

Reflect

AI Essentials: Understanding

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Why you would use this activity

This activity is where you will deconstruct your data sources. This will help you determine what you need to teach your AI so it can understand the the ins and outs of your domain. Over time, it will begin to learn jargon, trends, and patterns in the data that it will use going forward.

When you should use this activity

Run through the understanding activity after you have identified your critical data sources. You should have a data expert participate in this activity.

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!

Grab the data sticky notes with high-level concepts (jargon, domain-specific content, inferred data points) from your data map and move them to the understanding section.



Make sure you take a picture of your data activity. You will dismantle it next.

Focus first on the stickies that are most critical to your AI experience. Your AI will have to be taught how to understand these high-level concepts by making connections from granular concepts.

Deconstruct your main sticky note that represents a high-level data source. Write down one individual data component on a single sticky note. Place them around your high level data source.



It's time to create a curriculum for your AI. Think of all of the individual components that make up the data source. Take your time here, it will pay off to be exhaustive.

These components will directly inform your AI models and its training. It's important to know that some of the components will need to be broken out further.

After you have deconstructed your critical, high-level stickies, it's time to discuss.



First, determine if the peripheral stickies have their own jargon that needs to be defined.

Second, are the data components correct for each data source.

Third, what are the implications if a machine makes associations between the stickies you posted (e.g. different behavior based upon gender, race, nationality).

Lastly, begin thinking about who you might need to talk to in order to implement this. Who will be curating the data and training these models? It's worth researching if there are any pre-trained AI models in your domain. This can save you a ton of time.

