



**19**  
**THURSDAY**  
SEPTEMBER

Waters Edge Conference Center

***MORE INFO***

[ColumbusAIWeek.com](https://ColumbusAIWeek.com)

**BREAKOUT SESSION:**

## **Human Centered AI**

DEXTERITY UX- KEITH INSTONE

11am - 11:30am



Source: Aitubo, Flux

“An interactive discussion and exploration of making human-centered decisions when designing AI systems and solutions”





- > (Science) Computer Science > **Human-Computer Interaction**
- > (Practice) User-Centered Design → Human-Centered **Design**
- > (Business) **User Experience = Customer Experience + Employee Experience + ...**
- > (Economic & Social) **User Experience for Economic Success and Social Impact**

# OH | AI FORUM CINCINNATI

presented by **Ohio** + INNOVATE**Ohio**

**08.01.23**

[Recap](#)

**IXDD**

World Interaction  
Design Day

Tuesday, September 26 | 6pm

An  
Introspective  
Panel  
Discussion on  
Artificial  
Intelligence (AI)

**Details**

[Recording](#)

**Our panel of Cincinnati experts will share how their companies are approaching artificial intelligence**

[Series](#)

**Ohio**

# OHIO AI ROUNDTABLE

**COLUMBUS / OCTOBER 3**

powered by **FAIR**



**CINCY AI WEEK**  
June 11-13, 2024

CINCINNATI AI WEEK IS YOUR GATEWAY TO THE FUTURE OF ARTIFICIAL INTELLIGENCE. JOIN US AS WE EXPLORE THE POSSIBILITIES, NAVIGATE THE CHALLENGES, AND DRIVE INNOVATION FORWARD IN ALL THINGS AI

**JUNE 11-13, 2024** [CINCYAIWEEK.COM](http://CINCYAIWEEK.COM)

COMMUNITY PARTNERS:

- ENTERPRISE TECHNOLOGY ASSOCIATION
- 
- Cincy AI Meetup for Humans
- DIGITAL FUTURES



What does it mean  
for a business to  
be “Human  
Centered”?



## Human-Centered

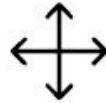
We believe that you should put people at the center of your organization's purpose, not your products, services, or money.

**Source:** Experience Management Institute



### **Recalibrate the compass**

In a fast-changing environment, fluid decision-making is critical. Qualitative insights and a test-and-learn environment will keep you on course.



### **Ask the right questions**

Pair the use of data and analytics by asking customers how you can help them—and building observation into this process to help inform the answer.

