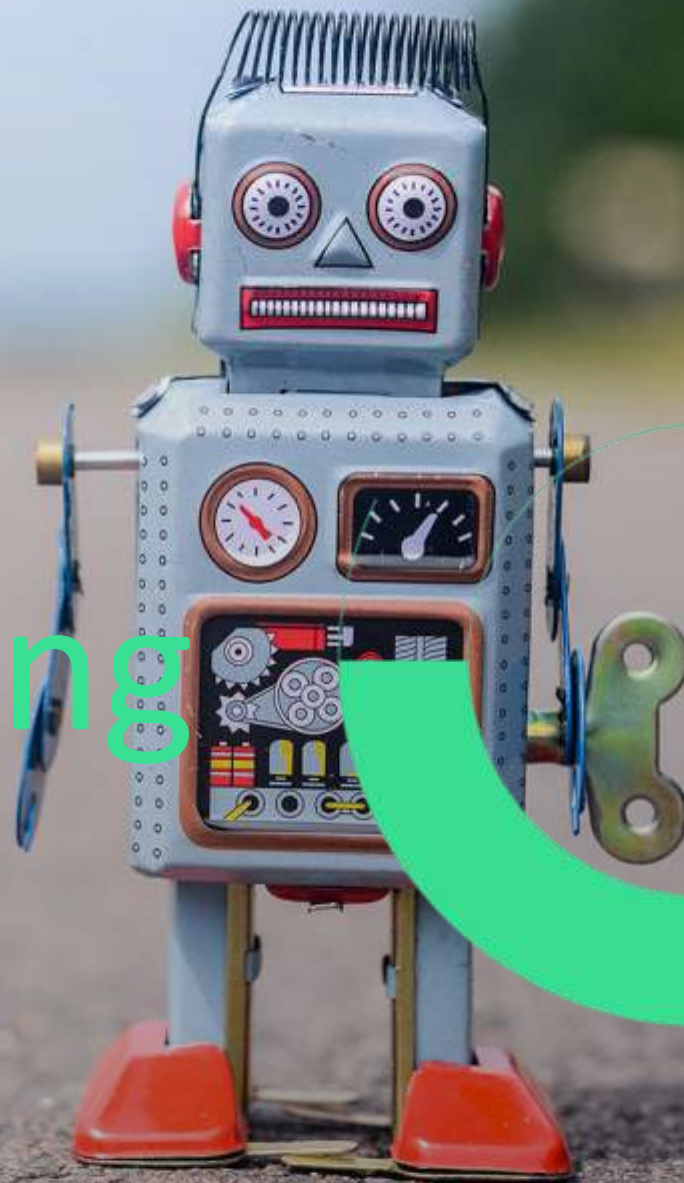




A machine's search for meaning

The rise of Artificial Intelligence and machine learning will transform all aspects of our life, requiring organizations to re-imagine the workplace, work culture and work experience.



Where is this all heading?



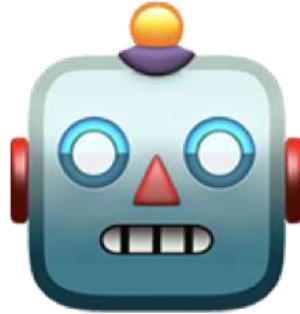






You

+



Machines

=



Magic



How might we craft
and design magical
experiences in a
world that is
increasingly run by
machines?

A photograph of a subway platform. A yellow tactile paving strip with a raised dot pattern runs diagonally across the frame. To the left of the strip is a grey tiled floor. In the background, a train is visible, partially obscured by shadows. The scene is lit with strong, directional light, creating sharp shadows.

