A.I. IS YOUR NEW DESIGN MATERIAL
HOW DO YOU WORK WITH A NEW DESIGN MATERIAL?
Juicero
My juicer is not meant to squeeze lemons.

It is meant to start conversations.

Philippe Starck
Now my wifi kettle is basically taking the p*ss. Told me it had found network, now you need to recalibrate me, oh btw I didn't rly connect
3 hrs later and still no tea. Mandatory recalibration caused wifi base-station reset, now port-scanning network to find where kettle is now.
Mark Rittman
@markrittman

Well the kettle is back online and responding to voice control, but now we're eating dinner in dark while lights download a firmware update

Michael Laccetti
@mlaccetti

Replying to @markrittman

At this point, I'm desperate to avoid this future at all costs.

Phil A. Buster
@onekade

Replying to @markrittman

why don't you just get normal fucking kettle
“AUTOMATED YET DISTRACTING. BOASTFUL YET MEDIocre. CONFIDENT YET WRONG.”

Fast Company product review

HOW DO WE USE TECHNOLOGY IN A WAY THAT IT WANTS TO BE USED?
HOW DO WE USE TECHNOLOGY IN A WAY THAT ADDS MEANING?
HOW DO WE USE TECHNOLOGY TO AMPLIFY HUMAN POTENTIAL?
MACHINE LEARNING IS A DESIGN MATERIAL
LEARNING IS A DESIGN MATERIAL

WHAT CAN IT DO?
WHAT IS ITS GRAIN?
HOW DOES IT CHANGE US?
One: what can it do?

Why team up with machine learning?
WHAT IF WE COULD DETECT PATTERNS IN ANYTHING, AND ACT ON THEM?
5 APPLICATIONS
4 QUESTIONS
1. RECOMMENDATION
2. PREDICTION
3. CLASSIFICATION
4. CLUSTERING
5. GENERATION
RECOMMENDATION

Search Results

Messages (250)  Files (32)

Include: everything I can access in Slack Corp

People & Channels

People who talk about hiring process

- Isabella Tromba in #campus-recruiting
- John Gallagher and Jason Liszka in #candidate-pipeline
- Jason Liszka in #team-hiring
Great UX is the best way to make things happen easier better.
New Message

To: world
Kitchen Gadget Survey

What have the robots done to your kitchen?

Question

- Option 1
- Add option or ADD "OTHER"
GET COZY WITH CASUAL USES OF MACHINE LEARNING
“LET’S SPRINKLE A LITTLE MACHINE LEARNING ON IT.”

Josh Clark
Organize and group things (people, concepts, transactions) according to their affinities and differences
CLUSTERING
IDENTIFY INVISIBLE PATTERNS
CLUSTERING + GENERATION

ROCKING CHAIR
knitter sitter

STAR WARS
droid overjoyed

COOKIE
naughty biscotti

LINCOLN
desegregation oration

CANINE
combats cats

BOLLYWOOD
hindi indie

STOPWATCH
clocks jocks
Can a neural network learn to recognize doodling?

Help teach it by adding your drawings to the world's largest doodling data set, shared publicly to help with machine learning research.

Let's Draw!
You were asked to draw flip flops

You drew this, and the neural net recognized it.

It also thought your drawing looked like these:

- Correct match: flip flops
- 2nd closest match: potato
- 3rd closest match: bread
GIVE ME A HEADER WITH A NAVIGATION BAR, FOLLOWED BY A CAROUSEL AND A HERO IMAGE, PLEASE.
TIME-CONSUMING
REPETITIVE
DETAIL-ORIENTED
ERROR-PRONE
JOYLESS
LET PEOPLE DO WHAT THEY DO BEST

LET MACHINES DO WHAT THEY DO BEST
FOCUS
ATTENTION AND JUDGMENT
WHAT IF WE COULD DETECT PATTERNS IN ANYTHING, AND ACT ON THEM?
BE SMARTER
WITH QUESTIONS
WE ALREADY ASK
1.
2. Ask entirely new kinds of questions.
UNLOCK NEW SOURCES OF DATA
SURFACE INVISIBLE PATTERNS
1. BETTER ANSWERS
2. NEW QUESTIONS
3. NEW DATA SOURCES
4. INVISIBLE PATTERNS
THE JOB OF UX:
POINT A.I. AT PROBLEMS WORTH SOLVING
two: what is its grain?
WHAT IS THE SWEET SPOT OF MACHINE LEARNING?
the “grain” of machine learning

