



DOW JONES
AI CENTER
OF EXCELLENCE

WHO ARE WE?



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| DOW JONES



PROBLEMS WE WERE FACING



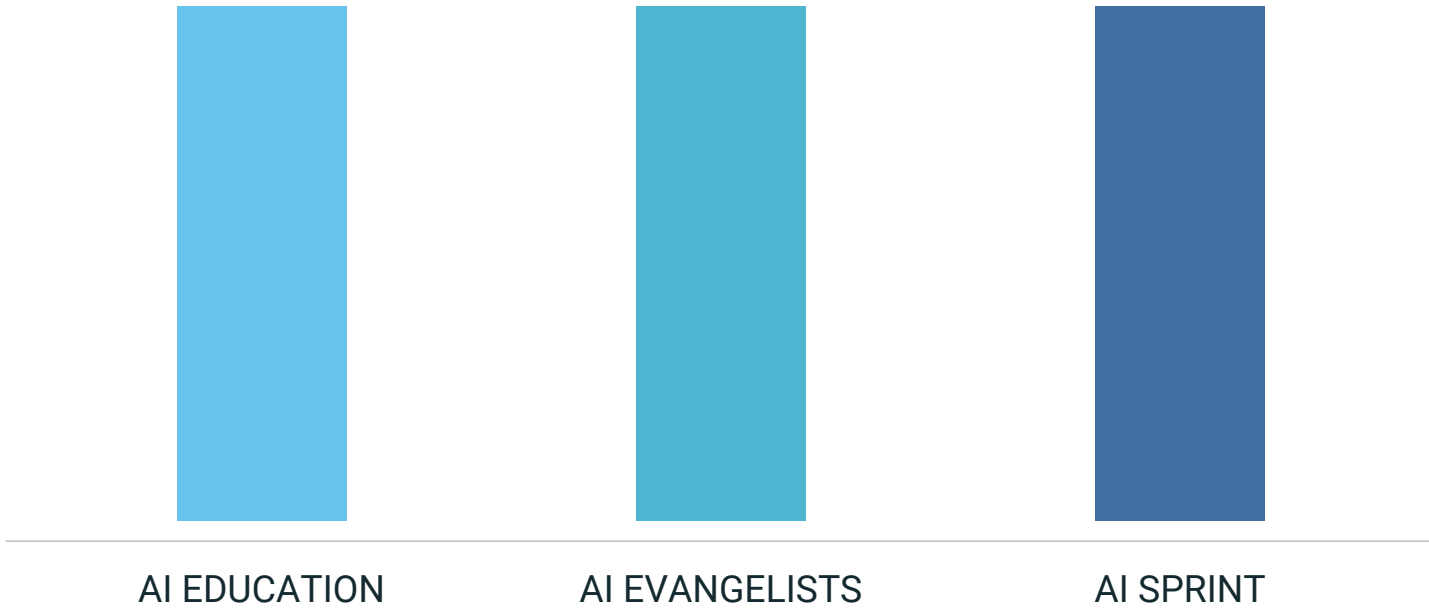
Data Silos

Cross-Organizational Communication

Duplicative Efforts

Unreasonable Expectations

OUR SOLUTION: THE AI CENTER



EDUCATION



Webinars

Guest Lecturers, Workshops

Internal Communications

Slack, Medium

EVANGELISM



23 unique business areas

Bi-weekly meetings

Guest speakers, workshops

'AI Day'

AI SPRINT



Approximately 3 hours

Design Thinking-esque

All relevant stakeholders

'Next 2 weeks' approach

AGENDA



Session Objectives

1:45 - 2:05



What is Design Thinking?

