

NOHRA
March General Membership Meeting



HUMAN-CENTERED **AI** *with speaker Keith Instone*

Thursday, March 12
8:00 AM Networking; 8:30 AM Meeting
HGI Perrysburg

REGISTER: [TOLEDOSHRM.ORG](https://toledoshrm.org)



Thursday, January 16, 2020
7:30 – 9:30am
Hilton Garden Inn

Join us Thursday, January 16, 2020, as Marc Goldberg, Chief Technology Officer from SHRM speaks on the topic 'Debunking Mythical Trends in HR Tech and Analytics: Understanding People Data That Matters.'

Thank you to our sponsors!

General Meeting Sponsor:



Food Sponsor:





An interactive discussion about human-centered organizations and how to define, design, and deliver human centered AI systems.

1. Pose a question
2. Small group discussion
3. Share your thoughts
4. Compare with the “experts”
5. Discuss as a larger group



- What does it mean for a business to be “Human Centered”?
 - What does it mean for an HR agency or HR department to be “Human Centered”?
- What does it mean for AI systems to be “Human Centered”?
- How do you define, design, and deliver Human-Centered AI systems?



- > Academic background
 - BGSU > Computer Science > **Human-Computer Interaction**
- > Industry experience
 - User-Centered Design → Human-Centered **Design**
- > Business strategy
 - **User Experience = Customer Experience + Employee Experience + ...**
- > Society impact
 - **User Experience for Economic Success and Social Impact**

OH | AI FORUM CINCINNATI

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

08.01.23

[Recap](#)

[Series](#)

Ohio

OHIO AI ROUNDTABLE CLEVELAND • NOVEMBER 6

powered by **FAIR**

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

COLUMBUS AI WEEK

SEPTEMBER 17-19 2024



19
THURSDAY
SEPTEMBER

Waters Edge Conference Center

MORE INFO

ColumbusAIWeek.com

BREAKOUT SESSION:

Human Centered AI

DEXTERITY UX - KEITH INSTONE



Great Lakes AI Week

CS 3240 - Usability Engineering

Credits: 3

Description: User interface design and human-computer interaction. Understanding the user. Design and prototyping of highly usable interfaces. Design notations, dialog styles, screen layouts, and usability testing. Event-driven programming language for rapid prototyping.

Prerequisite(s): [CS 2020](#).

When Offered: Spring.



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

What does it mean for an HR agency or HR department to be “Human Centered”?



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

VERY Human Centered	SORTA Human Centered	NOT Human Centered
<i>Designers discover customer pain points first and then business & technology decisions are made</i>	<i>Business people first determine where it can make money using tech</i>	<i>Engineers start by creating “cool things” and everyone else is stuck with them</i>



What does it mean for an HR agency or HR department to be “Human Centered”?

VERY Human Centered	SORTA Human Centered	NOT Human Centered





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

What does it mean for an HR agency or HR department to be “Human Centered”?



Human-Centered

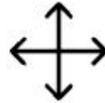
We believe that you should put people at the center of your organization's purpose, not your products, services, or money.

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.

