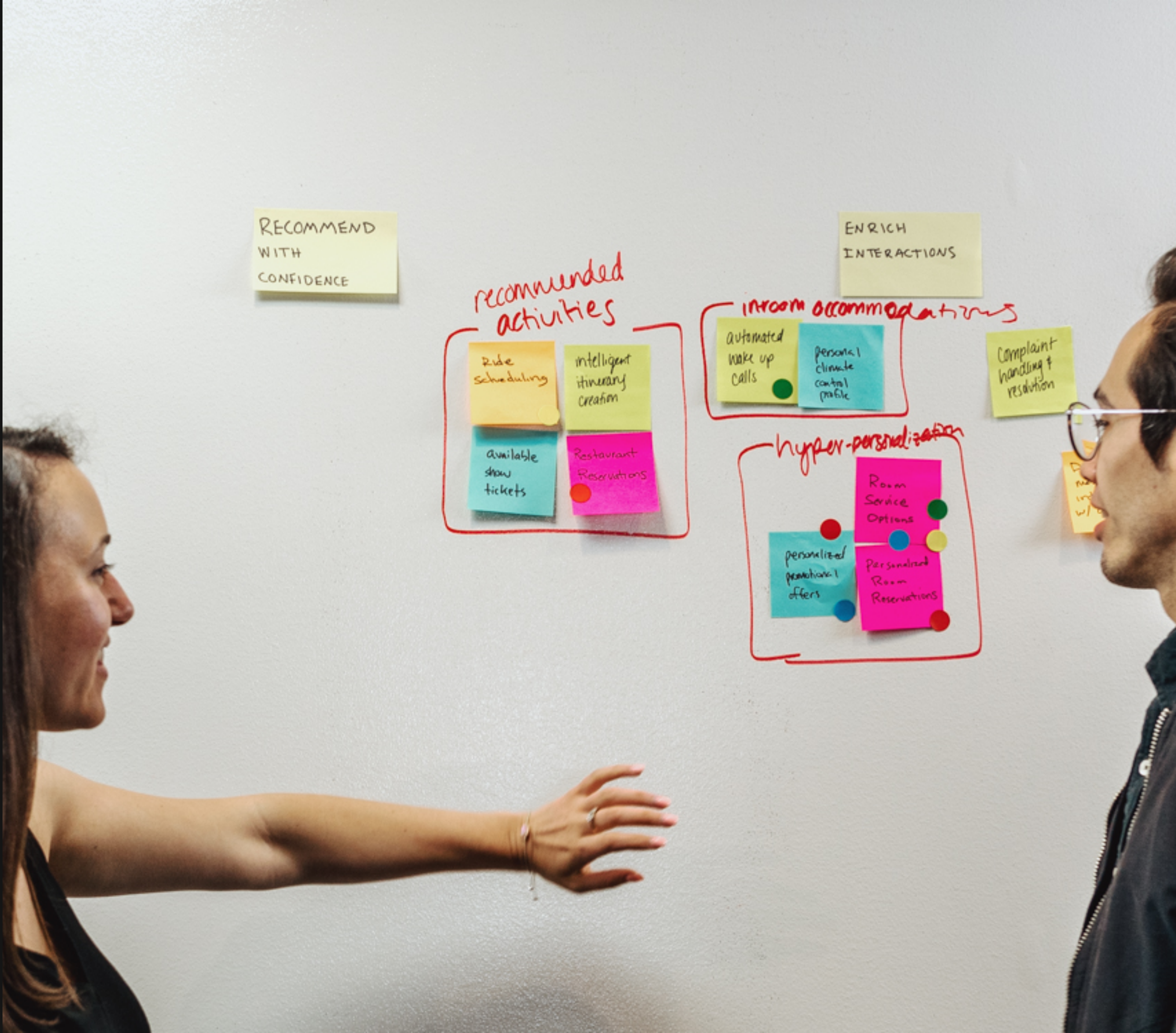


Reflect

AI Essentials: Intent

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Why you would use this activity

Diverge and converge to align your team on the business and user intents for your solution. This will help you determine why you would or wouldn't use AI to solve your users' problems.

When you should use this activity

Run through the intent activity after you have created an As-is Scenario Map of your users' experience. This means you understand the needs of your users and your business.

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.

The 6 core AI intents

- **Accelerate research and discovery**

Conduct rigorous, domain-specific research faster by using machine learning and artificial intelligence to comb through your data and extract the information you find most important.

- **Enrich your interactions**

Understand and communicate with customers and employees using natural language, responding to their needs with tailored dialogue and personalized experiences.

- **Anticipate and preempt disruptions**

Monitor your systems and equipment at all times so that can identify and address potential issues before they become bigger, more expensive problems.

- **Recommend with confidence**

Make more confident, targeted recommendations by using AI to evaluate a broad set of information based on an understanding of the parameters that are important to you.

- **Scale expertise and learning**

Collect know-how from experts and combine it with the latest information from your industry (ie. technical documentation) to create a deep source of tribal knowledge that all employees can access on-demand.

- **Detect liabilities and mitigate risk**

Use AI's understanding of the written word to identify risks to your company, particularly in terms of regulatory compliance.

Ready, set, go!

Choose one or two core AI intents which are the highest priority for your business, and which will enable your users to be successful when using your AI experience.

