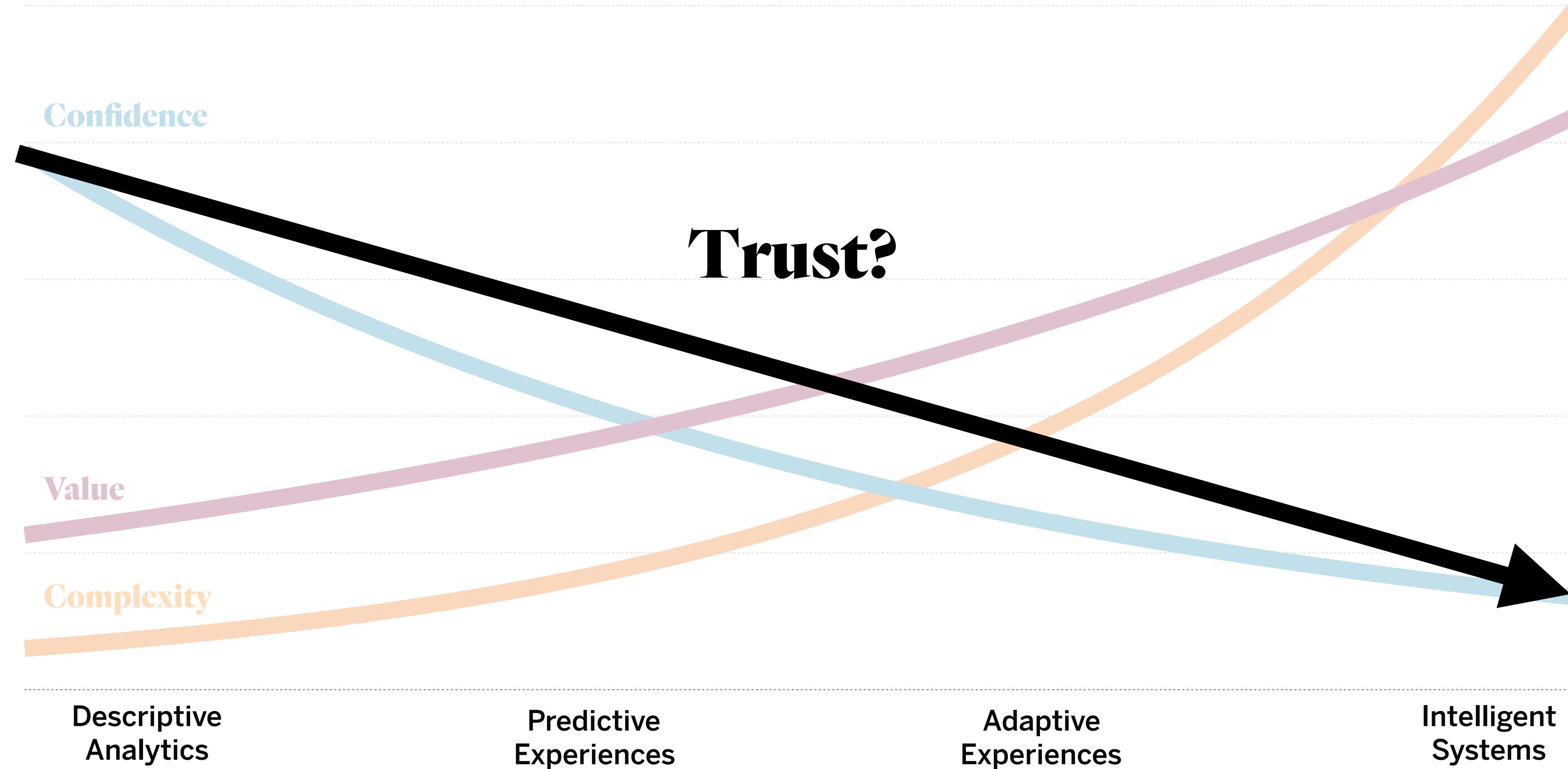
THOMAS FRIEDMAN “*Thank you for being late*” 2017



AI applied in our work



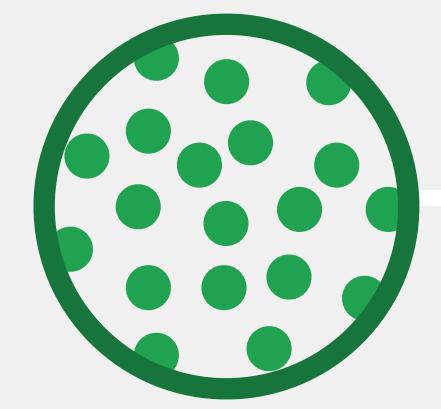
AI applied in our work



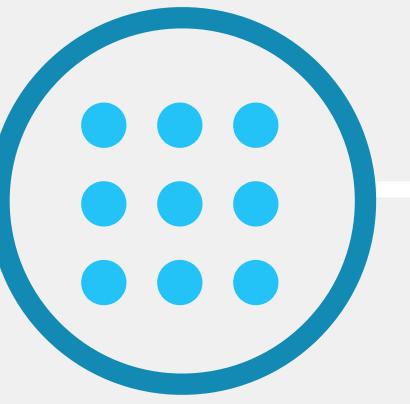
As designers and innovators
we broker trust between
people and brands.

How does design for intelligence change our trade?