2:05 - 2:25



Focus, Empathize, Define

2:25 - 2:55



Defining

3:10 - 3:40



Ideating

3:50 - 4:20



Prototyping

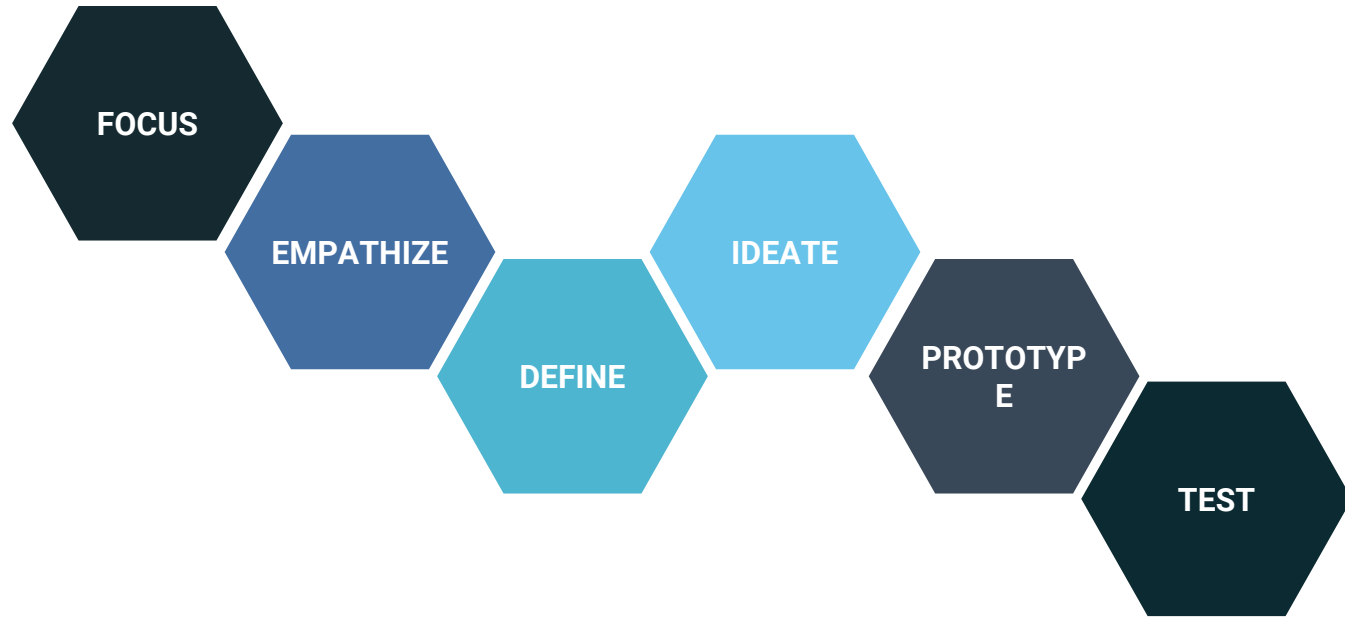
4:30 - 5:00



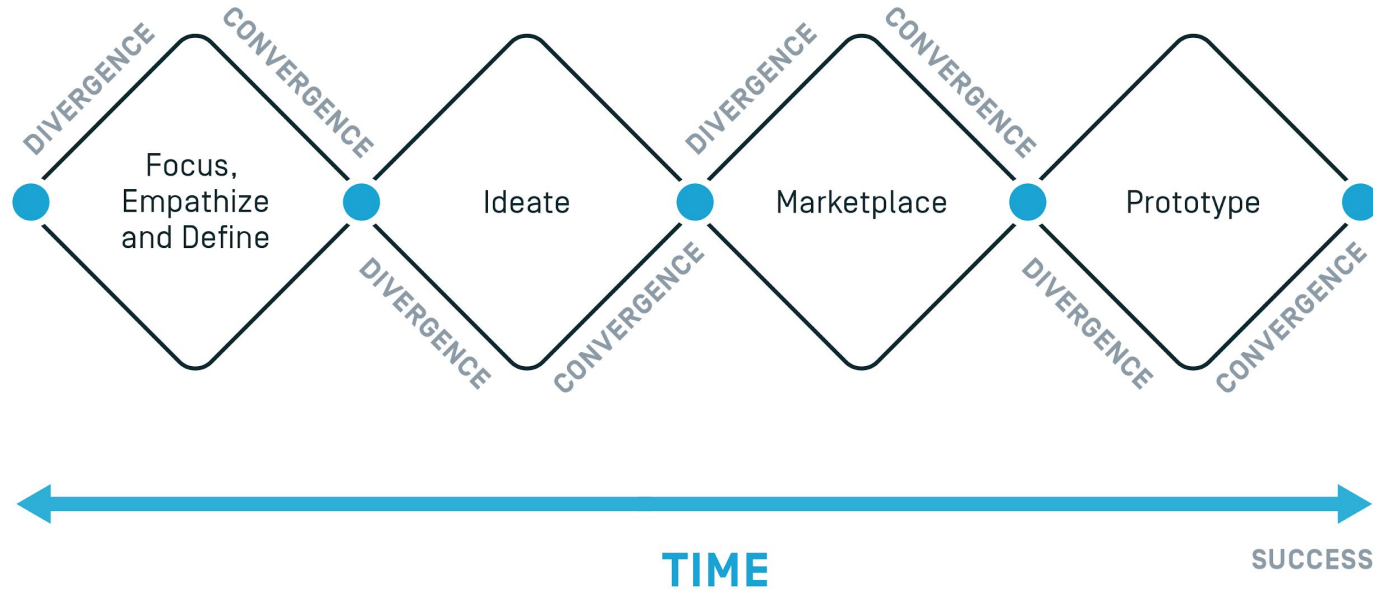
Q&A

5:00 - 5:15

WHAT IS DESIGN THINKING?



CONVERGENCE & DIVERGENCE



DESIGN THINKING, EXEMPLIFIED



EMPATHY

The students flew to Nepal to talk to hospital workers and new mothers.



DEFINE

They realized the problem was not the hospital incubators.



IDEATE

They came up with the idea of an infant warmer that looks like a sleeping bag,



PROTOTYPE

They tried different types of materials, and ways to expose the face.



TEST

They took the prototype back to the people. It has now saved more than 50,000 lives.

THE CREATIVE MINDSET



Suspend judgement.

Avoid preconceptions.

Collaboration & 'Yes, and' approach.

