

AI - Driven Design

Nice to meet you

An aerial photograph of Amsterdam, Netherlands, showing a canal, bridges, and buildings. The image is overlaid with a semi-transparent teal color. The word "adyen" is written in white, lowercase, sans-serif font in the center of the image. In the background, the large, ornate St. Nicholas Church is visible on the right side. The foreground shows a busy street with tram tracks, a tram, and several people walking. A rainbow flag is visible on a truck in the lower center. The overall scene is a vibrant, urban environment.

adyen

Let's reflect on our craft



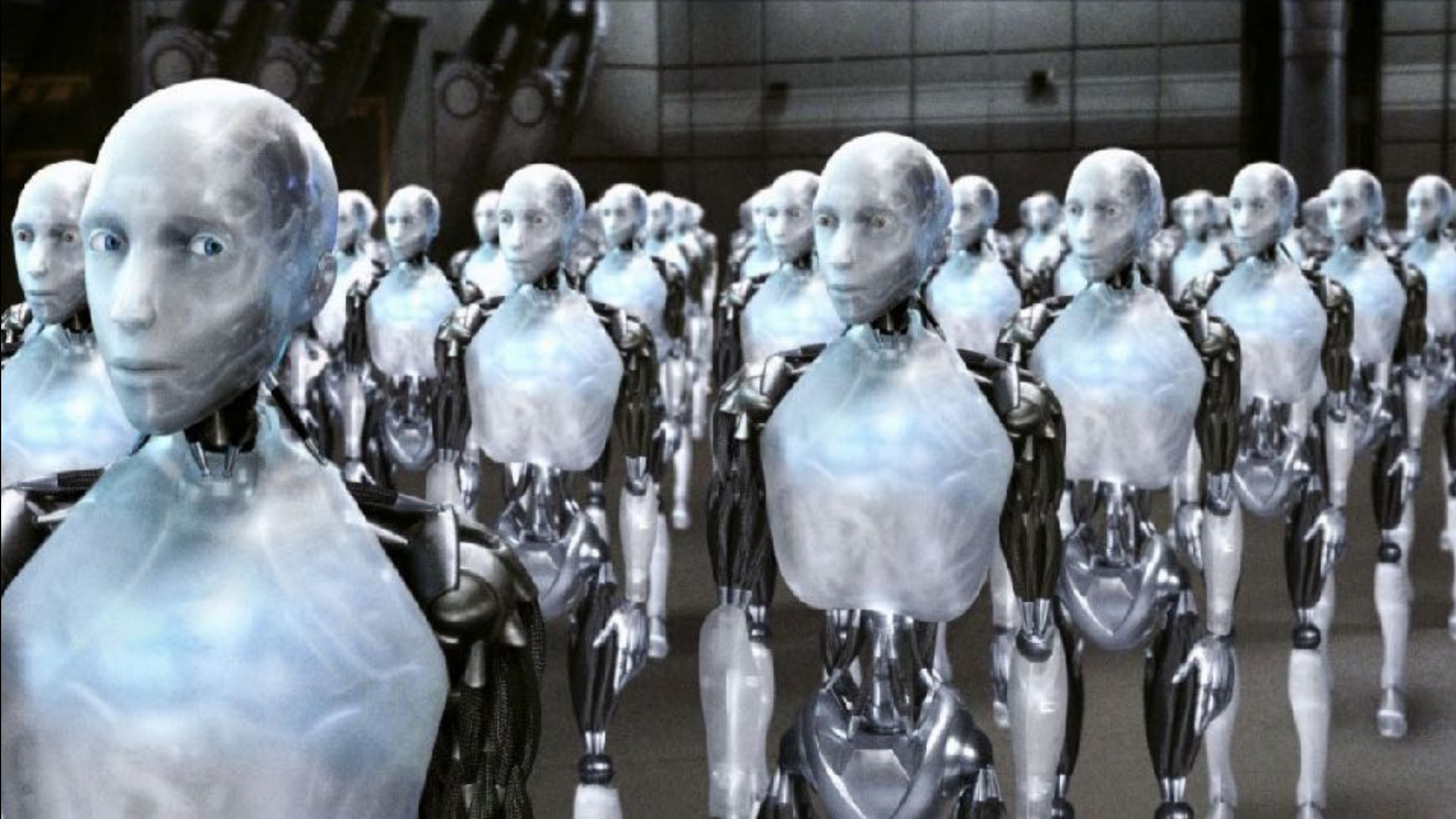
What's our purpose as designers?