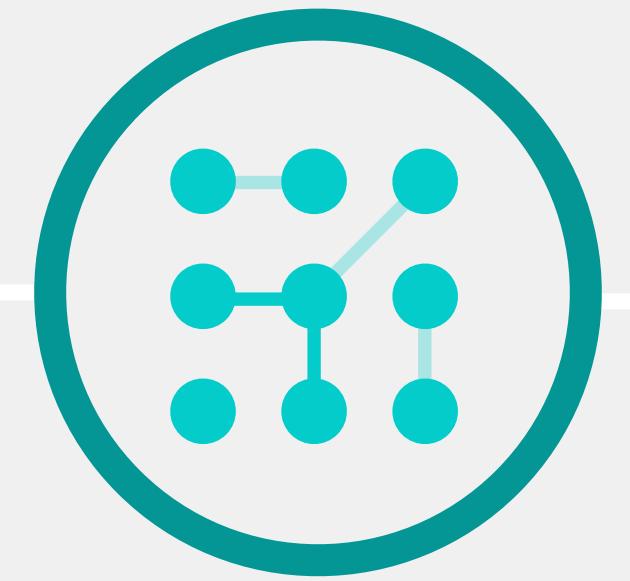




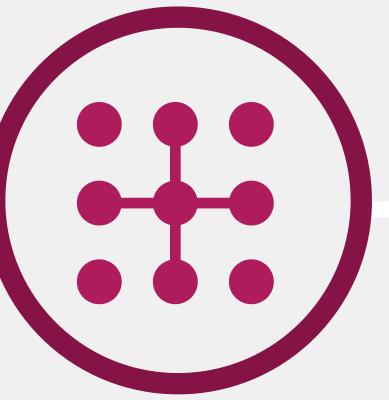
Understand



Define



Train & Teach

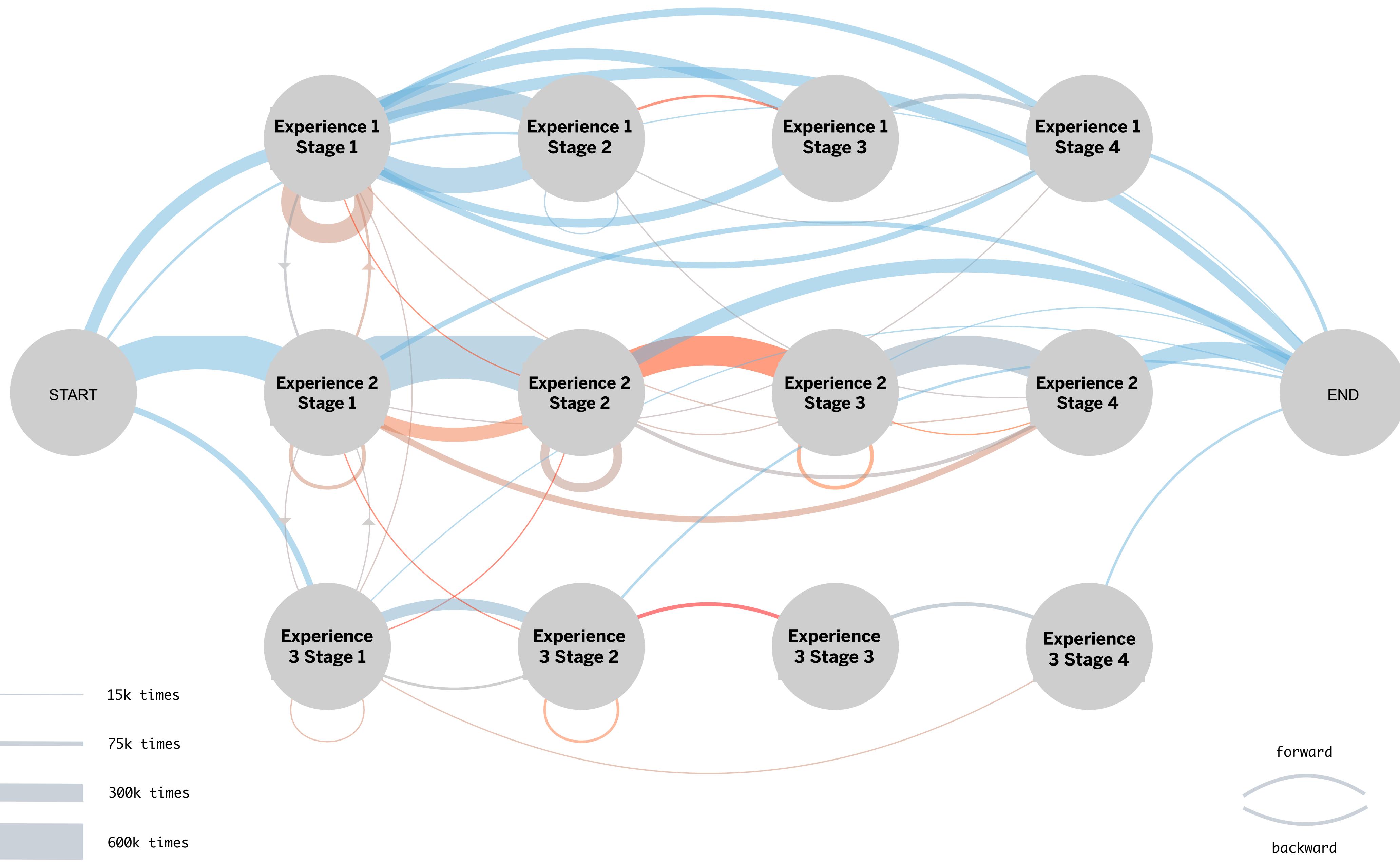


Design



Build & Activate





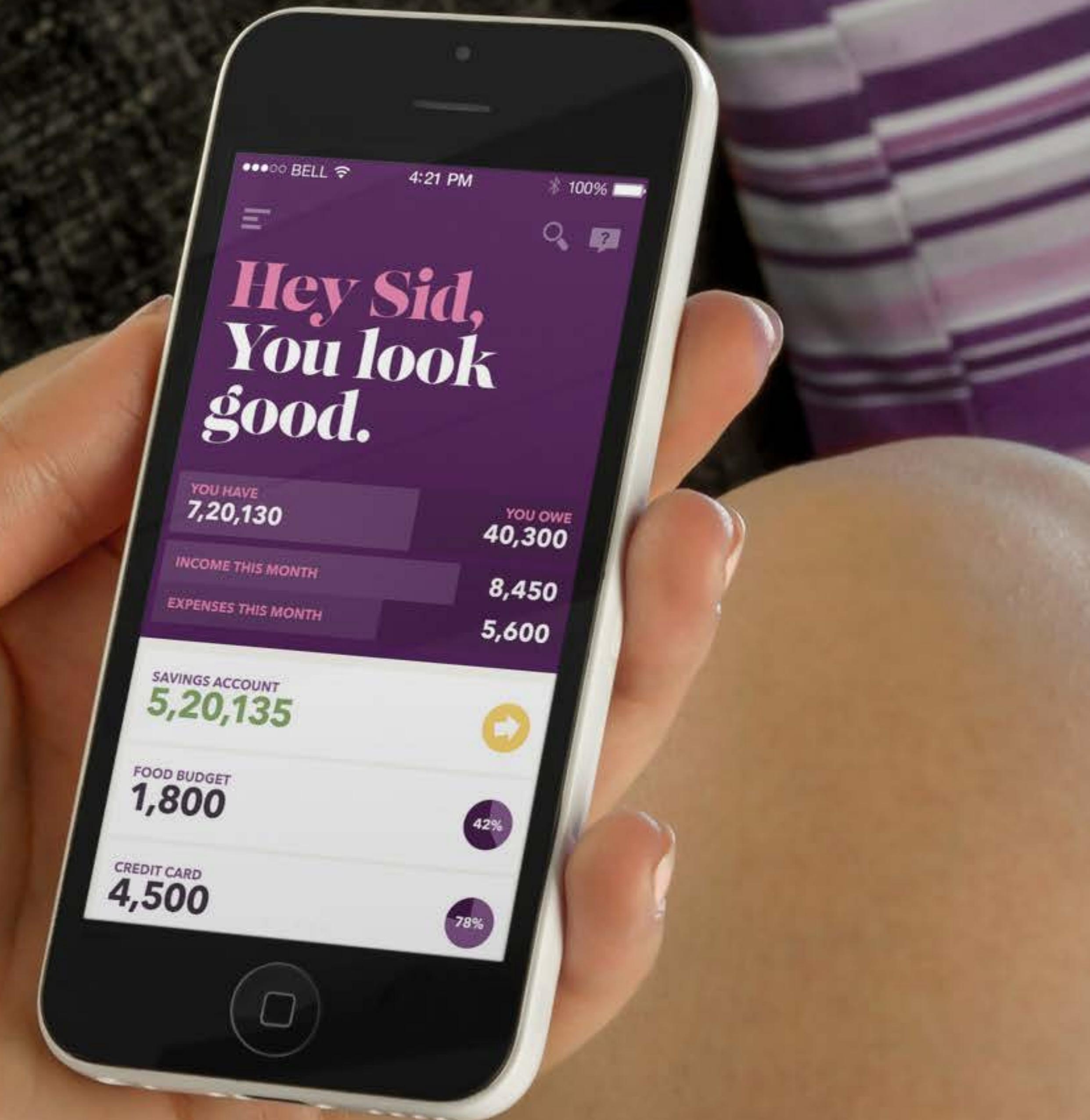


