



Would you trust AI with your life?

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**Would you trust AI
with your life?**

Shaping our quality of life.

Health.

Finances.

Family.



Shape the future with confidence

Innovation in regulated sectors isn't just about advancement; it's about responsibility.

The margin for error is razor-thin.

The consequences are human.

HUMAN SIGNALS

Shift in behaviour and weak
signals from the future

Human behaviour evolves with technology.



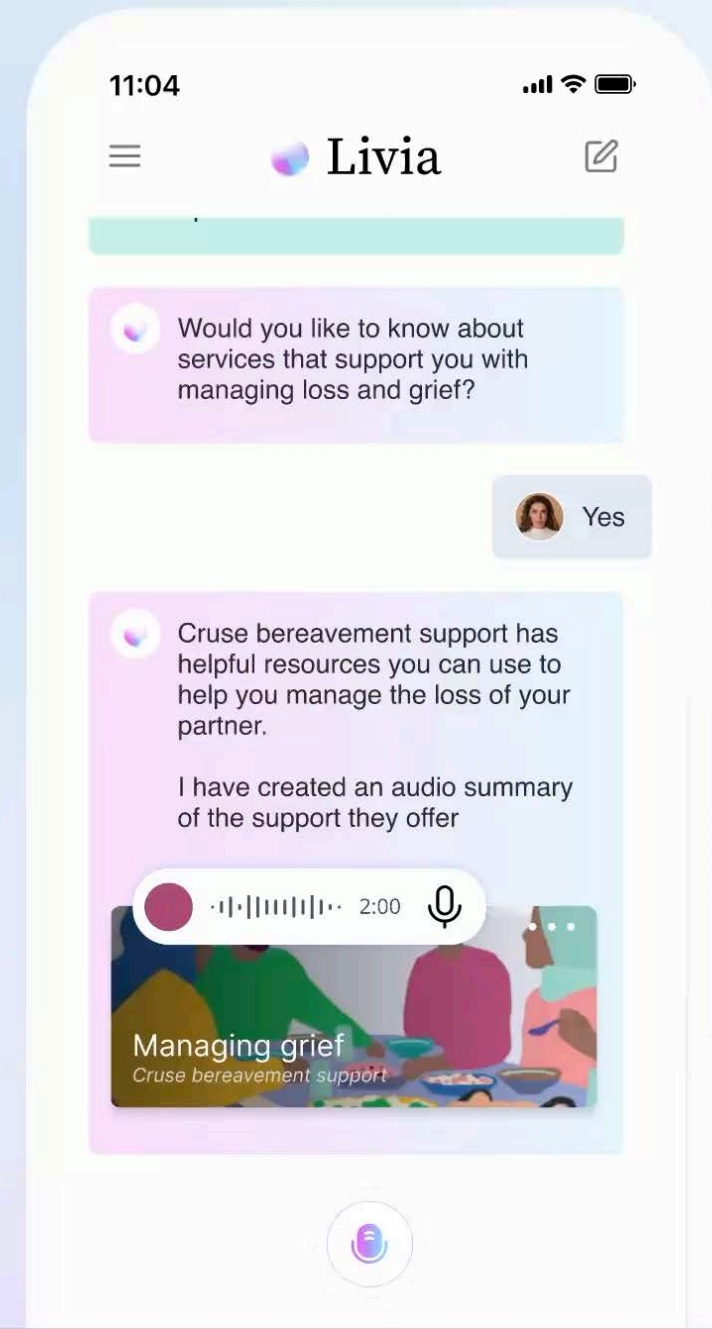
So, we invented LIVIA.



Hi, I'm Livia

1. The emergence of Empathy Demand.

Instances of AI demonstrating empathy is a thoughtful design consideration, not a user necessity