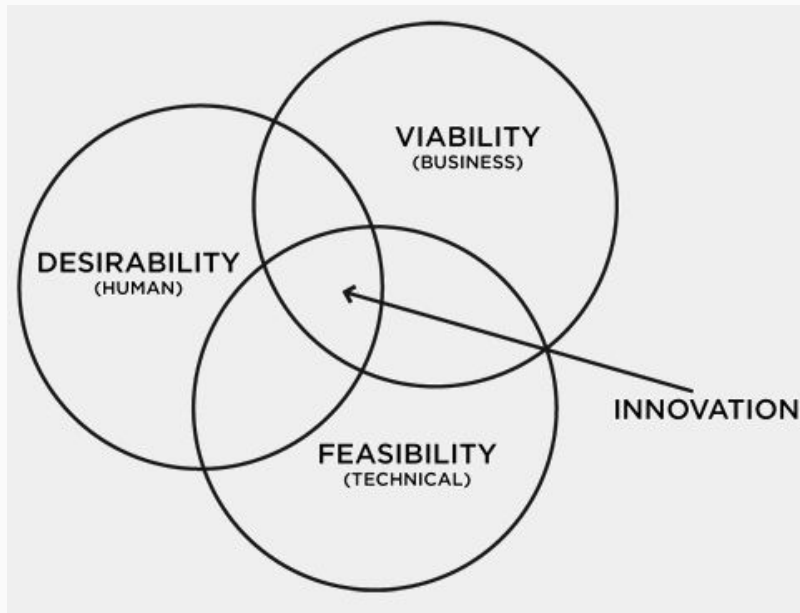


### **Use your head—your whole head**

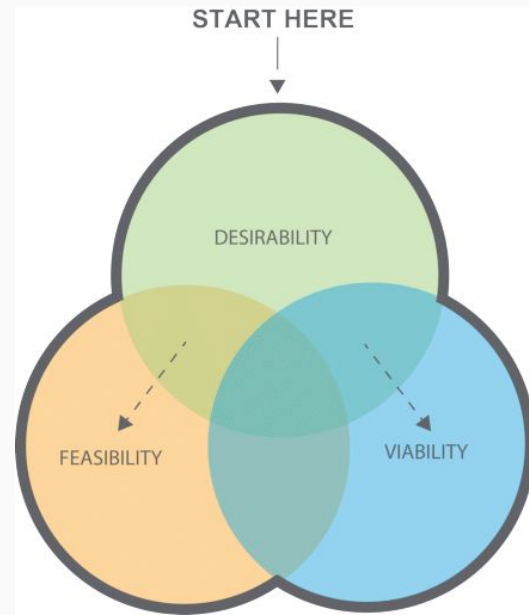
Augmenting the traditional, analytical approach with a new way of thinking—a whole-brain approach—is needed to win and retain customers today.

**Source:** Accenture, *Adding a human-centered approach to business*

What does it mean for a business to be “Human-Centered”?



Source: IDEO and many knock-offs



Source: Conceiving and Applying Relationship Models for Design Strategy



What does it mean for a business to be “Human-Centered”?

A human-centered business will **build jobs that can't be taken over by robots, AI, or machine learning in the foreseeable future**. This means creating roles in the organization for people to employ uniquely human skills, like creativity, communication, and empathy.



Source: [The Key to Growing Human-Centered Businesses](#)

**Build purpose around improving society.** Whether a business is B2B or B2C, the central goal must be to meet a need people have — not just to make money.

**Manage a human-centered culture.** Support psychological safety, foster a diverse array of backgrounds and perspectives, and create opportunities for employees to feel engaged and heard.

What does it mean for a business to be “Human-Centered”?





What does it mean  
for AI systems to  
be “Human  
Centered”?

# What does it mean for AI systems to be “Human Centered”?



- > Amplifying and augmenting human abilities
- > Beneficial outcomes to direct users of AI, those affected by the systems, and society as a whole
- > “We shape our tools and then our tools shape us”
- > “Responsible AI” includes: Human rights, human control, human dignity
- > From Cincinnati AI Week: Recognizing the need for diverse perspectives and the importance of humanities in effectively conversing with machine learning, AI should augment and empower human capabilities rather than replace them.



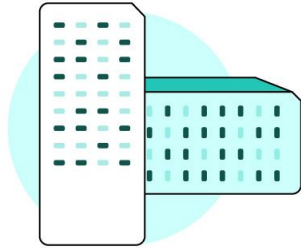
How do you define,  
design, and deliver  
Human-Centered  
AI systems?

# How do you define, design, and deliver Human-Centered AI systems?

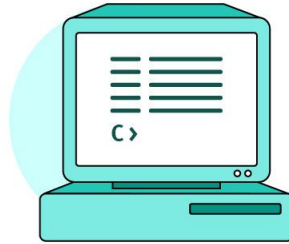


- > User experiences that foster human-AI collaboration and co-creation
- > New user interfaces and interaction paradigms that enable these innovative experiences
- > Designs that ensure transparency, accountability, fairness, and privacy
- > Methods and processes (usability testing, ethnographic research, personas, etc.) updated

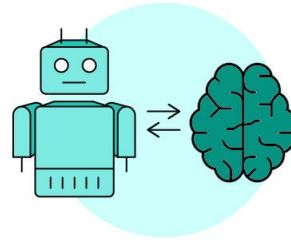
## User-Interface Paradigms of Computing



**Paradigm 1**  
**Batch Processing**



**Paradigm 2**  
**Command-Based  
Interaction**



**Paradigm 3**  
**Intent-Based  
Outcome Specification**

NNGROUP.COM **NN/g**

Source: AI: First New UI Paradigm in 60 Years

# Academic Computer Science (HCI)



Source: **Textbook** about augmenting and enhancing human lives with AI.