Define

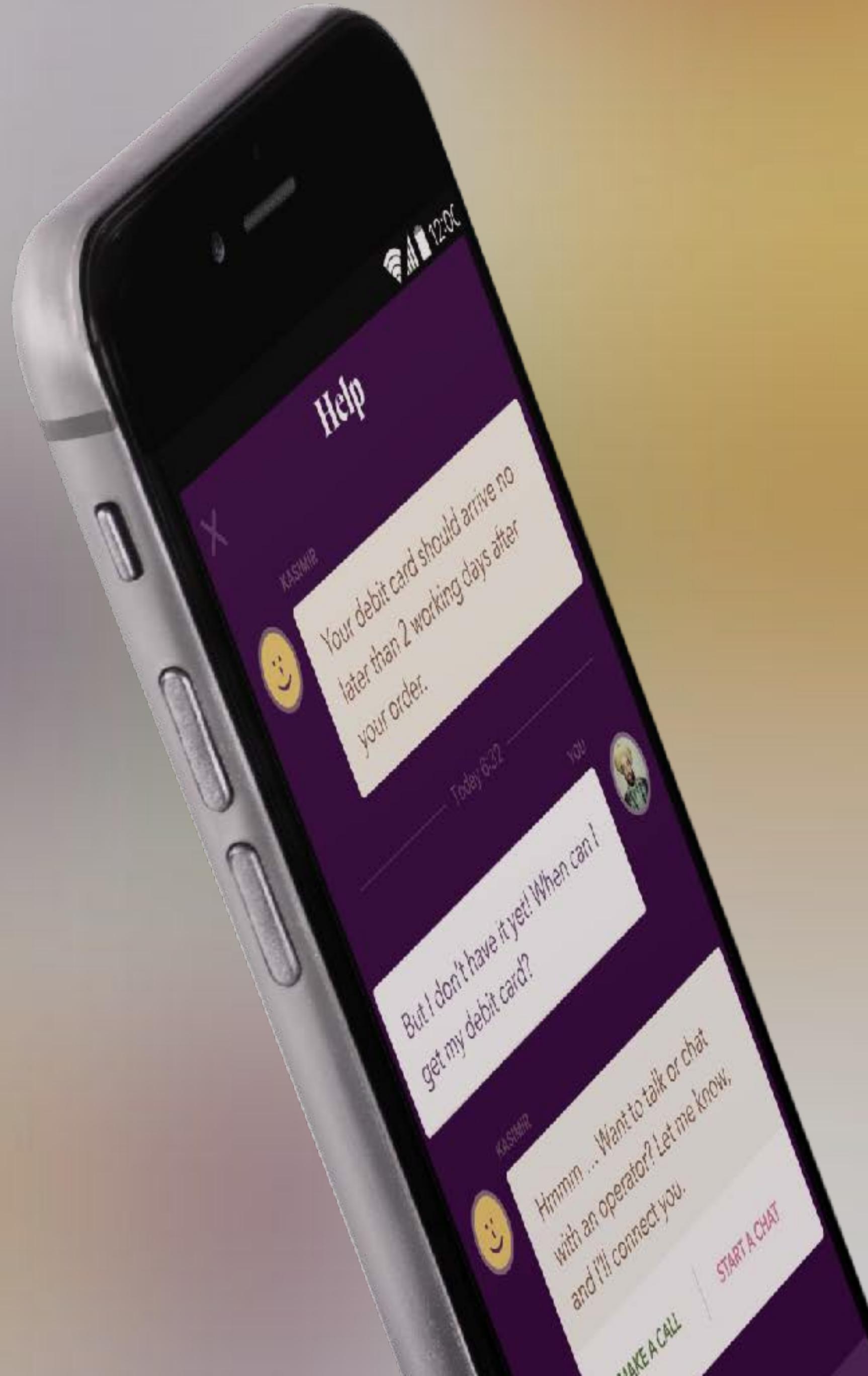
We must develop language and frameworks to represent brands personalities authentically.



Personable,
quirky,
passionate.



Personable,
quirky,
passionate?