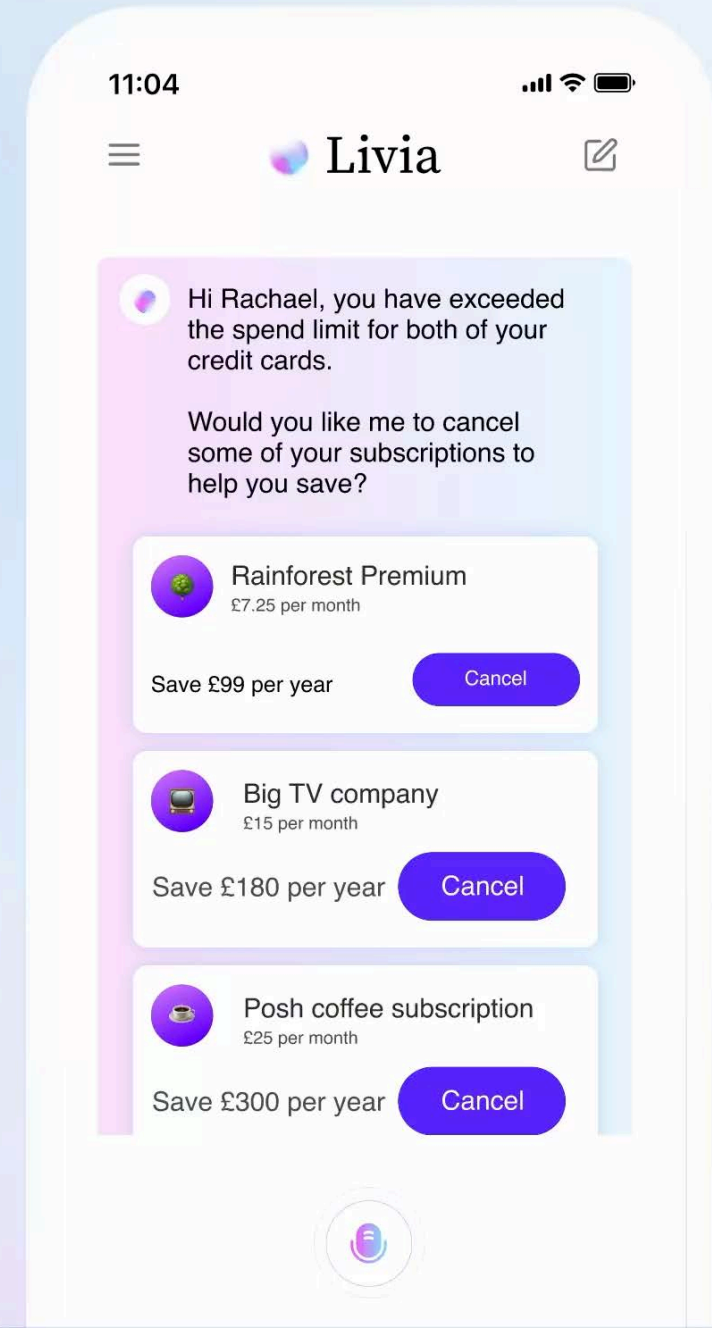
2. A preference for non- gendered & amorphous.

Mirrored human faces provoke an
'Uncanny Valley' response

TBC

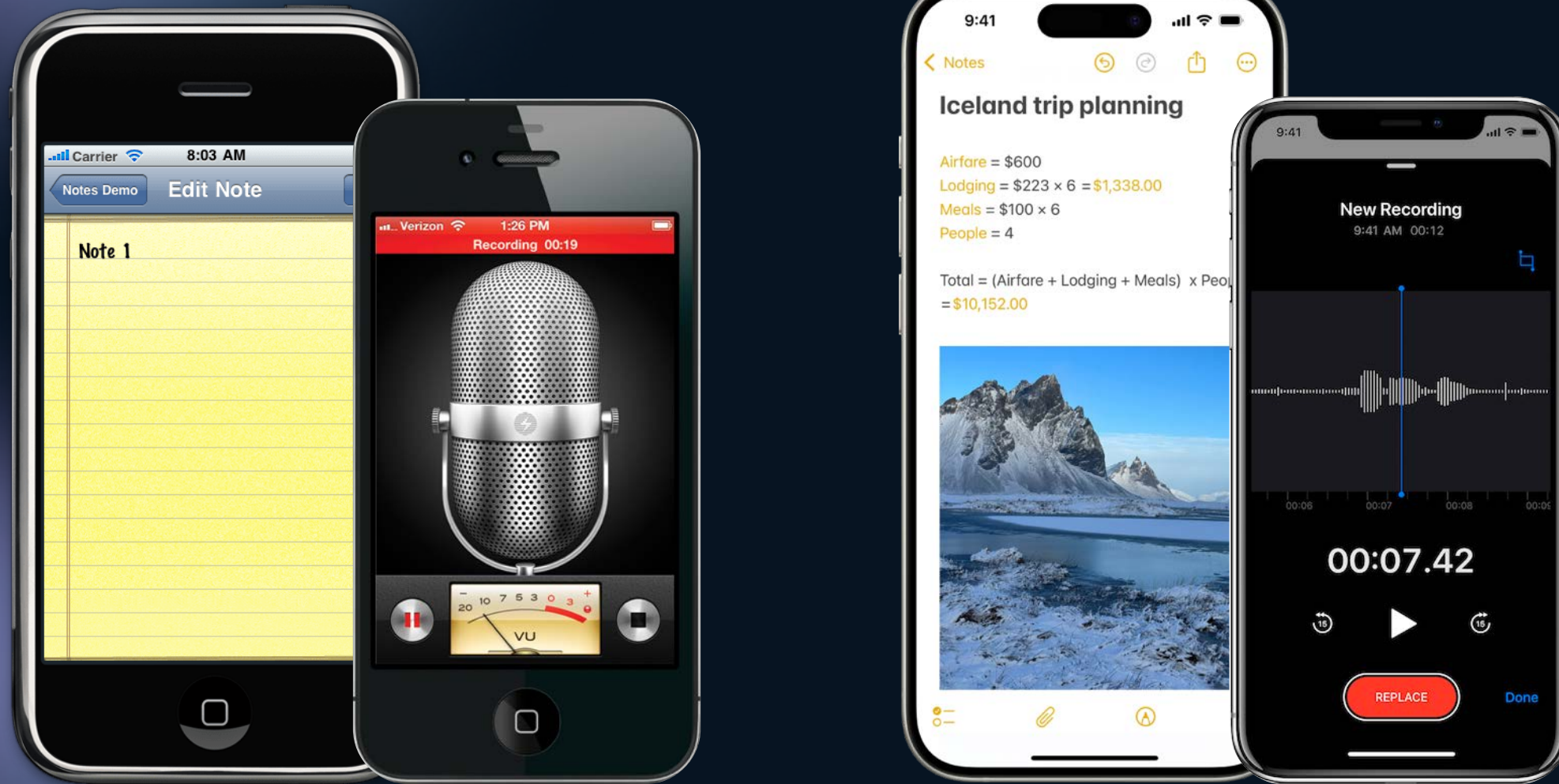
3. Human delivery ≠ best delivery.