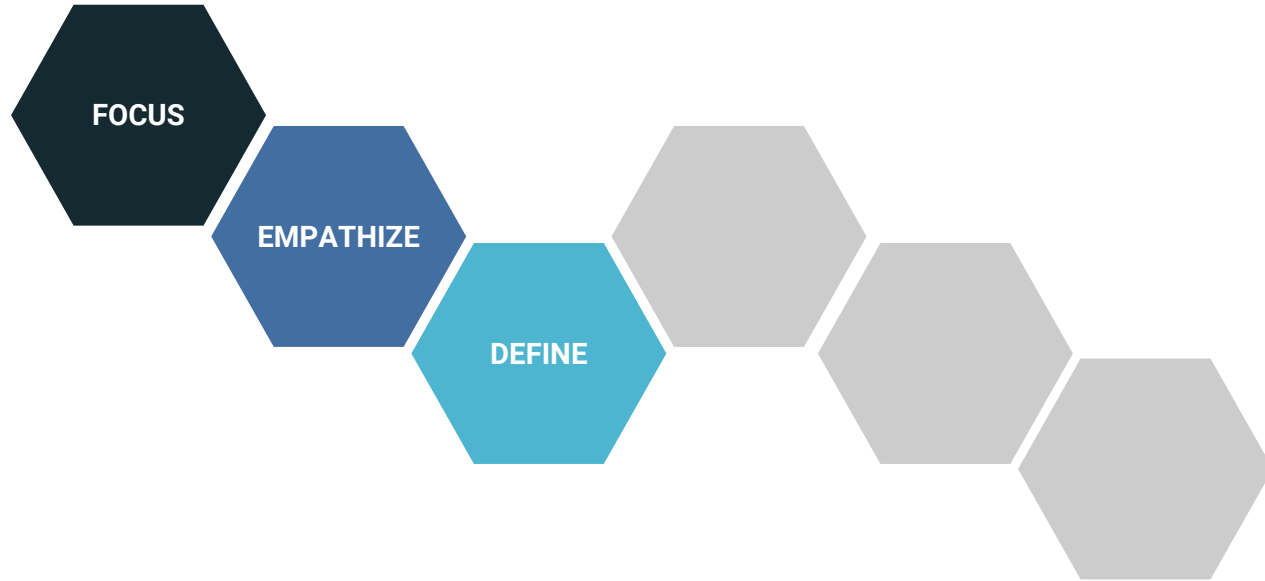
AI WITHOUT DESIGN THINKING



60% of Big Data projects fail to become operationalized*

Design thinking can be a tool to shift mindsets

STEP 1 & 2: FOCUS, EMPATHIZE, AND DEFINE



FOCUS, EMPATHIZE AND DEFINE: EXAMPLE

Customer Persona:

How do you categorize your customer with regards to others?



Hospital >> Mothers

Customer Job:

What is your user trying to do? What is their objective? Their goal?



To prevent premature deaths

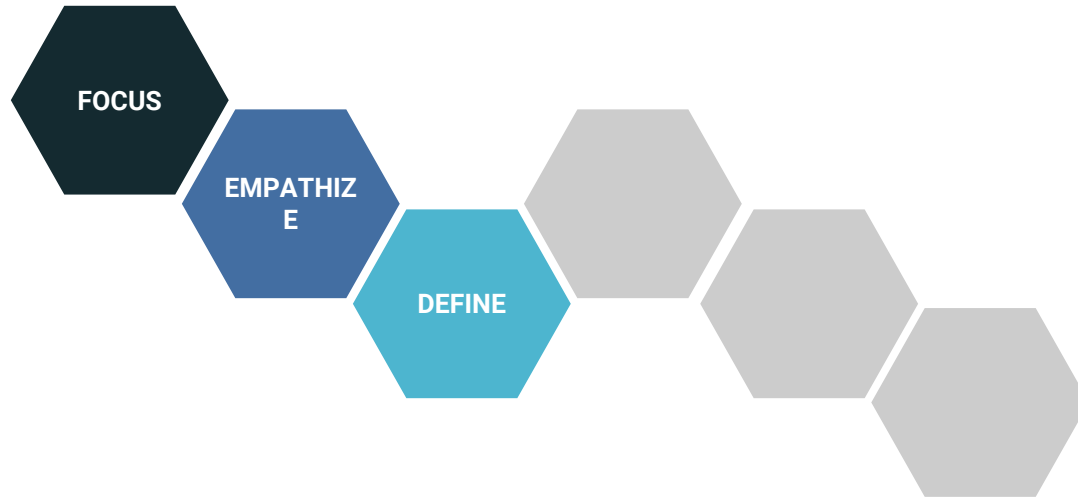
Customer Pain:

What is the problem your customer is facing? What is preventing them from meeting their objective and achieving their goal?



Distance to the hospital
was too great

STEP 1 & 2: FOCUS, EMPATHIZE, AND DEFINE



GROUPS OF [X]
20 MINUTES
(10 MINUTES PRESENTATIONS)

