DESIGNING WITH AI

How to incorporate AI into your business

DESIGN THINKING - HOW TO GET STARTED

Explore
Research,Build Empathy, Synthesize, Define Problem

Ideate
Research and sketch various solution concepts

Prototype
Low-fi/Hi-fi Prototypes Visual concept design

Validate
User test, analyze results, lessons learned

Design Thinking workshop
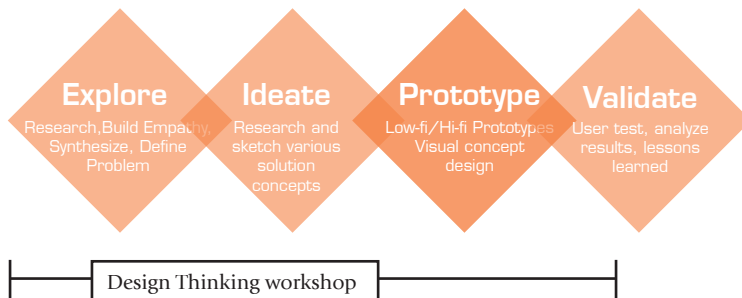
**Indicative price for the AI-based design thinking workshop is 1000€.This includes all expenses for:**

- ✓ Preparatory talk about workshop focus and technology
- ✓ Full-day Design Thinking workshop
- ✓ Summarized solution description with illustrations
- ✓ Plan going forward

WHAT IS AI AND UX?

Artificial Intelligence (AI) covers all sorts of exponential technologies like machine learning (ML), robot process automation (RPA), face & voice recognition and augmented reality (AR) among others. Most importantly, AI implies an aspect of intelligence, i.e. learning something from past experiences.

Design thinking is a creative approach for designing great user experiences (UXs). It's all about making sure that the three types of knowledge participate:
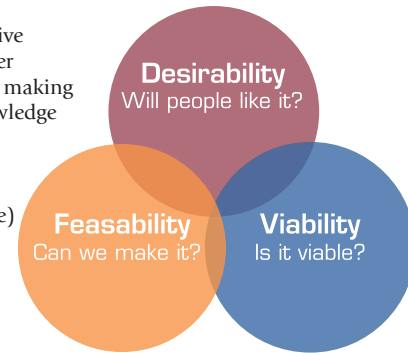
Desirability (User knowledge)
Feasibility (Technical knowledge)
Viability (Business knowledge)

No one can be left out...

Desirability
Will people like it?

Feasability
Can we make it?

Viability
Is it viable?

Combining AI with design thinking as early on in the process as possible will ensure the best possible conditions for success!

THE POWER OF AI

Exponential technologies like machine learning, IoT, blockchain and big data easily miss their business target unless applied in just the right setting, solving just the right problem. It's easy to talk about but difficult to apply. The potential, however, is to bring your business to the next level. Having a design thinking approach offers the opportunity to bring technology into the right business setting and solve the right problem.

@itelligence we have a lot of experience applying our AI knowledge to real-life cases.

Example 1: Digital humans make it possible to do things that a human cannot; for instance, knowing every technical detail of an electric car or displaying a video of how automated collision avoidance works.

Example 2: Drones and image recognition are capable of automatically scanning large areas for illegal plants in municipalities around Denmark instead of using valuable work force.

Example 3: Using face recognition and 3D cameras to allow kids to unlock the front door of their house without a key.

DATA-DRIVEN AI

Bringing all of a company's data into play, making it available to applications and decision making are transforming businesses all around the world. From Amazon's robot ware houses to thousands of business intelligence solutions. The limitations of humans are obvious; we are only able to apply 3-5 dimensions at a time. AI does not have the same limitations and therefore we are able to see new valuable patterns and connections in data and act on them!

Key questions:

- ✓ Which forms of data is available?
- ✓ How may it be extracted?
- ✓ What kinds of processing need to be done to train the AI?
- ✓ How can the UX be made to support the training of the AI?

And many others. Design thinking can help you address all these aspects and more!

CONVERSATIONAL UX DESIGN

The UX of conversational user interfaces are transforming the way we interact with computers and devices. Alexa, Siri, Google Assistant or others offer the opportunity to suddenly talk to computers and home devices.

Have you ever tried? **Talking**, not cursing..

Combining conversational UIs with other AI technologies offers powerful opportunities:

Talking to digital assistants while driving your car, noting down calendar appointments and answering mails.

Planning the grocery shopping while washing the dishes – possibly having the groceries ordered automatically based on your previous shopping habits?

Exponential technologies like Natural Language Processing (NLP) and face recognition enables the computer to mimic humans in unprecedented ways.

itelligence already have live cases with digital humans like "Kia Mia" and "CRM Bot" to support conversational UIs.

DESIGNING WITH AI

At itelligence, we already have a lot of experience with exponential technologies and how to design with AI.

Our design thinking process facilitates and ensures the optimal UX for the purpose.

Having a design-driven approach ensures focus on use cases and scenarios relevant to your business. And during workshops, good ideas are easily conceptualized.

CURIOUS? GET IN TOUCH!

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