Tab 1

# **Subject line:**

# Intro

Welcome back to SOCHI News! It’s official–we’re at the end. We here at SOCHI are reflecting on how far we came this semester. (Don’t worry, SOCHI News will still be here next year!)

-Reuben Crasto, Steven Liu

# Upcoming Events

Our amazing SOCHI e-board (Reuben, Melp, and Tas!) are getting ready to walk across the stage, and we want to send them off with all the love they deserve. Whether you attended an event, enjoyed the newsletter, or just appreciated their vibes, take a moment to wish them well as they start their next adventure. We’re collecting notes to compile into a digital send-off.

<https://forms.gle/hXbB2PbonNhBZM1J6>

# Body Sections

A thank you!

As we near the end of the semester and classes wrap up, we can't help but reflect on the semester we had. SOCHI, especially, went through amazing things!

**This semester**...SOCHI came back to life! We hosted our own design jam, and we partnered with SIMA and FLUX to launch the incredibly successful CONVERGE design jam, and held a series of engaging workshops (huge shoutout to Reuben, Melp, and Steven for leading those!).

While we didn’t break any recruitment records or top every metric, the truth is: SOCHI is in a completely different place than the beginning of the semester. We successfully completed a client project (shoutout to Tina, our incredible project manager!!!), and we couldn't be prouder of ourselves.

**Looking ahead**...We have so many ideas for next semester. We want to expand our capacity for client projects, recruit more e-board members, and make SOCHI a bigger club than ever in its history. But we know that YOU--yes, dear reader-- are the ones carrying SOCHI forward, and we are grateful for that. So thank you, for showing up to the jams, for bringing energy to our workshops, and for reading this newsletter. We can’t wait to see what Fall 2025 has in store. Let’s keep building. 💙

# Game

Steven got lost in North Quad looking for his SI 110 discussion section. Thankfully, he sent a photo to the SOCHI e-board. What room is Steven closest to in North Quad?

FTVM Equipment Room

1. Space 2435
2. SI Student Lounge
3. FTVM Equipment Room
4. Winter Garden

Answer: These are the bathrooms closest to the FTVM Equipment Room

Tab 2

Title: AI + UX

ChatGPT was only launched two years ago, and we’ve felt its reverberations across all industries. Generative AI has an especially important role to play our lives,

1. Intro
   1. Thesis: AI is shifting the industry
2. <https://www.uxdesigninstitute.com/blog/jakob-nielsen-on-ai-and-ux/> or <https://www.youtube.com/watch?v=fZtuvvcbDK0>
   1. Limitations of AI

<https://www.nngroup.com/articles/ux-reset-2025/>

<https://www.uxdesigninstitute.com/blog/ux-design-trends-in-2025/>

<https://www.uxdesigninstitute.com/blog/jakob-nielsen-on-ai-and-ux/>

Notes on <https://www.youtube.com/watch?v=fZtuvvcbDK0>

* “Chatgpt is overwhelming the biggest”
  + Best quality of AI

Using chat to handle large volumes of text, translation, image generation for storyboarding

* AI outputs must be filtered using human intuitions

AI itself is not well designed

* “ChatGPT is just like one long scrolling list, with no option to point or click on the bits you want to change; you have to describe what you want to change in another paragraph. This is history repeating itself, because when the web first came out, all the things we knew about good design went out the window.”

AI makes good design more affordable → more companies will prioritize it → more opportunities in the UX industry

Emphasis on embracing AI!

We moved from customization (user chooses between different options) to personalisation (user experience is based on what the algorithm already learned)

Biggest impact is boosting productivity

* Doesn’t take work away, but shifts what UX focuses on