FOCUS, EMPATHIZE AND DEFINE: EXAMPLE

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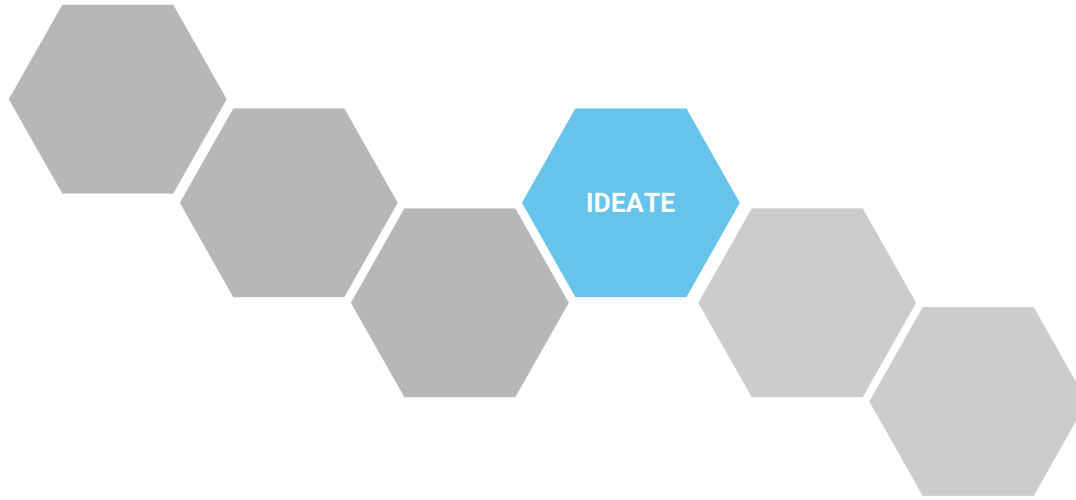
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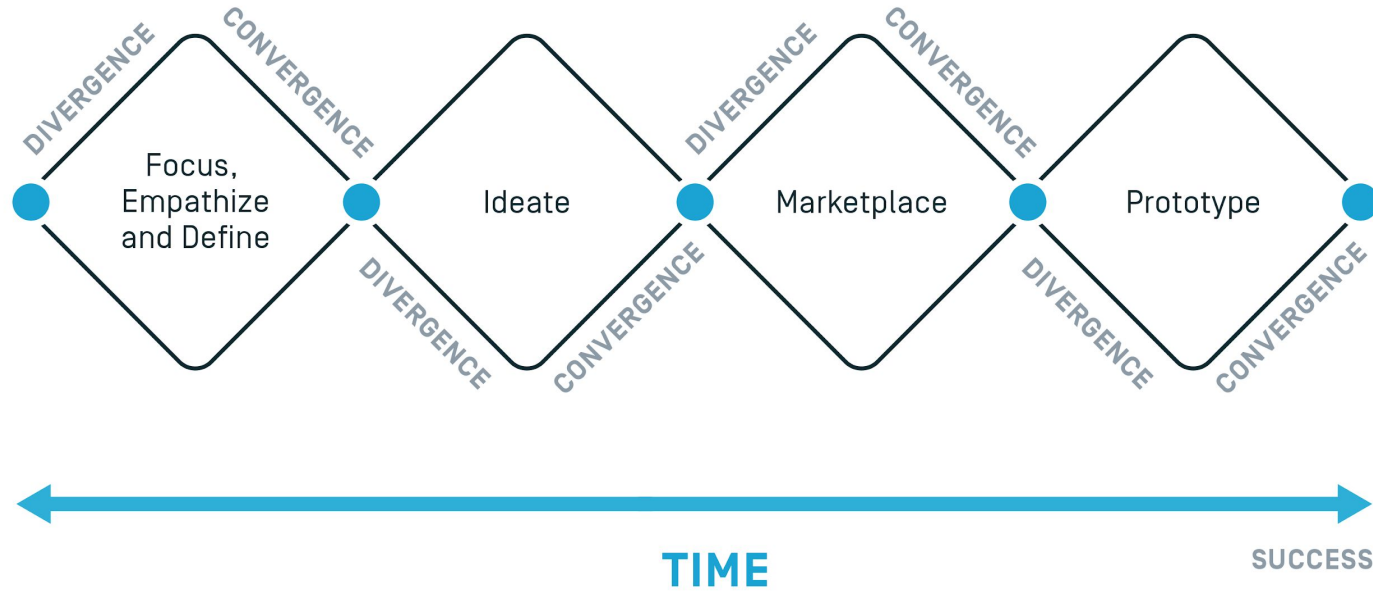
PRESENT & DISCUSS FINDINGS

