

AI In The World: Journey Map

Human-AI Interaction

Luigi De Russis

Exercise Goal

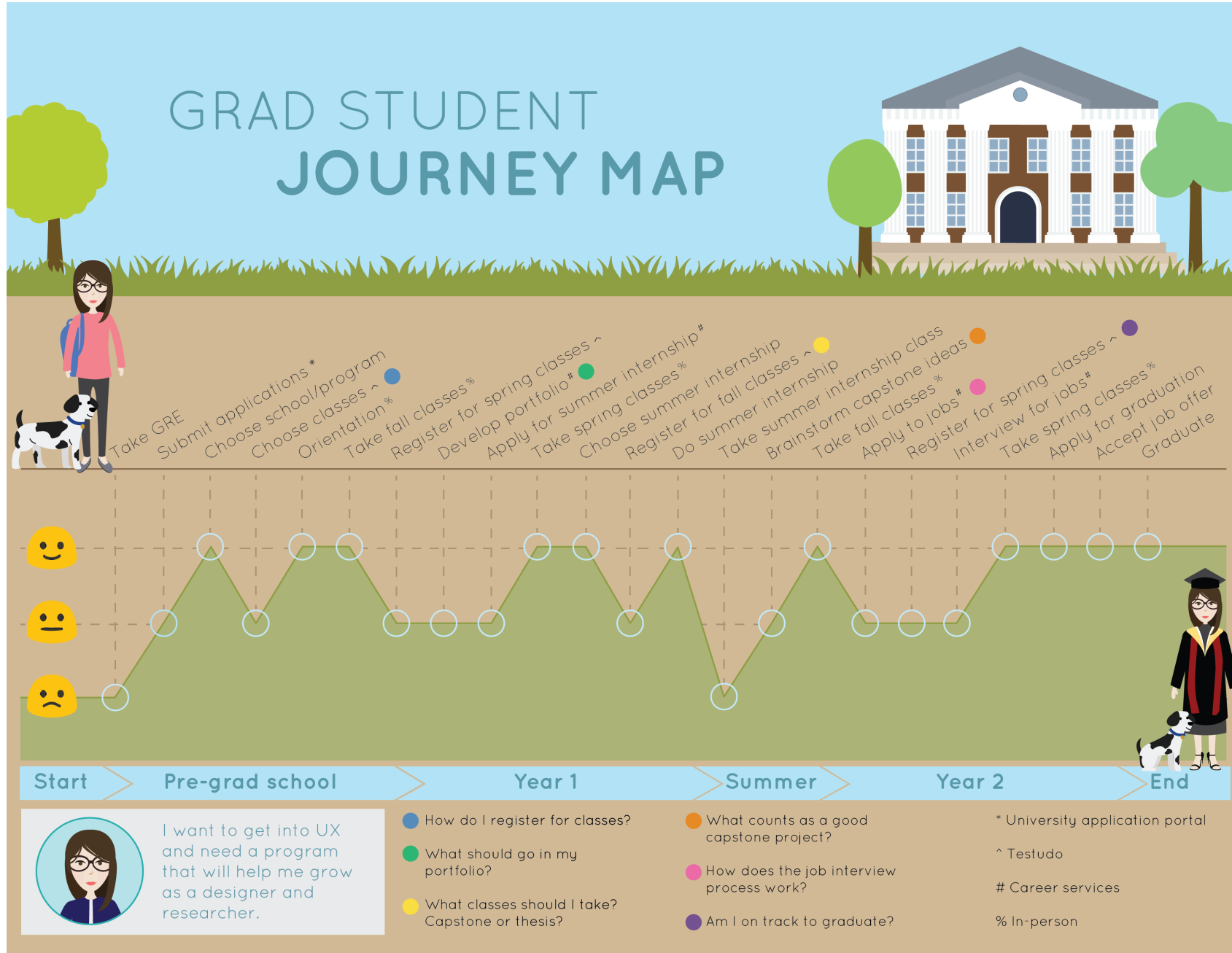
- To start thinking and discussing about
 - what human-AI interaction could look like
 - which issues may emerge
 - which solutions can tackle those issues
- We are going to use (and create) a **journey map**
 - "a visualization of the process that a person goes through in order to accomplish a goal"

Journey Maps

- Journey map starts with a series of user actions into a timeline
 - then, the timeline is fleshed out with user thoughts and emotions to create a narrative
 - the narrative is condensed and polished
 - ultimately leading to a visualization
- The next slides show two examples
 - you will be asked to create yours
 - no need to be so "nice" and "colorful"

