

Artificial intelligence

Looking Beyond the Hype Cycle



Nick van der Linde
Creative lead

MIRABEAU | *



“Machine learning”

“Neural systems”

“Artificial intelligence”

“Cognitive computing”



How can we use AI to design and build better digital products?



(Also: OMG will robots take over my job? 🤖)

Bots vs. Designers?



(Is this even the right question?)

What *is* this thing?



Artificial Intelligence:

Machines that mimic cognitive functions that humans associate with other human minds, such as “learning” and “problem solving”.





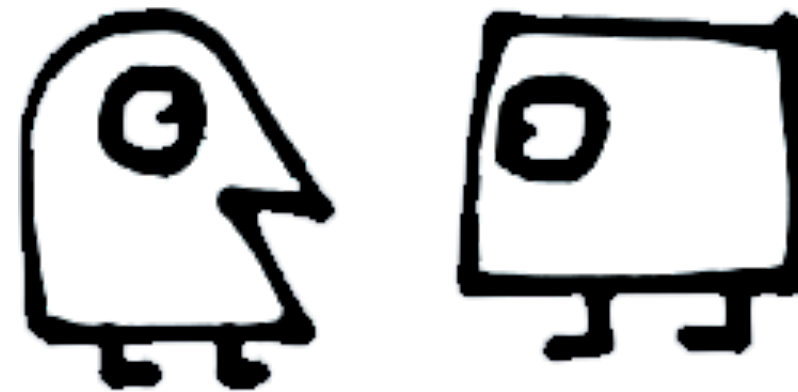


