



Notes

Mar 18, 2025

AZ User Journey

Invited Kiyasha Singh Alison Jacobson Justin Germishuys

Attachments 📎 AZ User Journey

Meeting records 📄 Transcript

Summary

Alison Jacobson, Justin Germishuys, and Kiyasha Singh refined the Cyborg Skills program document, focusing on user journey clarity (including two interaction methods), incentive clarification (emphasizing ease of use and immediate results), data handling options (with flexible hosting), and a phased pilot program including onboarding, a teaser campaign, and retrospective meetings. They also decided to initially implement the AI agent as a simulation with limited inputs and will create a marketing brochure.

Details

- **Meeting Overview:** Alison Jacobson, Justin Germishuys, and Kiyasha Singh discussed updates to a document outlining Cyborg Skills, a habit-formation program. They focused on refining the user journey, clarifying incentives, addressing data and hosting concerns, and planning a pilot program . Key decisions included adding details about the program's two interaction methods ([00:05:37](#)), clarifying incentives by highlighting ease of use and immediate results ([00:13:47](#)) ([00:18:28](#)), addressing data concerns by offering flexible hosting and processing options , and planning a phased pilot program . They also discussed the role and implementation of an AI agent, deciding to initially offer it as a simulation with limited inputs to mitigate data risks .
- **User Journey Refinements:** They agreed to add explanations of the two ways to engage with the program: a guided path versus self-directed exploration, and

emphasized the standalone value of each habit ([00:05:37](#)). Kiyasha Singh offered to incorporate existing habit descriptions from an introduction video ([00:08:10](#)). Justin Germishuys suggested adding an explanation of why order doesn't matter, highlighting the cumulative benefit of the habits ([00:06:54](#)).

- **Incentive Clarification:** The team clarified the program's incentives, emphasizing the ease of use and immediate, tangible results as primary motivators, minimizing the need for extra rewards ([00:13:47](#)) ([00:16:13](#)). They also considered adding a social component and a certificate of completion ([00:17:28](#)). Justin Germishuys cautioned against oversimplifying the incentive description, as using AI to summarize their discussion resulted in a watered-down explanation ([00:15:06](#)).
- **Data and Hosting Options:** They discussed data handling and hosting, presenting two options: using the team's platform, requiring alignment with client data governance policies ([00:21:38](#)); or deploying the program on the client's platform, simplifying data management but requiring a collaborative approach to data analysis ([00:23:02](#)). They emphasized the importance of addressing data privacy and proprietary data concerns ([00:24:29](#)) ([00:28:00](#)).
- **Pilot Program Design:** The team outlined a proposed pilot program, including onboarding, a teaser campaign, a kickoff meeting, the program itself, data processing and report generation, and a retrospective meeting ([00:37:08](#)). They agreed the user journey would be separate from a broader pilot engagement description ([00:32:35](#)). Alison Jacobson suggested clarifying that onboarding and other steps are part of the pilot program, not inherent to the core user journey ([00:37:08](#)).
- **AI Agent Implementation:** They debated the implementation of the AI agent. Justin Germishuys suggested initially offering it as a simulation with predefined inputs to minimize data risks ([00:44:39](#)), while Alison Jacobson advocated for emphasizing its purpose as a tool for recommending habits based on user input ([00:42:35](#)).
- **Onboarding and Teaser Campaign:** They decided to include onboarding and a pre-program teaser campaign in the pilot's proposal. The team planned a 30-minute kickoff and a retrospective meeting to gather feedback after the pilot ([00:33:30](#)) ([00:37:08](#)). Justin Germishuys mentioned the importance of managing the anticipation and remembrance of the experience to enhance its impact ([00:34:48](#)).

- **Brochure Development:** Alison Jacobson proposed creating a brochure to market Cyborg Skills, incorporating details discussed during the meeting, including the user journey, data handling, and overall program philosophy. The brochure will need to include an introduction explaining the habits, the problem solved, case studies and customer logos ([00:11:30](#)).
- **Pricing Strategy:** The team decided to postpone the discussion of pricing to a subsequent meeting ([00:54:04](#)).
- **Additional Considerations:** They planned to add sections about data and LLMs ([00:20:32](#)), and discuss the specifics with Steven regarding data processing in the client's environment ([00:29:11](#)). Alison Jacobson also emphasized the importance of showcasing a functional demo of the software, beyond static presentations ([00:53:09](#)).

Suggested next steps

- ☐ The group will create a brochure for Cyborg Skills, including information on the habits, problem solved, case studies, and customer logos.
- ☐ The group will develop pricing proposals, potentially including a tiered system based on volume or enterprise licenses.

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Transcript

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AZ User Journey - Transcript

00:00:00

Alison Jacobson: Hi.

Justin Germishuys: Hello.

Kiyasha Singh: Hi.

Alison Jacobson: Hello.

Justin Germishuys: How are you? How are you all doing?

Alison Jacobson: I'm good. I've just come back from a lunch with the head of product and innovation for Seek

Justin Germishuys: Okay.

Alison Jacobson: talking about data science. Fun stuff. Yep. No. And you

Justin Germishuys: Not exactly sure what I'm doing with my day today. I just know I'm busy, but I can't tell you with what.

Alison Jacobson: Yes,

Justin Germishuys: I think I have this kind of conscious block. My subconscious is taking over.

Alison Jacobson: you know, I feel that could lead to very good things and on that basis we should immediately proceed

Justin Germishuys: Yes. All work should be done in a fugue state.

Alison Jacobson: flow state.

Justin Germishuys: Fugue. same thing. Okay,

Alison Jacobson: No,

Justin Germishuys: so

Alison Jacobson: but I mean there there's truth to what you say. I mean um except when Kia's having the cursor issue she explained to me then

Kiyasha Singh: I

00:03:27

Alison Jacobson: close.

Kiyasha Singh: I haven't yet spoken to Justin about

Alison Jacobson: Yeah, but it's um Okay. Well, you guys can get there when you get there.