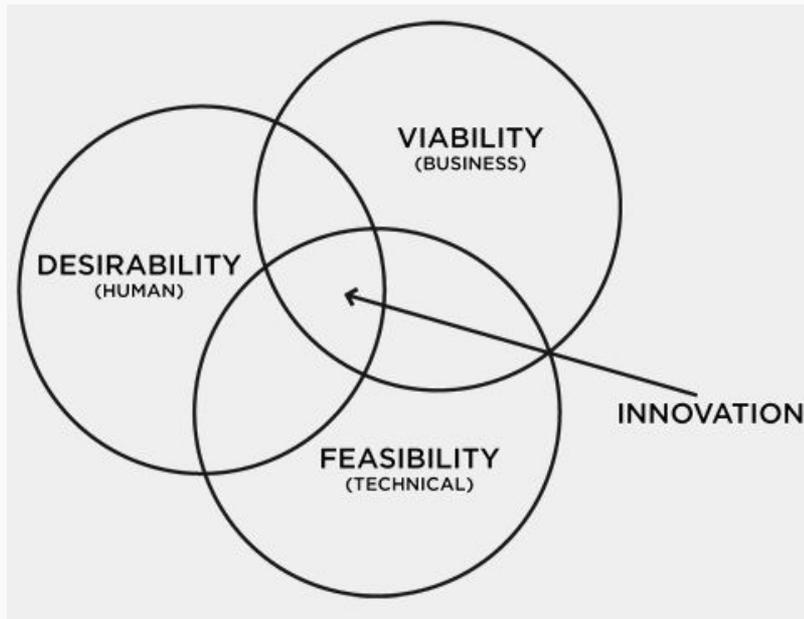


Use your head—your whole head

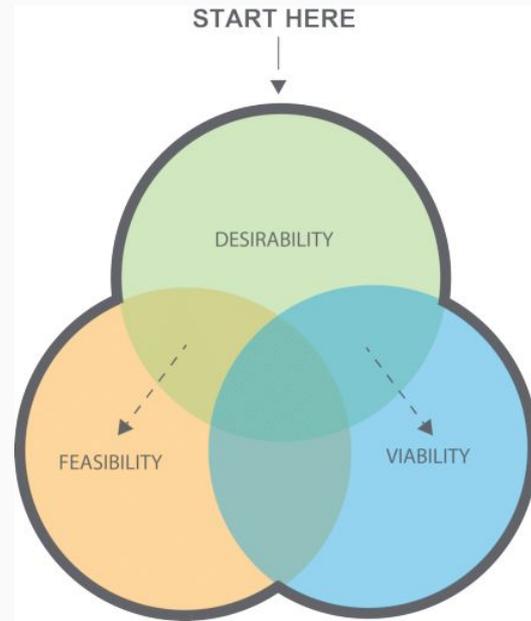
Augmenting the traditional, analytical approach with a new way of thinking—a whole-brain approach—is needed to win and retain customers today.

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 a business to be “Human Centered”?



- ❑ Not profit centered
- ❑ Not technology centered
- ❑ Human needs → Technology solutions → Money made
- ❑ Less analytical, more empathetic
- ❑ More listening, less talking



What does it mean for an
HR agency or HR
department to be
“Human Centered”?



Human-Centric HR: How Organizations Can Prioritize People Without Sacrificing Performance

Why employee well-being and business performance should go hand in hand

- A people-centric workplace fuels innovation, engagement, and long-term business success.
- Balancing employee well-being with strategic goals creates a resilient, high-performing workforce.
- Leveraging HR technology and data-driven insights optimizes both people and business outcomes.

Source: HR.com
(HR Excellence Magazine)

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

Human-centric HR: A must for modern organizations



HR strategies are shifting focus **from traditional, task-oriented methods** to more human-centric approaches. Organizations increasingly recognize that **prioritizing needs and experiences of employees** leads to stronger engagement, better hiring outcomes, and long-term retention. As technology advances transform the job market, a human-centric HR strategy is no longer optional, it's essential.

Source: Human-centric HR:
A must for modern
organizations

Why human-centric HR matters in recruitment

A human-centric approach to HR focuses on understanding the individual needs of employees and candidates. By **personalizing recruitment and development strategies**, organizations can create more meaningful connections with their workforce.

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

JOB DESIGN FRAMEWORK



A FRAME OF RACIAL EQUITY AND INCLUSION

Racial equity is essential for good jobs and good workplaces. You can start wherever you want in this framework, but the job elements listed below will have the most impact if you apply them with an equity mindset.