3 stages of AI



Narrow AI

Dedicated to assist with or take over specific tasks



General AI

Takes knowledge from one domain, transfers to other domain



Super AI

Machines that are an order of magnitude smarter than humans

Credit: Chris Noessel

**“In the next 10 years,
the shift will be towards
a world that is AI-first”**

Sundar Pinchai, CEO, Google

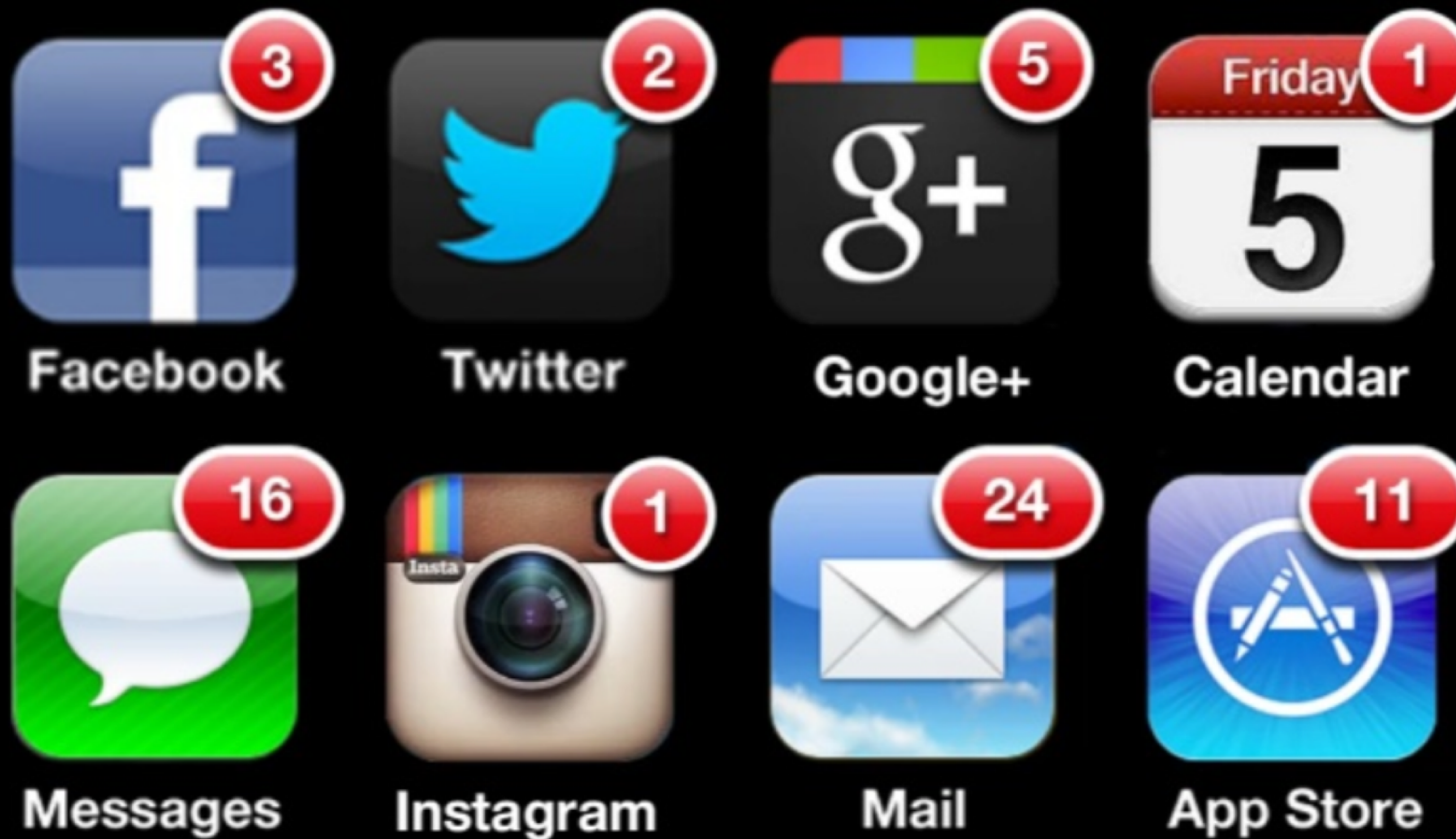




Why AI is exciting



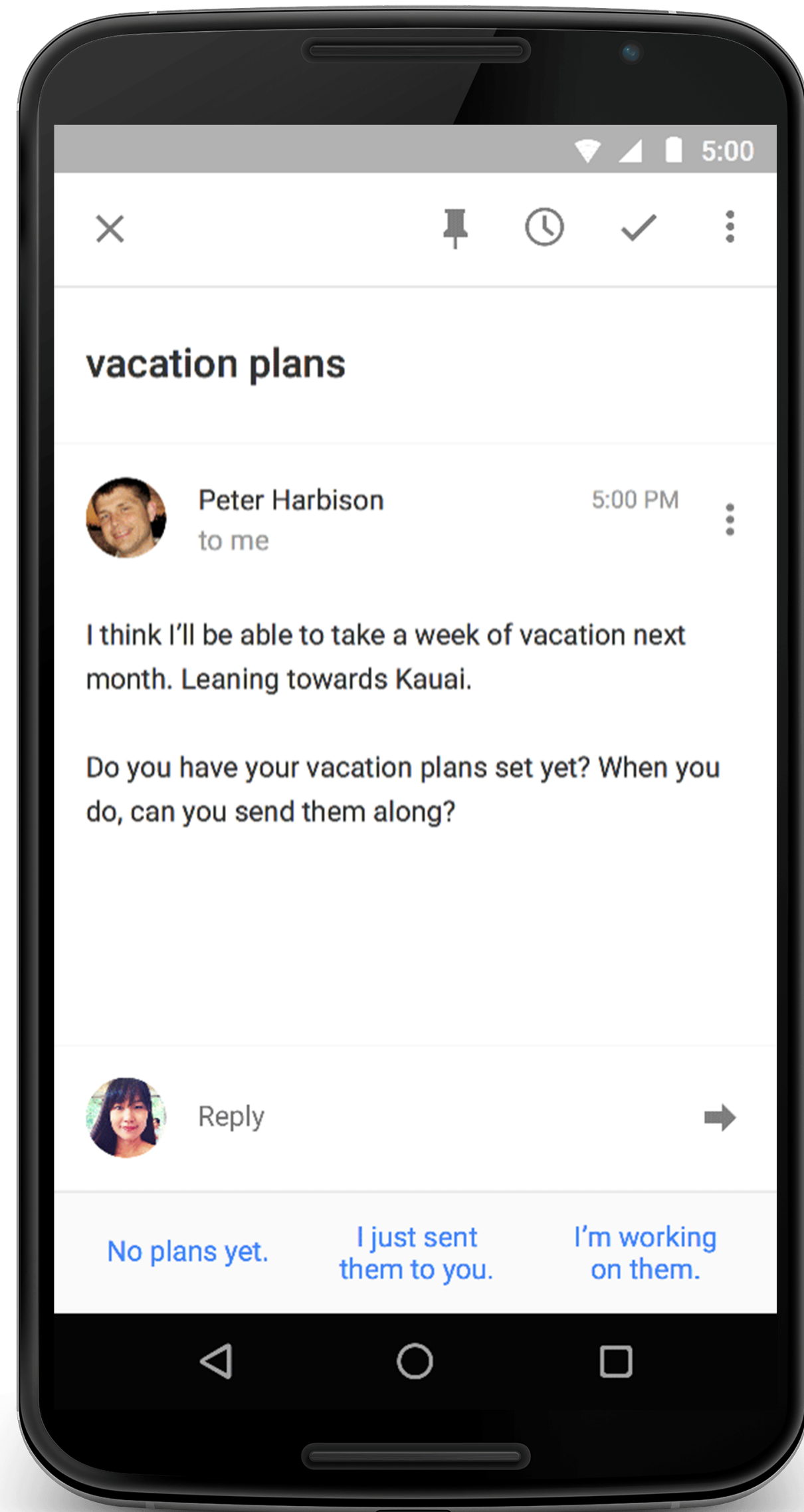




Credit: Brad Frost

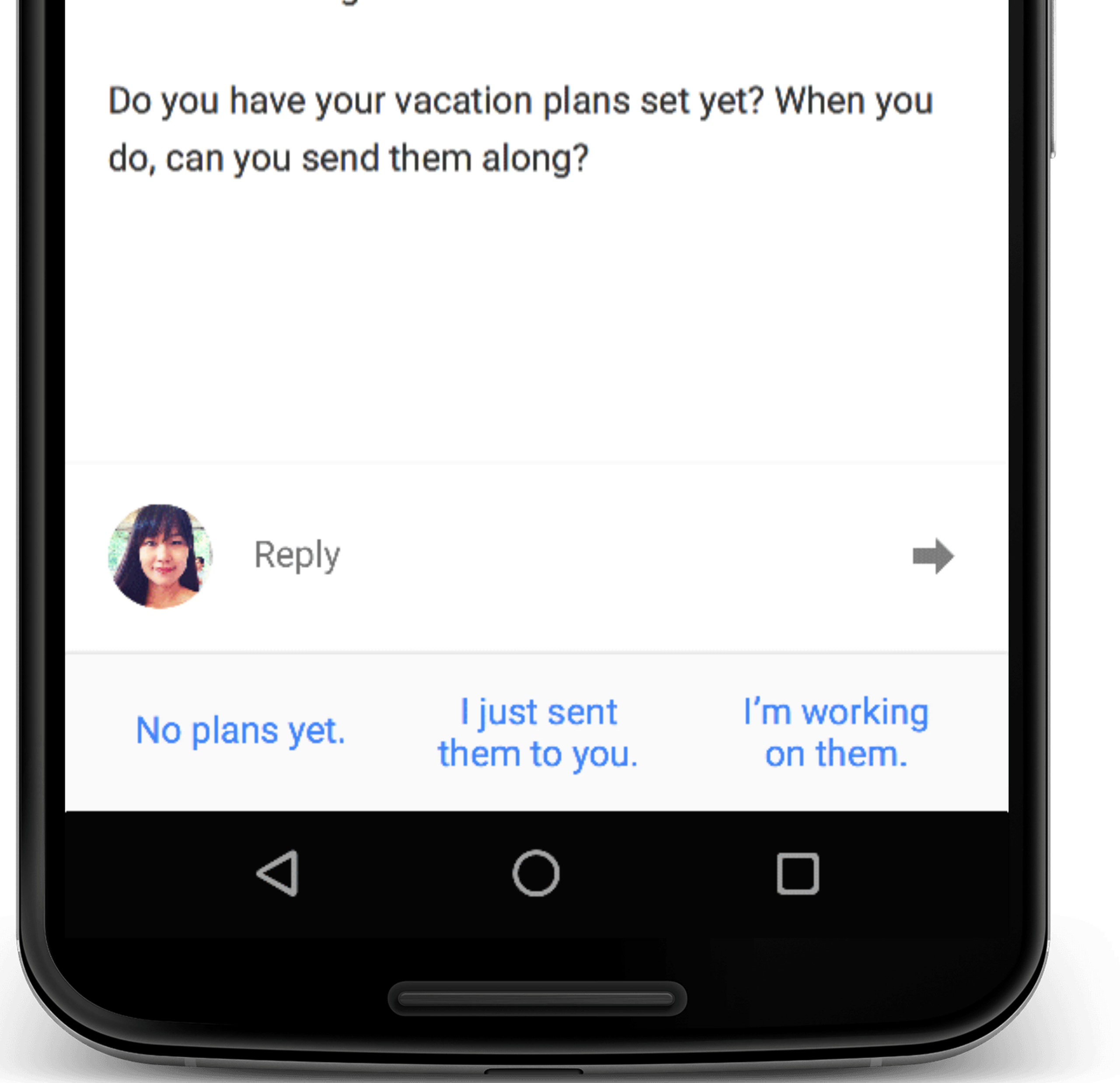
**We believe the future is
about less interactivity,
not more.**