Kiyasha Singh: It's

Alison Jacobson: Um,

Kiyasha Singh: just being stubborn. It's I don't agree with the statement, but it's like a last born. It's stubborn. It doesn't want to listen. So,

Justin Germishuys: Yeah. Um they've made it. Um, what we need to do is maybe roll back to version 4.5 until they figure their s*** out because it is getting a bit of a pain. Although

Alison Jacobson: yeah.

Justin Germishuys: there is a new version that is out today and I'm trying to figure out if they've made it possible to adjust the settings so that it behaves

Kiyasha Singh: updates.

Justin Germishuys: like it did. I'll let you know. But yes, it is being a bit of a pain in the behind. Um but in any case, it is an option to roll back. We just have to redownload the previous one and ignore all messages for updates.

00:04:32

Justin Germishuys: Okay. But now getting to today's thing. I'm

Alison Jacobson: Give

Justin Germishuys: sure

Alison Jacobson: me one

Justin Germishuys: it's

Alison Jacobson: sec,

Justin Germishuys: just

Alison Jacobson: guys. I'm so sorry. I should have gone while you were talking about that. I just need to hand someone this.

Justin Germishuys: Sure. No worries. Um,

Kiyasha Singh: Is it really bad from

Justin Germishuys: what?

Kiyasha Singh: your perspective the document? Is there a lot that I need to change?

Alison Jacobson: Cool.

Justin Germishuys: No, I just think that there's some stuff we need to add.

Kiyasha Singh: Oh, okay. Okay. Okay.

Justin Germishuys: Yeah. No, I don't think it's bad. Um, um, I do think that in terms of the user journey, we do need to say that there are two two ways to

Alison Jacobson: Wait,

Justin Germishuys: enter.

Alison Jacobson: we got to get Reed on the school.

Justin Germishuys: Okay, we do have the transcription but read as well.

Alison Jacobson: Cool.

Justin Germishuys: Okie dokie.

Alison Jacobson: Reed will join shortly.

00:05:37

Alison Jacobson: I don't know why it's not Is it trying to join? Unable to add read.

Kiyasha Singh: Is it because of the transcription? I don't

Justin Germishuys: No,

Kiyasha Singh: think

Justin Germishuys: we

Kiyasha Singh: so.

Justin Germishuys: usually have both.

Alison Jacobson: Okay. Well, um let's just use the transcription then

Justin Germishuys: Yeah. Uh hope that doesn't fail in any way. Um all right. So the only in terms of the the user journey, I just wanted to add that there are two ways to enter. one, you can go through a prescribed path and follow um recommendations that are delivered to your inbox or a um asynchronous communication channel. Um so it doesn't have to be email, but it will most likely be email. So that's the one way or they can go in and not follow the recommendations and just decide for themselves what they want to do and as they go through the journey the activities will gray out or change state and they'll know what they've done and what they still have to do.

00:06:54

Justin Germishuys: So they don't have to do it in any particular order. The other thing that we might want to consider adding is some reason or some explanation for why they don't have to do it in any particular order. And so it's designed so that each habit is valuable when it stands alone but almost superpower if you can chain them together in meaningful ways in a single workflow.

Alison Jacobson: Can you bring the bed for George, please?

Justin Germishuys: Um, so I think that we might need to put that in. Other than that, I don't really have much to say about the the user journey except that that's mostly right. Um, what I do think is missing and that uh Miche asked for is that we give some overview of the habits and what they do. So, I don't know, Allison, if you'd have any issues with that. I figure if we're going to proceed, we should probably just let them know, in which case, um, like what all each of the habits are and like what they mean and what

Alison Jacobson: We can't.

00:08:10

Alison Jacobson: Yeah, absolutely. Um,

Justin Germishuys: they'll find out soon anyway.

Alison Jacobson: exactly. So, I think so.

Kiyasha Singh: Um

Alison Jacobson: I want to just add some stuff as well, but go for it, Kia.

Kiyasha Singh: um so I just wanted to say so for the overview I can just add you see on the homepage when you have the little explanation I got that from the introduction introduction to all habits video. So basically where it's listed and it gives a brief about what it's about but doesn't go into too much detail.

Justin Germishuys: Am I looking at the same document? Where do you have that?

Kiyasha Singh: No,

Justin Germishuys: What

Kiyasha Singh: I'm

Justin Germishuys: number?

Kiyasha Singh: saying in the in the scripts you're saying I should add the overview. So I'm saying um is it okay if I go to the scripts doc that I shared with you and you see for the introduction script

Justin Germishuys: Yes.

Kiyasha Singh: it the it lists the habits and it gives a bit of what the habit is about without going into too much detail.

00:09:04

Justin Germishuys: I think that that should be fine as long as they know that planet is

this. And what I would like to add is a little note at the bottom just saying that each of these because I've said this many times but I think they do need it in writing that each of these are simple behaviors that everyone is actually capable of performing but they need to start applying it frequently and without having to really think about it so that they can get benefit. benefit from it. And so that's how we're able to keep the activities down to about 5 minutes. The other thing is that from a methodology point of view, one of the things that makes this very different from learning, and this is maybe something we might consider doing because anticipating that there will be a perpetual confusion about this, is maybe put in a bit of a table. um illustrating the the differences between a traditional learning program and a behavior change or habit formation program. And maybe we can reuse that table in future.

00:10:20

Justin Germishuys: So we have one column that says sort of traditional learning. You sit in front of your desk many hours. It's often not in the flow of work. It's abstract. People forget about it. Habit change. Less demand. Involves knowledge and skills they already have. um you know five minute commitment per day just to activate the the behavior and to increase the frequency. What's unique to cyborg skills specifically is that knowledge and skills are not central but they're a byproduct. People will acquire those through using AI but it's not the focus itself. Uh so those those are some some comments on that. We can use AI to beef up the table a little bit if we want to. Um but it might be useful to have that just so they can keep returning to it and reinforce why this shouldn't meet their usual expectations.