Also “valuable to management who need to both understand how to **better direct AI development** and to require appropriate AI to **solve market and social challenges**”

See [hcai.site](https://hcai.site)  
for more  
about HCAI  
research &  
education



**Eye into AI: Evaluating the Interpretability of Explainable AI Techniques through a Game With a Purpose**

KATELYN MORRISON, Carnegie Mellon University, USA

MAYANK JAIN, Carnegie Mellon University, USA

JESSICA HAMMER, Carnegie Mellon University, USA

ADAM PERER, Carnegie Mellon University, USA

# New and better customer experiences ✖

What are the most important business benefits to your organization of responsible AI?

Provides better customer experiences

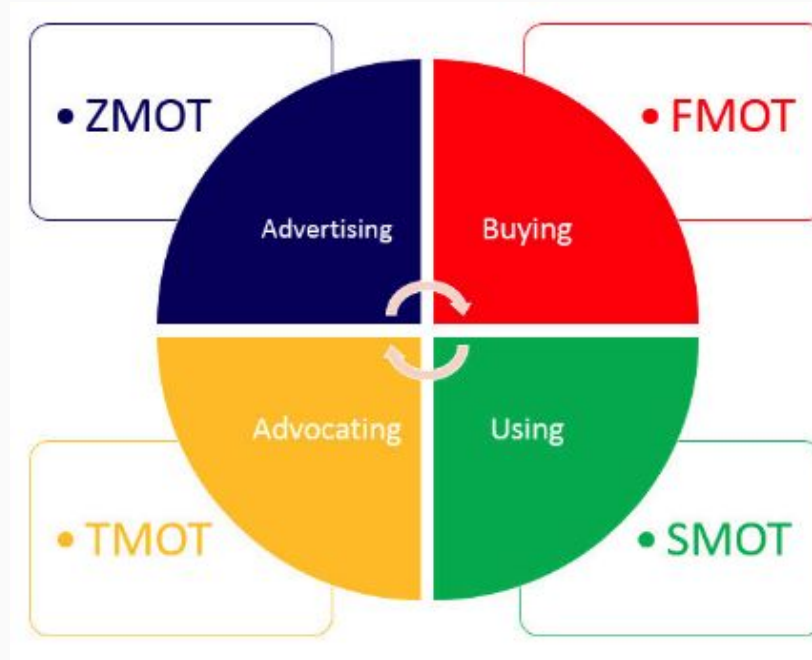
74%

Creates new revenue opportunities

69%

Protects brand equity/  
minimizes reputational risk

63%



**Prompted Moment of Truth**  
We're entering a new phase of marketing and retail where a solitary AI-generated response holds the power to significantly influence a consumer's purchase decision

[Source](#)

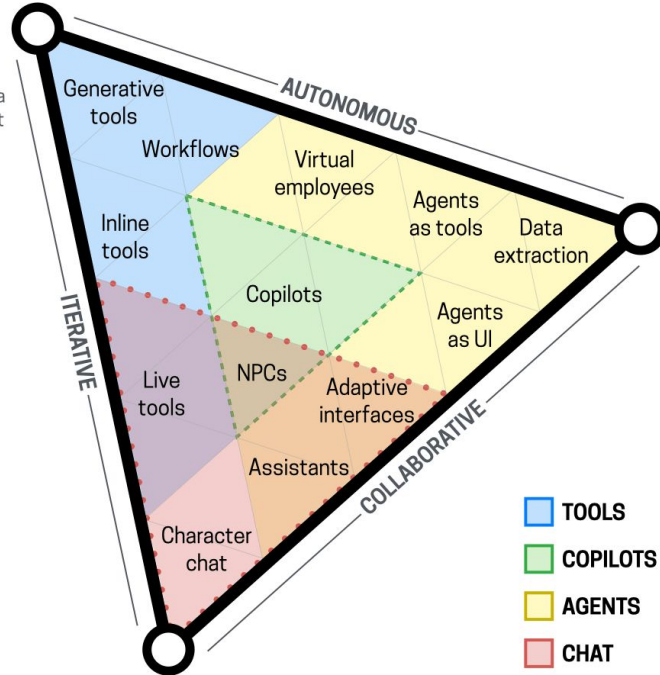
[Source](#): The State of Responsible AI in Financial Services

# A way to think about AI use cases



## GROUNDING

Accurate and reliable.  
Domain- and context-aware via  
model training, RAG, or context  
window.