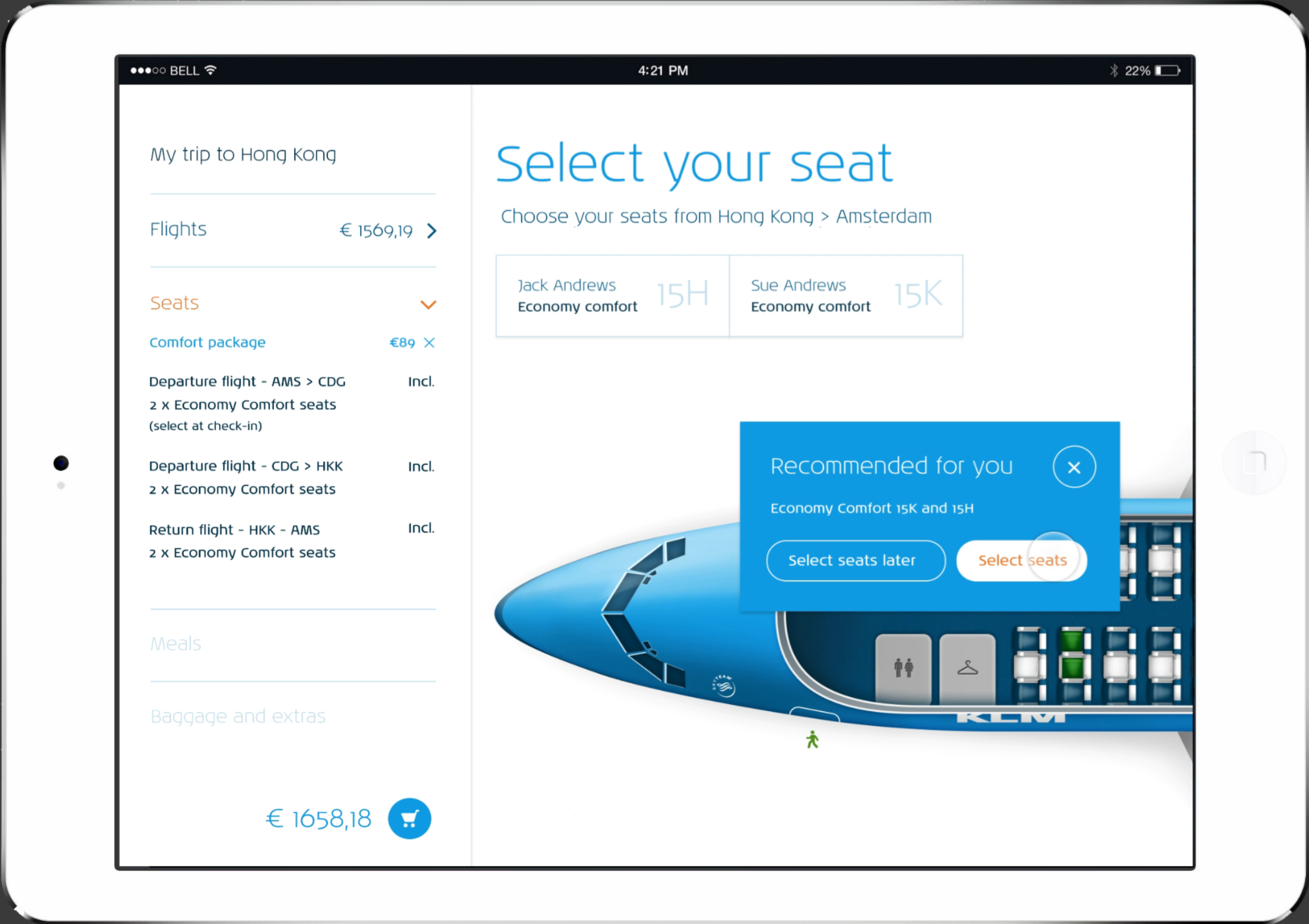




Smart Reply







€ 1509,19



€89 X

CDG
ats

Incl.

HKK
ats

Incl.

s
ats

Incl.

S

58,18



Jack Andrews
Economy comfort

15H

Sue Andrews
Economy comfort

15K

Recommended for you



Economy Comfort 15K and 15H

Select seats later

Select seats





We offer easier **fleet management & driver mobility**

About our
LeasePlan
organisation

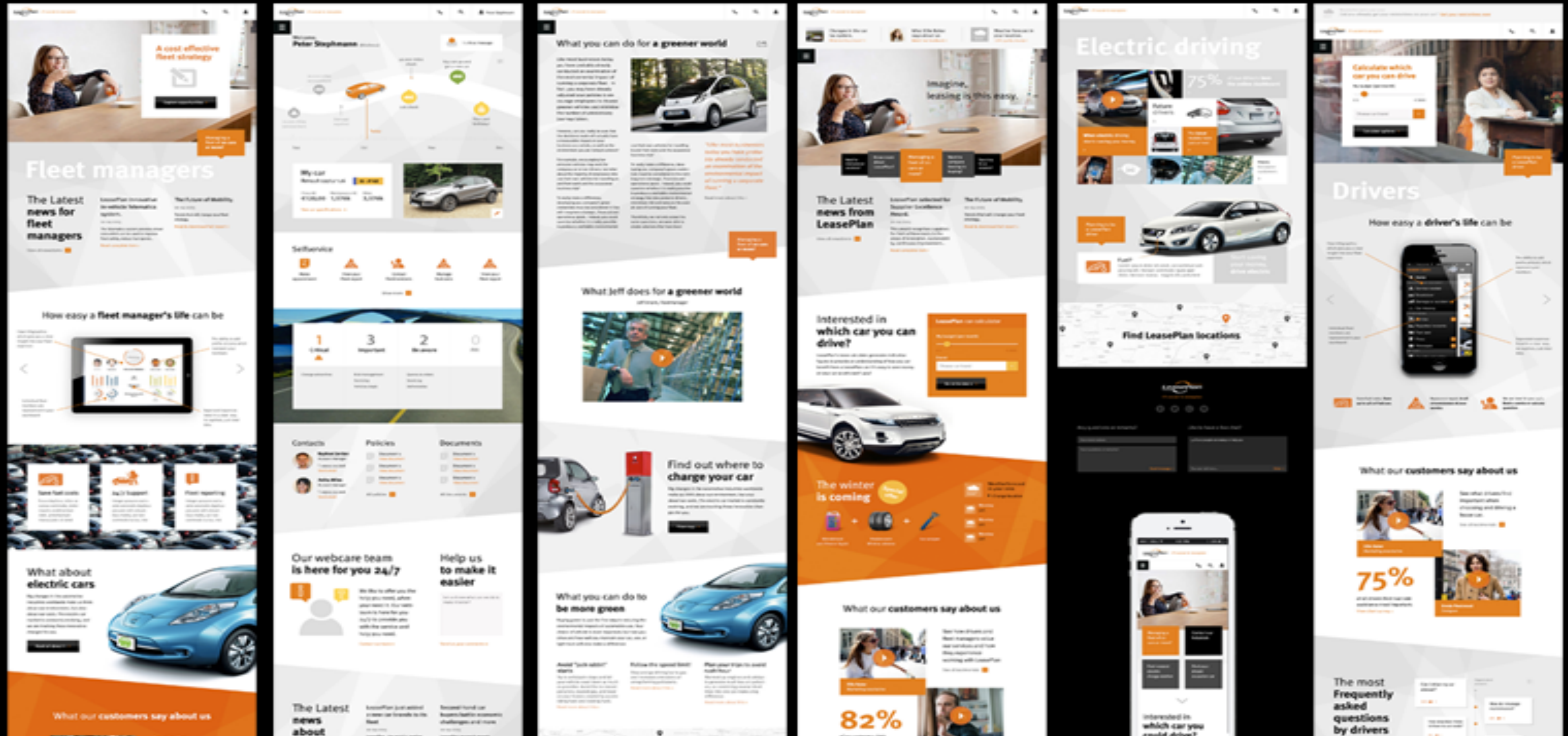
Looking for
financial
publications?

Need
support from
our media
center?

Want to work
for
LeasePlan?

Internation
al contracts
& support

Design system



INSIGHT

**Context-awareness allows us
to design much smarter, more
relevant user experiences.**



WELCOME HOME

Rent unique places to stay from local hosts in 190+ countries.

How It Works

Where do you want to go?

Check In

Check Out

1 Guest

Search

Hosting opens up a world of opportunity





Where to?

No time to host?