Alison Jacobson: So the content you're describing is exactly where I was headed, which is to say we need to put together the brochure. That's what this is for Cyborg Skills.

00:11:30

Alison Jacobson: and it's a maybe a brochure that we wouldn't just have on the website or perhaps we would but as he said you know is there anything I can see on your website so this kind of content needs to go into um marketing but also further down this kind of sales um cycle that we're in with a want to look like a really shot beautiful brochure and it would have to start by saying you know what is sidewalks habits and what problem are we solving and for whom and case studies and logos of happy

customers whatever it's going to be that goes into a brochure and we can work on that in time but what we have to do right now is consider this to be almost like a standalone uh statement about cyborg habits just the continuation of the conversation and so all of the things that they've talked about have to be there including things like hosting data privacy so although It's almost like a immaterial non-issue for us. Then let's just state it in writing and say here's the story. um you know we can use uh any model what whatever it is but I think all of the points that we've talked to with them I think we need to sort of state and this needs to be a standalone affair and by which I mean it says you know intro what is it the pack it has to have our URL you know our philosophy and I'm not sure how much of that we can do in time

00:13:00

Alison Jacobson: but I think we should get them something really cool um which they can then pass on to other people in the business and it becomes um and and your user journey is central to that because they were trying to build an imagination for like what is this? Um I log in and then what happens

Justin Germishuys: Yeah. So, so right now what I've been speaking about is just any additions to the user journey, but I do recognize that there are other parts that are missing from the document. So, we do need to talk about data and that's what we're hoping to get now uh

Alison Jacobson: in

Justin Germishuys: or get

Alison Jacobson: this conversation

Justin Germishuys: well I'm hoping to I

Alison Jacobson: Yes.

Justin Germishuys: mean I

Alison Jacobson: No,

Justin Germishuys: can I

Alison Jacobson: exactly.

Justin Germishuys: can say

Alison Jacobson: So,

Justin Germishuys: exactly.

Alison Jacobson: we're on the same page. So,

Justin Germishuys: Yeah.

Alison Jacobson: I fully It's about building it out.

Justin Germishuys: Yeah. Um,

Alison Jacobson: But I want to say to you, Kia, I mean, I think you did a great job.

00:13:47

Kiyasha Singh: Thank you.

Alison Jacobson: And not to sound these things count to me, but just the way you present things is already there. It doesn't need like maniacal editing from me.

Kiyasha Singh: Thank you.

Alison Jacobson: Most other people's stuff is pretty terrible.

Kiyasha Singh: That

Alison Jacobson: Yours

Kiyasha Singh: is

Alison Jacobson: is pretty good.

Kiyasha Singh: that is a very I'm very honored for that. Thank you.

Justin Germishuys: plus. Okay. So um I do think that that the two changes well the three changes so there are two ways to interact with the program and and then of course a quick description of what they are and then a statement that each one seems quite trivial on its own but at scale each one could significantly improve performance and that's the thing that they really need to take home is that it's deceptively simple but incredibly valuable and it's precisely why it'll be much easier for people to actually adopt and do this. That ties into the point about incentives. I just want to check if your incentives part is clearly articulated.

00:15:06

Justin Germishuys: Um because Mitch wanted to ask about incentives. We spoke about it in yesterday's call, but it almost needs to be a separate section to

Kiyasha Singh: Okay.

Justin Germishuys: this. So, it's going to be under the incentives heading. And what we want to make sure is that AI doesn't oversimplify it. I took the transcript like this morning, plugged it into Claude and asked it to just, you know, reflect back what we said about incentives and it was watered down. Uh, so be careful

Alison Jacobson: Sorry,

Justin Germishuys: about

Alison Jacobson: was that the transcript from our conversation with him?

Justin Germishuys: No, our conversation in the debrief because that's where we really did speak about the incentives and we said look you know there were two parts to the the reason you have incentives is to move somebody through the program and to prevent attrition and well there are other reasons but those are two primary reasons and there are two things that help move them through whether you think of them as incentives or because they they help do that job, move them through and keep them here.

00:16:13

Justin Germishuys: One is it's easy. And if I ask you to do one easy thing a day, I don't have to work as hard to convince you because it's easy. So I don't have to promise you \$100 to do something that is probably going to be like um effortless for you to do. So um because it's easy, we need less incentive or less trigger. It's the fog model. Um in any case, the other thing is that the the use of a habit often produces a quite a strong emotional reaction or a strong realization in and of itself, particularly when you've used it three or four times for real. Right. So, the fact that it's not a hypothetical, but you're using devil's advocate on something real and something that already means something to you in your context. After two or three times, you you kind of within the first time often you just kind of get this realization, wow, this blew my mind. That that is the incentive. So, we don't feel the need to add many more bells and whistles.

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Justin Germishuys: What we can do is we can create a social component where people feel like they're in a group and we might um reflect back that other people in the group are actually doing it which can create a little bit of social pressure to continue doing it. But I think beyond that there's not much unless we see the need for more incentives.

The the certificate at

Alison Jacobson: I'm

Justin Germishuys: the end

Alison Jacobson: just

Justin Germishuys: as

Alison Jacobson: wondering

Justin Germishuys: well

Alison Jacobson: if

Justin Germishuys: is also

Alison Jacobson: did you

Justin Germishuys: useful.

Alison Jacobson: say certificate at the end?

Justin Germishuys: Yeah, that that would also sort of yeah, that's a tangible result that you can share with others um which relates specifically to people's status needs. And so those those four things together I think

Alison Jacobson: I'd like to play with a concept which is that this is a very um high ROI intervention

Justin Germishuys: Yeah.

Alison Jacobson: because we always look for the smallest lever with the biggest impact

Justin Germishuys: Yes.

Alison Jacobson: and because the ask is so little.

