ai design institute

Class 10

Wrap up and discussion

Class 1

Welcome to the VUCA World

Introduction to the VUCA World

- History
- Current implications
- Evolution of the framework

Learning in VUCA environments

Summarizing the concepts

Highly connected World

VUCA World:

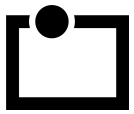
- Volatility, Uncertainty, Complexity, Ambiguity

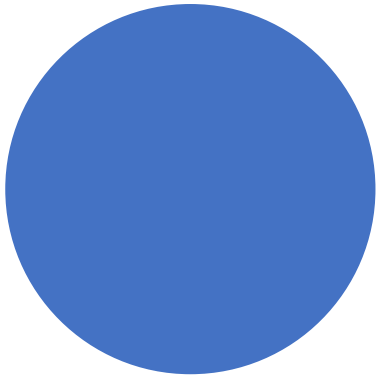
VUCA Prime (counterweight):

- Vision, Understanding, Clarity, Agility

Learning and Adapting in a VUCA World:

- Design Thinking
- Agile Thinking





Class 2

Dealing with complexity

Systems thinking

Complexity theory

Holistic view

THE MECHANISTIC VIEW OF THE WORLD

XVII century

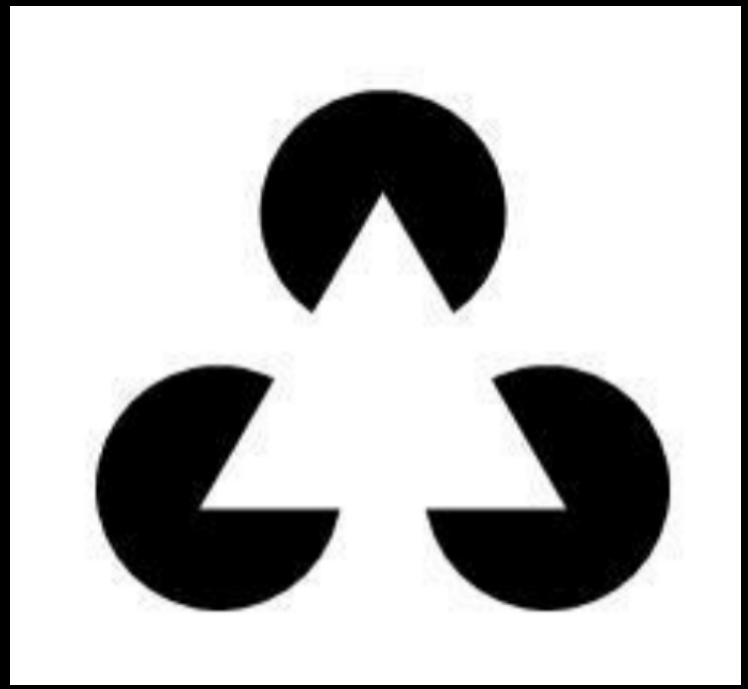
RENE DESCARTES

DUALISM

REDUCTIONISM

GESTALT EXAMPLE

Law of closure



The Black Swan

“First, it is an outlier, as it lies outside the realm of regular expectations, because nothing in the past can convincingly point to its possibility. Second, it carries an extreme 'impact.' Third, in spite of its outlier status, human nature makes us concoct explanations for its occurrence after the fact, making it explainable and predictable."

-Taleb, Nicholas.

Class 3

Future Scenarios

Introduction to Foresight

Foresight as strategic planing (UNDP)

Foresight vs. Future Studies

The three main phases

Foresight: how to plan for long term

FUTURES (LONG TERM)