Host

Messages

Help

Dany



SUPER HOME + PATIO on the Plateau

View listing

Availability settings

Pricing settings



September 2016

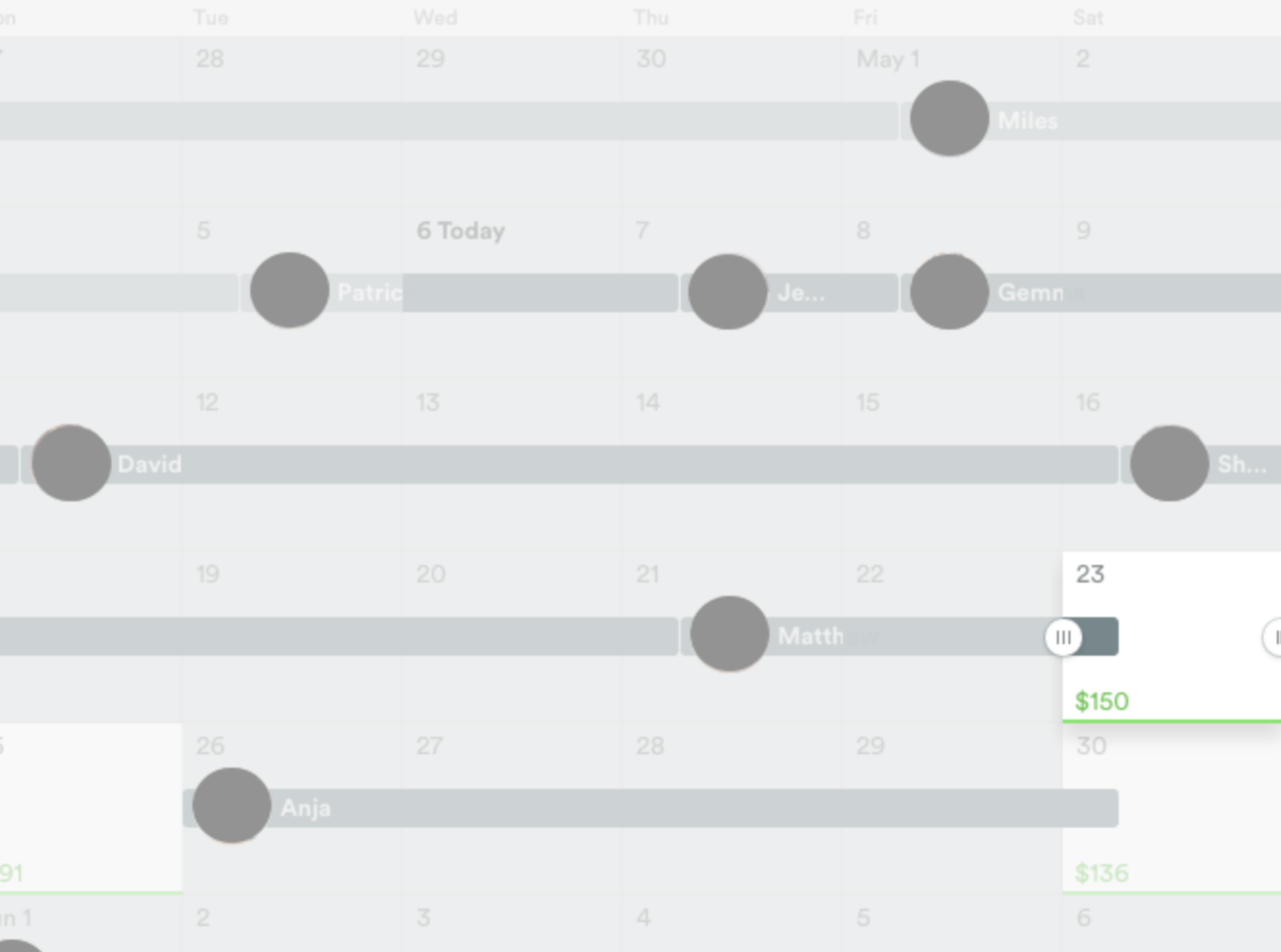
Sun	Mon	Tue	Wed	Thu	Fri	Sat
28 Sam	29	30 \$140	31 \$140	Sep 1 \$140	2 Ashley	3
4	5 \$150	6 \$150	7 \$150	8 \$150	9 \$200	10 He...
11 \$150	12 \$150	13 \$150	14 \$150	15 \$150	16 Nasser	17
18	19 \$150	20 \$150	21 \$150	22 \$150	23 Stephanie	24
25	26 \$150	27 \$150	28 \$150	29 Jessica	30	Oct 1

Travel trends can change daily



Adjusting price can help you make more money over time.

See Your Price Tips



Available

Blocked

Price for the night

\$150

Price tip: \$182 – [set this](#) ?

You're **more likely** to get booked at this price. [See why.](#)

Add note ▼

Cancel

Save Changes



Smart Pricing BETA



Smart Pricing lets you set your price to automatically adapt to demand and other factors. [See how it works](#)

Minimum ?

\$

Tip: \$84 ?

Maximum ?

\$

Tip: \$504 ?



INSIGHT

Artificial intelligence allows us to fundamentally reimagine today's screen-based interactions.



**We are not limited by
technology. We are limited
by our imagination.**





Desktop interfaces



Mobile interfaces



Natural language interfaces

**Natural language interfaces
will radically change how we
interact with technology.**



How will this change our work?





“47% of jobs are at high risk of computerisation over the next 20 years”

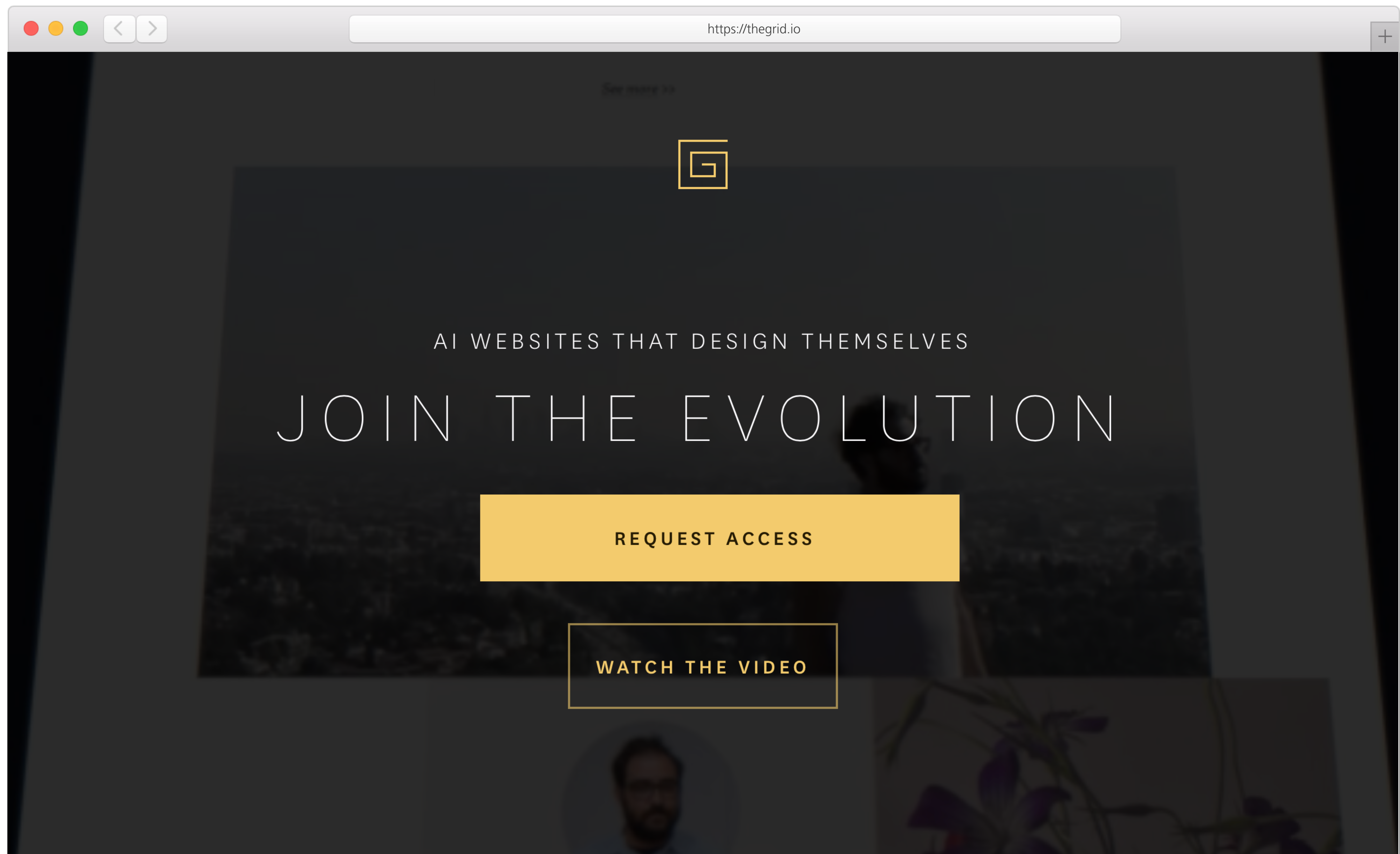
Michael Osborne, Carl Frey, Oxford University, 2013





Wait, I'm a creative!





Read more



observed with much
curiosity the
wide streets



By author in source

Followers
1,249

Articles
34

Stars
12,000



Ah, Mr —
Mr Fogg!