00:18:28

Alison Jacobson: You don't have to sit in two hours of training. the ask is so little and instead of it being theoretical, it's happening in the flow of work and you actually get an instant result which moves you in the direction of you'd call progress around whatever that task was. So you see this incredible shift and this kind of you know we've all had it like oh my god I can't believe it can do that. Um and come at me with sort of different than maybe I've experienced before just using chat GPT. So basically you get very good bang for buck at very low cost to the organization. You are introducing new habits that can have immediate impact and then over time very large impact on mass. And so the point is that's the incentive. We don't have proxy incentives. The incentive is actually immediate success

Justin Germishuys: Yeah.

Alison Jacobson: and what that brings you in the context of whatever it is you're trying to get done. So it's like bingo. And I think that that's it's an important point in terms of our almost philosophy of design or design principles.

00:19:34

Alison Jacobson: Um things

Justin Germishuys: Yeah.

Alison Jacobson: that we've talked about that I think must be included in this things I think you mentioned it Justin but that this is a program designed to be uh to be in the flow of work. And why is that different from training? Training you stop work to go and do

Justin Germishuys: Yeah.

Alison Jacobson: this. you

Justin Germishuys: So

Alison Jacobson: get your work done through it. I'm just teasing it out because I

Justin Germishuys: that

Alison Jacobson: think

Justin Germishuys: will be in the table as well. So

Alison Jacobson: yes. Yes.

Justin Germishuys: training uh often classroom or separate experience this behavioral intervention or cyborg skills in the flow of work. Um often on hypothetical test cases. This is on real stuff that moves work forward or that produces real progress. And then we can get we can list those things out there as well. and turn it into a nice graphic soon enough.

Alison Jacobson: So that'll be a couple of blog posts, perhaps more

00:20:32

Justin Germishuys: Yeah.

Alison Jacobson: once we start getting results.

Justin Germishuys: Okay. So, I think then that that's it for the the user journey I think is fine with and then we have the bit about incentives and we're going to beef it up with that table.

Alison Jacobson: Then

Justin Germishuys: Uh

Alison Jacobson: we want to include the stuff on data and

Justin Germishuys: yeah,

Alison Jacobson: hosting.

Justin Germishuys: that's where I was going to go to next. Um, so because so we can have a section on data and LLMs. Uh, so we may as well put it together because um they're um related at least in some ways. So

Alison Jacobson: Four

Justin Germishuys: be

Alison Jacobson: letters.

Justin Germishuys: excuse me

Alison Jacobson: They each have four letters.

Justin Germishuys: als if we leave

Alison Jacobson: No,

Justin Germishuys: off

Alison Jacobson: no.

Justin Germishuys: the

Alison Jacobson: Data and LMS is what you said.

Justin Germishuys: oh okay but okay never mind I'm being a bit off today um so from a data perspective this is what I said to me and others yesterday is that the thing about cyborg skills is it's more about the behavior than the AI in fact the goal is to make the AI transparent.

00:21:38

Justin Germishuys: And so for us, as long as people adopt the habits, they can use any LLM. And so they can use any LLM that is signed off for them. That could be co-pilot, it could be anything, right? Again, so that's the one thing. Um, so in terms of actually practicing or doing the tactics, they can use any LLM they choose. in terms of the okay I suppose we should also talk about the hosting. So yes, option A is they can use our platform and but there may be some then if they do then we need to talk about their we need to see their specific data governance to make sure that the way that we we set things up to align with their policies and their internal requirements. And that will require that we spend a bit more time speaking to different people to get that set up. Not the quickest route to done in my opinion. But if we could do that, then we do get the additional behavioral benefits that come from our design of the UX and the UI of our platform, which adds something, but it's not like you cannot run the program without it.

00:23:02

Justin Germishuys: Option two is the activities and reflections that we've designed to shift behavior can be uh deployed on their platform and then they can basically make use of all of the um data management that's already in place on their side and we neatly circumvent that at least from the delivery. And that means that they'll be getting the

challenges through their platform. Emails will be sent from their addresses. What we would need to make that happen is just a facilitator on their side. Uh a sort of a pilot coordinator or somebody that we can interface with and then that will basically simplify it. Um in which case we don't have any headaches about where the data is stored, whether it's secure. Um what we will need to do though is just discuss with them how we then process the data because they would be concerned about proprietary internal data but also PII like user information and so the PII and then the proprietary data will never leave their systems or their signed off stuff. The problem comes in when we're trying to analyze it and create some sort of a report.

00:24:29

Justin Germishuys: So, there are a couple of ways we can do that. Um, we can either direct them on how to do it, which I'd rather not do. Um, but it's not super complicated because essentially it's just we've designed it so you can just count stuff. You count um how often they use LLMs before versus how often they use LLMs after. But when it comes to analyzing the the insights or the reflections that they share, then we will probably want to use an LLM of our own. At which point we need to again ask them about their policy because essentially what we could do is we can take anonymized versions, process them with a um standard key. So anything we process nobody will know who that insight connects to. We

Alison Jacobson: However,

Justin Germishuys: would al

Alison Jacobson: if

Justin Germishuys: Yeah.

Alison Jacobson: if if one of the things that we're processing is the contents that they may have well, unless we don't allow them to upload anything, but if they cut and paste from, you know, a secret document and

00:25:40

Justin Germishuys: Yeah.

Alison Jacobson: so I think it all will have to run on LLMs that are sanctioned by them in their environment. But I mean, of course, I don't know that

Justin Germishuys: Yeah. But look, I I would be quite happy if they would agree to give

us access to something that they use and then we use that uh to help them process the data. But as I said, there's there's not much that's super complicated in the the analysis. It's more the what to analyze that is actually important than the how to analyze. Um, for instance, if we're going to evaluate um, if we're going to evaluate engagement in terms of their um, in terms of their reflections and we're looking at cognitive and emotional engagement, essentially running it through an LLM that can say, you know, there's this sentiment or this emotion attached to it or, you know, this is not neutral. there is some sort of a they're impressed or they're not impressed. We can put together like kind of a rubric and then they can run it through with the rubric and get results as well and that can be the data we we provide to them.