The Pillars

CORE

The basic elements of a good job

Compensation

Sustainable pay and benefits

Work Environment

Stable hours and scheduling
Safety
Job security

Supervision Quality

Fairness and respect
Open communication
Anti-discrimination and anti-profiling policies
Transparent grievance process

SUPPORT

Help workers perform well and achieve stability

Training

Entry-level training
Cross-training

Internal Assistance

Supervisory training
Financial counseling
Cash assistance
Formal HR practices

External Supports

Tax credits
Childcare, transportation, housing (etc.) support

OPPORTUNITY

Help employees advance in their careers and develop their skills

Career Development

Specialized training
Educational benefits
Formal career pathways

Mentoring and Coaching

Peer mentorship
Job coaching

Acknowledgment

Internal and external recognition
Leveling of perks
Individual and team bonuses
Other financial incentives

VOICE

Employees are empowered, engaged, and have agency

Engagement

Measurement of engagement
Meaningfulness
Mattering

Improvement

Inclusive, continuous improvement processes

Participation

Participatory management
Autonomous teams
Formal representation
Employee stock ownership

The Result

Becoming an employer of choice is a strategy, not an accident. Designing your jobs for equity and inclusion will help you build a great company where your employees thrive.

Source: Designing a Human-Centered Workplace, National Fund for Workforce Solutions

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

How HR Can Keep Work Human in an AI World



Build psychological safety into your AI strategy and address fear proactively:

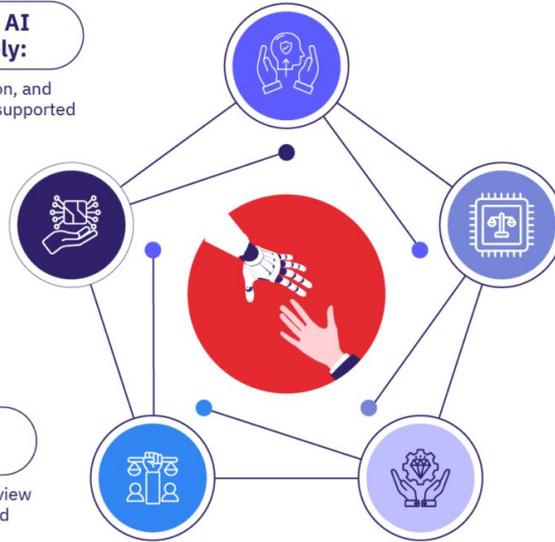
Create space for open dialogue, clear communication, and transparency so employees feel informed, heard, and supported through AI-driven change.

Build an AI-ready workforce:

Develop targeted upskilling strategies that go beyond training to include practical application, career transitions, and long-term investment in talent.

Audit AI systems for fairness and inclusion:

Work with internal risk and compliance teams to regularly review AI tools for unintentional bias and ensure equal access and outcomes for all employee groups.



Create guiding principles for ethical AI use:

Establish policies that prioritize consent, transparency, and fairness, ensuring that AI adoption reflects human-centered values, not just legal compliance.

Redefine the value of work:

Use AI as a chance to redesign roles around creativity, connection, and contribution—making work more meaningful, not more mechanical.