ALTERNATIVE FUTURES

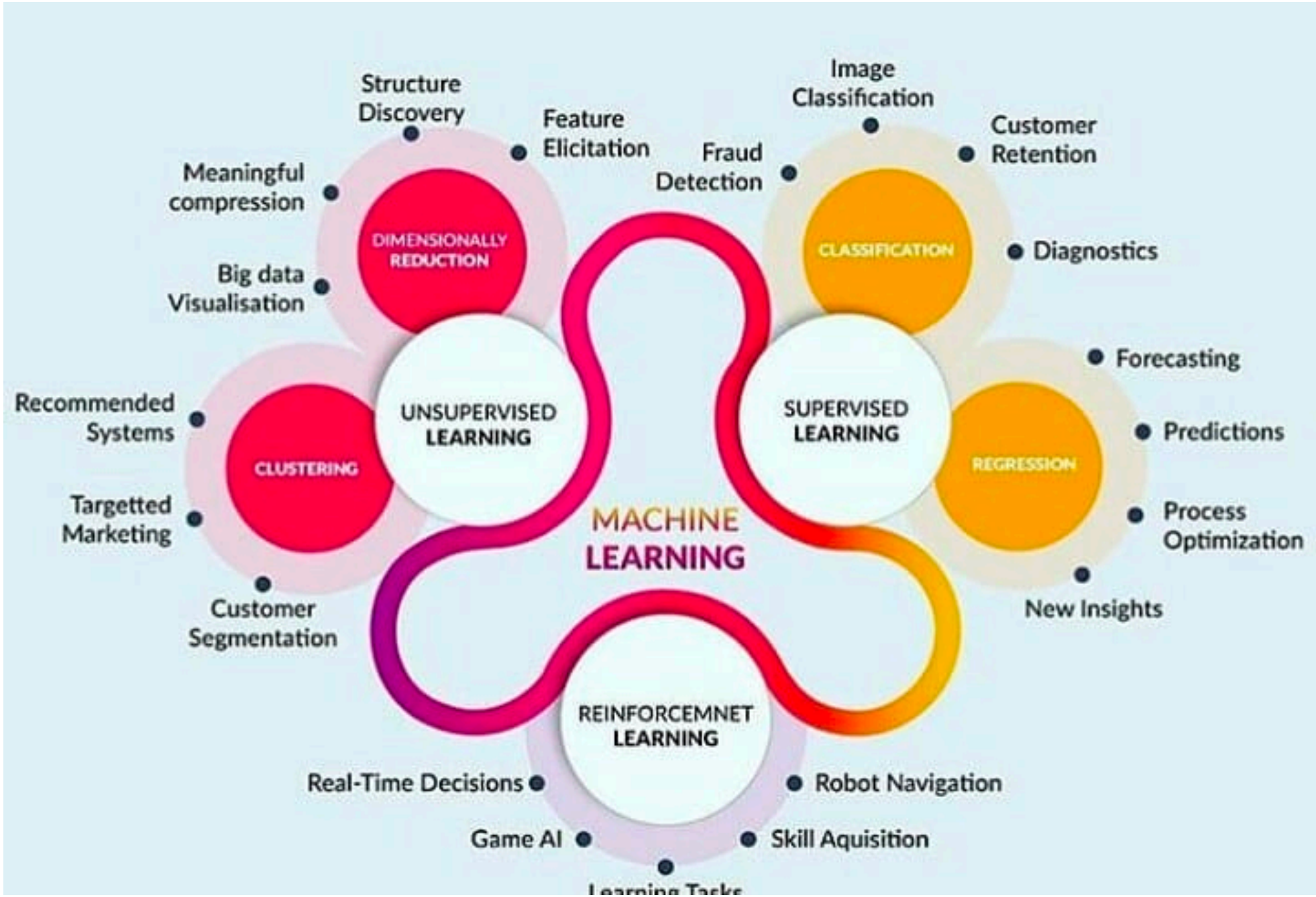
Class 4

Elements of AI

Artificial Intelligence is everywhere

New types of interaction

Knowledge Based vs. Statistical AI


MACHINE LEARNING
UNSUPERVISED LEARNING
SUPERVISED LEARNING
REINFORCEMNET LEARNING
DIMENSIONALLY REDUCTION
CLUSTERING
CLASSIFICATION
REGRESSION
Structure Discovery
Feature Elicitation
Meaningful compression
Big data Visualisation
Image Classification
Customer Retention
Fraud Detection
Diagnostics
Recommended Systems
Targetted Marketing
Customer Segmentation
Forecasting
Predictions
Process Optimization
New Insights
Real-Time Decisions
Robot Navigation
Game AI
Skill Aquisition
Learning Tasks