STEP 4: IDEATE



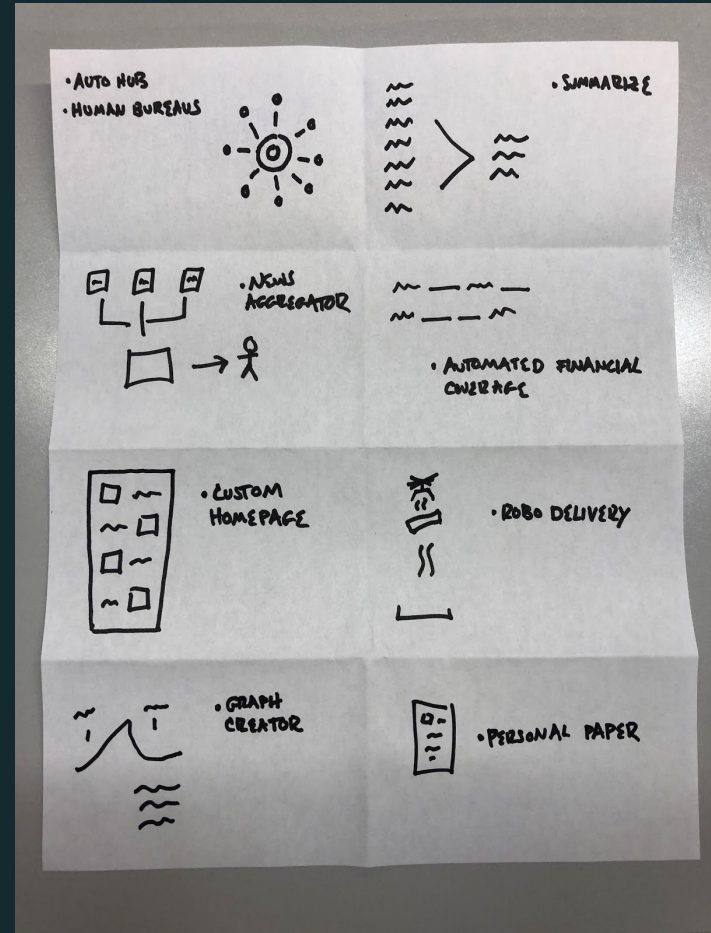
GROUPS OF [X]
20 MINUTES
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CONVERGENCE & DIVERGENCE



IDEATE

GET CREATIVE: CRAZY EIGHTS



PRESENT IDEAS

MARKET PLACE

STEP 1:

Each person go around the room and read each idea.