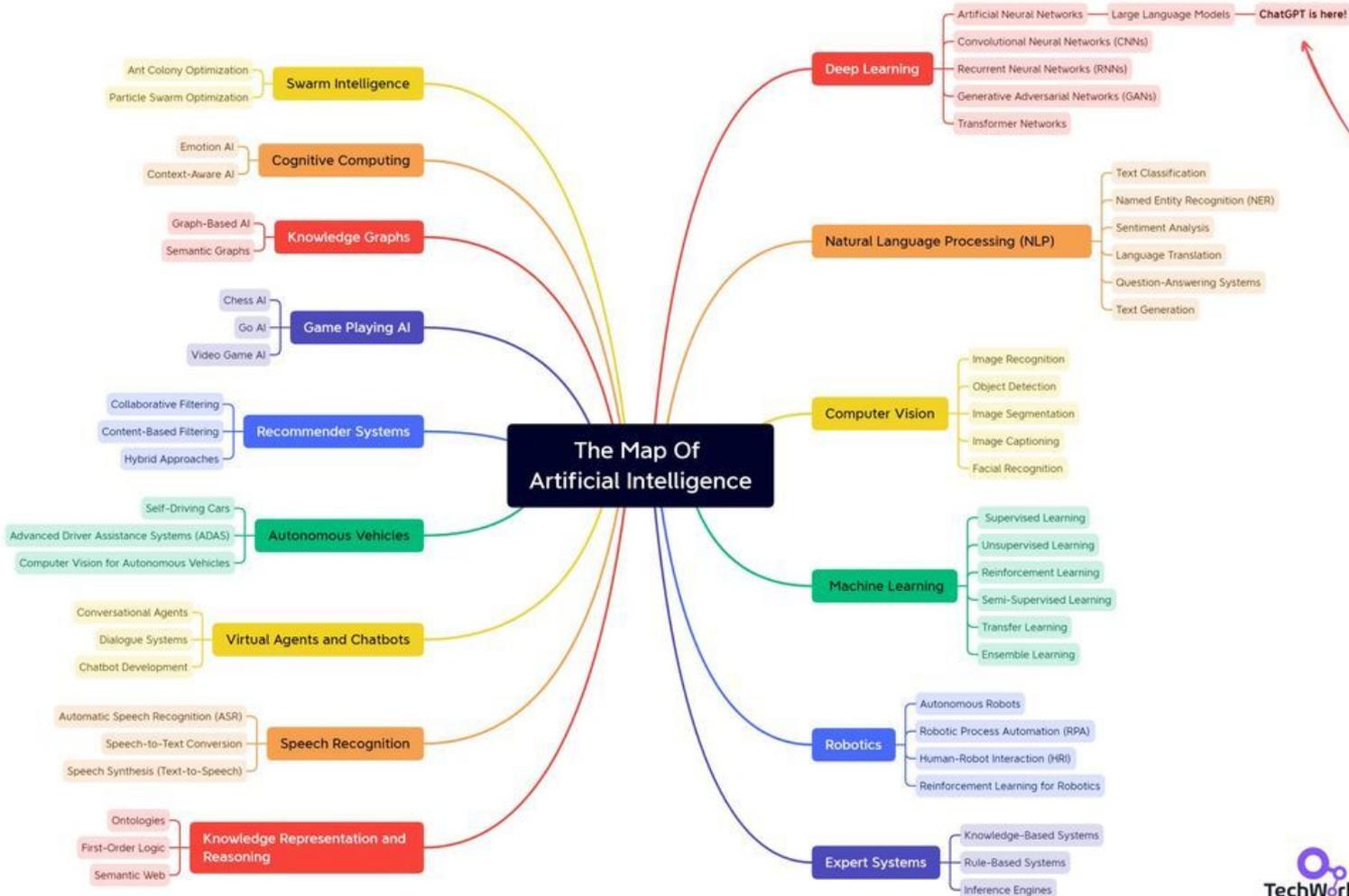
Source:
Putting the
'Human'
Back into
Human
Resources,
Academy
to
Innovate
HR



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



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



[Source](#)



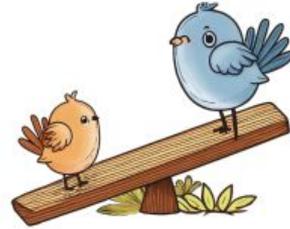
What does it mean for AI
systems to be “Human
Centered”?
Discuss!

Responsible AI

a strategic guide to address the elephant in the room



GOOD AI VS BAD AI



GOOD AI	BAD AI
Enhances human capabilities	Replaces humans without thought
Operates transparently and explicably	Operates as a "black box" with unexplainable decisions
Respects privacy and security	Plays fast and loose with data privacy
Promotes fairness and reduces bias	Perpetuates or amplifies existing biases
Aligns with company values and ethical standards	Prioritizes profit over people and ethics



- Explainability
- Fairness
- Robustness
- Transparency
- Privacy

Source: [IBM](#)

Explainability

- Prediction accuracy
- Traceability
- Decision understanding

Fairness

- Diverse and representative data
- Bias-aware algorithms
- Bias mitigation techniques
- Diverse development teams
- Ethical AI review boards



Artificial Intelligence Index Report 2025

AI Index and Stanford HAI

The AI Index is an independent initiative at the [Stanford Institute for Human-Centered Artificial Intelligence \(HAI\)](#).



