Fantasy vs. Reality

in AI

An Expectation Brainstorming Workshop

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Special Thanks to:
Nadia Piet
AI x Design Community

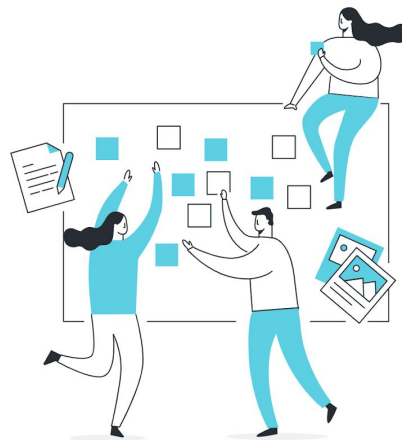sdt

WHO WE ARE

We are:

- **Students**
  - Master students of Service Design at Politecnico di Milano

- **Design Researchers**
  - **ServiceDesignTools.org** in collab w/Oblo

- **Members**
  - AI x Design Community
  - **aixdesign.slack.com (<----join us!)**

Service Design Tools

The open collection of tools and tutorials that helps dealing with complex design challenges.

RESEARCH OBJECTIVE

Understand how **service designers** design for **AI** today and **identify opportunities** to enhance and support their work while maintaining a **human-centered** approach.

This research is focused on the **implications** produced by the **enhanced complexity** of designing AI-based services.

AI Opportunity Areas Matrix

Tech Oriented

Iterative

AI services should be in constant evolution and improvement.

Augmentative

AI should act as a tool to enhance services and human capacities.

Tangible

Prospective

Collaborative

Work together and align perspectives to meet user's needs.

Ethical

Develop tools to envision and avoid negative scenarios.

User Oriented

Service designers, tech experts, and stakeholders all communicate and prioritize differently when it comes to AI.

- A certain level of **technicality** is required to communicate effectively when AI is involved. Service Designers commonly act as **middlemen.**

"We had many communication issues with technical experts and stakeholders -- it was terrible."

YULYA B. / SERVICE & RESEARCH DESIGNER / Oblo

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Silly rivalries divide developers and designers, not realizing that their differences hide their true strengths.

- Creating an **AI based service** takes a **village.** There is a need for the creation of a **"common ground"** in order to **encourage trust** between all the stakeholders.

"This [contrasting] dynamic is ok...but we all need to put in the work to understand each other."

NADIA PIET / DESIGN RESEARCHER / Bit

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Although many tools exist to help design AI-based services, SD's tend to adapt the tools they already know.

- **Prototyping and graphic representation** of AI has proven to be quite **challenging**.

- Design process requires a deeper focus on **research**, user's **needs** that adapt to technology, and multiple rounds of **iterations** *after* implementation.

"It's difficult to visually represent the AI inside of an AI service."

ANNINA A. / SERVICE DESIGN RESEARCHER / Futurice

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Ethical decisions fall on designer's intuition. There are rarely clear guidelines --everything depends on contexts and systems.

- Ethics is like the **big elephant** in the room and nobody knows what to do with it.

- Projects **rarely** designate someone **responsible** for the ethical approach. No one is **accountable**.

"There is a lack of transparency when it comes to understanding the context around ethics...it's like a black box."

AZZURRA P. / PRODUCT MANAGER & SD / Fjord

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AI is perceived as an exceptionally complex concept. This generates a false feeling of unreacheable knowledge.

- Designers struggle with **mitigating** the expectations between themselves and other stakeholders.

- To deal with these challenges, designers should learn about: **AI vocabulary, basic algorithms, system thinking, current capabilities of AI.**

"Stakeholders imagine AI is magic, instead of science."

MARCELA C. / PRODUCT MANAGER & SD

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WORKSHOP OBJECTIVE

Understand, **examine our experiences**, and discuss the best
 (and worst) practices of managing a fine balance of ambitious yet
realistic expectations about the capabilities of AI across the team.

Agenda:
Warmup / Networking / Activity / Discussion / Feedback

Let's move to **Miro!** (Link in the chat)

Remember to switch off your **microphone and **camera** if you are not talking ;)**

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