

Reflect

AI Essentials: Knowledge

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Clearbridge can offer a personalized experience by preparing a customer's room with custom niceties based on Weather, treat and room preferences, and the reason for their visit.

TERTIARY

GDPR
Visitation

SECONDARY

A la carte personalization options

Oppressor factor

PRIMARY

Provide users with their desired treats

New room rate options based on personalization

Provide a tailored itinerary

Customer privacy invasion

Why you would use this activity

This activity is where you brainstorm the direct and indirect effects of your AI. This is the first step of a process that never ends. You need to have a plan for growing and maintaining this relationship over time.

When you should use this activity

Run through the knowledge activity after you have aligned on a reasoning statement. This implies you are confident in your conclusions from the rest of the activity. The knowledge activity should be ever-present in your space.

What you absolutely need for this activity

- **Find a wall.** Your team will need a wall to work on. Ideally this would be a whiteboard. However if you don't have access to a whiteboard, use a large sticky easel pad or create one by taping printer paper together.
- **Grab sticky notes.** Sticky notes are necessary. They allow you to make mistakes, iterate, and move your thoughts around. They allow your mind to manifest onto a tangible space.
- **Thick permanent markers.** Using thick permanent markers forces participants to move from one thought to the next quickly. They don't allow you to get stuck in details, especially when drawing.

Best Practices

- **Write before you talk.** Write or sketch lots of your ideas on sticky notes *before* talking about them. During discussions, capture the main points on sticky notes and post to the wall.
- **There are no bad ideas.** Start big. Diverge to get everyone's ideas out there. Come back together to discuss, cluster, and seek patterns. Then, converge to determine the strongest ideas.
- **Stay focused on your users.** Tell stories about users to keep them at the center of your attention.
- **Everyone participates.** Everyone has a marker and a pad of sticky notes.
- **Stay engaged.** Avoid side conversations. Use a “parking lot” to capture issues that are off-topic.
- **Start on time, stay on time.** To meet our goals, we need to watch the clock and stick to the plan.
- **Yes, and...** Instead of dismissing the ideas that your teammates suggest, push yourself to build on them.

Ready, set, go!

IBM Enterprise Design Thinking Toolkit

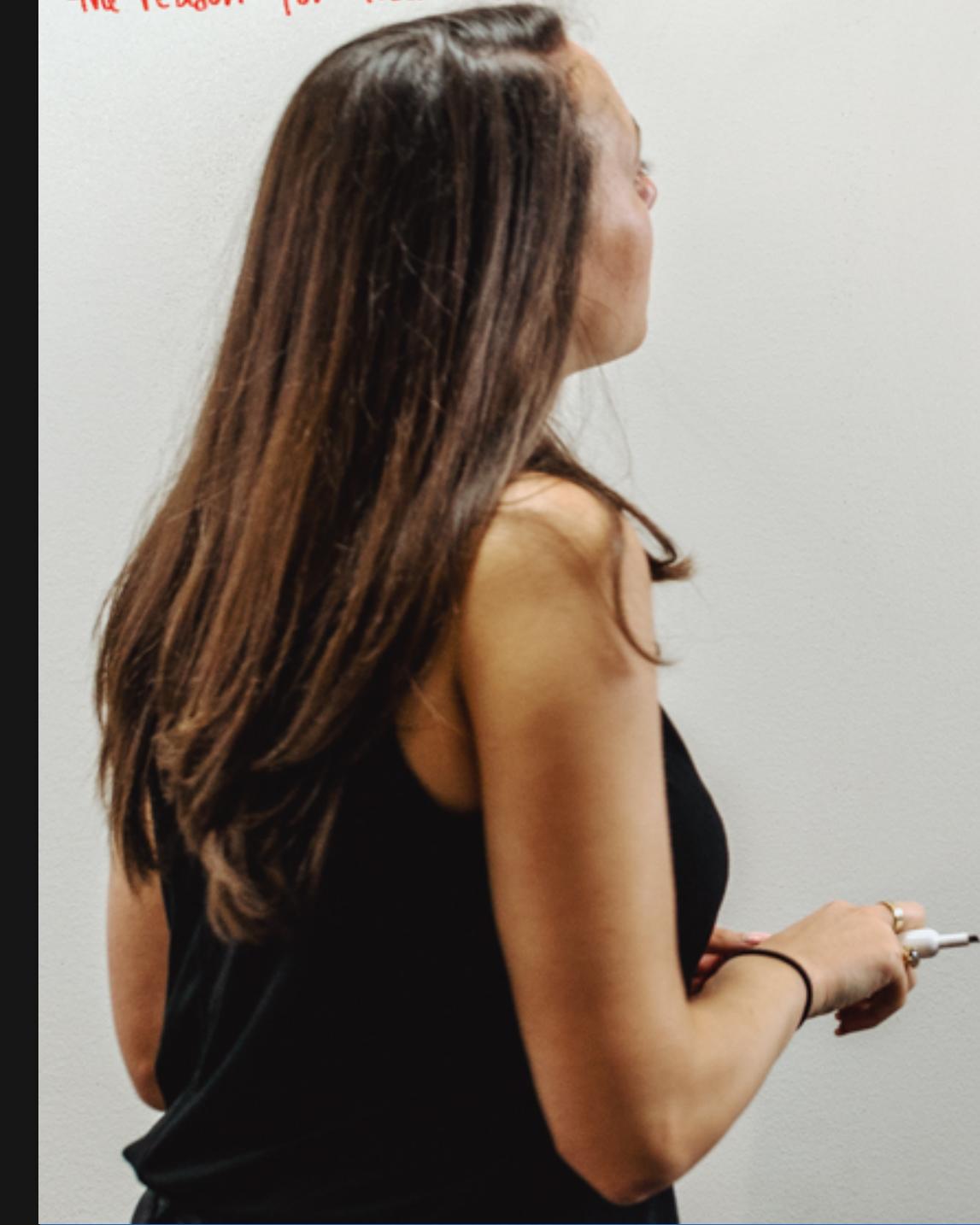
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60 min