Code has become a UX-decision
Experiences have changed



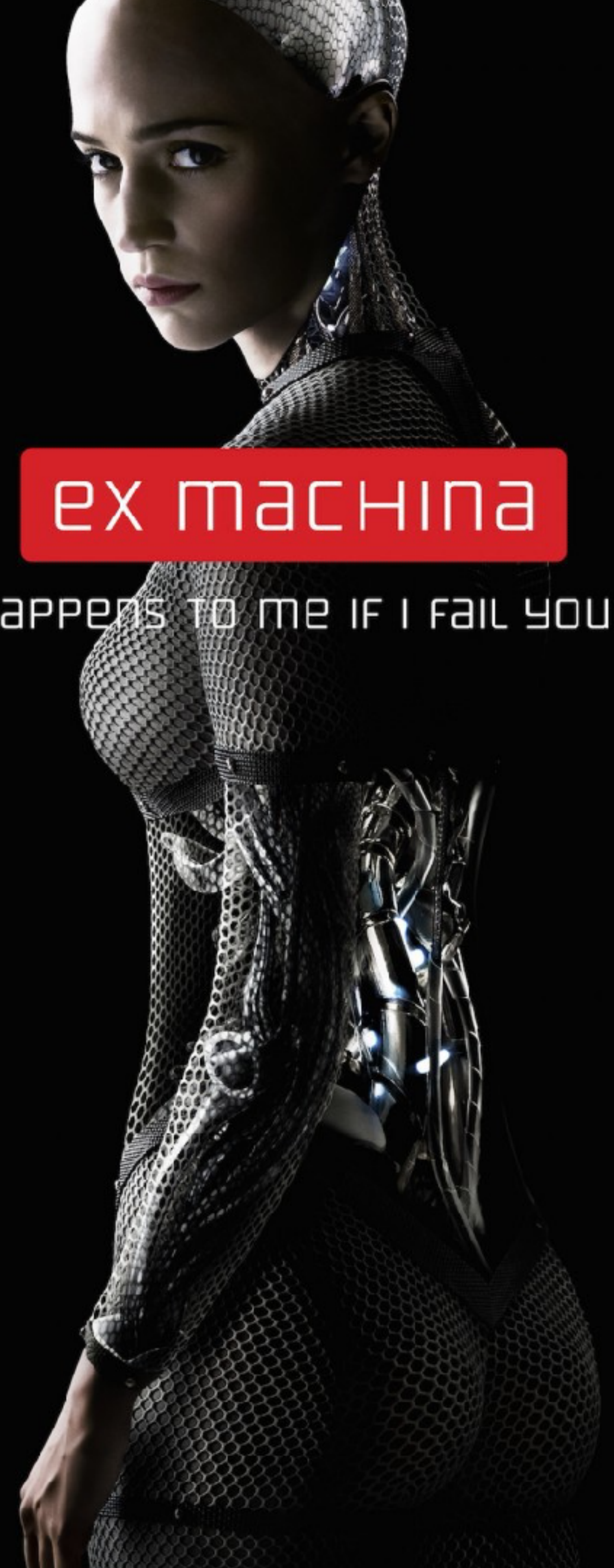