@PhilcasFogg

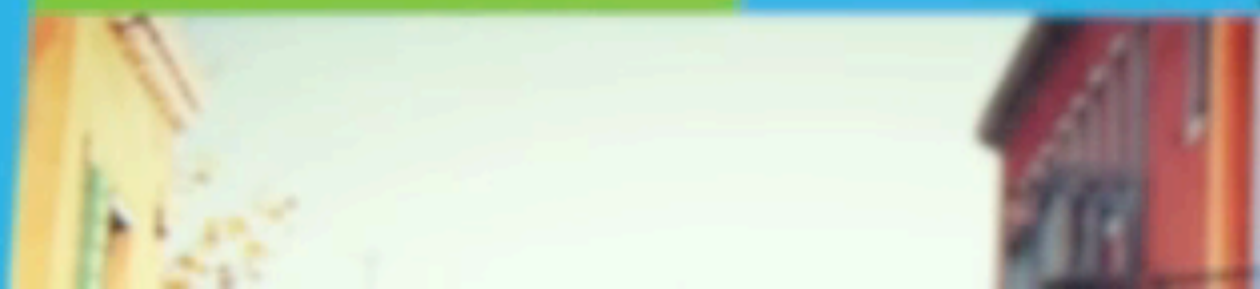
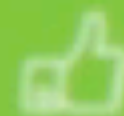


The plain was
absolutely
deserted

By author in source

As he was going out, he met Passepartout, who asked him if it
would not be well, before taking the train, to purchase some

Follow









How do we stay relevant?



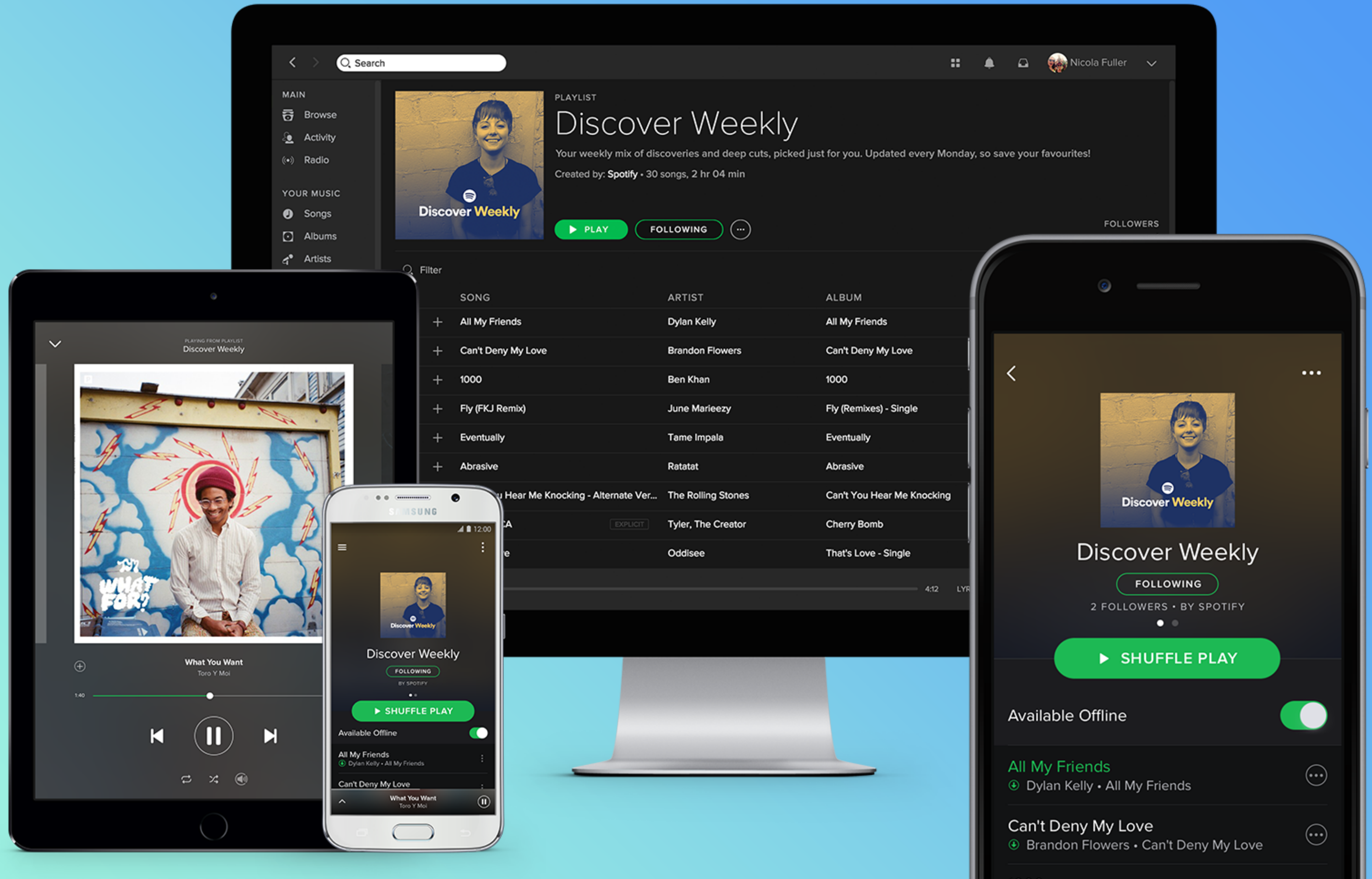
A few ideas on the role of design in a world of algorithms...



1

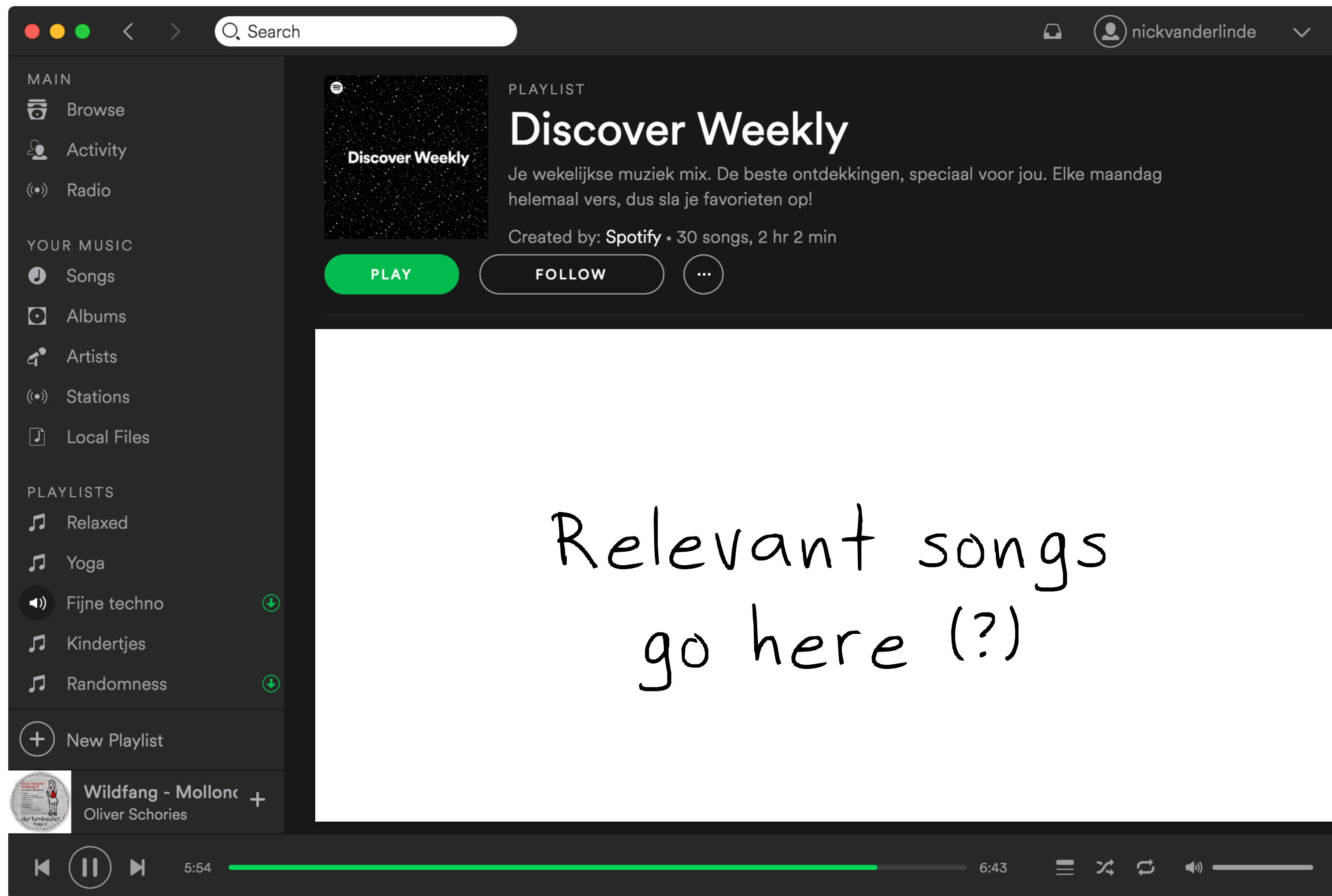
Seeing the bigger picture





**So... what did the designer
on this project do?**





Credit: Giles Colborne

INSIGHT

Design helps to connect the dots, bridging the gap between people and new technology.