Class 5

AI Basics

Introduction to Machine Learning

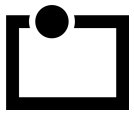
Types of Machine Learning methods

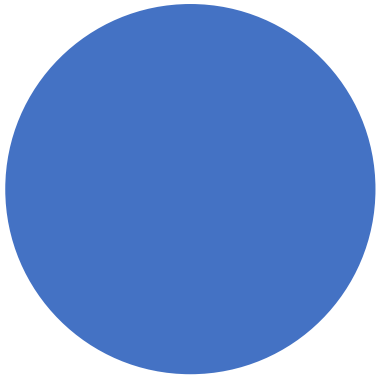
TYPES OF MACHINE LEARNING

SUPERVISED

UNSUPERVISED

REINFORCEMENT





Class 6

AI Challenges

AI inclusion and AI bias

AI unemployment vs. AI new skills

Fairness and accountability

Class 7

Design Foundations

Design beyond *diseño*

Design Thinking

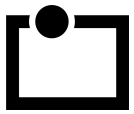
Human-Centered Design

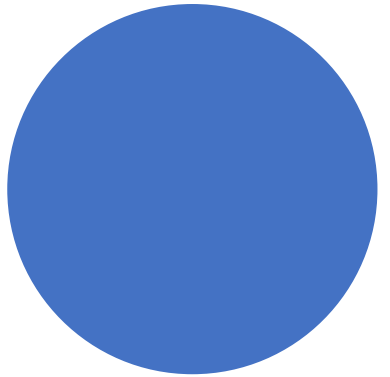
User Experience

Design Research

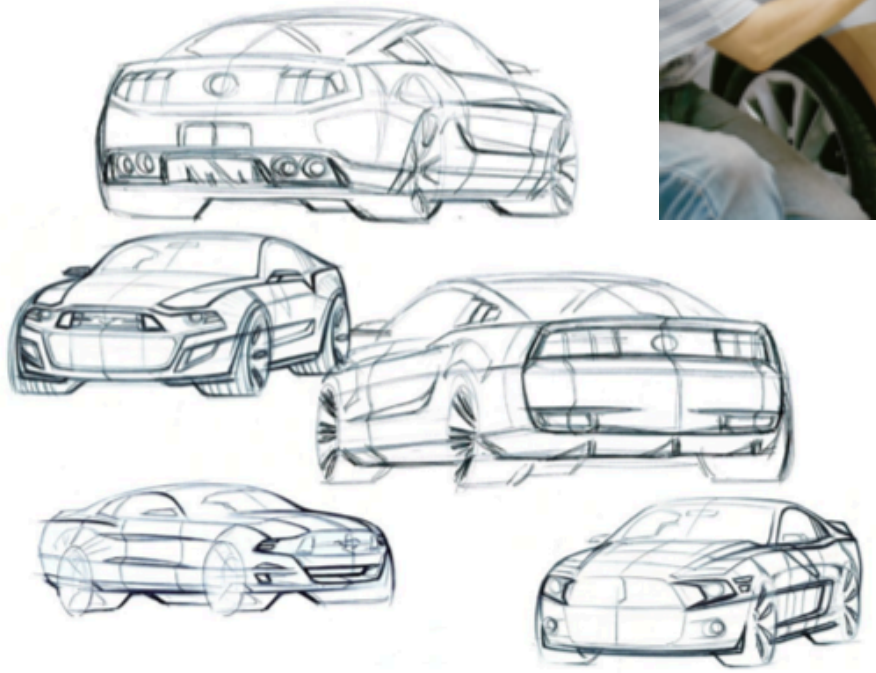
Summarizing the concepts

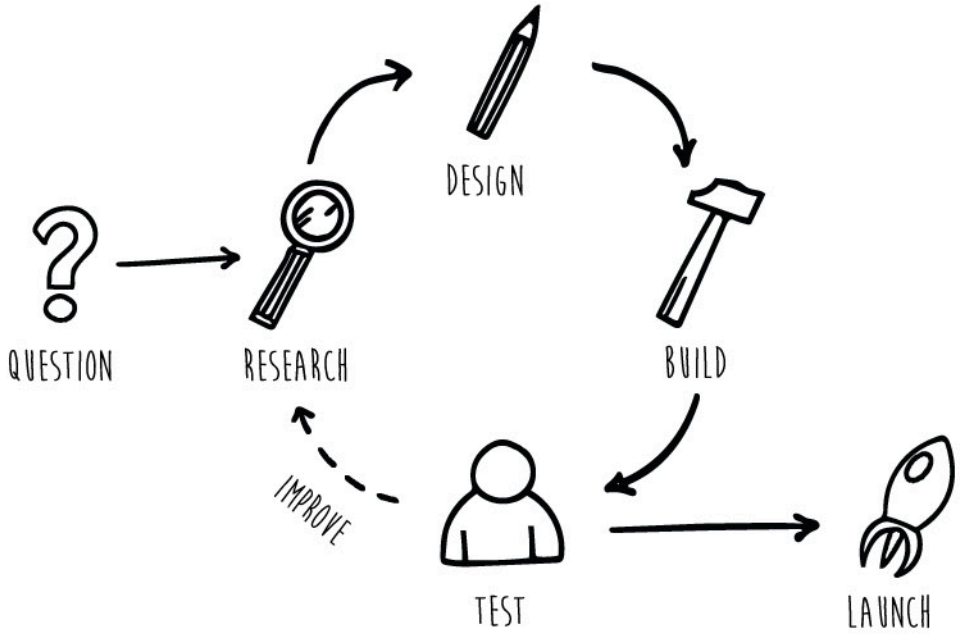
- Design as graphic design and the Bauhaus
- Design Thinking and Double Diamond
- Design Principles (People-first, Inclusive communication, Collaboration, Iteration)
- User Experience
- Design Research
- Human-Centered Design