AI IS LIMITED

**It is great at tasks that human find hard and
not so great at tasks that humans find easy**

CORE SKILLS OF HUMANITY

Empathy

Emotion

Creativity

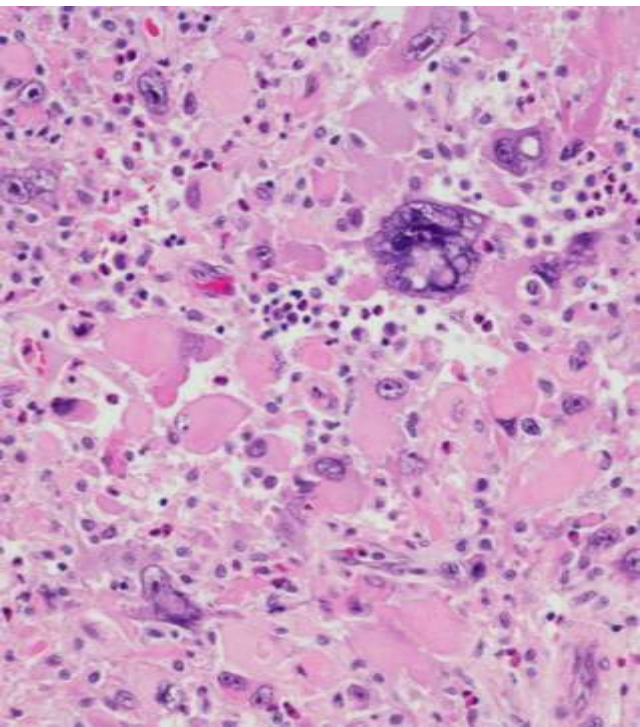
Innovation





Embrace and understand technology

Better together: Cancer diagnostic error rates



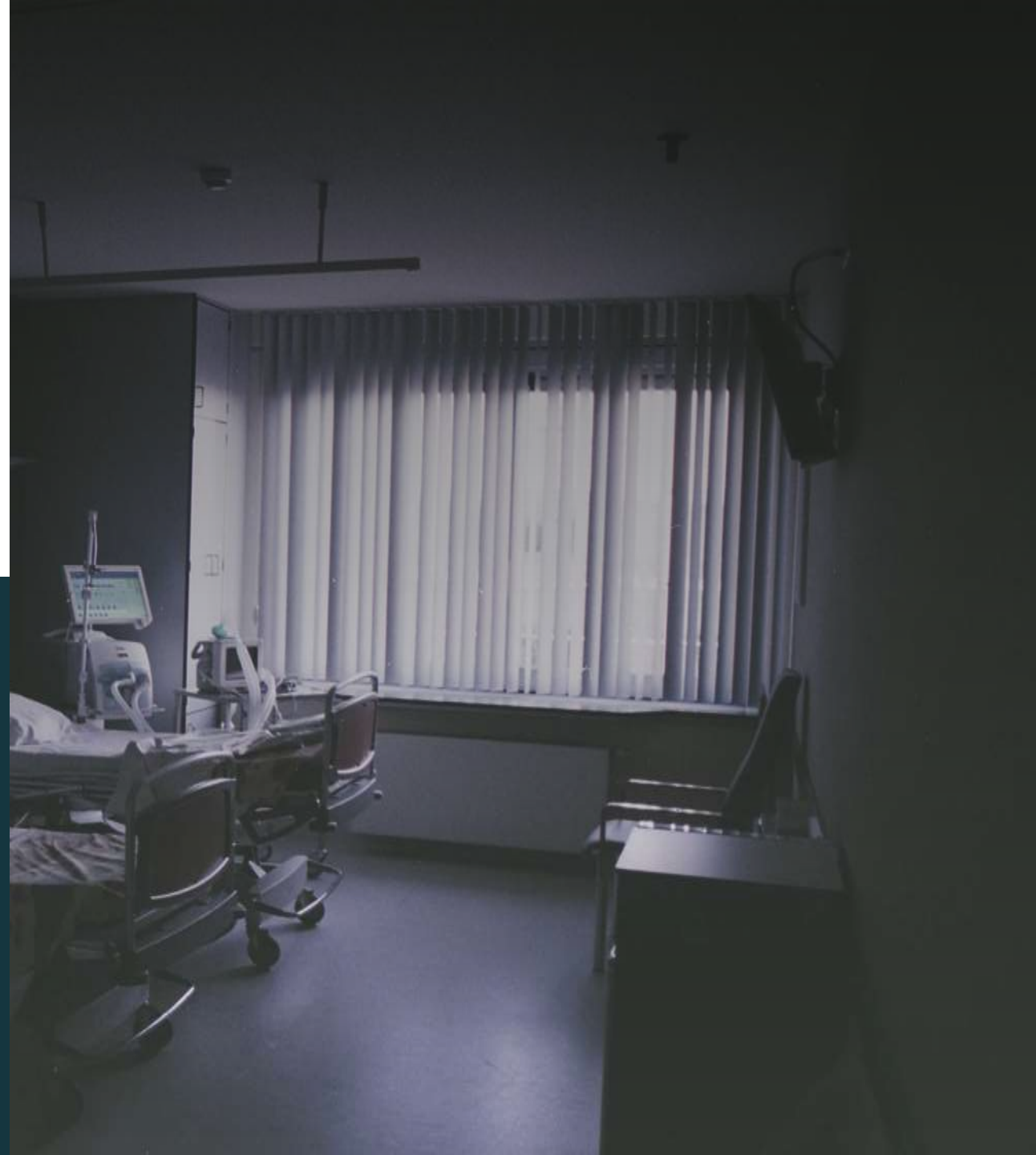
Impact of AI - human collaboration



Accuracy of AI – 92%

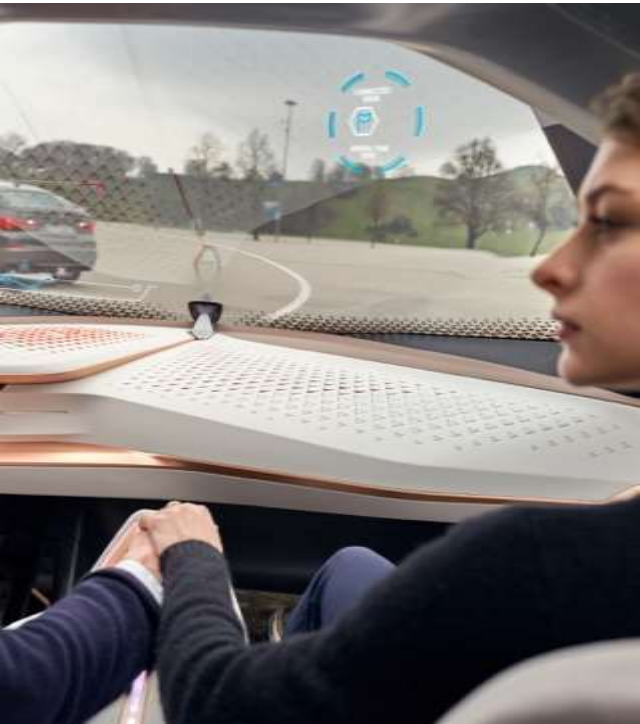