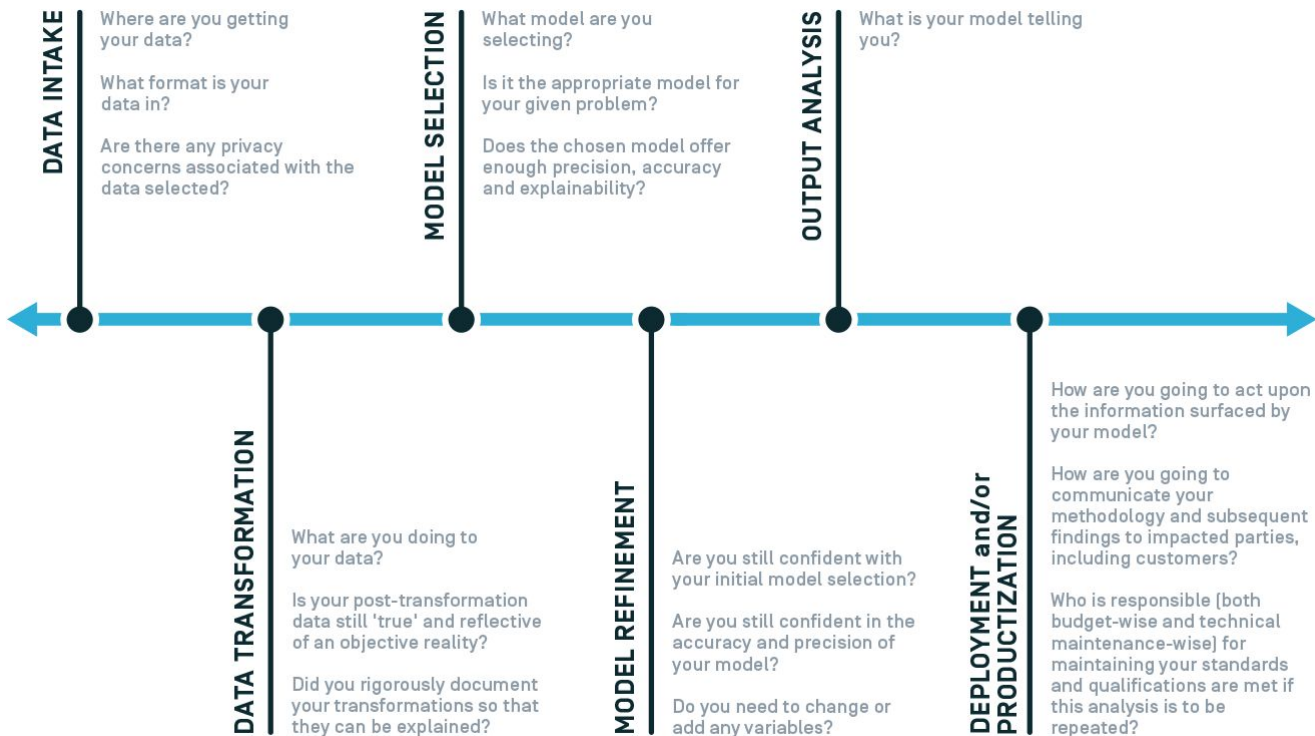
STEP 2:

Add sticky dots to the ideas you think would be most successful based on the success criteria outlined earlier.