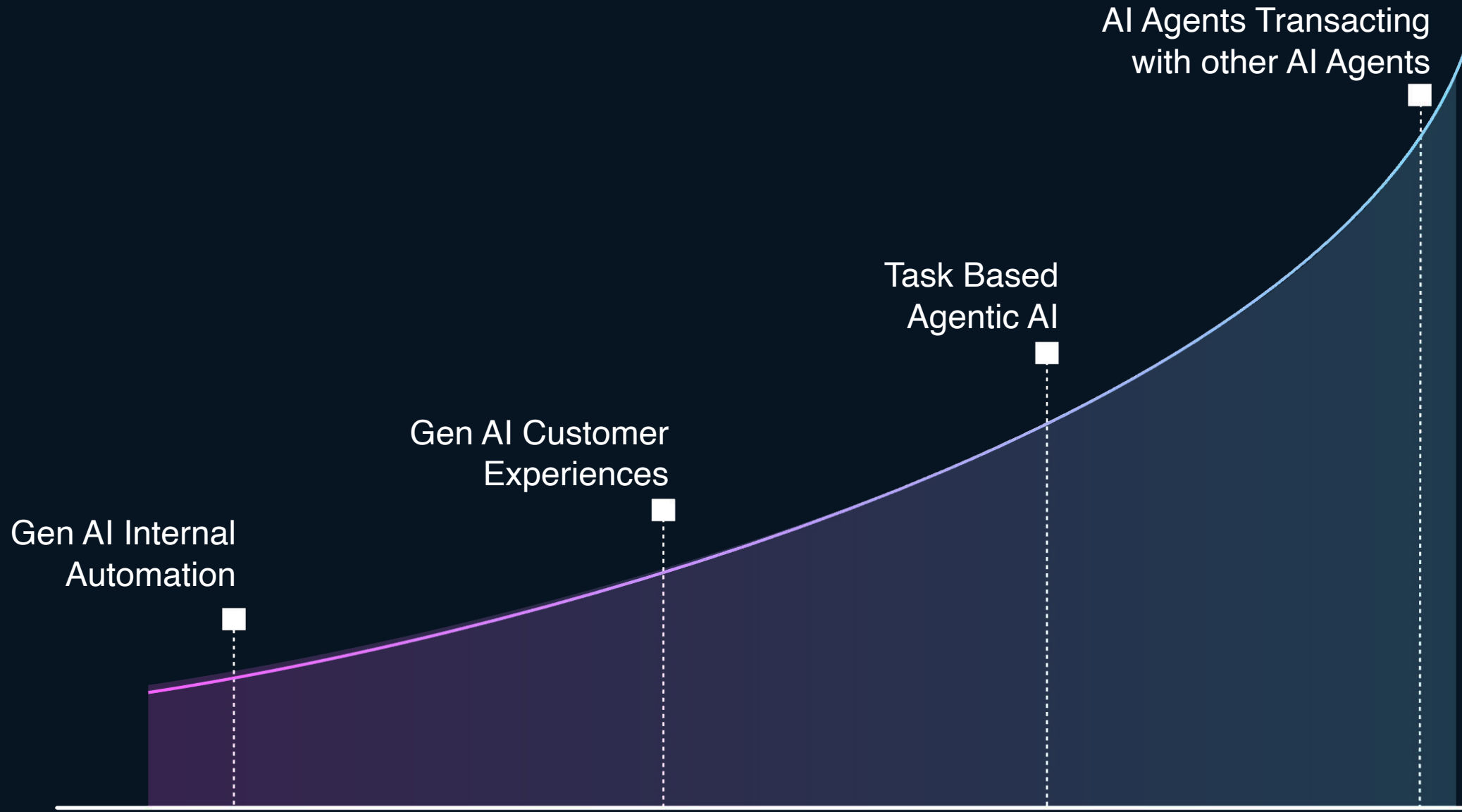
In some cases, AI provided more appropriate and insightful support



In summary...

Moving beyond mimicry.





The risk

Our job as designers is to
embed meaning

Now our role becomes to
**embed meaning in the
machine.**

**To serve the
whole
person.**

**We can push past
transaction and service
delivery into new
frontiers.**

**Users were delighted at
the new insights into
their money that Livia
could provide.**

AI is one of your tools.

Yes, it's disrupting your workflow but it also a tool for how you serve customers.

Tell us what
you think ↓



Thank you.



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