Setup

Draw three co-centric squares on the wall.
Label the center-most area Primary, label the middle area Secondary, finally label the outer-most area Tertiary.

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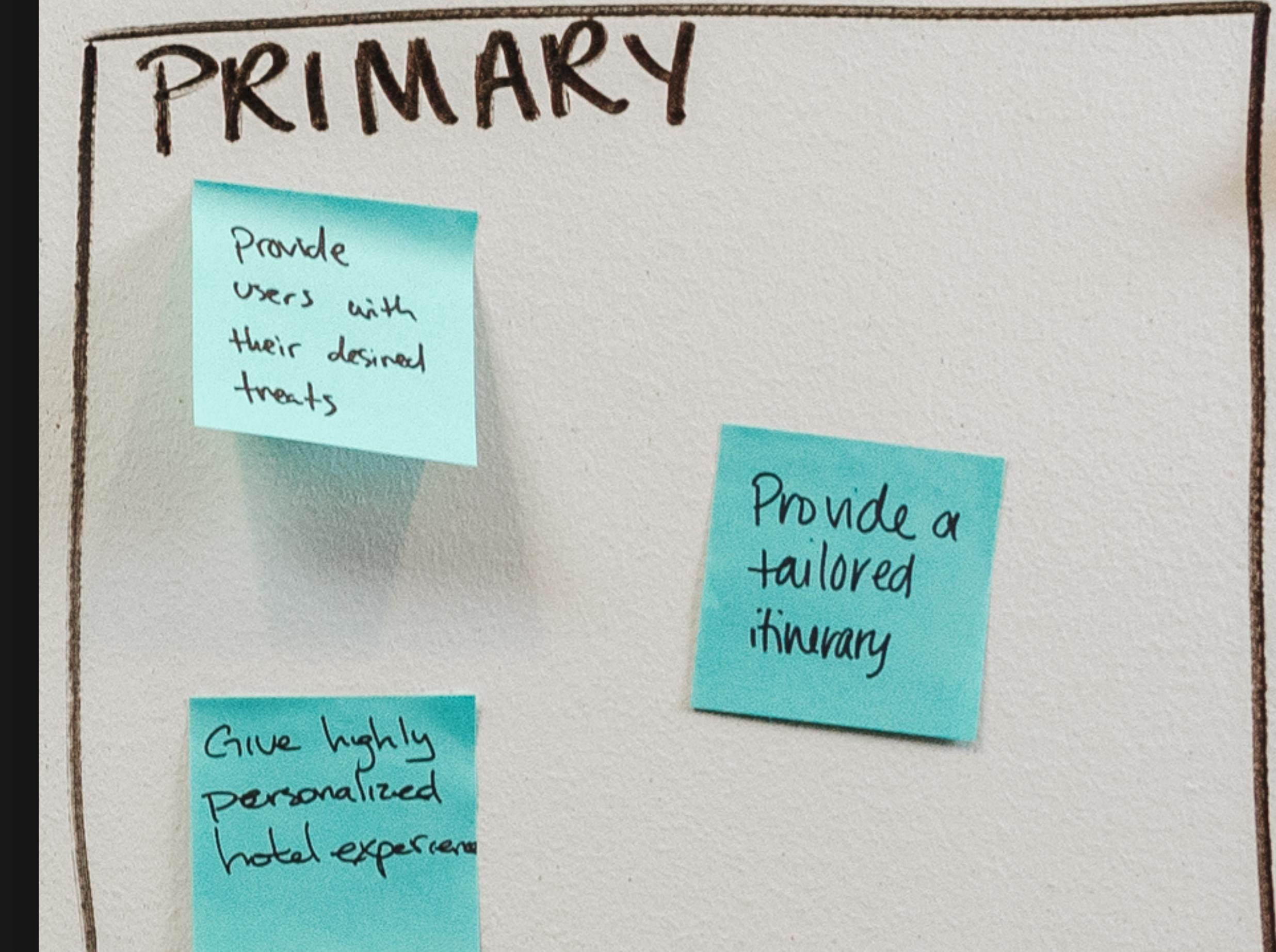


