

# M9L23. Computer-Human Collaboration

## Slide #1



The slide cover is divided into two main sections. The left section is a dark grey/black rectangle containing the Texas A&M University Engineering logo at the top, followed by the title 'Computer-Human Collaboration' in white, the author's name 'Dr. Xiaomin Yang', and the course information 'TCMT 612 | Technical Management Decision Making' in yellow and white. A red banner at the bottom of this section reads 'MASTERS OF ENGINEERING TECHNICAL MANAGEMENT'. The right section is a light grey image showing a person from behind, looking at a large digital display. The display features a complex network diagram of interconnected nodes and lines, along with several hexagonal icons containing bar charts, line graphs, and network symbols.

TEXAS A&M UNIVERSITY  
Engineering

Computer-Human  
Collaboration

Dr. Xiaomin Yang

TCMT 612 | Technical Management  
Decision Making

MASTERS OF ENGINEERING TECHNICAL MANAGEMENT

## Slide #2

### Computer-Human Collaboration



- A data-driven solution creates value by meeting the needs of customers and the service provider
- Integrate the automation core with complementary features, particularly machine-human cooperation functions to create a superior product or service package

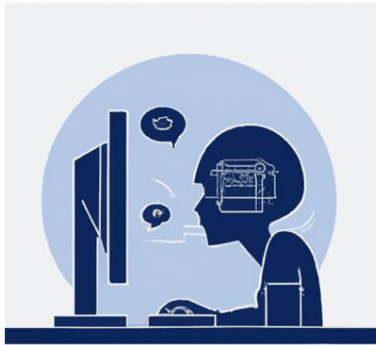
To ensure the desired value is created, a data-driven solution must not only be developed, but also successfully deployed with satisfying outcomes for both customers and the service provider.

It is crucial for an enterprise to mobilize deployment and customer facing subject matter experts to integrate the automation core with complementary features, particularly those that enable effective machine human cooperation.

This integration allows for the creation of a superior product or service package that provides excellent value to customers, while aligning with the enterprise's business ambitions.

### ***Slide #3***

## Computer-Human Collaboration



Data-driven services cater to human users such as:

- iBuying
- Healthcare
- Agile pricing

Data driven services cater to human users, such as iBuying, healthcare, and agile pricing.

## Slide #4

### Computer-Human Collaboration



- The users of data-driven services are human beings who think and behave differently from a machine.
- Importance of the hybrid approach
  - Successful and impactful business outcomes
  - Solutions that are better aligned with the needs and preferences of the users
  - Enhanced decision-making
  - Personalized experiences
  - Improved customer satisfaction
  - Technically robust as well as human centric

Since humans think and behave differently from machines, it is essential to recognize the importance of incorporating a hybrid computer human workflow and team.

This approach combines the computational power of machines with the intuitive capabilities of humans, resulting in successful and impactful business outcomes.

By leveraging the strengths of both computers and humans, enterprises can deliver solutions that cater to the unique needs and preferences of customers.

The combination of computational efficiency and human intuition can lead to enhanced decision making, personalized experiences, and improved customer satisfaction.

This hybrid approach ensures that the data-driven solution is not only technically robust, but also aligned with human centric considerations, fostering a positive and valuable user experience.

## Slide #5

### Computer-Human Collaboration



The success of a data-driven solution lies in its deployment and customer satisfaction.

By embracing a hybrid computer-human workflow and team, enterprises can harness the power of both domains to create and deliver successful businesses that meet customer expectations, drive value, and achieve their business objectives.

The success of a data-driven solution lies in its deployment and customer satisfaction.

By embracing a hybrid computer-human workflow and team, enterprises can harness the power of both domains to create and deliver successful businesses that meet customer expectations, drive value and achieve their business objectives.