**Artificial
intelligence**

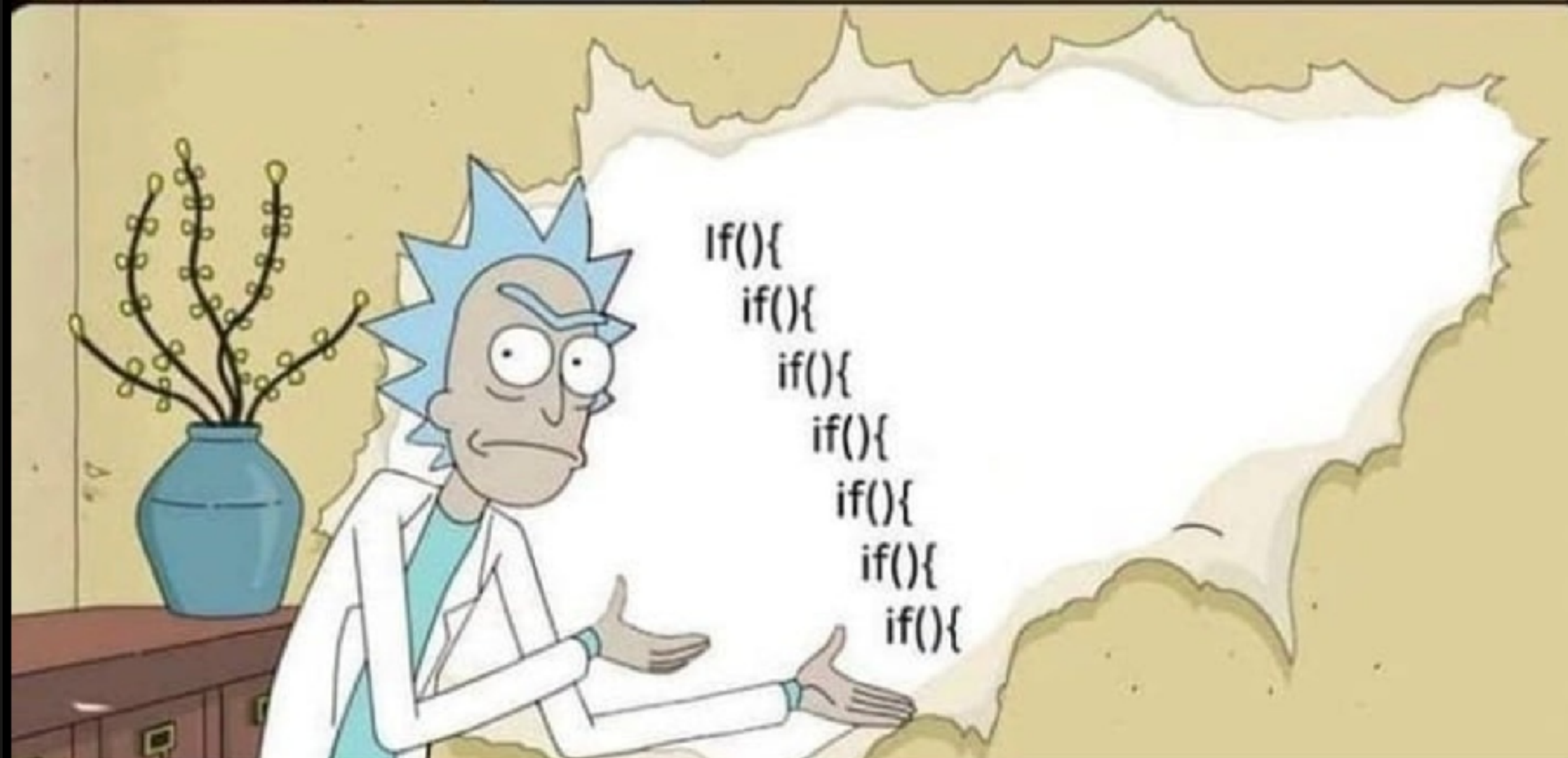
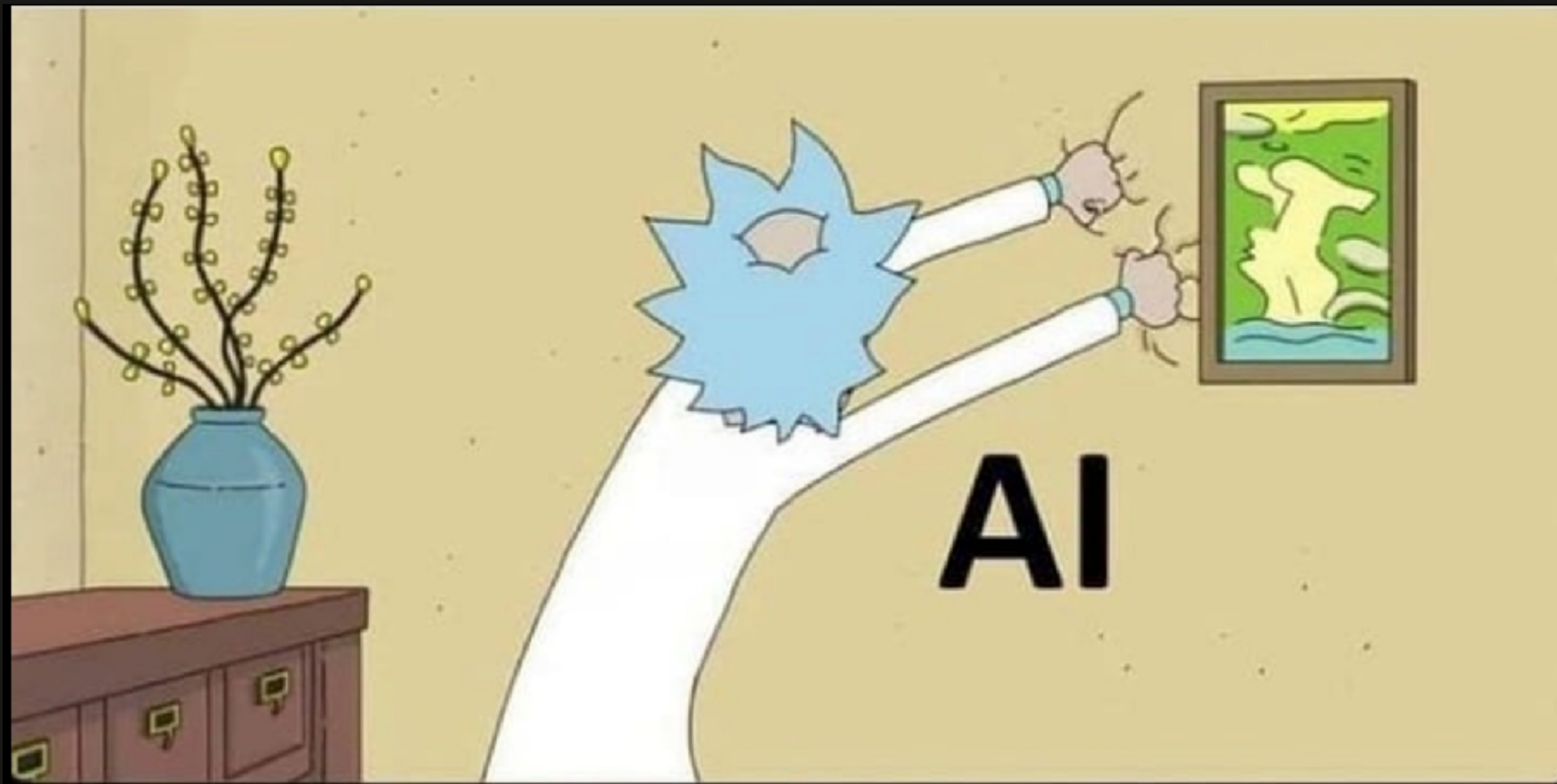