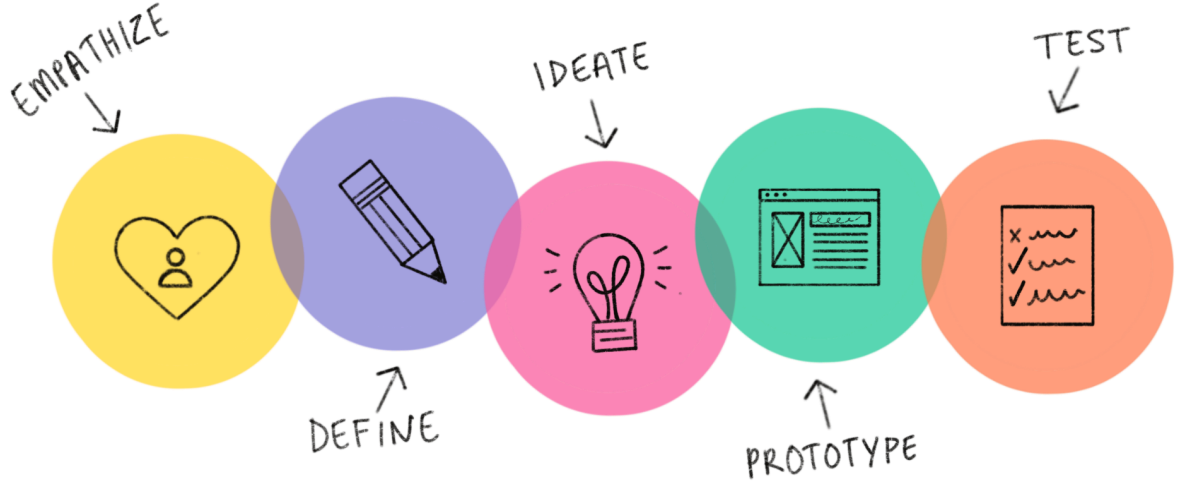


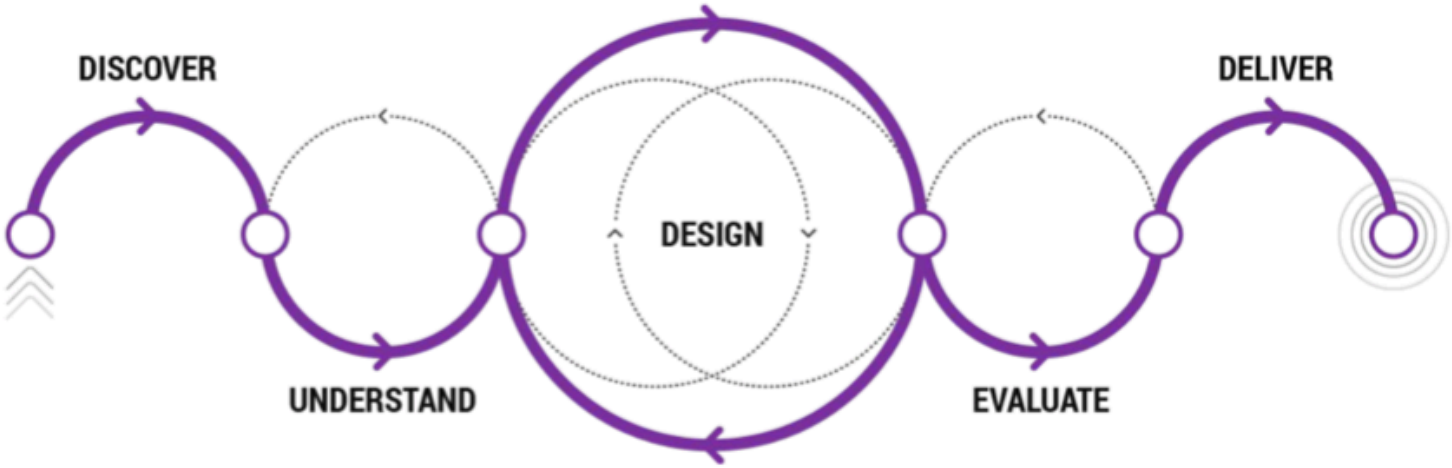


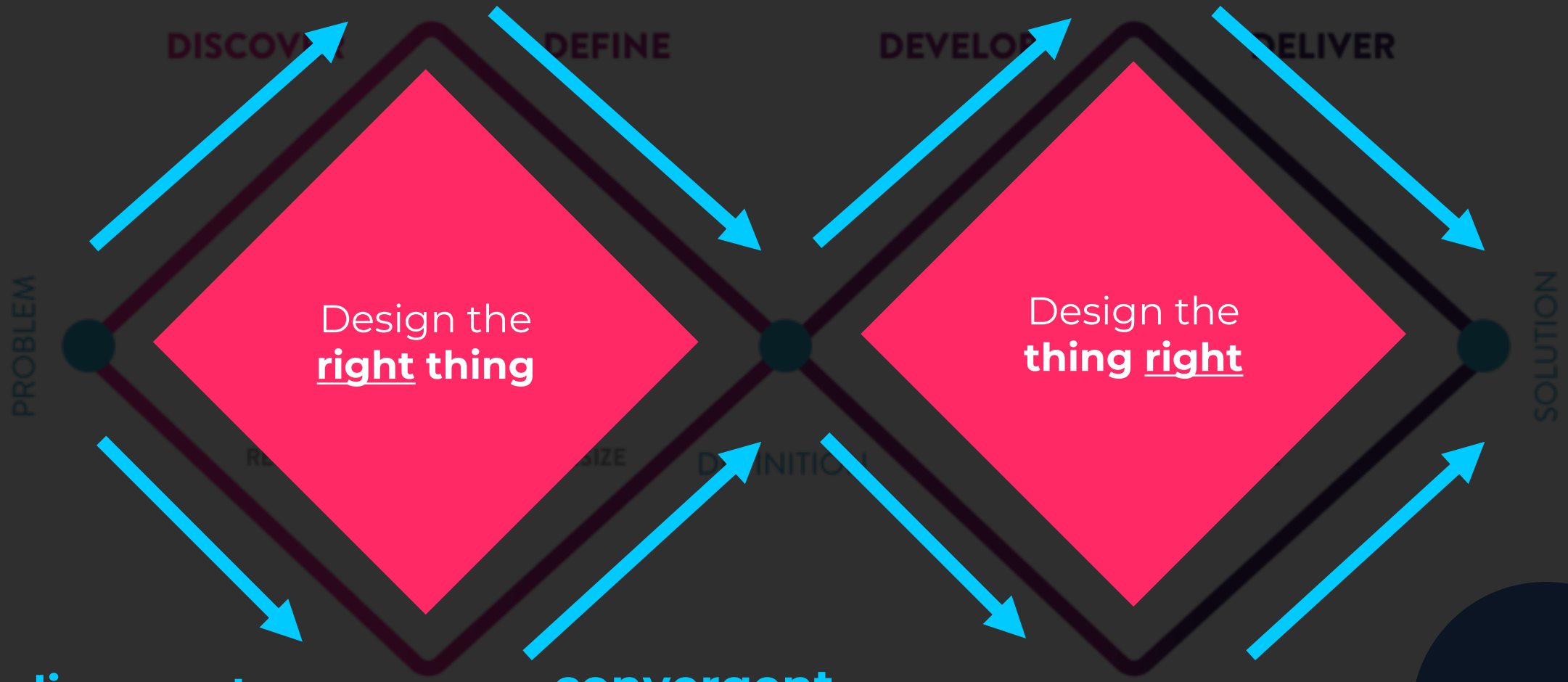
THIS IS SERIF
THIS IS SANS-SERIF




QUESTION
RESEARCH
DESIGN
BUILD
TEST
LAUNCH
IMPROVE


EMPATHIZE
DEFINE
IDEATE
PROTOTYPE
TEST


DISCOVER
UNDERSTAND
DESIGN
EVALUATE
DELIVER



Double Diamond – British Design Council

"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products.