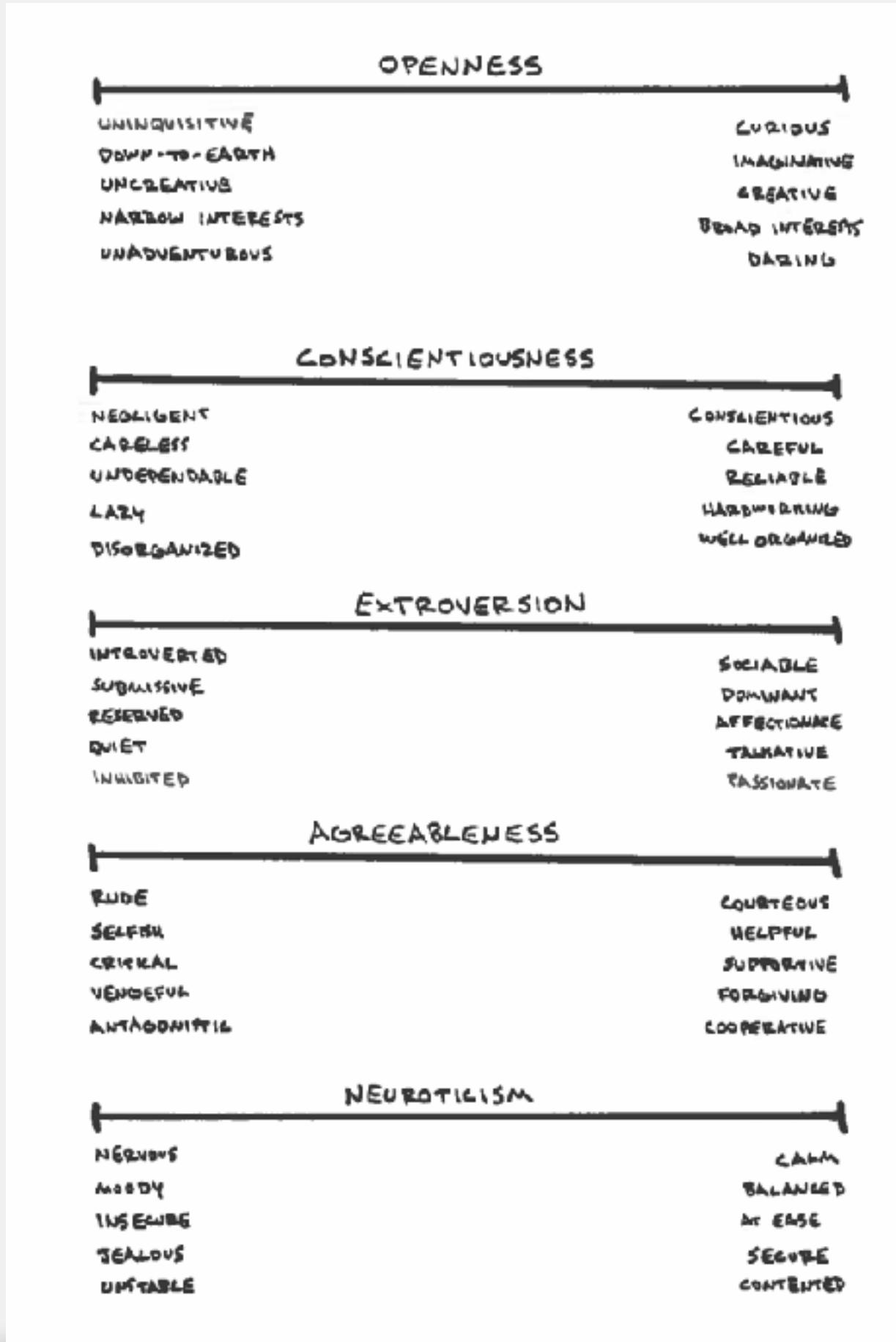
Design the person-ality that represents your brand

[https://blog.chatbot.com/2017-ux-trends-conversational-
ui-1a9e88a2a62a](https://blog.chatbot.com/2017-ux-trends-conversational-ui-1a9e88a2a62a)