ex machina

WHAT HAPPENS TO ME IF I FAIL YOUR TEST?






How will it impact our craft?

How does AI learn?

There are several ways in which Artificial Intelligence (AI) can learn and evolve. Generally you can say that an AI learns from data patterns, mistakes/feedback and successes that are given. Opposed to conventional programming, Machine Learning starts from the end, so you don't code the solution, the machine learns it itself on a set of rules.

Imagine you want to make the best burger in the world, instead of trying to come up with your own recipe, you buy several great burgers and you start from there.

You bought a bunch of burgers and let the machine what it is and you tell which parts you like the most. The machine takes it from there and deconstructs the burgers and comes up with the perfect burger. The "magic" around Artificial Intelligence is, is that you might not even know when it is done.



Machine Learning. The first step to AI.

Machine Learning can be seen as the science of helping computers discover patterns and relationships in data. As designers, patterns form a key element in our products, so having a good learning model in place is key for success.

Basically, there are three ways in which machines can learn. The two supervised, unsupervised and reinforcement learning.

Types Of Machine Learning.

- Supervised Learning.** Train an algorithm to perform classification and regression with a labeled data set.
- Unsupervised Learning.** Train an algorithm to find clusters and associations in an unlabeled data set.
- Reinforcement Learning.** Train an agent to take certain actions in an environment without a data set.