Class 8

Design Research

Empathy in Design

Identifying needs

Developing surveys and interviews

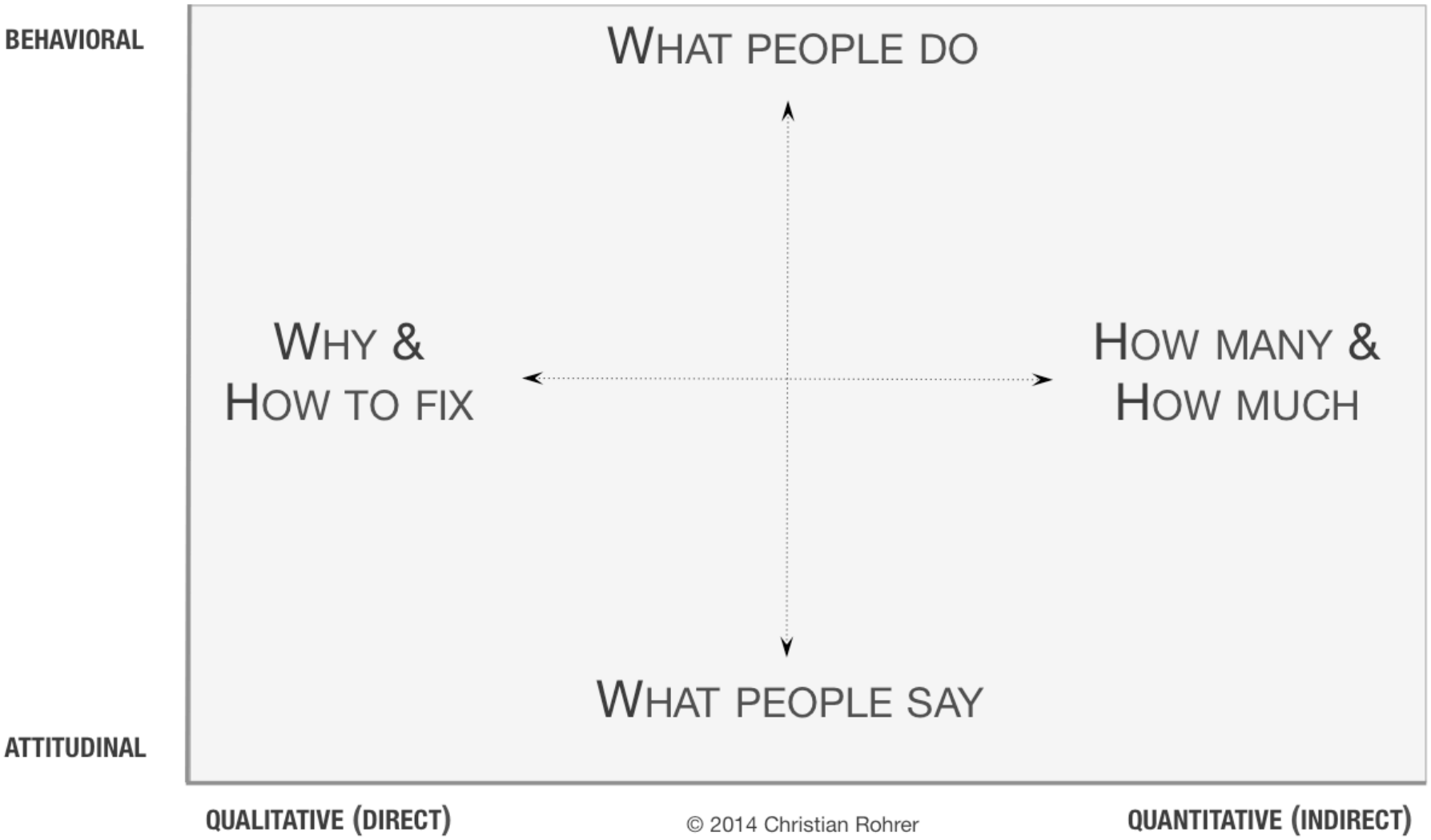
Methods for prototyping

Empathy

“The ability to share someone else’s feelings or experiences by imagining what it would be like to be in that person’s situation.”