00:27:00

Justin Germishuys: Uh we do need to just so I think for this we just need to say look from a data processing we're going to have to just discuss and make sure that we align with their policy. uh but there is a scenario where we will simply give them instructions on how to process the data themselves internally. So again we don't have to deal with the the headache.

Alison Jacobson: or I mean if we're using their API and it's for their co-pilot or surely we can do it process that as a service and provide you know so

Justin Germishuys: Yes.

Alison Jacobson: I mean it does it doesn't have to be within their infrastructure with only them touching it so I would say that we need to have proposition that says especially in these early days this is turnkey so it comes back to our platform anonymized or whatever or it comes back to our platform but the LLM in play is your API and then we do what we do and we provide you and of course this is all under NDA and it would be

00:28:00

Justin Germishuys: Yeah.

Alison Jacobson: um but if you start to say it comes back to our platform then there's a whole investigation around that potentially having that said we ran the scientics project for the CIO. So strategy cascade from her level down into her next level teams on scientics hosted and it was their strategy and they never once actually asked us anything about it. And I mean I don't know if that's because Cindy um I don't know but

I'm just saying it may be that that this that that we should come from a solution that says this is the way we recommend it but these are the optionals because we should say it it should work like this. We will then process the insights and give them back to you.

Justin Germishuys: Yeah.

Alison Jacobson: um we mustn't

Justin Germishuys: So

Alison Jacobson: we mustn't move immediately to assume that we have to design for worst case but I think it's obviously very useful to go down to whatever level we're prepared to go down to

Justin Germishuys: yeah. So I do think it for that for the data processing and the reporting.

00:29:11

Justin Germishuys: So that will be another sort of subheading under the data LLM and hosting section is um that we have that we do need to hear what their policy is. We need to know what their LLM is. If they have an API that we can use and um then in terms of those options you know first prize is we just we just process it. Uh, second prize is I'm just um Allison, help me out here.

Alison Jacobson: second prize is um they don't want any of it coming external to their um IT estate and then we jointly work with them to on the processing of the insights as a team collaboratively I mean, I think they would very much want that.

Justin Germishuys: Yeah.

Alison Jacobson: Um, but yeah, if we have to work with, you know, I don't know, I I I don't know. Steven would have a better view of this. Does it mean that if we're working in their environment, it's on VPNs or, you know, how exactly will that work? I know it can be done.

00:30:20

Alison Jacobson: So, I'm not worried, but I'm just saying it goes to that at this level when you're talking about, you know, something like Astroenica. But I think Steve can you know perhaps share a view here or be part of this conversation.

Justin Germishuys: Um, yeah. Okay. Well, look, we can do we can put this together and

then get

Alison Jacobson: Yeah.

Justin Germishuys: Steven's view.

Alison Jacobson: And I think that when we send this it can be here here are some questions. If you could answer these questions we could recommend you

Justin Germishuys: Yeah.

Alison Jacobson: know options.

Justin Germishuys: Um, okay. So then that that deals with most of that. So I think

Alison Jacobson: And then of course what one would ask then is what about pricing and I think that we need to start moving to something maybe not just yet but where we say what we propose is a 20 person pilot um at a cost of X uh thereafter pricing will be tiered on a volume basis or an enterprise license um

Justin Germishuys: Yeah.

00:31:22

Alison Jacobson: just to make sure that it's you know I think what they've asked of us so far is absolutely fair. I think they want to move quickly. It doesn't seem like a time waster. I think if we can get this to them and say here's how we think a pilot could work and at a high level estimate, this is what our cost would be if you agree with this approach.

Justin Germishuys: Yeah. So I mean already the bulk of the document will say so I don't know if the document so currently the document says initial engagement. So there's actually um a section before the current user journey uh that we came up with yesterday to say that um we identify the the cohort size and we make sure that we know who's joining and for the pilot well we don't have to specifically say but we can say look there's an onboarding section that's missing from the user journey. So I think what we need to do is add onboarding and then we need to say like one identify you know users in the cohort set up the specific dates in which they're going to join make sure that there are no clashes with important

00:32:35

Alison Jacobson: But that's not the

Justin Germishuys: calendar.

Alison Jacobson: user journey. That's the whole journey. So I think that we must just keep it clear that this is the user journey. But what we're

Justin Germishuys: Yes.

Alison Jacobson: describing there is the pilot engagement model

Justin Germishuys: or

Alison Jacobson: or the design of a pilot and and that it would have an onboarding and all of the different steps to close out etc. It would have a pre- during and post

Justin Germishuys: well I think that part of the onboarding is admin is from an admin perspective and part of onboarding is part of the user

Alison Jacobson: use

Justin Germishuys: journey.

Alison Jacobson: it. No, no, if they're a participant, but I'm saying at a broader program management level,

Justin Germishuys: Yeah.

Alison Jacobson: there's a lot I think we need to describe, not necessarily in this dot, but if we say to them, here's a description of cyborg skills, cyborg habits, and then if you can answer these questions, we can get to um a bit we can offer recommendations.

Justin Germishuys: Yeah.

00:33:30

Alison Jacobson: And we think and it might be that it's a second male, not this coming. We think that the way we should undertake this together is a pilot which looks like this. It will require this of you. He actually asked that previous. It will require this of us and these are the kind of steps and milestones

Justin Germishuys: Yeah.

Alison Jacobson: and etc. quite quickly getting to that or at least ask for a conversation where we start to unpack that.

Justin Germishuys: Yeah. So I think that um we do need to from an onboarding perspective there is just like something that I would like to add if we do send this now and that that is I think that from the incentive perspective or not necessarily the incentive what is missing is the idea that we we're going to ask them to just do like a a very basic teaser campaign before the program just so that there's awareness that something's coming and to start getting them interested in the possibility before they come in cold.

Alison Jacobson: And maybe that we can discuss the details with them, but maybe that's and they're probably doing the same for their other programs, but maybe it's

something that happens, you know, a month before every week there's a teaser.