W. Artificial Intelligence Driven Design.

By Joël van Bodegraven

awwwards.books



Chapter 2

Brain food Vol 4

Made by



Chris Duffey



Pedro
Marques



Sophie Hart



Nadia Piet

Design challenges

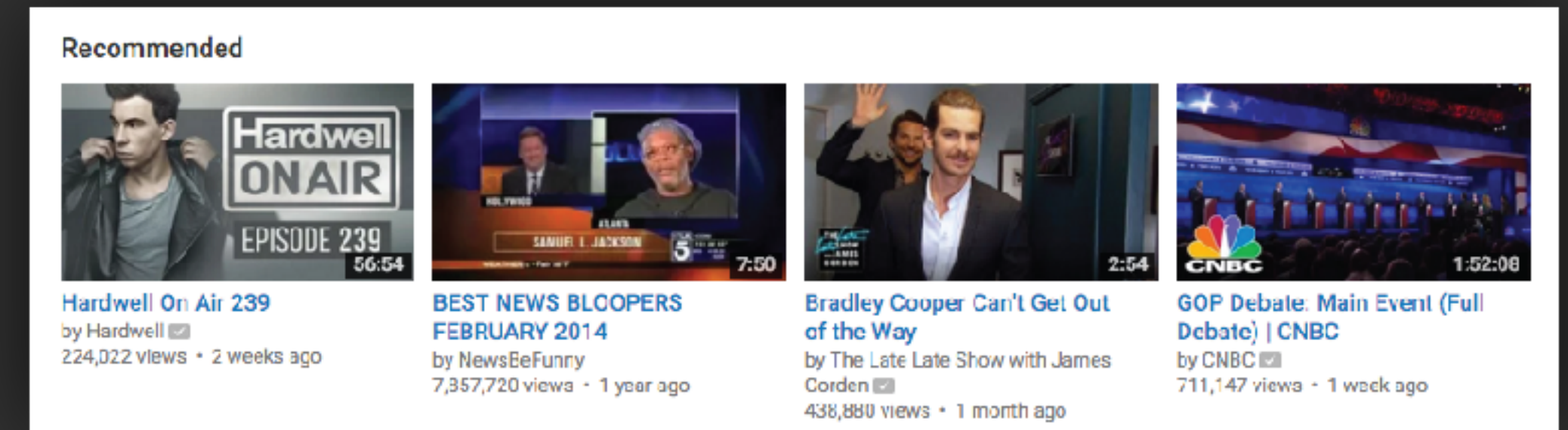


Trust

Transparency

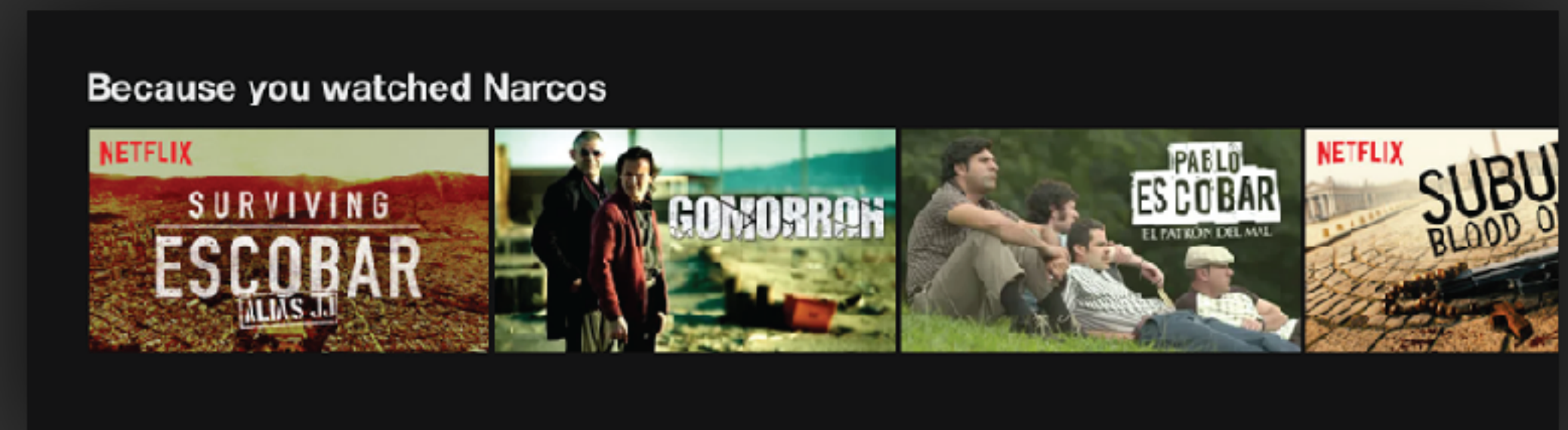
01

Youtube recommending a video and not telling you why.