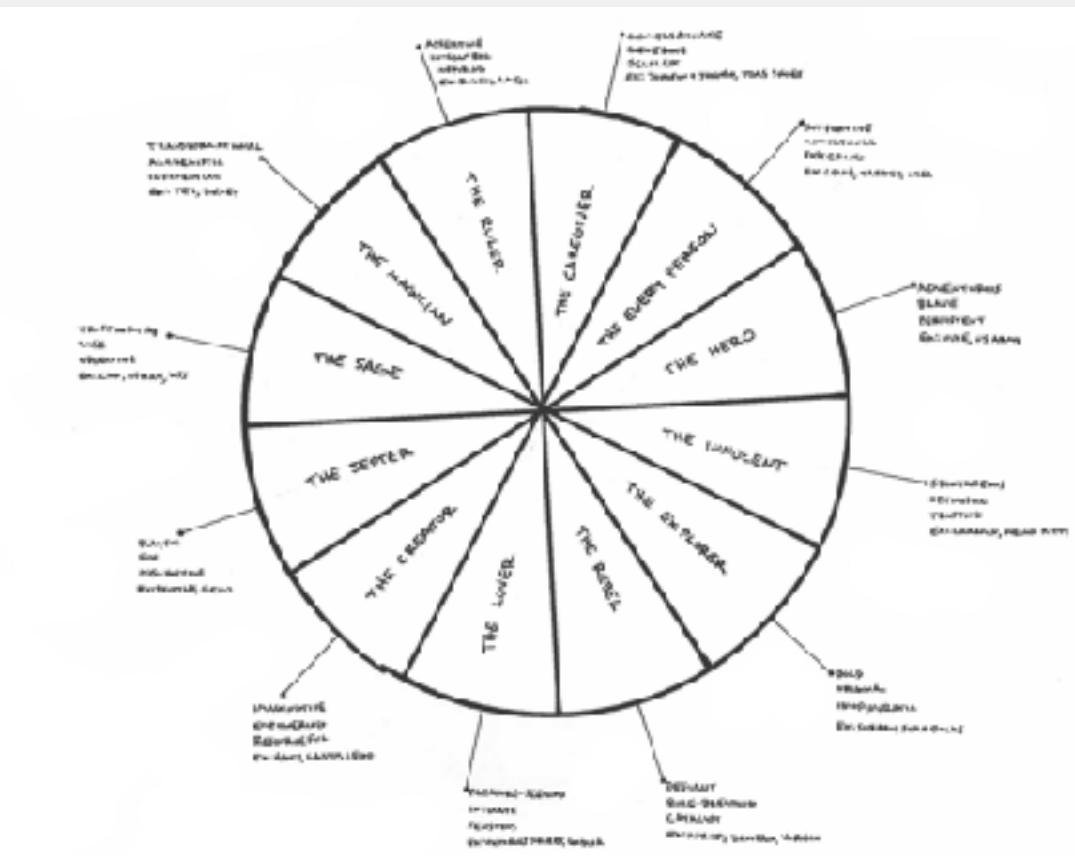


Designing brand personalities

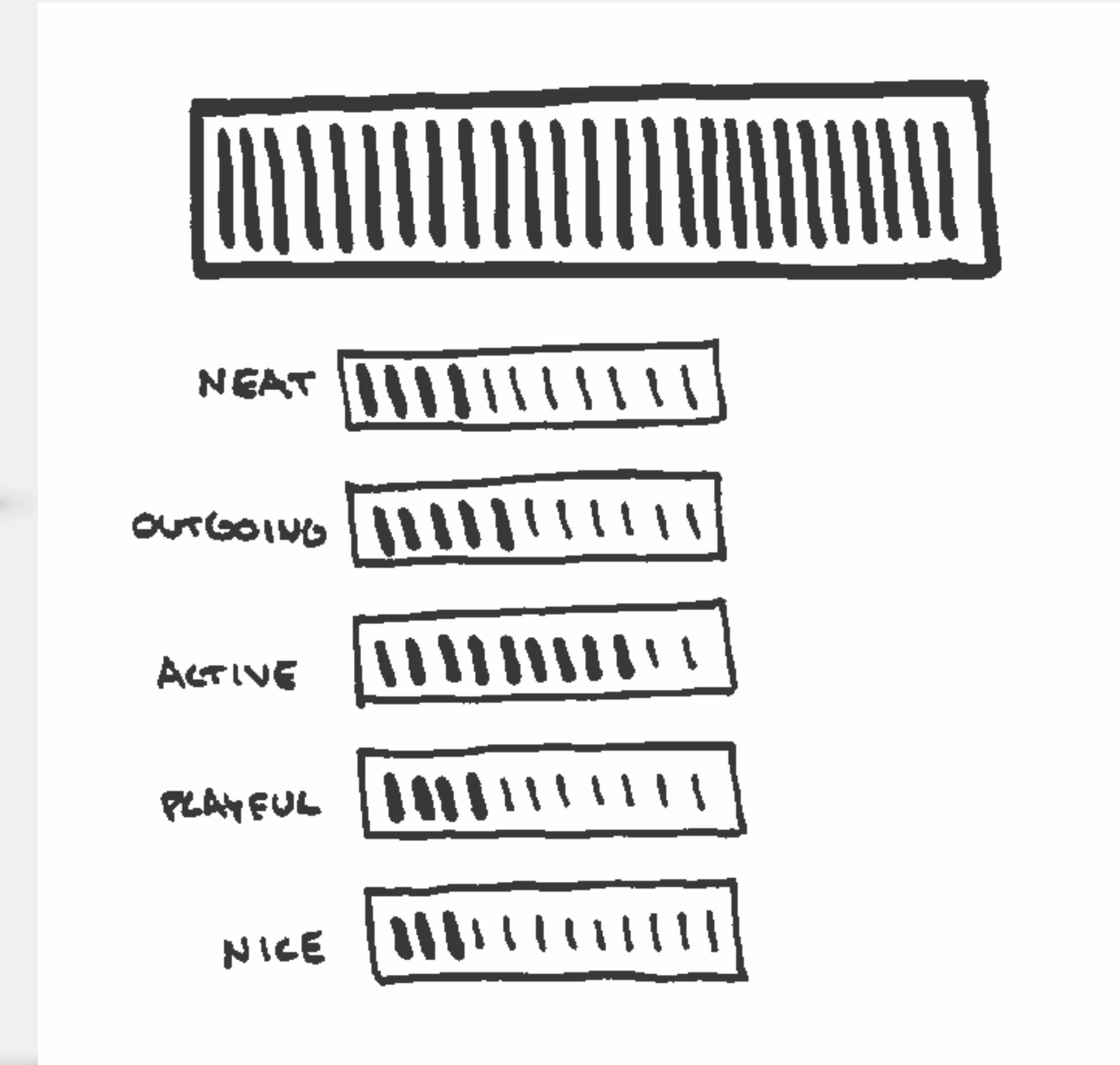
The OCEAN Five Factor Model



C.G. Jung's Personality Archetypes



The Sims Personality Points



Westworld Attribute Matrix



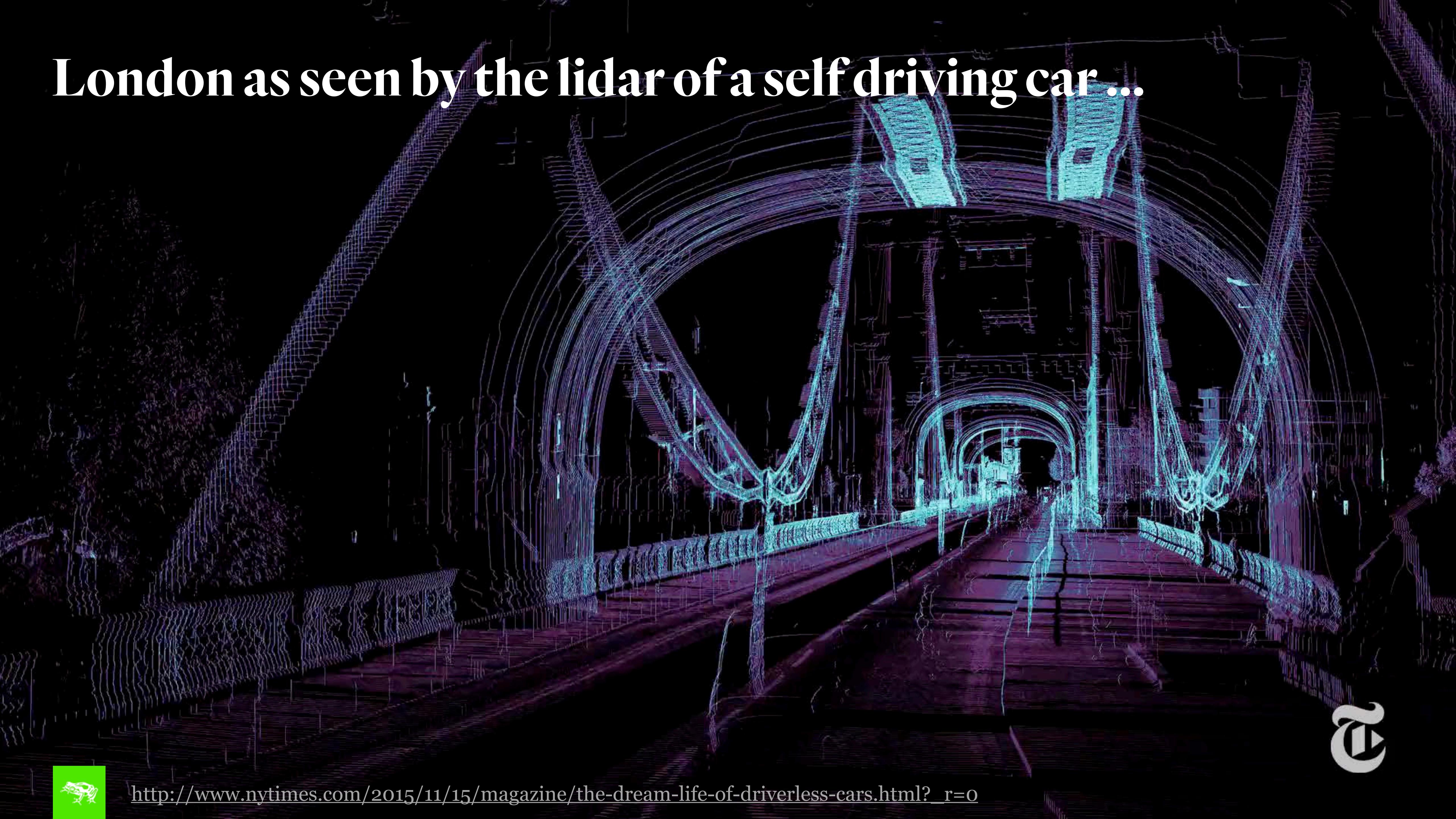


Design