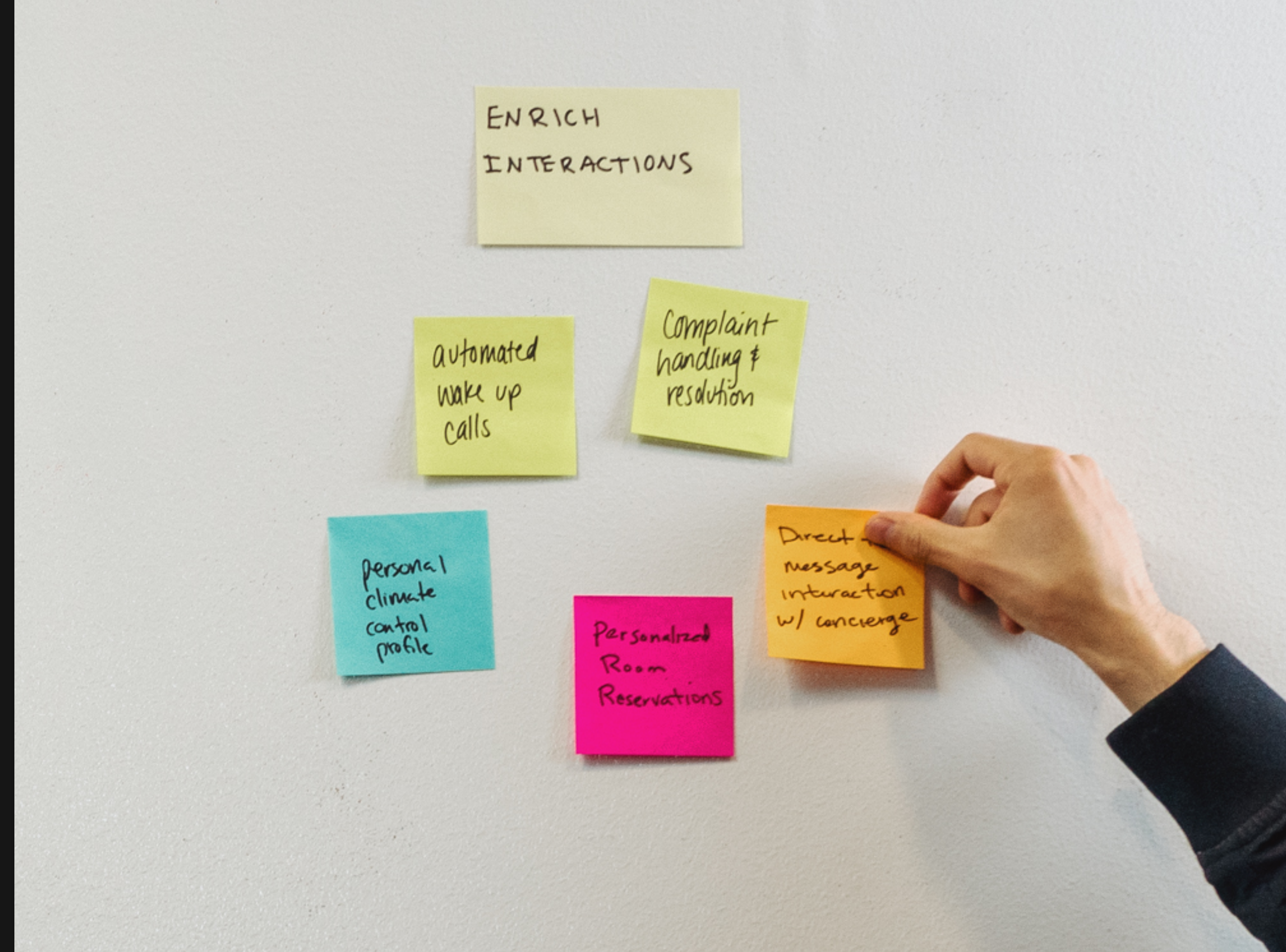


Do you know enough about your users to make an informed decision on what you are trying to accomplish?

Do you know the problem your business is capable and willing to solve for your users?

If you are hesitant about either question, spend some more time conducting and reviewing research.

Take 10 minutes to come up with the specific ways you can accomplish the core AI intent(s). For example, how could you enrich the interactions between your business and your users.



Write, don't talk. Place each idea on the wall as you come up with them. Seeing ideas on the board will help you and your team come up with more ideas!

Did you push yourselves to come up with enough ideas? Leave the activity up. Let the problem percolate in your head as you go about the rest of your day. If you are still having trouble, look back into your research.

Finally, make sure that you talk with your stakeholders beforehand, what are their thoughts, what do they want out of this. Should you challenge their thinking?

Now its time to talk! Take 5 minutes to find themes and logical overlaps. Discuss the patterns that emerged. Attempt to label each cluster with a title. This will help draw out alignment on intent.



Remember to cluster using all of your sticky notes...don't worry about where they fall under the core intents you chose earlier. By doing this, you'll find a unique space for your AI to flourish that is also human centered.

Do you see any alignment between what the user needs and what the business needs?

Is there a higher order theme that ties every cluster together?

Vote on which theme is the best to move forward with. Each participant should have 2-3 votes, no more. Have a group discussion about the reasoning behind the votes.



Think critically to find a balance or overlap between what your users value and what would spell success for you or your business.

If you have any doubts, remember to design for people first and what they value. Think about how your users would define success, or more importantly, what would make your users say, “thank you.”

make sure to keep and/or document this artifact to build upon or reference later.