02

Netflix recommending a show and telling why it was recommended.





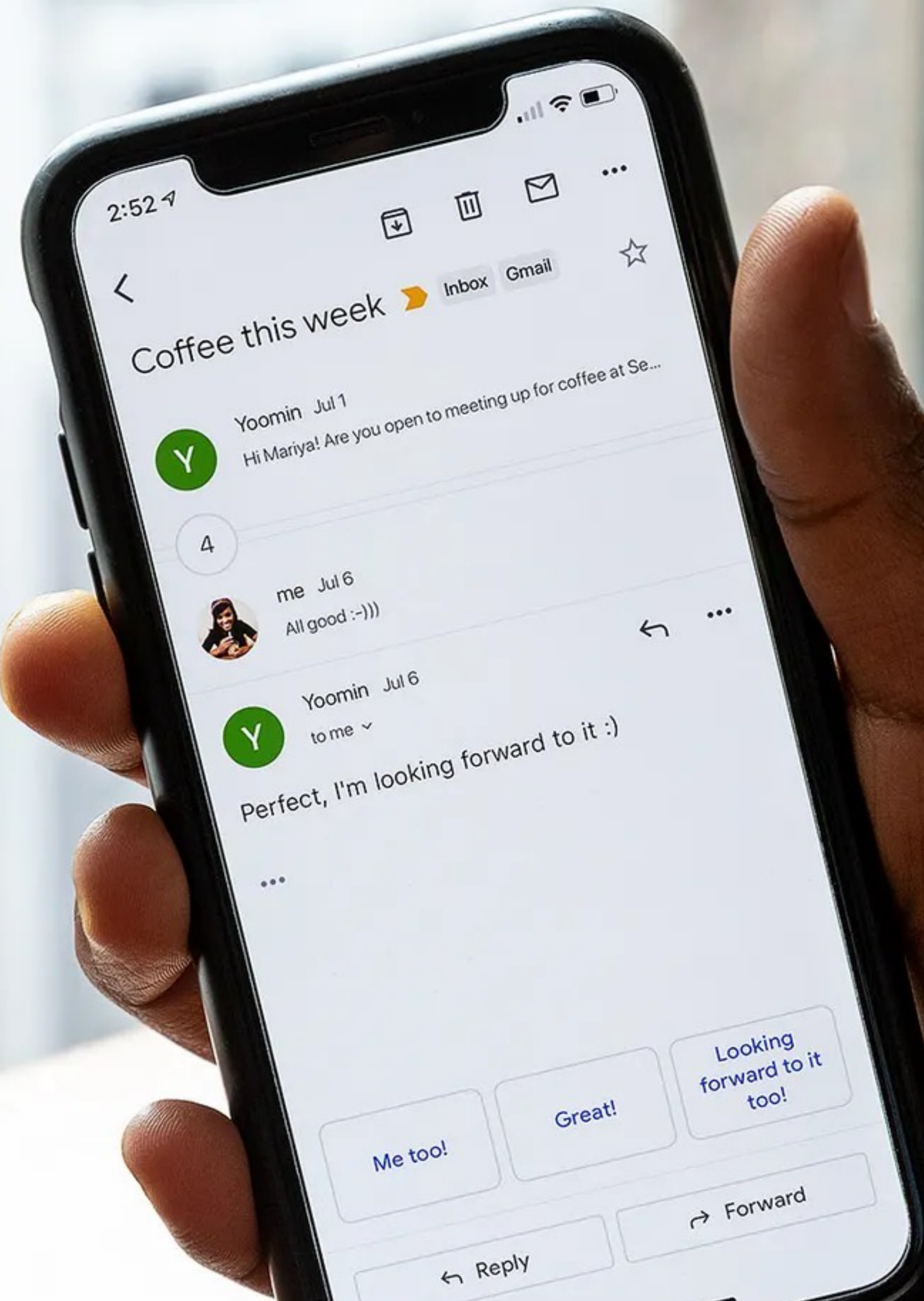
Notification overload

Decision fatigue





Predictive user-experiences



2:52



Coffee this week

Inbox

Gmail



Yoomin Jul 1

Hi Mariya! Are you open to meeting up for coffee at Se...