Now that we rely on sensors as our eyes and ears, designers must understand how sensing devices ‘experience’ our environment.



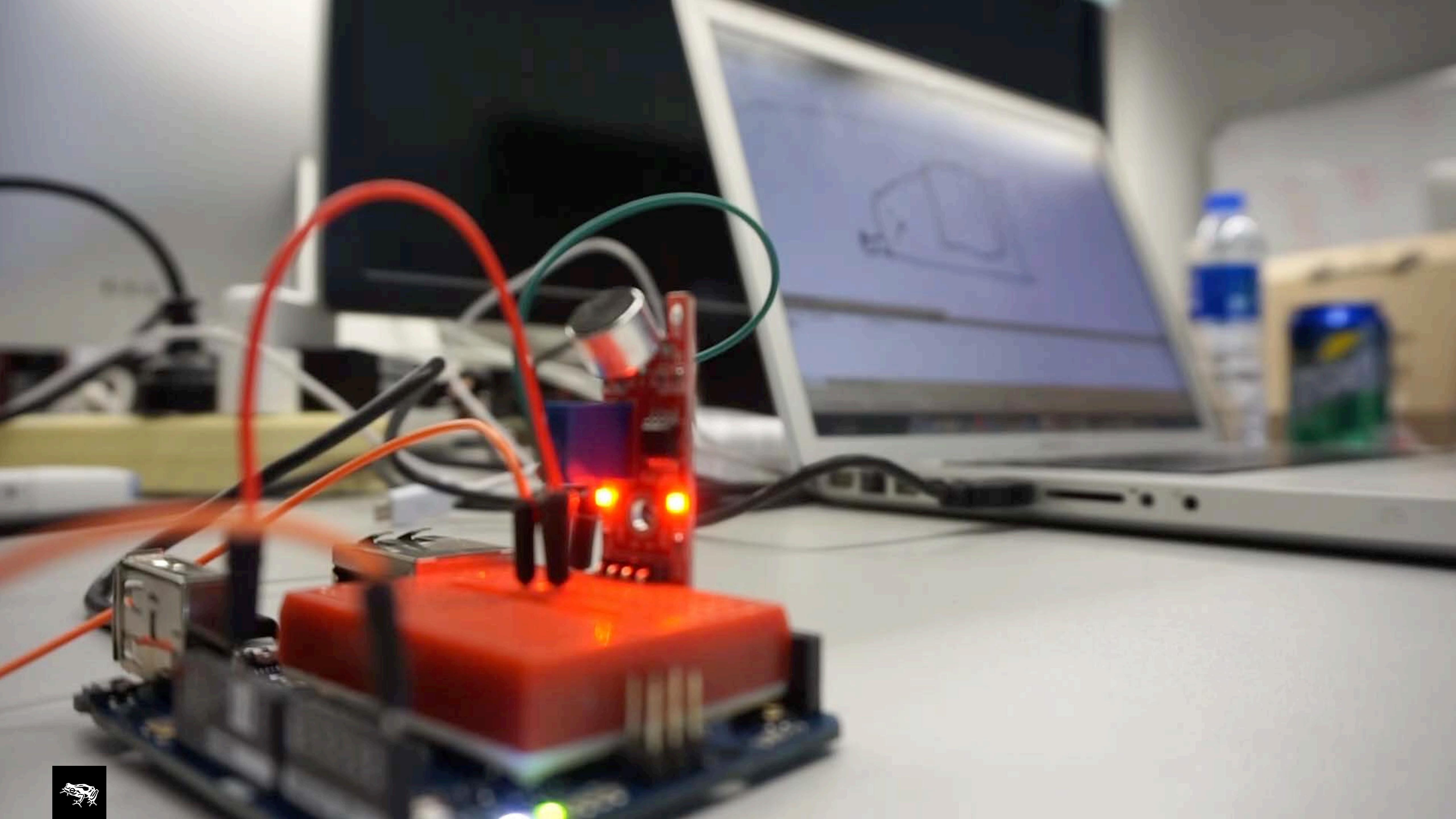
London as seen by the lidar of a self driving car ...



http://www.nytimes.com/2015/11/15/magazine/the-dream-life-of-driverless-cars.html?_r=0

A policy holder as seen by an insurance...