Artificial
Intelligence
Index



Stanford University
Human-Centered
Artificial Intelligence

The AI Index was conceived within the [One Hundred Year Study on Artificial Intelligence \(AI100\)](#).



Source: [Stanford HAI](#)

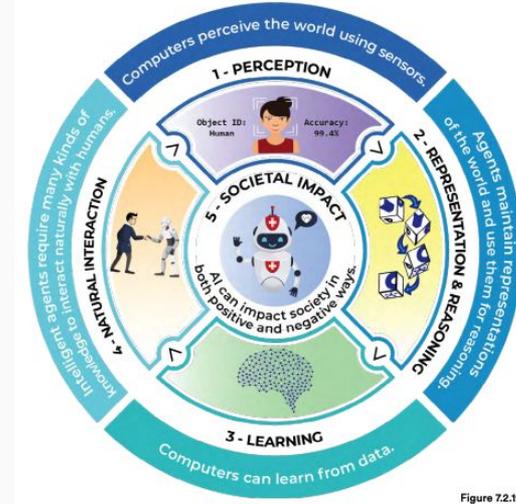


Figure 7.2.19

Analyzing “the AI Industry” via Human-Centered lens

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

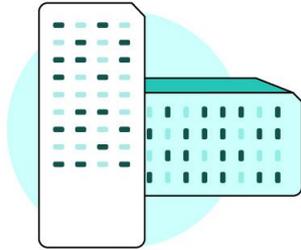


- ❑ Amplifying and augmenting human abilities
- ❑ Beneficial outcomes to direct users of AI, those affected by the systems, and society as a whole
- ❑ “We shape our tools and then our tools shape us”
- ❑ “Responsible AI” includes: Human rights, human control, human dignity
- ❑ [From Cincinnati AI Week](#): 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.

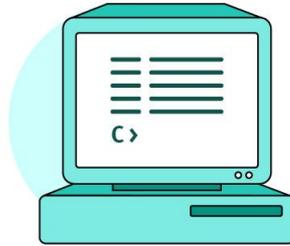


How do you define,
design, and deliver
Human-Centered
AI systems?

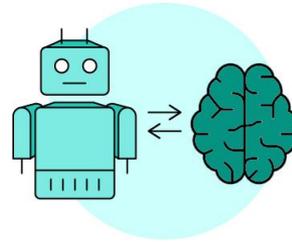
User-Interface Paradigms of Computing



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
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