TERTIARY

SECONDARY

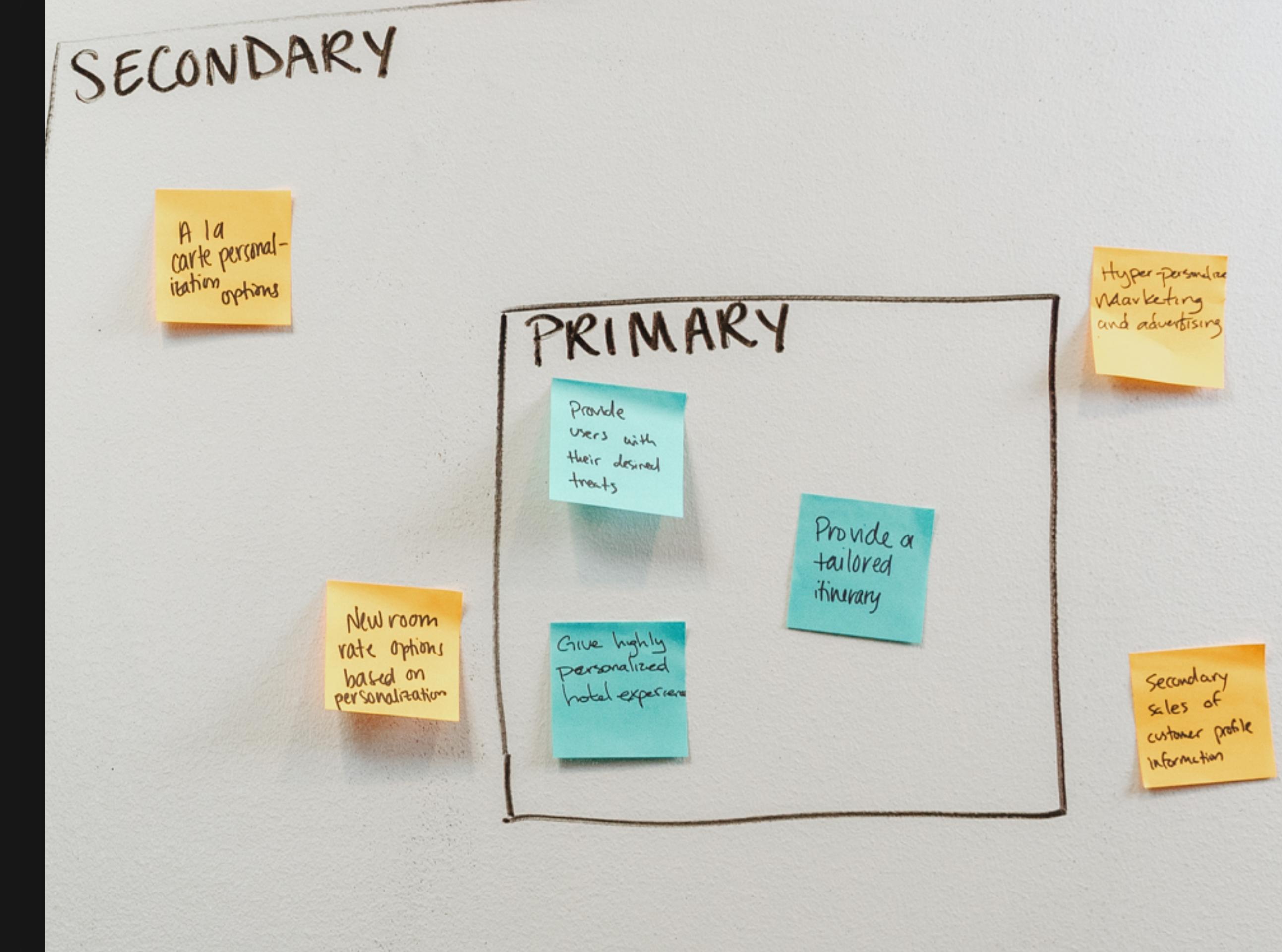
PRIMARY

List out the primary effects of your product or, if you're ready to get more granular, the primary effects of the capabilities you've outlined thus far.