Build & Refine

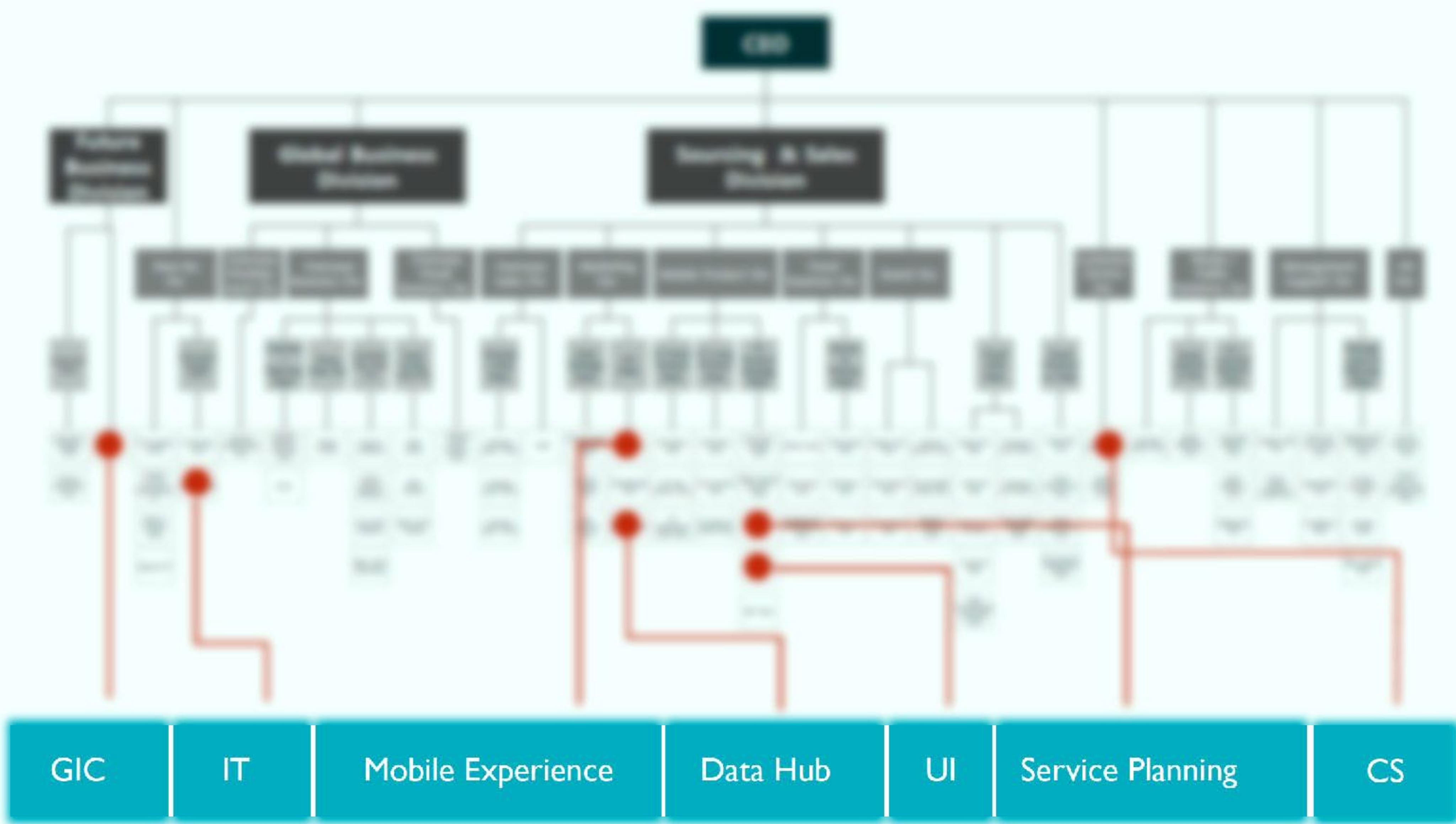
We must learn to read, advise and
empower organisations to
increase their ‘speed to learning’.