Accuracy of Pathologist – 96%

Accuracy of AI + Pathologist – 99.5%



Google:

Using AI to aid humans



Google is now using AI combined with human reviewers to identify and remove controversial content across YouTube.

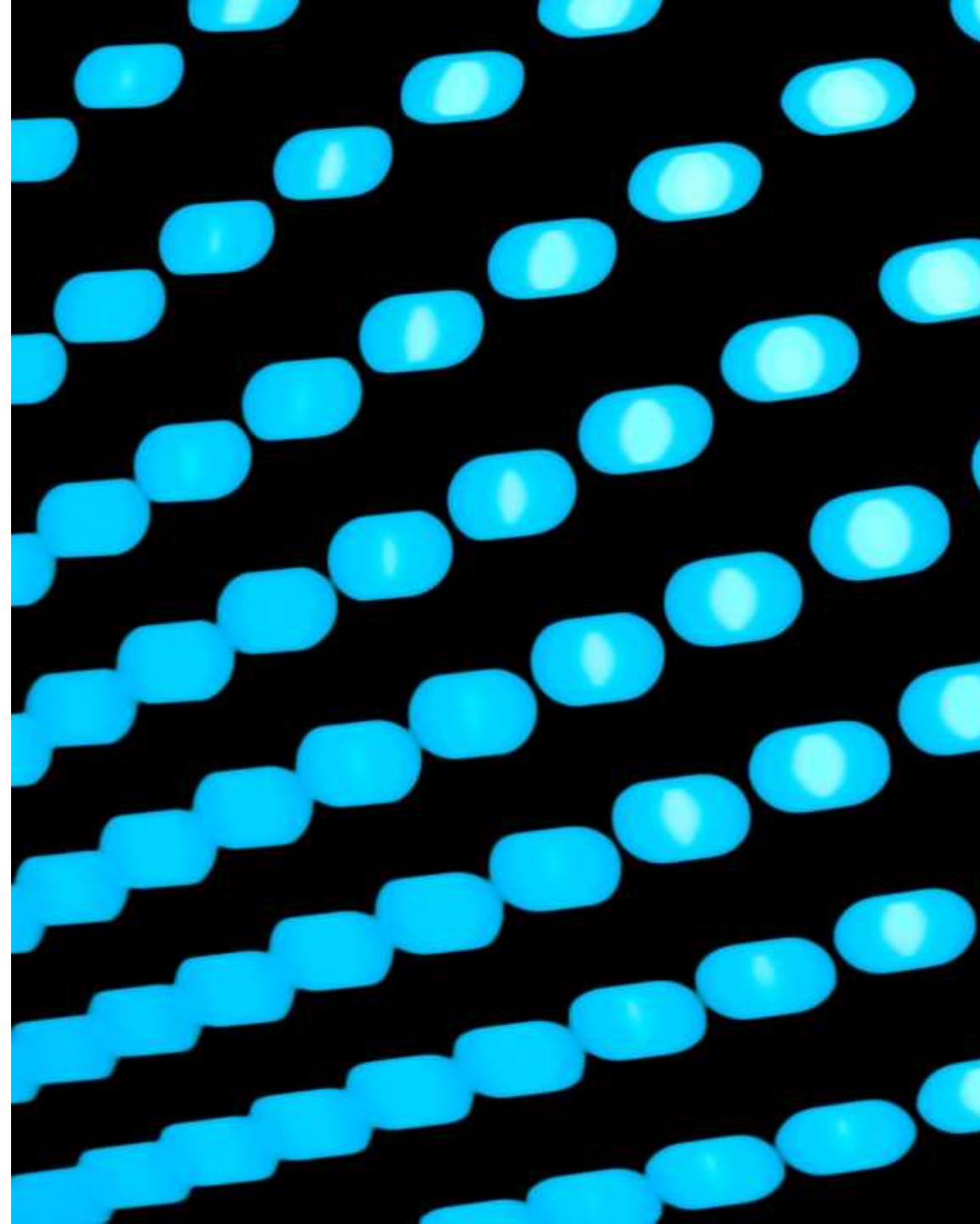


Disney and Sushi Express: Using facial recognition to design movies and more

The implications of computer vision go well beyond “users” to enterprise operations, and social good.