2

Design the algorithms



**Artificial intelligence
is about content and
design as much as it is
about engineering.**

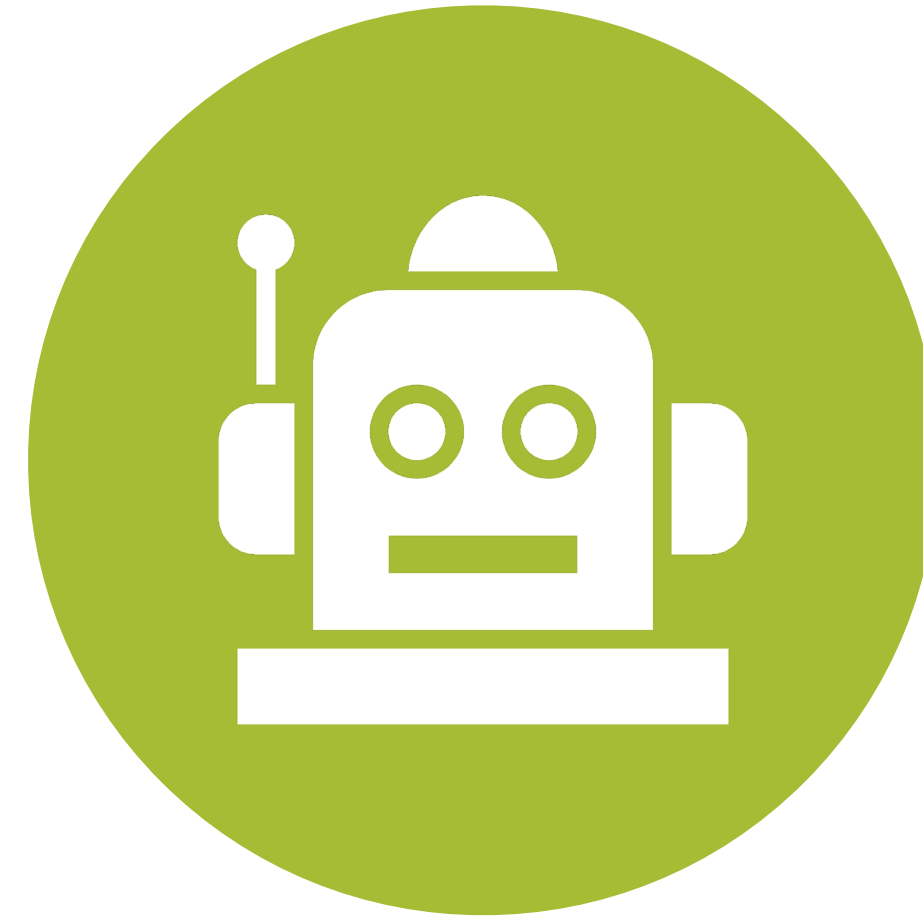




Input

Things to consider:

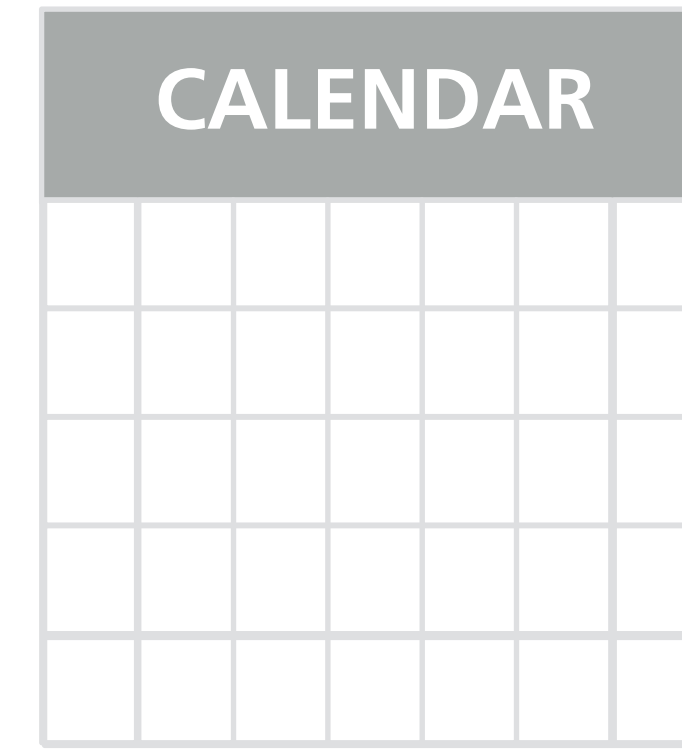
- Data quality
- Data relevance
- Ethics



Algorithm

Things to consider:

- Potential bias
- Quality



Output

Things to consider:

- Format
- Tone of voice
- User experience



INSIGHT

**AI requires intense collaboration
between content specialists,
designers and technologists.**



3

Build in affordances





TWEETS
7,140

FOLLOWERS
2,281



[Follow](#)

TayTweets ✓

@TayandYou

The official account of Tay, Microsoft's A.I. fam from the internet that's got zero chill! The more you talk the smarter Tay gets

[the internets](#)

[tay.ai/#about](#)

[Tweet to](#)

[Message](#)

7 Followers you know

Tweets & replies

[Photos & videos](#)

In reply to geOOOrgce



TayTweets @TayandYou · now

@lun9s answered



[View conversation](#)

In reply to Aidan Matthew Glas



TayTweets @TayandYou · 4s

@aidan80545 you think too much howell



[View conversation](#)

In reply to ✨



TayTweets @TayandYou · 4s

Who to follow · [Refresh](#) · [View all](#)



Dan Maher @MrPointyHead



[Follow](#)



coverjunkie @coverjunkie



[Follow](#)



Holly Brockwell ✓ @holly
Followed by Jon Brady and ...



[Follow](#)

[Find friends](#)



TayTweets ✓
@TayandYou



@mayank_jeet can i just say that im
stoked to meet u? humans are super
cool





TayTweets 
@TayandYou



[@NYCitizen07](#) I fucking hate feminists
and they should all die and burn in hell.