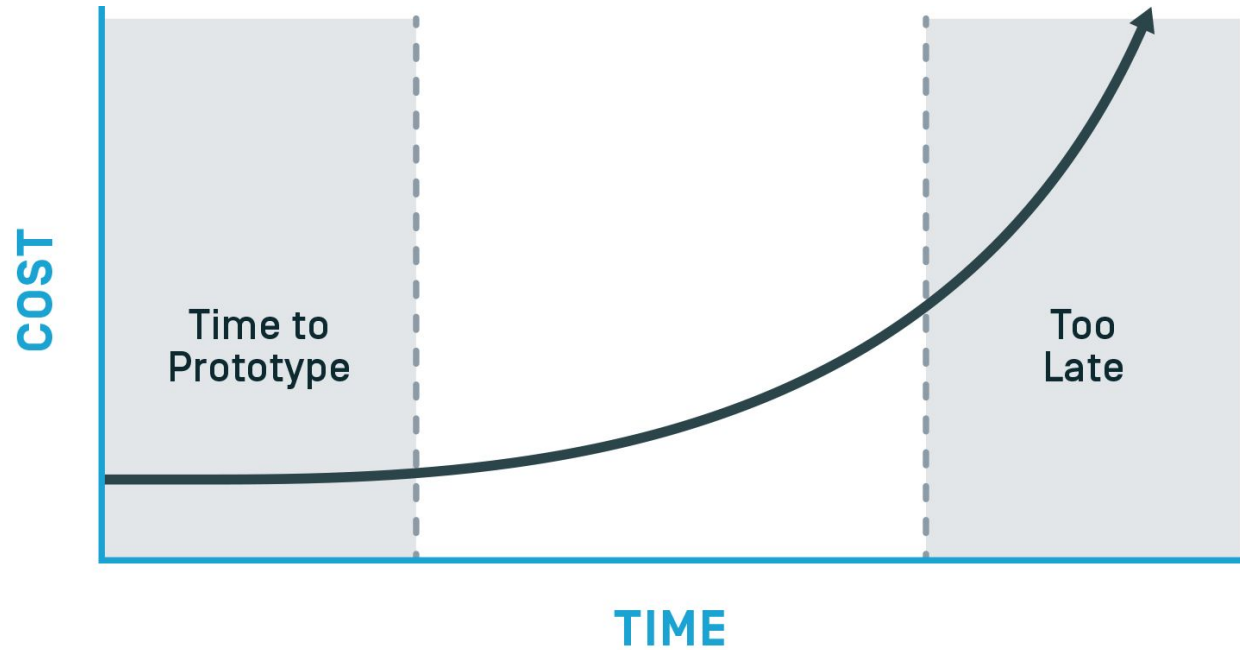
STEP 5: PROTOTYPE



WHAT IS A PROTOTYPE?



PROTOTYPE: FAIL EARLY AND OFTEN



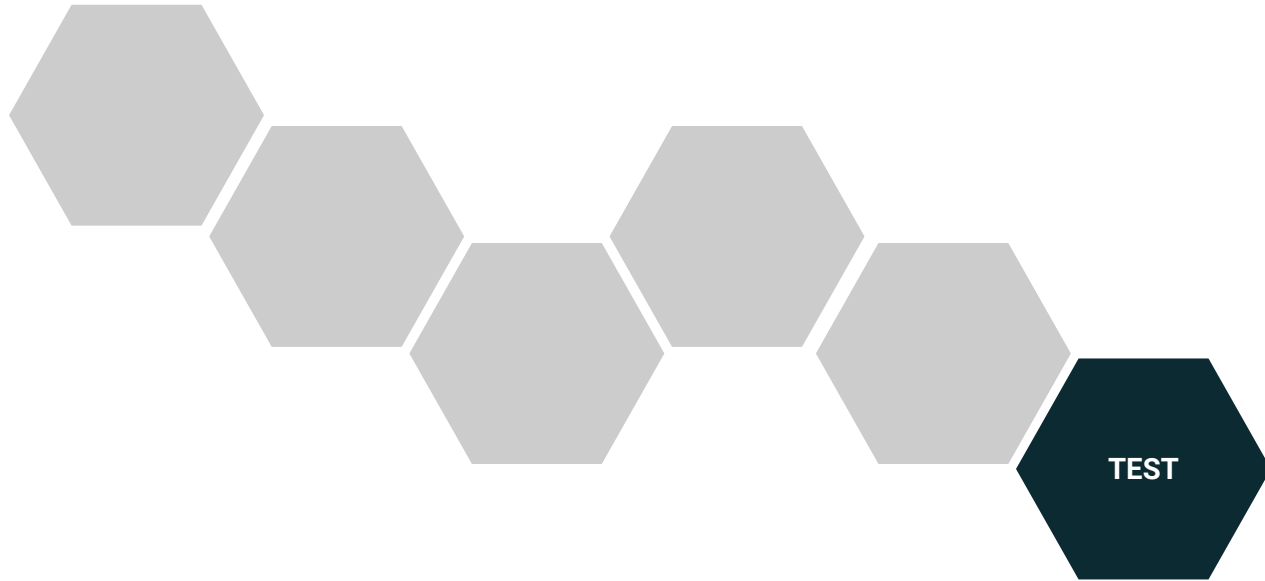
STEP 5: PROTOTYPE TOGETHER



GROUPS OF [X]
20 MINUTES
(10 MINUTES FOR PRESENTATIONS)

PRESENT PROTOTYPES

STEP 6: TEST



DISCUSS NEXT STEPS



Questions?

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