- WEIRDNESS
- NARROW DOMAINS
- OPAQUE LOGIC
- PROBABILISTIC RESULTS
- PEGGED TO “NORMAL”
1. THE MACHINES ARE WEIRD
14,000 BRAIN HOURS
Prancercise
youtu.be/o-50GjySwew
THE MACHINES ARE WEIRD

WE ARE WEIRD
Young Mother
Pierre-Auguste Renoir
Barnes Foundation
A BOY HOLDING A TEDDY BEAR

Young Mother
Pierre-Auguste Renoir
Barnes Foundation
This gets you thinking, and making connections; It’s this magic that we want to keep.

Shelley Bernstein
Barnes Foundation
the machines are weird, so...

DRAW INSIGHT FROM THE UNEXPECTED
My @nest doorbell automatically locks the front door when it sees a face it doesn't recognize. Today it didn't recognize me, so I went into the app to investigate and...
Today, 5:27 PM
Front Door
the machines are weird, so…

DESIGN FOR FAILURE AND UNCERTAINTY
OUR JOB IS TO SET EXPECTATIONS AND CHANNEL BEHAVIOR
B.A.S.A.A.P.

*be as smart as a puppy*
"MAKING SMART THINGS THAT DON’T TRY TO BE TOO SMART AND [THAT] MAKE ENDEARING FAILURES IN THEIR ATTEMPTS TO LEARN AND IMPROVE."

Matt Jones

berglondon.com/blog/2010/09/04/b-a-s-a-a-p/
the machines are weird, so...

MATCH LANGUAGE AND MANNER TO SYSTEM ABILITY
a herd of cattle grazing on a lush green field
a person holding a cell phone
“A PERSON HOLDING A CELL PHONE”
"A PERSON HOLDING AN OBJECT"
“A person holding an object (maybe a cell phone?)”
“A PERSON HOLDING AN OBJECT (MAYBE A CELL PHONE? OR GUITAR? OR VIOLIN?)”
2. Narrow Domains
“THIS GIVES YOU INFINITE INTERNS, OR PERHAPS, INFINITE TEN YEAR OLDS.”

Benedict Evans

ben-evans.com/benedictevans/2018/06/22/ways-to-think-about-machine-learning-Bnefy
narrow domains do best, so…

SOLVE
NARROW
PROBLEMS
NARROW PROBLEMS DON’T HAVE TO BE SMALL PROBLEMS.
"WE CAN BUILD THESE MODELS, BUT WE DON’T KNOW HOW THEY WORK."

Deep Patient project leader Joel Dudley

https://www.technologyreview.com/s/604087/the-dark-secret-at-the-heart-of-ai/
3. OPAQUE LOGIC
the logic is opaque, so...

HELP PEOPLE FORM A USEFUL MENTAL MODEL
the logic is opaque, so...

SIGNAL YOUR INTENTION
A dormant Android phone sends Google your location info 340 times per hour.

https://digitalcontentnext.org/blog/2018/08/21/google-data-collection-research/
Facebook gathers your info from your friends’ contacts, and your phone number from double authentication—and uses that info for ad targeting.

https://digitalcontentnext.org/blog/2018/08/21/google-data-collection-research/
IF YOU THINK PEOPLE WON'T LIKE IT...
YOU PROBABLY SHOULDN'T DO IT
MAKE TRANSPARENCY A DEFAULT DESIGN PRINCIPLE
WHAT IS THE SYSTEM OPTIMIZED FOR?
the logic is opaque, so...
4. MACHINE LEARNING IS PROBABLISTIC
Cognitive Services Directory

Manage Cognitive Services in the Azure Cloud or test them with temporary access

Explore Cognitive Services: Cognitive Services Homepage  Try Cognitive Services  Pricing  Documentation

Learn how Vision makes it possible for apps and services to accurately identify and analyze content within images and videos. Try any service free—and quickly build computer vision-enabled apps and services with the following capabilities.

azure.microsoft.com/en-us/services/cognitive-services/directory/
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<th>VALUE</th>
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<td>Tags</td>
<td>[ { &quot;name&quot;: &quot;person&quot;, &quot;confidence&quot;: 0.999668 }, { &quot;name&quot;: &quot;man&quot;, &quot;confidence&quot;: 0.9767188 }, { &quot;name&quot;: &quot;indoor&quot;, &quot;confidence&quot;: 0.931774139 }, { &quot;name&quot;: &quot;older&quot;, &quot;confidence&quot;: 0.280402541 } ]</td>
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Angry Birds

72% Match 2018 TV-G 3 Seasons

Birds Red, Chuck and their feathered friends have lots of adventures while guarding eggs in their nest that pesky pigs keep trying to steal.