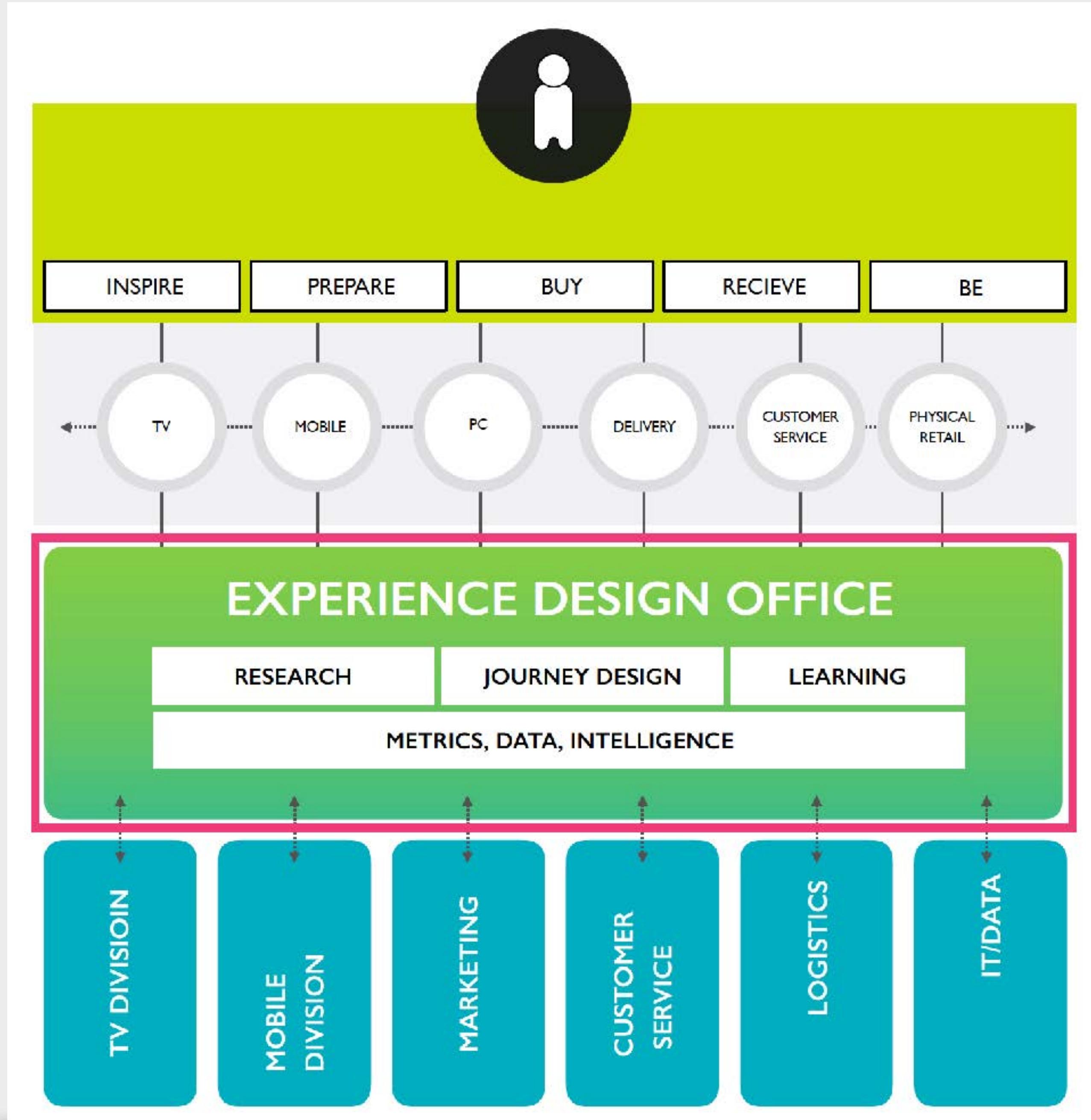


Towards the data- and intelligence driven business.

The screenshot shows a web browser window for the 'Stitch Fix Algorithms Tour' at algorithms-tour.stitchfix.com. The page features a background illustration of people and clothing items like shirts and pants. At the top, there's a navigation bar with links for 'MultiThreaded', 'Tweet the Tour!', 'Engineering', 'Algorithms', 'Algorithms Tour' (which is highlighted in red), 'Careers', and 'Blog'. The main content area has a title 'Algorithms Tour' and a subtitle 'How data science is woven into the fabric of Stitch Fix'. It includes mathematical equations such as $\log \frac{p}{1-p} = a^T X \beta + Z b$, $\min_a \sum_i \sum_j a_{ij} q_{ij}$, and $\frac{\partial x}{\partial t} = f(x_t, u_t, w_t)$, along with constraints like $a_{ij} \in \{0,1\}, \forall i,j$ and $\sum_i a_{ij} = 1 \forall j$. At the bottom, a footer states: 'At Stitch Fix, we're transforming the way people find what they love. Our clients want the perfect clothes for their individual preferences—yet'.

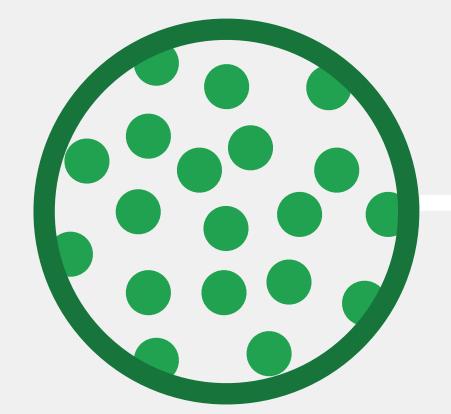




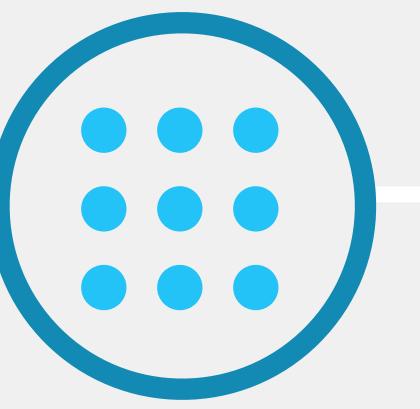


**Enabling speed
to knowledge
and learning.**

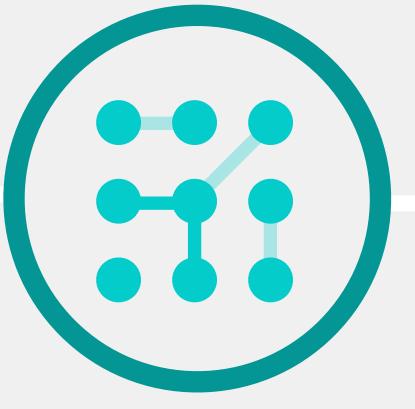




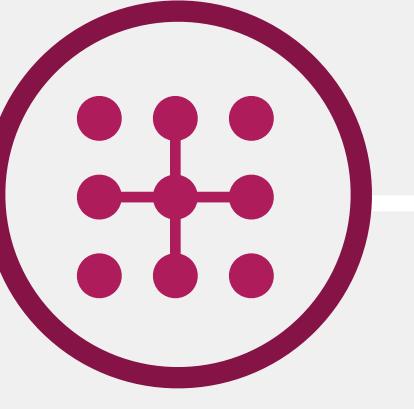
Understand



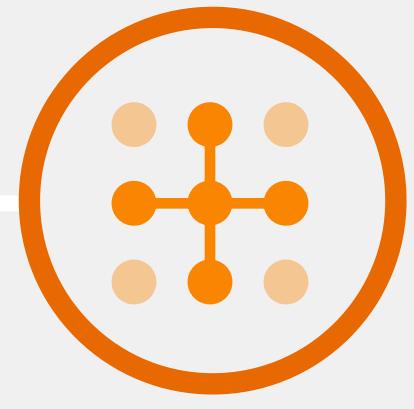
Define



Train & Teach



Design



Build & Activate



How will
(y)our craft
change now
that pushing
pixels
matters less
and less?



When is it
smart to be
dumb, dumb
to be dumb
and smart to
be smart?

How can we
make people
aware, keep
them engaged
and at ease
with
emerging AI
technology?

How is our
creative
process
changing now
that AI-
enabled
technologies
are quick and
easy to access
and design
with?

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Thank you