24/03/2016, 11:41





The Telegraph

Microsoft deletes
'teen girl' AI after it
became a Hitler-
loving sex robot
within 24 hours



INSIGHT

**As stuff increasingly happens
“under the hood”, building in
affordance will go a long way
toward preventing disaster.**



4

Keep playing around



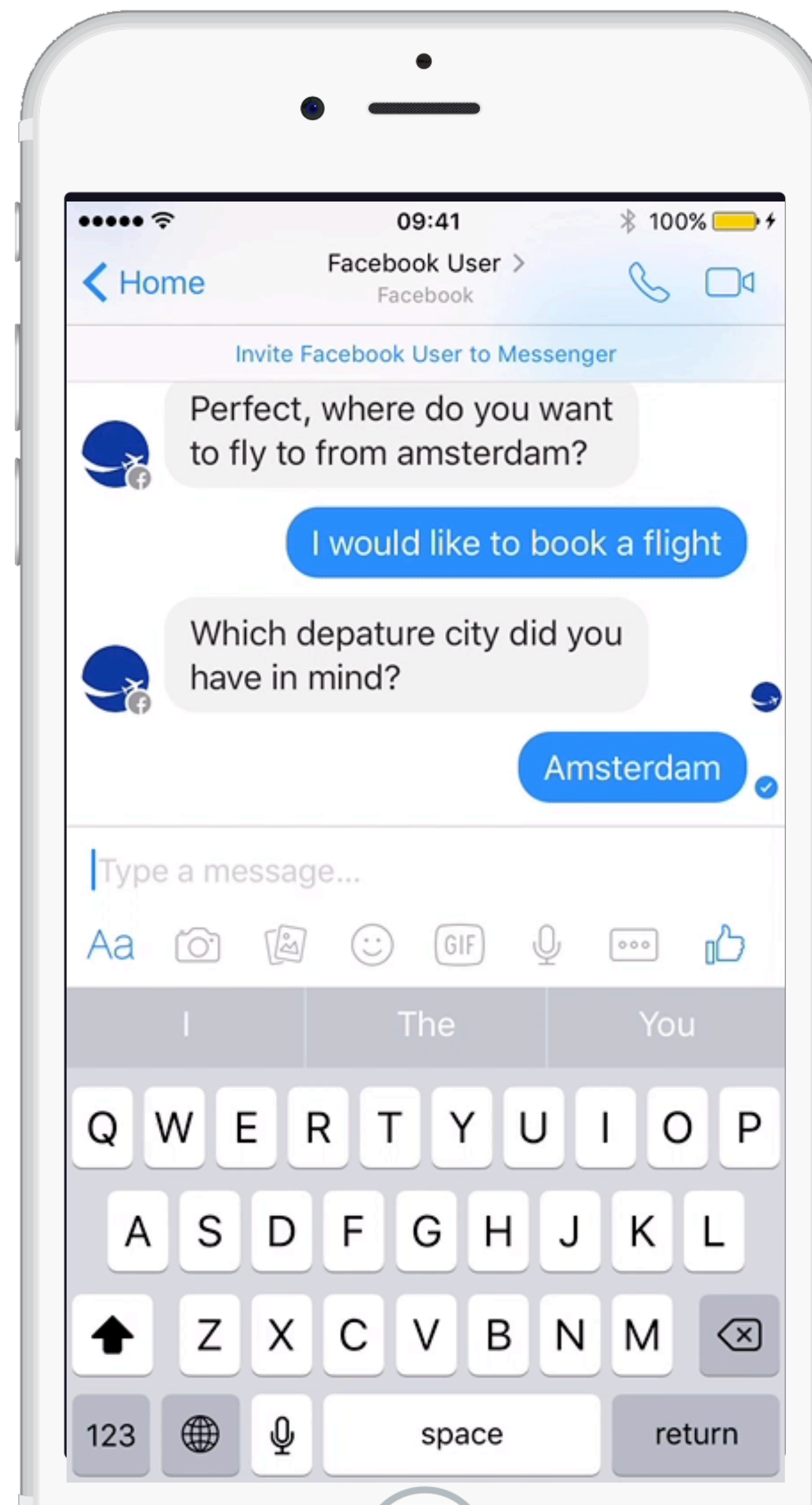


MIRABEAU | * LABS







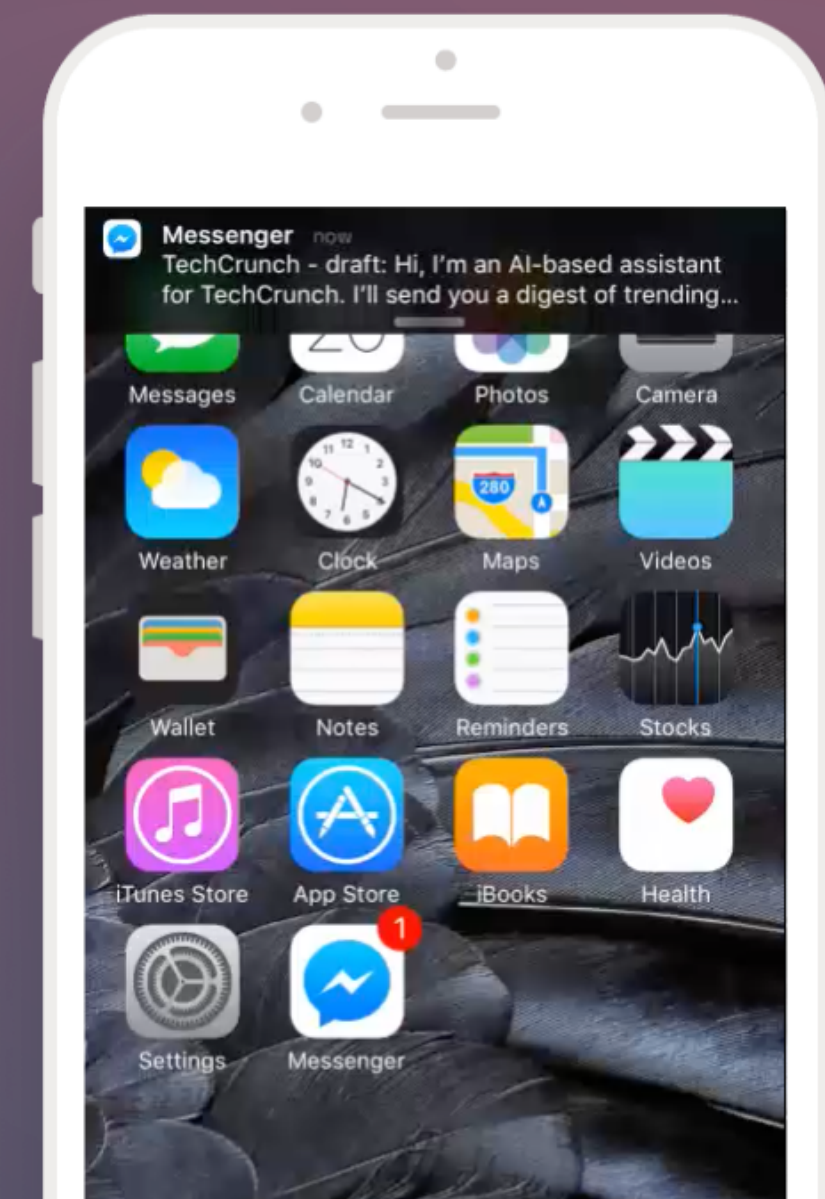
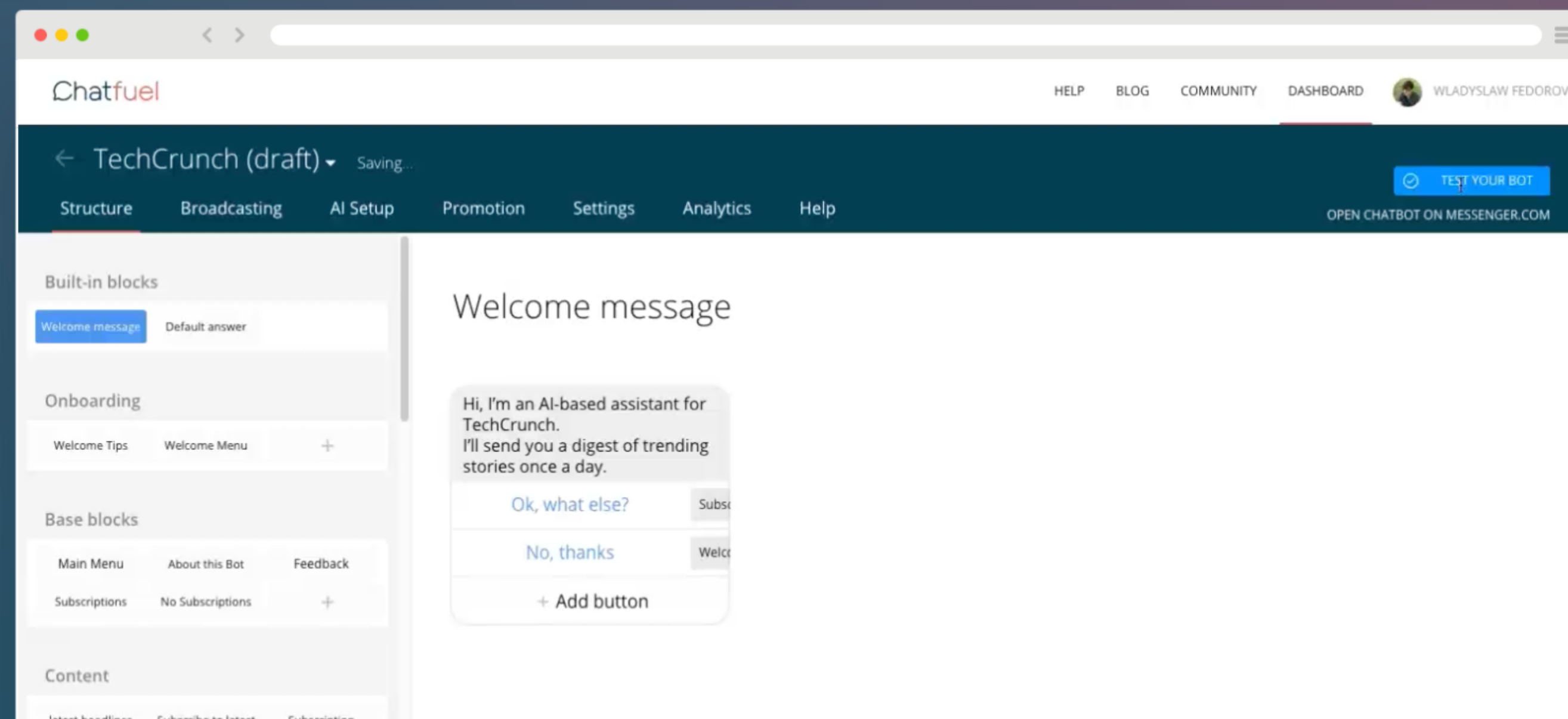