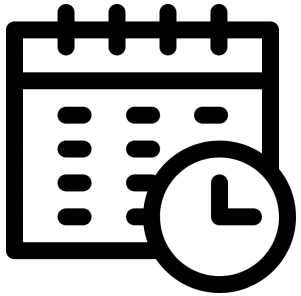
The Cambridge Dictionary

QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE



Structure of a (good) desk research

Objective

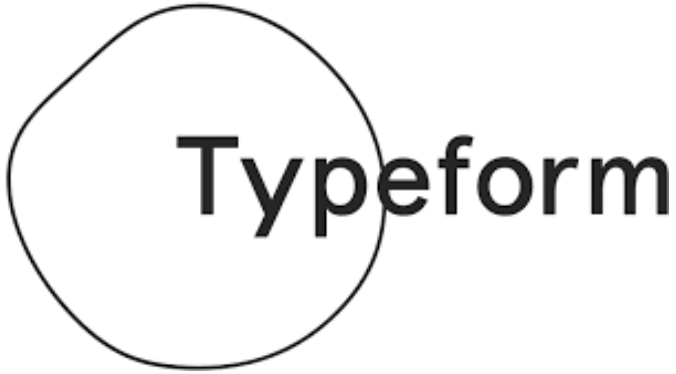


Deadline

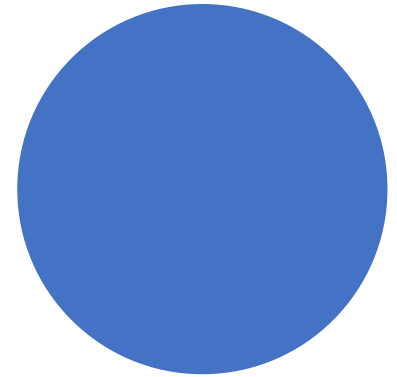
Research

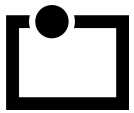
Analysis

Google Forms

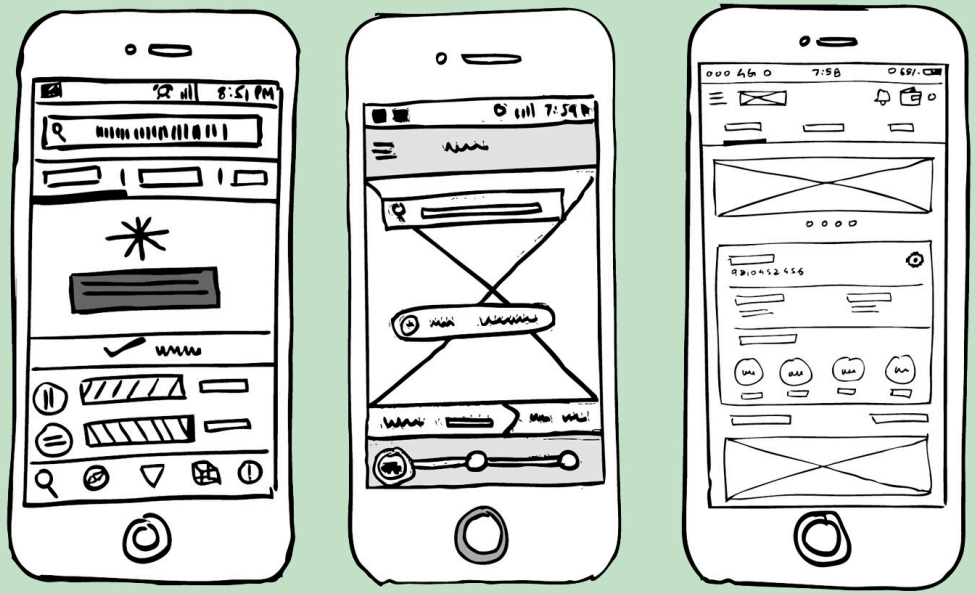

Typeform

SurveyMonkey®

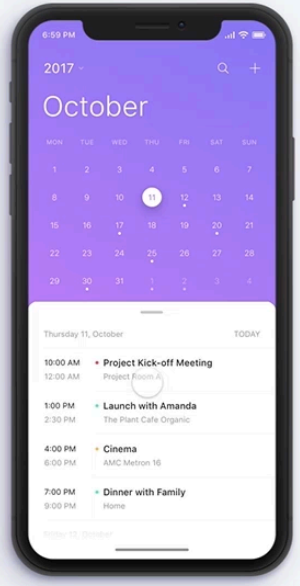


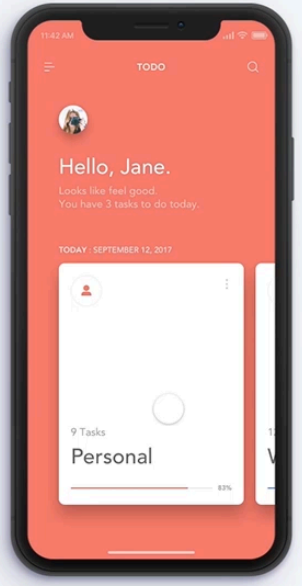


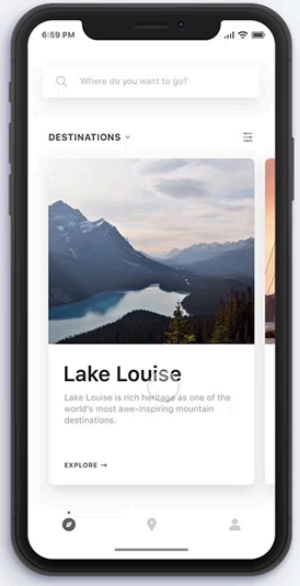
Low Fidelity



High Fidelity







Class 9

Multidisciplinary Design

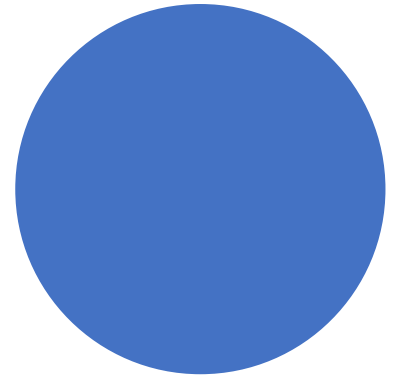
Design is for everyone

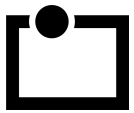
Service Design

Design and policymaking

Summarizing the concepts

- Design is for everyone
- Service Design
- Personas
- Journey Maps
- System Maps