Primary effects are intended and known. Primary effects should be closely related to your intent activity conclusions. Think about it this way, what is the direct value you are providing to your business and your users?

List out the secondary effects of your product or features next.

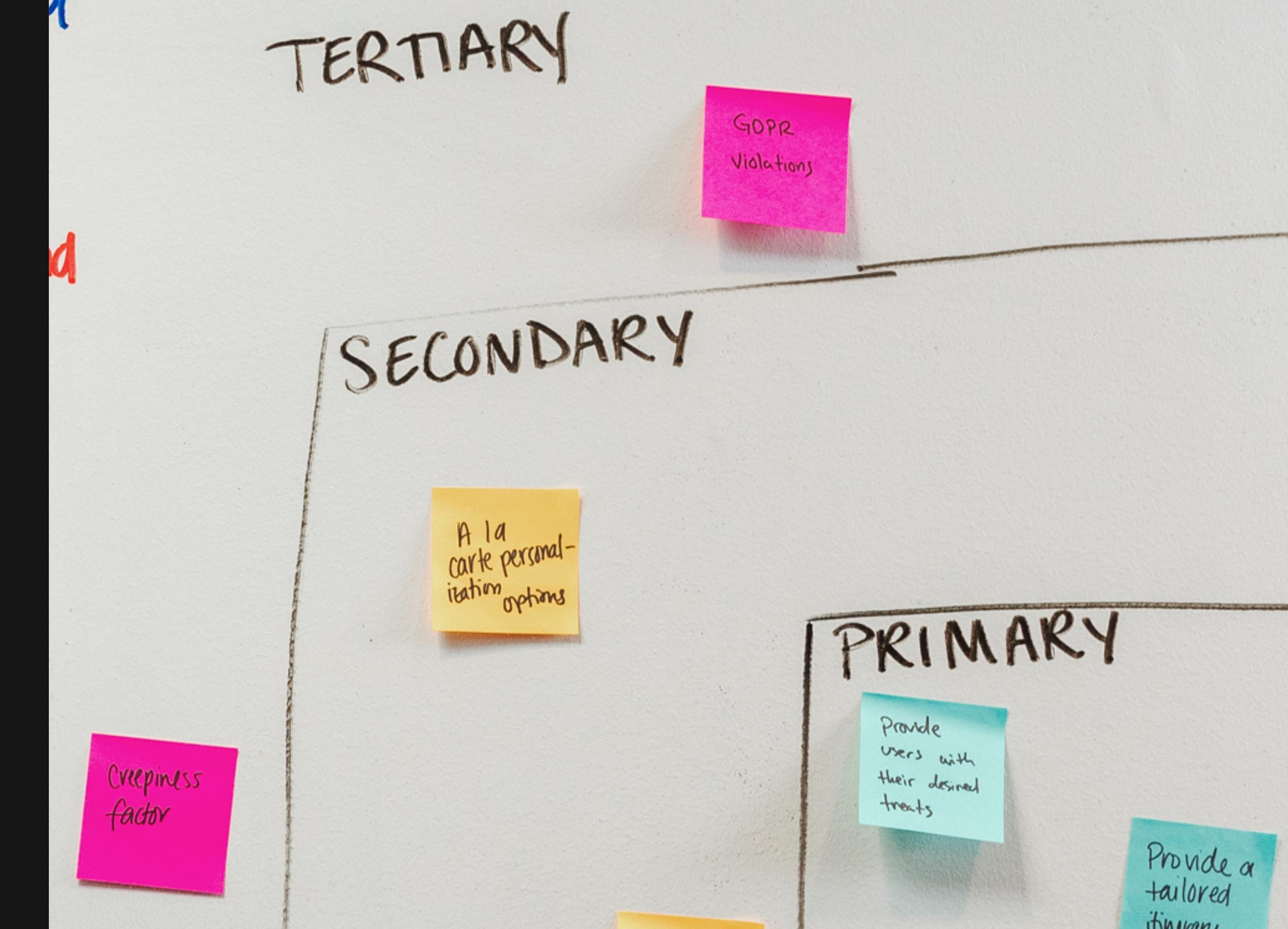


These effects are also intended and known, but not necessarily the defining characteristic of your product.

Are there any additional benefits or drawbacks from this AI to your business, users, or stakeholders?

Could anyone re-purpose your AI experience in a way that is meaningful to your users?

Finally, think about the tertiary effects for everything you have up on the board.



Tertiary effects are unintended but possibly known. Try and be specific here but ballpark if you need to in order to understand areas of weakness where you may not have control over outcomes. Lean into thinking about the worst possible outcomes and circumstances.

How could your AI experience turn people off, or significantly impact their lives. In order to think ethically, you need to push yourself to think holistically.