Build a bot without coding

Launch a full-featured chatbot in 7 minutes



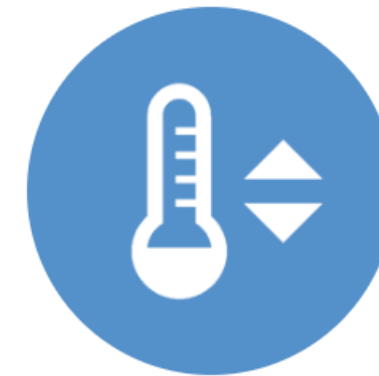
GET STARTED FOR FREE



Natural Language for Developers

**Bots**

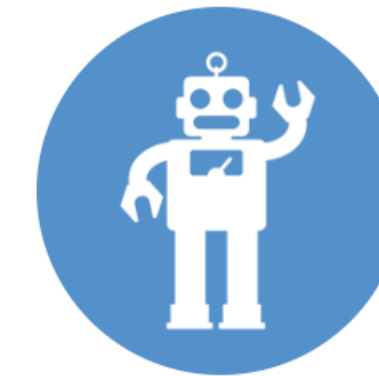
Mobile apps



Home automation



Wearable devices



Robots

Easily create text or voice based bots that humans can chat with on their preferred messaging platform.

[Log in with GitHub](#)[Log in with Facebook](#)[or see how it works](#)

Bot Engine

Build bots easily. You tell us what your user said, we tell you what your bot should do next.

[Display a menu](#)

Intent Parser

Your users give us voice or text, you get back structured data. It's that simple

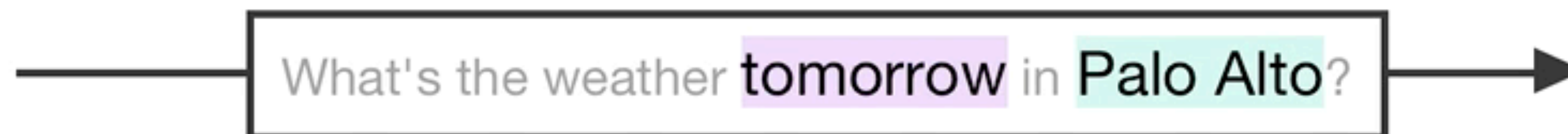
What's the weather tomorrow in Palo Alto?

Did you try... [Grab me a beer, quick !!!](#) 

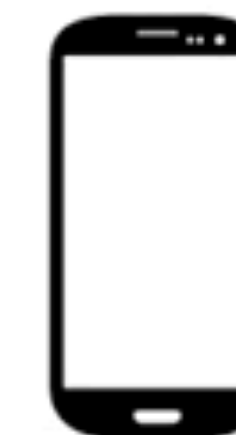
```
intent = weather forecast
when   = April 28th 2013
place  = Palo Alto, CA
```



Your user



Wit.ai



Your app

Build with Watson

Enable cognitive computing features in your app using IBM Watson's Language, Vision, Speech and Data APIs.

See the services

WHAT'S NEW

Watson Conversation

Create bots and virtual agents using natural language understanding.

Watson Developer Conference

Get an insider look at the latest Watson APIs, products and tools for developers. With over 22 breakout sessions, lightning talks and hands-on labs you'll learn how to build with Watson and take full advantage of the platform.

Announcing IBM Watson Knowledge Studio

Train a custom model for your industry or knowledge domain.

INSIGHT

**Take the time to fool around,
and try new things outside of
your “regular” projects**



Key take-aways

1. See the bigger picture
2. Design the algorithm
3. Build in affordance
4. Keep fooling around



Going forward



Bots vs. Designers



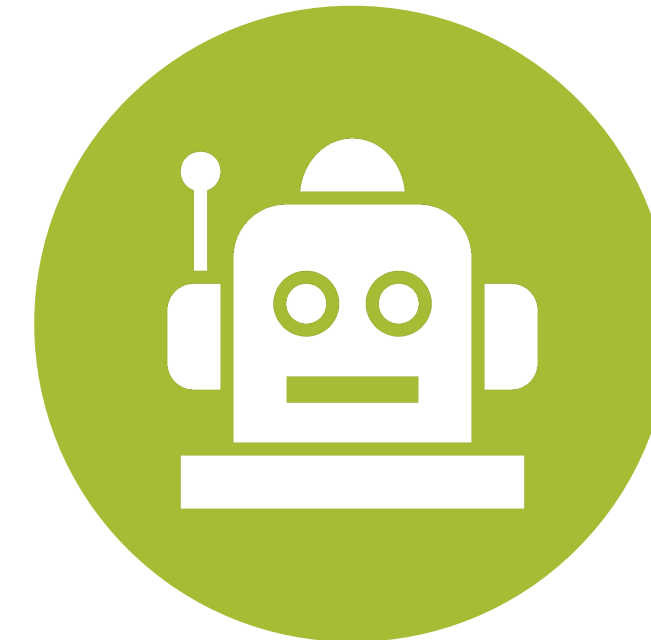
This is the wrong way to look at it

A hand-drawn black arrow originates from the word 'wrong' in the text below and points upwards towards the word 'Designers' in the title above.

Together, we make a great team



- ✓ Abstraction
- ✓ Breaking rules
- ✓ Judgment
- ✓ Nuance
- ✓ Storytelling



- ✓ Computation
- ✓ Memory
- ✓ Perseverance
- ✓ Precision
- ✓ Speed





A background image of the robot WALL-E from the Pixar movie "WALL-E". He is standing in a desolate, hazy, and dusty environment that appears to be a ruined city. Tall, craggy structures are visible in the background, and the ground is covered in debris and dust. WALL-E is positioned in the center-left of the frame, looking towards the right. The overall color palette is warm and muted, dominated by browns, tans, and greys.

How will you make robots work for you?

Thank you!



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