00:34:48

Alison Jacobson: So in other words the detail of it um can be discussed but absolutely so there

Justin Germishuys: Yeah.

Alison Jacobson: there's a excitement period

Justin Germishuys: Yeah, it's about creating. So there's the what is called the halo effect. Um, and there are two parts. There are three parts to any experience. There's the anticipation. There's the experience, and then there's the remembrance. And more important than the experience itself is the anticipation and the remembrance. You can have a s*** experience, but if you remember it well, it's going to be amazing. You can have an amazing experience, but if you forget it or remember it poorly, if there's just one bad thing that happens right at the end, it will mar the whole thing, undermine the whole thing. Um, so we always have to make sure that we're dealing quite well with that first and last part.

Alison Jacobson: And then for the purposes of the pilot, I like the idea of asking everyone for a half an hour kickoff where we explain why we're trying to pilot and what this is all about and both teams can speak and we say to people, you know, thank you for being part of this pilot and this is what uh this is what it's all about.

00:36:00

Justin Germishuys: Yeah.

Alison Jacobson: So in other words, much more handheld than if we were rolling out anything further at scale. But I think that that's that's if if they're if they're happy with that kind of program design,

Justin Germishuys: Yeah.

Alison Jacobson: um that would be awesome.

Justin Germishuys: Also, it's it's nice for us to do that kind of manual thing for a pilot because then we know what we might want to do in a video or something. Sorry. Go ahead, Kasha.

Kiyasha Singh: Oh, I I just wanted to ask for clarification. Uh, so for the document, I'm not adding on boarding or am I?

Justin Germishuys: So, I think you should because it pertains to

Alison Jacobson: Yes.

Justin Germishuys: us

Alison Jacobson: No, I

Justin Germishuys: proposing

Alison Jacobson: would agree.

Kiyasha Singh: Okay.

Alison Jacobson: But but what I was trying to say is if you if you look at what you've got now, this is not in a p this is generic vanilla. So I would say that's the user journey. But then in an other section talking about proposed pilot um I would say you know the user journey would be preceded by the following to you know on board and we actually describe step by step what a pilot would look like over what period etc. So that's what I'm suggesting cuz and I don't mind if you want to do it your way.

00:37:08

Alison Jacobson: I don't have a strong feeling. But if you want to just say onboarding has to happen at this point, then it kind of implies that every time you do cyborg habits, you've got to have an onboarding with us

Justin Germishuys: Yeah, I agree. So I think as put it in but make it a separate section saying uh onboarding or pilot

Alison Jacobson: or recommendations.

Justin Germishuys: recommendations for pilot and then uh on boarding. So um initially x time for identifying uh participants then set aside one week prior to the experience for a teaser campaign. Then a 30 minute once off kickoff. Then the program, the user journey as they see it. Then a week or two, a week or so for processing the data and generating reports and then report delivery. And then what we could have is like a we can have a retro at the end. A retrospective. A retrospective is after they've got the report, we schedule say an hour with them to sit down, look at the report, look at the findings, look at what worked, what didn't work, and look at anything we might want to um change, tweak, improve for the full roll out.

00:38:39

Kiyasha Singh: Okay.

Justin Germishuys: And then that would be our proposed plan. And so essentially the user journey will run over let's say 3 weeks.

Kiyasha Singh: 3 weeks.

Justin Germishuys: Yeah. Um what is the the thing that's missing that we haven't discussed yet is the AI agent. That's the other thing that we need to come to. So I think we've we've ticked all the boxes and we've got content on this transcript for everything except the AI agent. And so this is kind of what I said that um again the AI agent is a is not focused on doing any work within their system. It doesn't interact with anything there. There is a version where we keep it basically gardenwalled so that it only serves the purpose of demonstrating what good looks like but it wouldn't so that's that's option one. The other thing is because the agent is more a framework that we've used for the deployment of an LLM and is not LLM specific. We could drop their approved. We could use their API and then have the agent run like that.

00:40:10

Justin Germishuys: Um there's also a scenario in which we and then what we could do and this might be a little bit of extra work which is why the agent is something that comes later. It'll come into the user journey at around week two, maybe even in week three after they're done with the main stuff. And we're just introducing it as a uh as a long tale or a tale that helps to reinforce it. Um, so again, if we can just see what their policy is, there's also no reason for the data to persist with the agent. If we don't if they don't want the data to persist, what we could do is we could just run it in their environment using their API. The um data is cached just for a session after which it just goes nowhere. Um, of course it'll go to whoever their LLM provider of choice is for their API, but typically that will just remain in storage for 30 days until they flush it from their systems. They're not going to use it to train on anything.

00:41:20

Justin Germishuys: So if they've trusted that, then that's fine. Um, the alternative is we don't necessarily have to use the agent, but we can do something else that the agent does. The goal, the whole purpose of the agent is to show people what good looks like. We can also record some screencasts of people doing it well and then have them share it amongst themselves so that people can see it. It won't

Alison Jacobson: Hey.

Justin Germishuys: be as impactful, but people might be able to get some of the same thing. Um, another variation is during the 3-week period, this is what I recommended for Coca-Cola, is we have three 1-hour live sessions during the course of the rollout where, you know, and it's optional again um because I like everything to be optional. People can log in and then one of us can field any questions. Um, people can share experiences on a weekby-eek basis if they want to and we can do a live demo of what

Alison Jacobson: So,

Justin Germishuys: we

Alison Jacobson: so

Justin Germishuys: mean.

00:42:35

Alison Jacobson: what I want to kind of in a way just to play devil's advocate if in a sense almost disaggregate cyborg habits so that it's a bunch of concepts that can really be executed anywhere. I think that's dangerous for us. Um I think there's some magic and mystery in saying that there's an agent, but just to be clear, the agents purpose is to receive input from the user and then recommend the best habit. because they weren't and and I think we need to say that that's what the agent's job is. It it's an agent in that it has a goal and it's tool using but in this case the tools are the habits

Justin Germishuys: Yes. So I think that

Alison Jacobson: and

Justin Germishuys: this is how we should

Alison Jacobson: go

Justin Germishuys: may I just get this while while it's in my head. So we almost have AI agent section and you say what is its job or sorry what is an agent? An agent is something that reasons and uses tools. What is this agent's job?