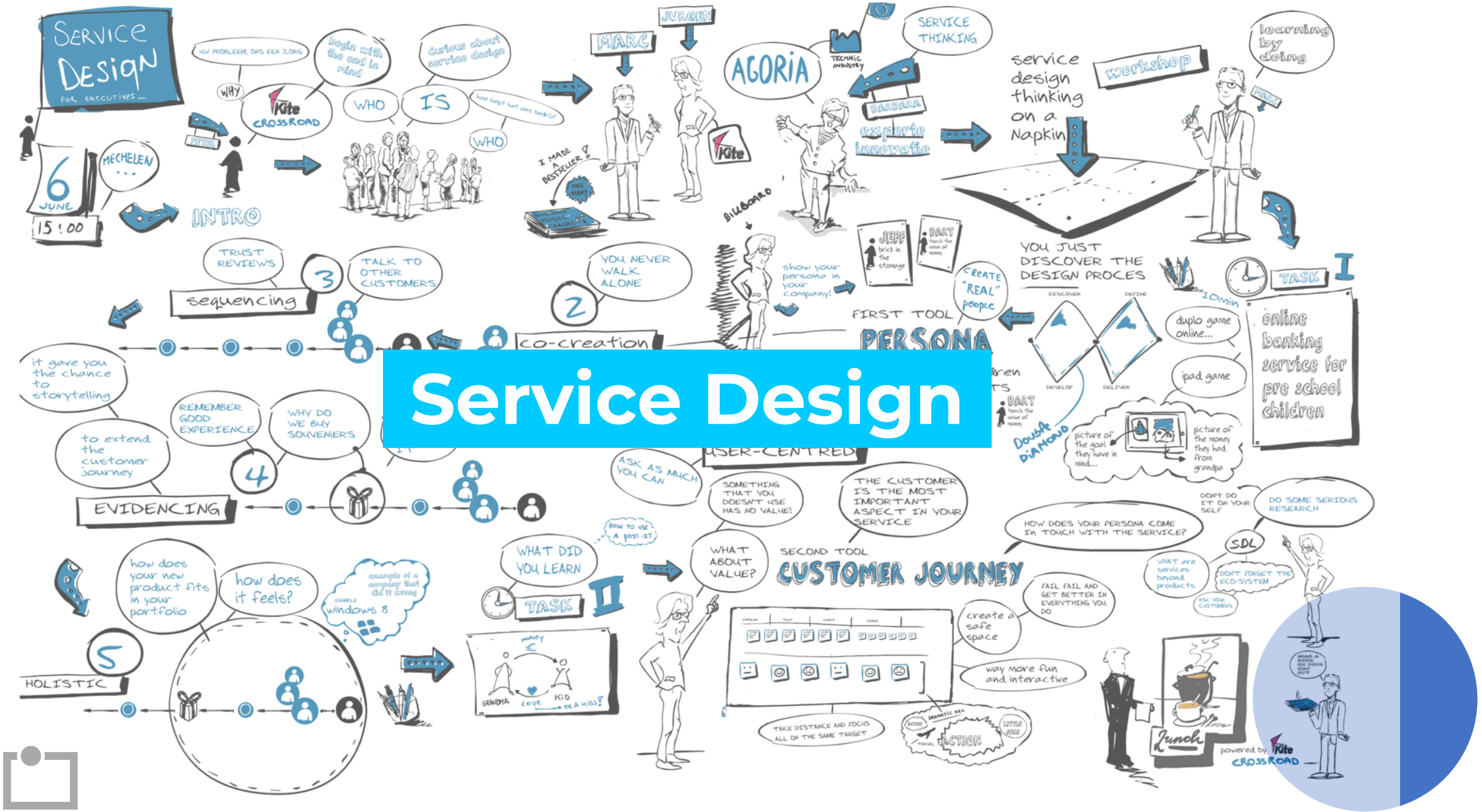




“design has become too important to be left to designers”

Tim Brown, “Change by Design”

Multidisciplinary Design



Service Design

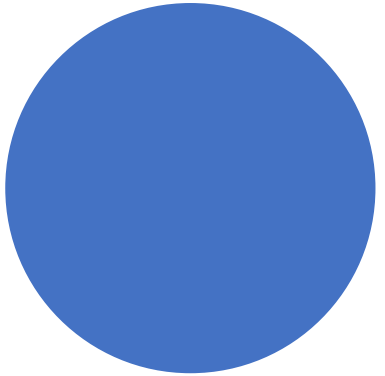
Service Design

A few tools that we can use in our projects

Personas

Journey Maps

System Maps
(Stakeholder maps)

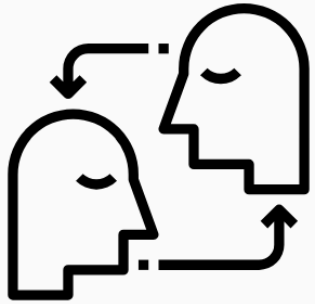


Design and policy-making

Public policy is difficult or rather it’s complex. It can be extremely challenging to accommodate people's rights, needs and duties.

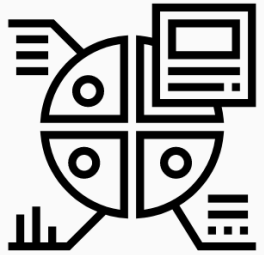
How to use Design in Policy-Making?

User research

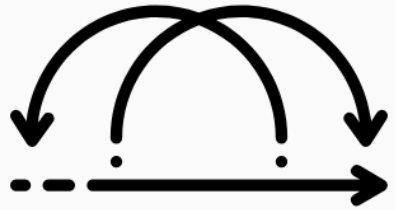


Build empathy

Collaborative working



Visualization and Shared understanding



Iterative work

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Discussion

How design and AI will shape the future?