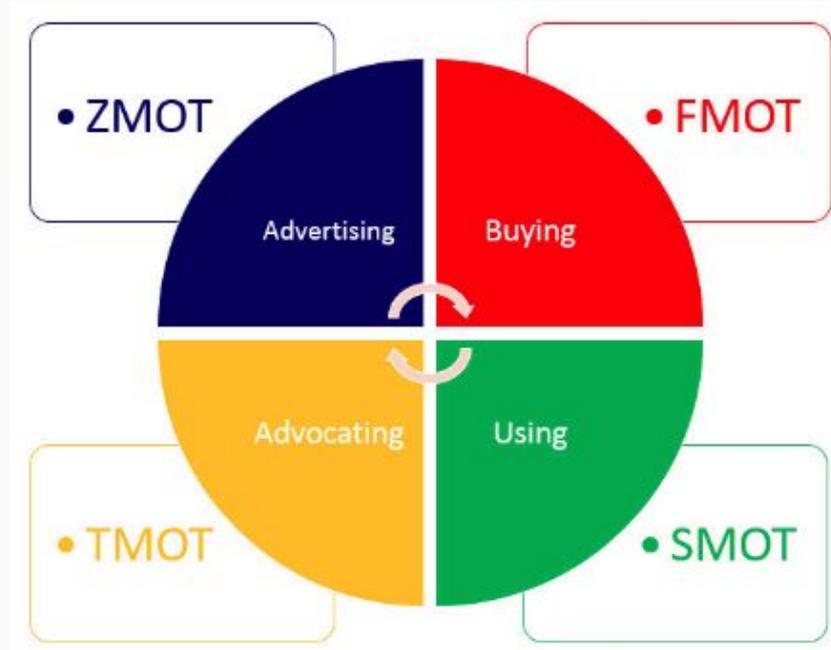
New and better customer experiences ✖

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%**

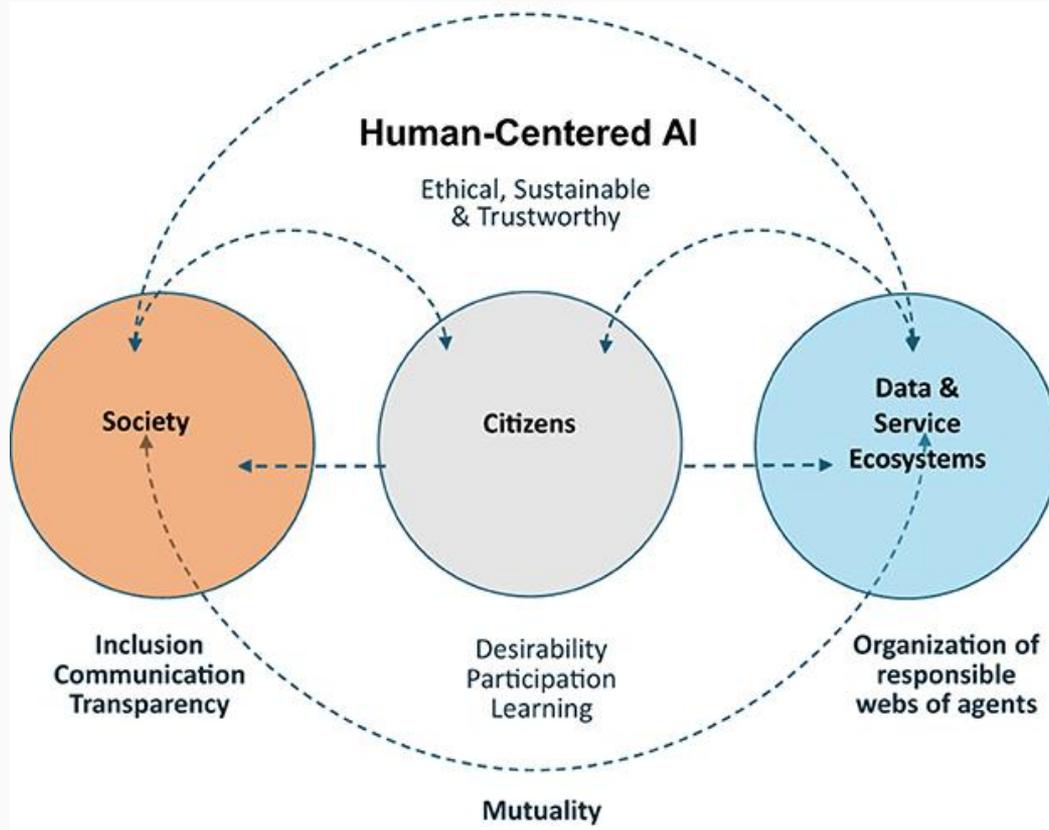


Prompted Moment of Truth
We're entering a new phase of marketing and retail where a solitary AI-generated response holds the power to significantly influence a consumer's purchase decision

[Source](#)