00:43:38

Justin Germishuys: Its job is not to do work on people's behalf. its job is only to recommend which habits to use given the context. Um, maybe that wording can can change

Alison Jacobson: Well,

Justin Germishuys: a bit.

Alison Jacobson: I think just yeah, before we say what it isn't, just say what it is. So, I like that it's an agent in that it reasons and it's tool using in this case. What is it reasoning about? It's reasoning about what is the best habit to recommend to a user based on their input.

Justin Germishuys: Yes.

Alison Jacobson: And what are the tools that it uses? The habits. It will call forward a habit and execute on it. Um, so it's it's very much an agent as you say. It's it's contained within our environment or or it's contained within the program's environment and doesn't have access to any other data or tools.

Justin Germishuys: Yes. Um what we could do to make it so that we don't have we can actually also just make it a practice tool.

00:44:39

Justin Germishuys: So while people can do their daily habits using co-pilot or whatever signed off on real work when they're using the agent it's for practice and then we can give them stuff to use. We can give them like dummy data or some content or something that they're not too worried about being proprietary just so that people can still use the agent but without concern that they're going to um put in something they shouldn't.

Alison Jacobson: Okay. Yeah, I mean that's a good alternative that we basically lock down what we're asking of them, what what kind of context or inputs don't, you know, but then again unless we're giving not an open text box but like a drop down and saying choose from one of these problem statements and then it will kick you know I think the risk of people entering in confidential content is highly

Justin Germishuys: Yeah. So I've So what I can do is I can have I can switch off prompt editing in which case the only thing that they can do is they can go in choose from 20 or 30 existing inputs that we've designed.

00:45:56

Justin Germishuys: They'll choose one and then they will see it run through the reasoning cycle and they can say oh this is how it reasoned. This is what it

Alison Jacobson: Exactly.

Justin Germishuys: recommended.

Alison Jacobson: So we give like simulations

Justin Germishuys: Yeah,

Alison Jacobson: based on

Justin Germishuys: that's

Alison Jacobson: dummy scenarios.

Justin Germishuys: that's good. So, I think that that's a good way to frame it. So, we can say to make sure that people use it as intended without risk, data risk, we can turn it into a simulation or we can deploy it as a

Alison Jacobson: But

Justin Germishuys: simulate.

Alison Jacobson: but I want to just say I don't think they're going to prohibit us from using their API as part of this. I I I don't think they would be as advanced as they are with use cases and what they're doing etc. and having even a center of excellence for AI. I I think we can kind of assume that if they're going to onboard this um there will be security checks and all kinds of things, but if we're going to basically use their API that that is what they're doing with these projects.

00:46:51

Alison Jacobson: So there should be no that should be no surprise to them.

Justin Germishuys: Yeah.

Alison Jacobson: They just want to make sure it's not our API or some random thing.

Justin Germishuys: Yeah. That we're not training our own LLM. I

Alison Jacobson: But I

Justin Germishuys: think

Alison Jacobson: think

Justin Germishuys: that

Alison Jacobson: that these guys are into it. It's not like we're convincing people who who um have to be convinced that you need to use an LLM to do LLM based reasoning work.

Justin Germishuys: Yeah. So, I think that um if they're happy that if we use their API that we're not sending their information off to China, then that's one major box

Alison Jacobson: Yes.

Justin Germishuys: check. If we say that, okay, we can set it up so that the LLM, you know, either writes to a file that's shared on their system like an Excel spreadsheet even, then that's fine.

Alison Jacobson: All

Justin Germishuys: Um,

Alison Jacobson: right. Agreed.

Justin Germishuys: or to degree um if it I mean that should be fine as well.

00:47:45

Justin Germishuys: Uh there should be some sort of X API for connecting to degree. I would think that

Alison Jacobson: Mhm.

Justin Germishuys: that would be possible. So they can use it and then it will just write to whatever database is in degree per user profile. That's probably doable. I just have to research whether that's like how we do that but I think we can. Um or we just make the the data or the practice transient which would be unfortunate because we wouldn't be able to evaluate it.

Alison Jacobson: And I mentioned that yesterday um and I think Mik got it but we must definitely restate that. So if if they want no data coming you know any then we don't persist the data and we're not storing it.

Justin Germishuys: Yeah. And then I think if we can get across the idea that what we're actually offering them is a way of deploying LLMs, a way of approaching LLMs, it's about the behavior, the method, not the technology itself. Uh then that would be a really big win for us.

00:48:47

Justin Germishuys: Uh what one of the things that I've really wanted to do with this and I don't know if we can put this in as well as a statement somewhere is to be able to deploy it in many environments without it getting stuck on the usual concerns like you know which LLM you're using where are you storing the data what platform must be used what specific order it should be able to without much friction be deployed under any circumstance with this minimum with a minimum amount of work and

Alison Jacobson: Yeah.

Justin Germishuys: effort from

Alison Jacobson: And I mean I think that you know we can talk about modular flexibility and how it's been designed to be typical constraint agnostic.

Justin Germishuys: Yeah.

Alison Jacobson: I wouldn't use that language but basically that's kind of what we're saying is that um but then again I want to just come back to the point that if we sort of dematerialize the fact that it's a solution versus it's a series of kind of content objects and then I think you know we are less in a solid position to sell

00:49:52

Justin Germishuys: Okay. So let's not say that other thing. We can say look there are a number of ways in which we can um deploy the agent. If the agent is an absolute no no then there are these lesser significantly lesser things that we could do um just so that we have something rather than

Alison Jacobson: I

Justin Germishuys: nothing.