Starring: Antti Pääkkönen, Heljä Heikkinen, Lynne Guaglione
Genres: TV Shows, Kids' TV, Kids' TV for ages 3 to 4
This show is: Exciting

Action

The Dead Pool

How It Ends

Extinction

The Covenant+
a person holding an object
(maybe a cell phone? or guitar? or violin?)
Amazon is selling facial recognition to law enforcement — for a fistful of dollars
Amazon’s face surveillance technology is the target of growing opposition nationwide, and today, there are 28 more causes for concern. In a test the ACLU recently conducted of the facial recognition tool, called “Rekognition,” the software incorrectly matched 28 members of Congress, identifying them as other people who have been arrested for a crime.

The members of Congress who were falsely matched with the mugshot database we used in the test include Republicans, women, and legislators of all ages, from across the country.
“I DON’T KNOW” IS BETTER THAN A WRONG ANSWER
Google and others offer wrong answers with matter-of-fact authority. How can designers build stronger signals of trust into data-driven interfaces?

https://bigmedium.com/ideas/systems-smart-enough-to-know-theyre-not-smart-enough.html
PRESENT INFORMATION AS SIGNALS, NOT ABSOLUTES

results are probabilistic, so...
THE MACHINES REINFORCE NORMAL
WHAT IS NORMAL?
WHAT IF NORMAL IS GARBAGE?
Amazon scraps secret AI recruiting tool that showed bias against women

Jeffrey Dastin

SAN FRANCISCO (Reuters) - Amazon.com Inc’s (AMZN.O) machine-learning specialists uncovered a big problem: their new recruiting engine did not like women.
ML reinforces normal, so...

LET’S NOT CODIFY THE PAST
ML reinforces normal, so...

LET’S NOT CODIFY THE PAST
SURFACING BIAS ALLOWS US TO ACT ON IT
ML reinforces normal, so...

HELP USERS KNOW WHEN TO BE CRITICAL
Disputed by 3rd Parties

Before you share this story, you might want to know that independent fact-checkers disputed its accuracy.
“DISPUTED” LABEL

80% REDUCTION OF FUTURE IMPRESSIONS
Jeff Smith shared a link

Possibly false headline about aliens coming to Earth
False News Site

18
2 Comments

Like
Comment
Share

Related Articles

Fact Checker A
Fact-Checker
Headline disputing false article about aliens

Fact Checker B
Fact-Checker
Another headline disputing false article about aliens

Medium.com/facebook-design/designing-against-misinformation-e5846b3aa1e2
ML reinforces normal, so...

AMPLIFY HUMAN JUDGMENT, DON’T REPLACE IT
the “grain” of machine learning

- WEIRDNESS
- NARROW DOMAINS
- OPAQUE LOGIC
- PROBABILISTIC RESULTS
- PEGGED TO “NORMAL”
three: how does it change us?

How will values and behaviors shift?
WHAT DO WE WANT FROM IT?
WHAT DO WE WANT FROM IT?
WHAT DOES IT REQUIRE OF US?
IF WE DON’T DECIDE FOR OURSELVES, THE TECHNOLOGY WILL DECIDE FOR US
THE FUTURE SHOULD NOT BE SELF-DRIVING
3 hrs later and still no tea. Mandatory recalibration caused wifi base-station reset, now port-scanning network to find where kettle is now.
COMPASSIONATE
- COMPASSIONATE
- AFFORDABLE
- MORE JOBS
WE’RE INVENTING THE FUTURE TOGETHER
THIS IS A TIME FOR WILD IDEAS
MORE ON THIS:
mindfultechnology.com
juvetagenda.org
bigmedium.com
THANKS!

MORE ON THIS:

mindfultechnology.com
juvetagenda.org
bigmedium.com