4



me Jul 6

All good :-)))



Yoomin Jul 6

to me ~

Perfect, I'm looking forward to it :)

Me too!

Great!

Looking forward to it too!

Reply

Forward

START RADIO FROM A SONG

Quick picks

- One More Light**
Linkin Park • One Mor... 🗨️ 👍 ⋮
- Blow Me (One Last Kiss)**
P!nk • The Truth About Love (Deluxe)
- Do You Remember?**
Phil Collins • ...But Seriously
- I'm A Believer (Soundtrack Version)**
Smash Mouth • Shrek
- Stitches**
Boyce Avenue • Cover Sessions, Vol. 4
- Manic Pixie Dream**
Jai Wolf • The Cure To Loneliness
- After Midnight**
blink-182 • Neighborhoods (Deluxe Explici...
- 17**
MK • 17
- Baby Can I Hold You**
Tracy Chapman • Tracy Chapman
- Starboy (feat. Daft Punk)**
The Weeknd • Starboy
- Goud**
Suzan & Freek • Goud
- All of Me**
Davina Michelle • All of Me

Recommended playlists

SEE ALL

- Ultimate Dance For Running**
Disclosure, Calvin Harris
- Country Church**
Carrie Underwood, Chris Tomlin, George Strait, Bra
- Feel-Good Floor Fillers**
Blonde, Galantis, Philip George, Jonas Blue
- Diva House Anthems**
Crystal Waters, Black Box, Steve "silk" Hurley, Barba
- Presenting Linkin Park**
Linkin Park, JAY-Z
- Pop Ballads**
Ed Sheeran, Adele, John Legend, Sara Bareilles

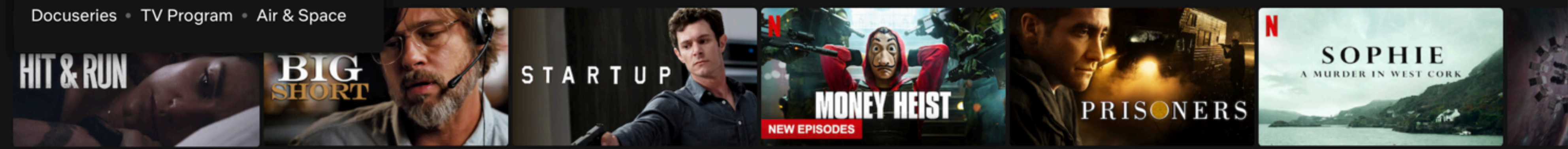


Interactive card for 'Turning Point' with text: 'We willen die ruimtedroom voor ieder... maken.' and a 'Not for me' button.