Alison Jacobson: would just say it like this. I would say the agent is an optional component. Um it is recommended as best practice

Justin Germishuys: Yeah.

Alison Jacobson: but it is optional. Um and if there are any limitations in your environment about the use of agents or the agent calling your AP then we can discuss alternatives.

Justin Germishuys: Yeah. Okay. So, let's just keep the discussing the alternatives as a backup if they don't say yes. But

Alison Jacobson: Yeah.

Justin Germishuys: as

Alison Jacobson: But I think they want to use agents. I think they want to like this is exactly what they're after. I mean I'm sorry. I know they should want what this is promising to offer which is capable people but they actually do want to be running agentbased projects

00:50:54

Justin Germishuys: Yeah.

Alison Jacobson: because because in that environment they have to say that they are you know and that they're keeping up and exploring these cases.

Justin Germishuys: I did explain to them that you know what we're proposing is focused

on just building people's habit but we could make it more advanced and more sophisticated by adding tools and you know broader reasoning options. So for instance, we could if we wanted to connect it to a rag system that searches some repository that they have, we could connected to internet search if they would ever allow such a thing.

Alison Jacobson: and and I want us to get there and but not not just yet because

Justin Germishuys: Yeah,

Alison Jacobson: I think it'll

Justin Germishuys: mediate.

Alison Jacobson: it raises questions like that's what are the risks and it's like don't worry about that we're not doing that

Justin Germishuys: Yeah.

Alison Jacobson: right now in order to achieve the outcome just to get people into a better adoption maturity or effectiveness. um we're doing this but that's why I wanted to raise with him Socrates

Justin Germishuys: Yeah.

Alison Jacobson: because I'm not sure why he kept this at cyborg skills and I wanted to ask her but I want to say to him but okay of course beyond this um there are many other solutions that come

00:52:06

Justin Germishuys: Yeah.

Alison Jacobson: next step but also if he's the general guy doing AI for them whatever his title is

Justin Germishuys: Yeah.

Alison Jacobson: head of AI then um I want to be showing him stuff other than and I want to just drop it in there but I'm not going to chase it until we land this.

Justin Germishuys: Yeah. Agreed. I mean, Socrates is essentially in my mind just a a more complex built out version of this

Alison Jacobson: Yes.

Justin Germishuys: um that has a broader purpose than this. And

Alison Jacobson: And yeah. Um, and there's some, you know, okay then then just sorry I'm I'm jumping around a bit in my head but um we need to have a version of this that is end to end like uh uh experientiable experientiable in other words we need to have something which is like go to this URL and log in and you'll go through it and then there's the agent. the contiguous experience of it

Justin Germishuys: Yeah, agreed.

Alison Jacobson: even if

Justin Germishuys: And

Alison Jacobson: we are

00:53:09

Justin Germishuys: that is Yeah, that that anybody can kind of sign up for and use

Alison Jacobson: yeah

Justin Germishuys: as

Alison Jacobson: I

Justin Germishuys: an

Alison Jacobson: don't I don't even mean commercially I mean for demo purposes

Justin Germishuys: Yeah.

Alison Jacobson: um that if we're trying to explain to people what it is at some point they're going to say but what is the user journey and instead of giving them screenshots we have to give them access to software

Justin Germishuys: So, um, right now I think that the the finishing up of that is just taking a slight back seat to getting this out to a uh, but then I think it's probably just a couple of days away from being wrapped up

Alison Jacobson: Okay, cool. That's what

Justin Germishuys: because

Alison Jacobson: I'm getting at because

Justin Germishuys: because

Alison Jacobson: I always

Justin Germishuys: most

Alison Jacobson: say

Justin Germishuys: of it's there.

Alison Jacobson: if you have to do powerpoints instead of showing your software or you have so for I know we've positioned with them that it's early days so we don't have to be like Oracle here trying to sell or Microsoft but we've got to get to a point where it's like there's a demo of the product and off you go.

00:54:04

Justin Germishuys: Yeah. Um, I think that maybe what you could do, Kasha, is just

identify like two of the activities that you think are really, really cool. maybe one of each type. And let's just see if maybe it works adding them in. Um because I think you do have uh an example of the get the memo and then the reflection which is what you showed. So I think it's already there actually. Um but okay then I think then we're we're pretty much in a good place. We're we haven't spoken about the pricing but I don't know what best

Alison Jacobson: Let's

Justin Germishuys: strate

Alison Jacobson: chat about it in the next meeting

Justin Germishuys: Yeah. Okay. Cool. So then let's drop off now.

Alison Jacobson: for for a coffee break.

Justin Germishuys: Yeah. Um and then we can come back fresh in 5 minutes.

Alison Jacobson: And I'll just say this, Kia, if you are able to take this conversation, its contents and its transcript, etc., and actually make sense of it and come back with what we're proposing, I'll be shook because that is some advanced stuff.

Kiyasha Singh: I hope I'll I'll be able to

Alison Jacobson: Well, sorry, but you know, no pressure, kid, but you know how it goes.

Justin Germishuys: Yeah,

Kiyasha Singh: Okay.

Justin Germishuys: cool. Um, okay, then I'll see you all and I'll chat to

Alison Jacobson: And

Justin Germishuys: you

Alison Jacobson: and

Justin Germishuys: soon.

Alison Jacobson: the fact that the fact that you're even here doing this and agreeing to it is like I'm very impressed. Do you want my job, Kia?

Kiyasha Singh: No, I'm I'm I don't Your job sounds

Alison Jacobson: No. No.

Kiyasha Singh: your your mind is actually something else

Alison Jacobson: No.

Kiyasha Singh: like

Alison Jacobson: No.

Kiyasha Singh: it's something

Justin Germishuys: Bye.

Kiyasha Singh: Okay.

Alison Jacobson: oh, You're getting naked by.

Justin Germishuys: You

Kiyasha Singh: Thank

Justin Germishuys: are.

Kiyasha Singh: you. I,

Transcription ended after 00:56:12

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