

Reflect

AI Essentials: Reasoning

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Why you would use this activity

This activity is about hypothesizing what our system will be able to do based on what it understands from the data it ingests. The goal is to revisit your big ideas and bring them down to earth. Seeing your ideas in the context of what's feasible is crucial in getting to actionable next steps.

When you should use this activity

Run through the reasoning activity after you have deconstructed your critical data sources into individual components. 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!

Take your selected big idea(s) from the Intents section and place it in the reasoning workspace. Ensure all your ideas are grounded in reality, scaling back if needed.



First, you need to be aligned on your AI's intent.

Second, a big idea representative of that intent.

Third, know the data needed to make your big idea a reality.

And lastly, you need to know what about your data you need to teach your AI so it can understand your domain and the world. Anything you scope out of your big idea shouldn't be thrown away.

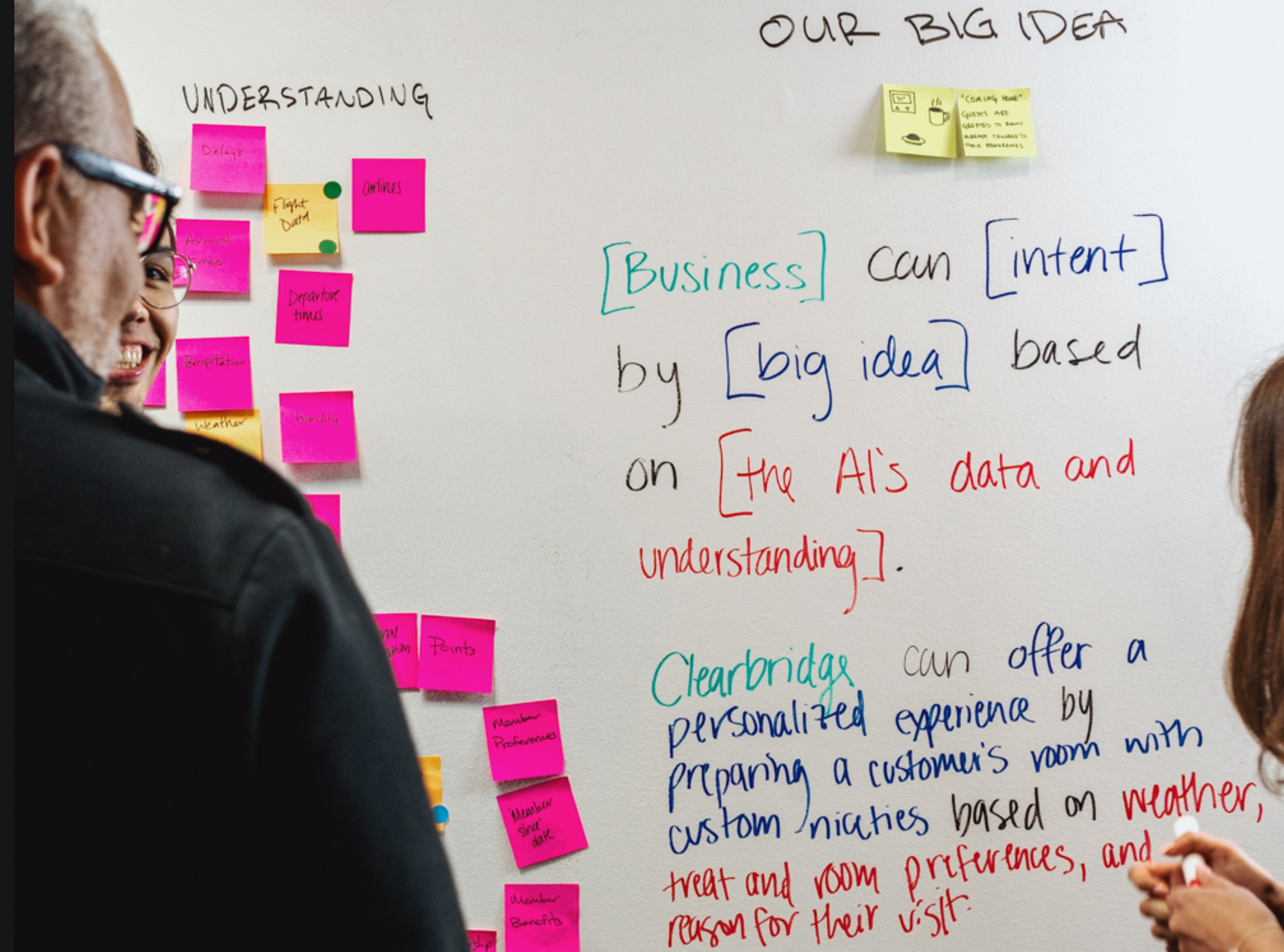
If necessary, re-envision your big idea(s) based on your data and understanding exercises. Determine what your machine will be able to reason on.



Your big idea may need to be scoped based upon the data you are able to get and your capabilities to teach your AI. Think about any assumptions you may be making here or questions you still have. Make a plan to follow up on anything you're still not sure about. You must provide value to both your users and your business. Obviously, you need to think about the cost to your business.

Craft a reasoning statement based on your scoped big idea using the following structure:

[Business] can **[intent]**
by **[big idea]** based on
[the AI's data & understanding].



Make sure that you end with a reasoning statement that can serve as a blueprint for the members of your team moving forward. This is especially useful to keep you focused in the future as you scale the service or product.