## INTEROPERABLE

Works across systems.  
Uses structured data, API integration,  
function calls, and/or file system or  
database read/write.

## RADICALLY ADAPTIVE

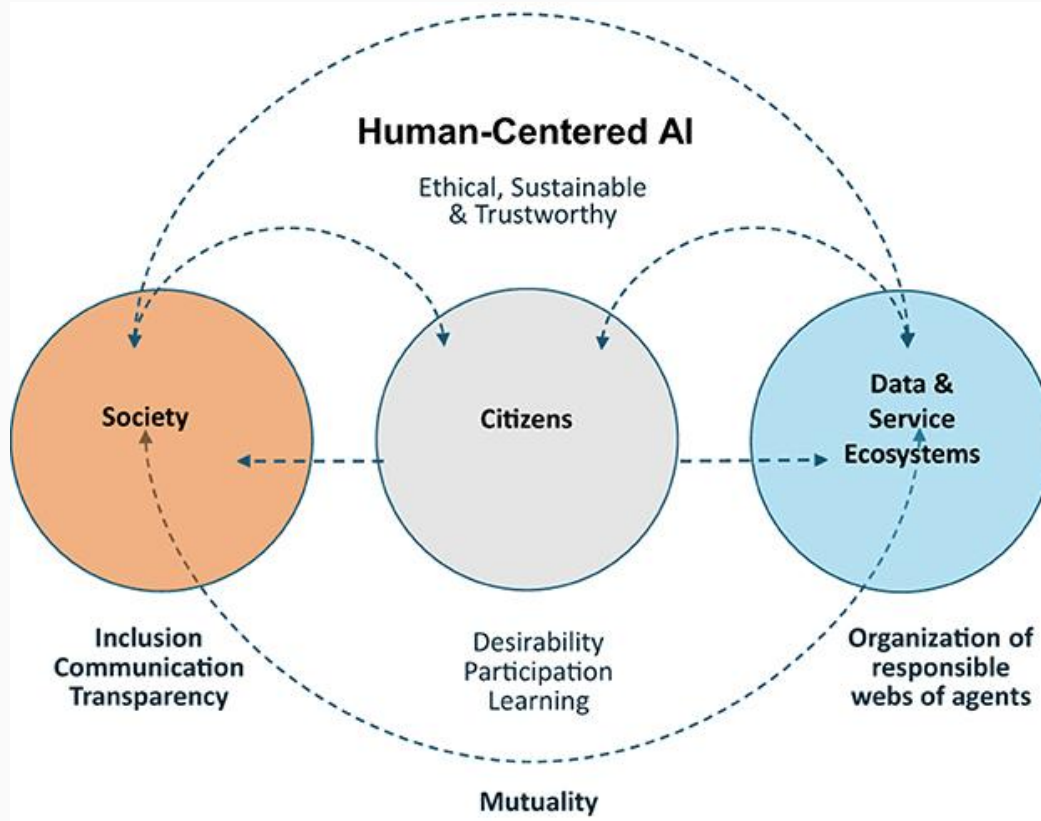
Conceived and delivered in real time.  
UI and/or content morphs based on user  
intent and context in the moment.

Source: The  
Shape of  
Sentient  
Design

- TOOLS
- COPILOTS
- AGENTS
- CHAT



# Human-Centered AI for Policymakers ✕



Source: Human-centricity in AI governance: A systemic approach



- > Study the science of AI-based user experiences
  - How people perceive “AI” (such as humanizing it) is crucial
- > Use proven human-centered design methods and processes
  - Updates needed, as with every tech wave
- > Include existing UX capabilities in your organization
  - Experts exist for customer experience, employee experience, patient experience: add designers and user researchers to your “AI teams”
- > Leverage academia (human-computer interaction)
  - HCI researchers have been exploring this for decades

# dexxterity

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