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

Human-Centered AI for Policymakers ✕



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

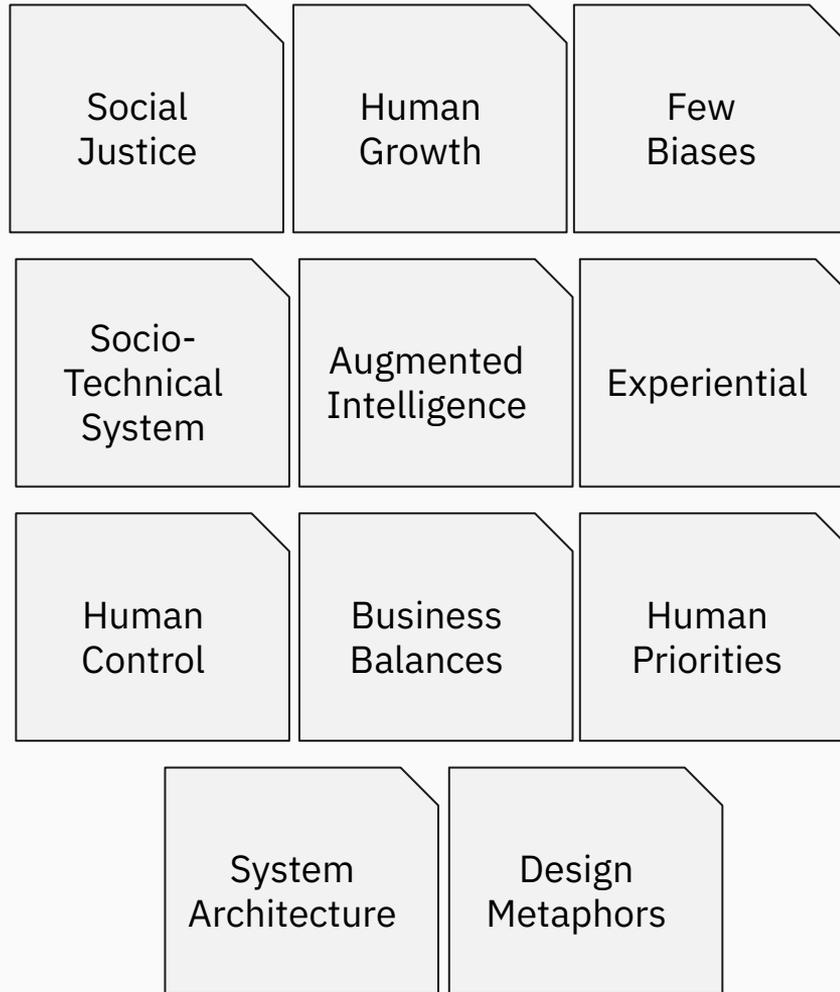
How do you define, design, and deliver Human-Centered AI systems?



- ❑ 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
 - ❑ Because people are still people



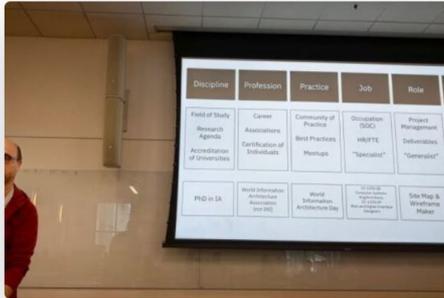
- > Study the science of AI-based user experiences
 - How people perceive “AI” (such as humanizing it) is crucial
- > Use proven human-centered design methods and processes
 - Updates needed, as with every tech wave
- > Include existing UX capabilities in your organization
 - Experts exist for customer 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





Q&A Thoughts?

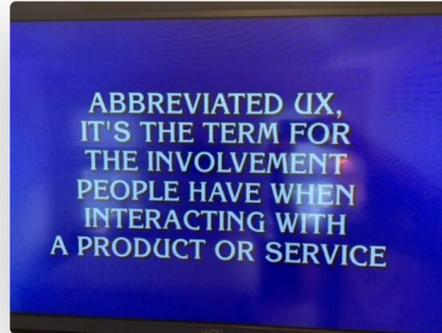
Latest Articles



SPEAKING

World IA Day Columbus

I just did my presentation for World Information Architecture Day Columbus. I have been out of the "IA game" for a while, but it was nice to revisit something that is core to my professional identity. I gave a little bit of history about information architecture and



THINKING

Jeopardy! defines UX

The debate is over! Jeopardy!, the ultimate arbiter of truth, has defined UX. On the December 12th, 2025 episode, the Double Jeopardy round had a category called "Modern 2-letter initials". The \$2000 answer



BGSU CS3240

UX in the AI Age, Spring 2026

I am going to teach CS3240 at BGSU again in the Spring semester, 2026. This time I am updating it for "the AI age". Having students do some user-centered design activities "by hand", some with generative AI tools, and lots

dexterity

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