- Note: this exercise will not count for the exam

GRAD STUDENT JOURNEY MAP





Rachel Alvarez, Production Manager

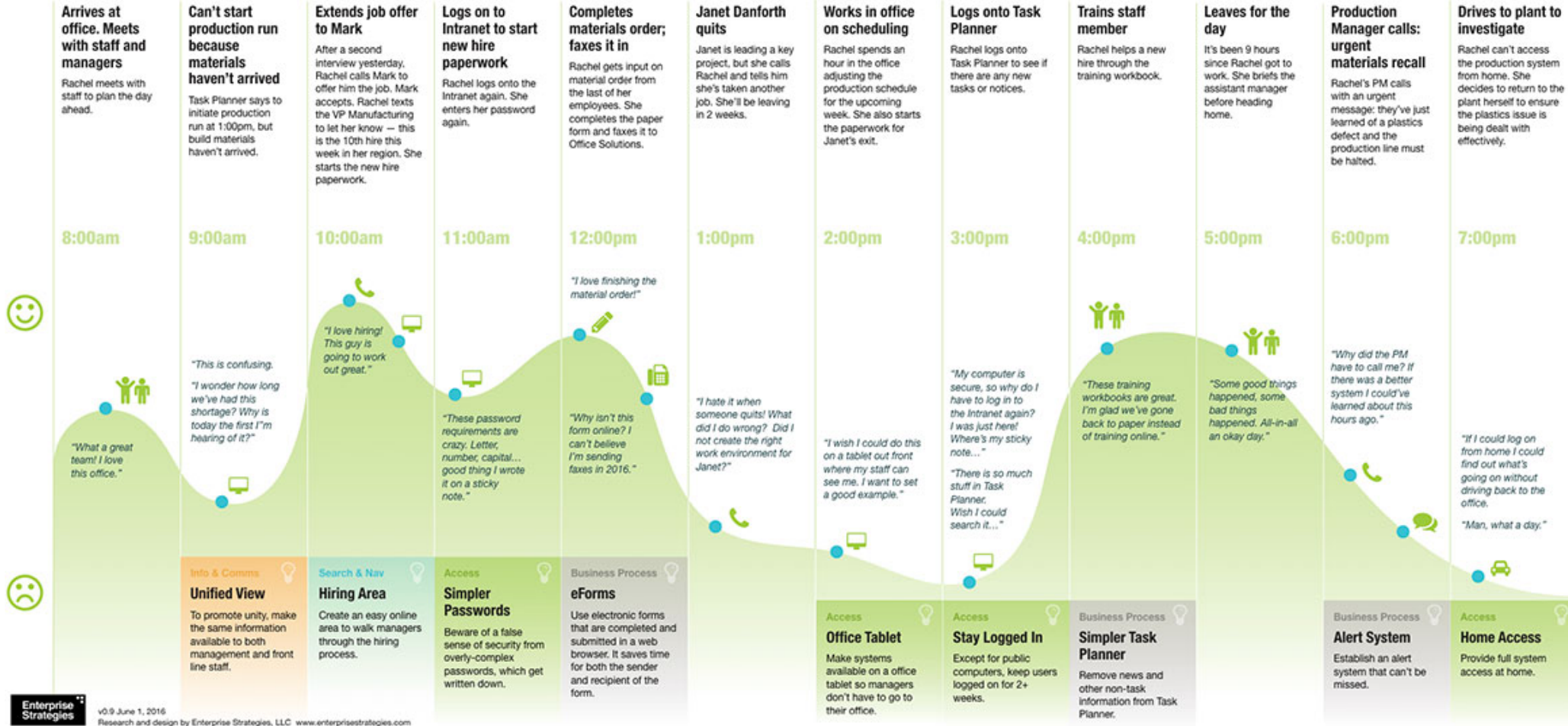
Manages team of 12

Works 50 hours/week

3 years at Enterprise

Houston, Texas

REAL This journey map is based on research of real employees. All events described on this page are based on true stories.



Journey Map

1. (15 minutes) Make your own personal journey map, alone
 - from waking up this morning to coming here, to class
2. Label on your map, still alone:
 - Where did AI come in?
 - Where should it have?
 - Where should it not have?

Journey Map

3. (15 minutes) Discuss with 3-4 students (in your neighborhood)
 - What do you see as common themes?
 - How did your labels differ from others?
4. As a group, write down common themes and major differences among your maps
 - https://docs.google.com/presentation/d/1WYZvaqRAo3mJCUGjXeL3OVt2n4-ZMF7W5njg_aKnzkU/

Journey Map

5. (1-2 minutes) Share with the class the slide you prepared

Analysis

1. (15 minutes) In the same group, discuss about the common themes where AI does or should come in:
 - does it solve well a suitable problem?
 - how might it fail?
 - how does it perform with respect to humans doing the same thing?
 - what concerns do you have?
2. How could you fix some of these concerns:
 - can you create a purely technical solution?
 - can you create a solution partially technical, partially considering people?
 - any common themes among these solutions?
3. Take some notes!

Affinity Diagram

1. (15 minutes) Starting from the discussion you just had, write some post-it notes for your solutions. Think about:
 - Challenges
 - Technical Issues
 - AI Applications
 - ...
2. Come up here and put your post-it notes on the board
 - (or whatever we have)
3. (5 minutes) Brief discussion and wrap-up

References

- Journey Mapping 101, <https://www.nngroup.com/articles/journey-mapping-101/>
- Grad Student Journey Map, <https://jennyhottle.com/2016/10/31/grad-school-journey-map/>
- Employee Journey Map, <https://enterprisestrategies.com/2017/04/06/journey-mapping-for-intranets/>

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