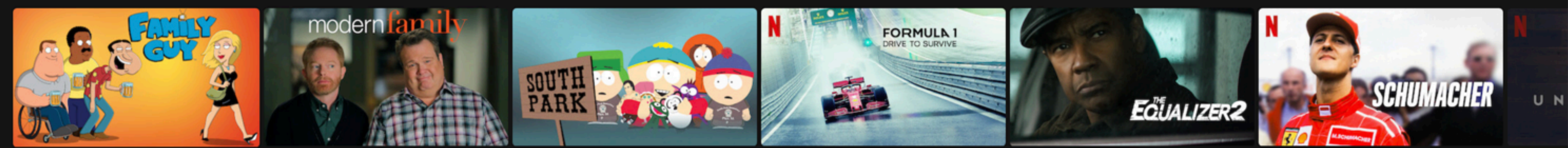


98% Match 12 Limited Series HD

Docuseries • TV Program • Air & Space



Opnieuw bekijken



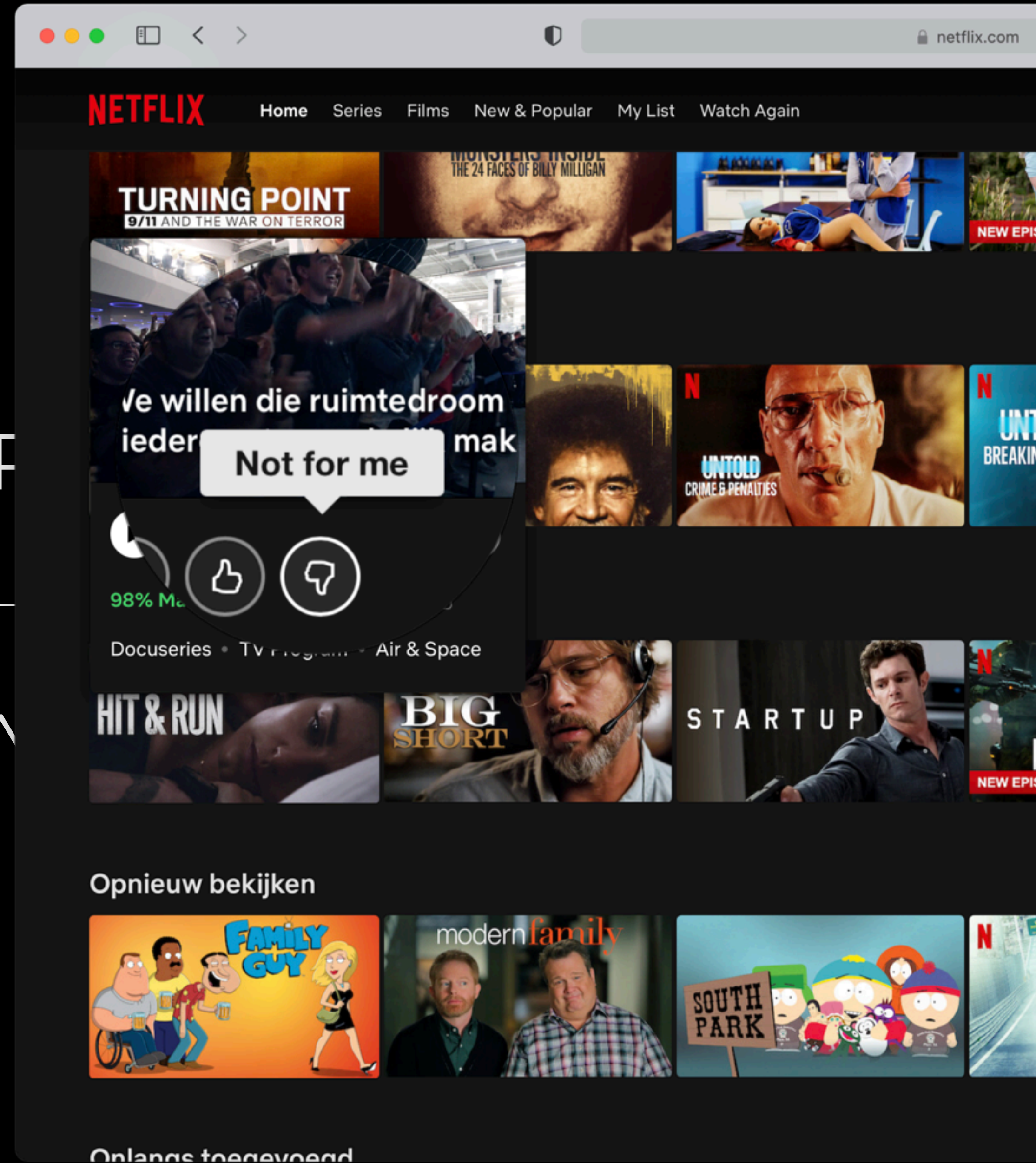
Onlangs toegevoegd

TP

FF

FN

TN





Sense of control

Biased algorithms

Amazon's hiring algorithm

The Guardian, 2018



Our role has changed

Director of experiences

NETFLIX

DARK

NETFLIX

HOUSE OF
CARDS

NETFLIX

BREAKING
BAD

NETFLIX

RIVERDALE

NETFLIX

BLACK
MIRROR



Take the

Lead





Learn to code

There's so much to learn
from how devs solve
problems



Common Language

Experiences improve when we design with a common language & understanding



Play, explore, fail

Yes, it can be tough. Go for it and ship it!

Start playing with:



Framer



designcode.io



Lobe.ai

Thank you!