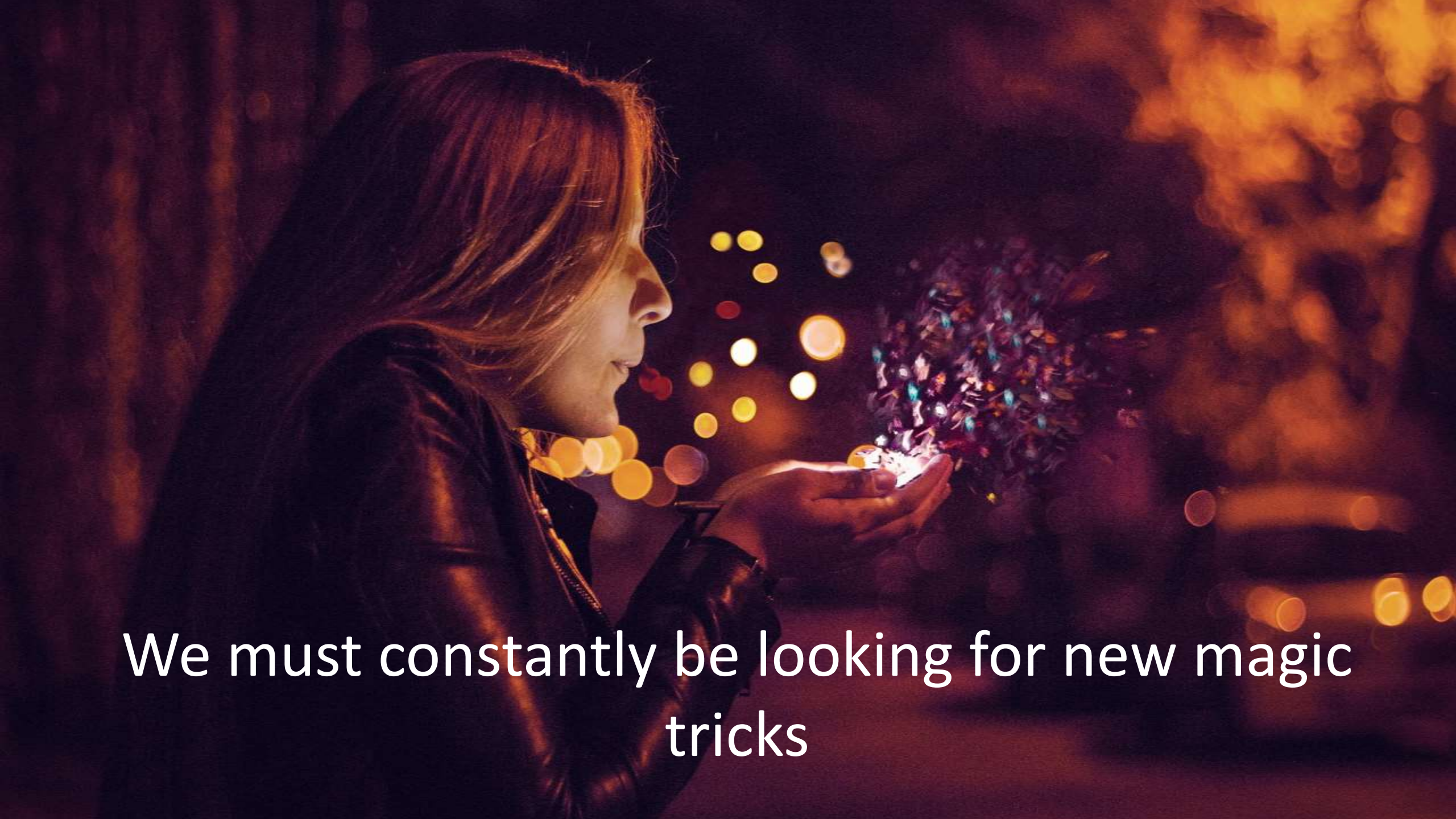


AI will help to turbo
charge the products,
services and experiences
that we design and
develop



**Any sufficiently advanced technology is
indistinguishable from magic.**

CLARKE'S THIRD LAW

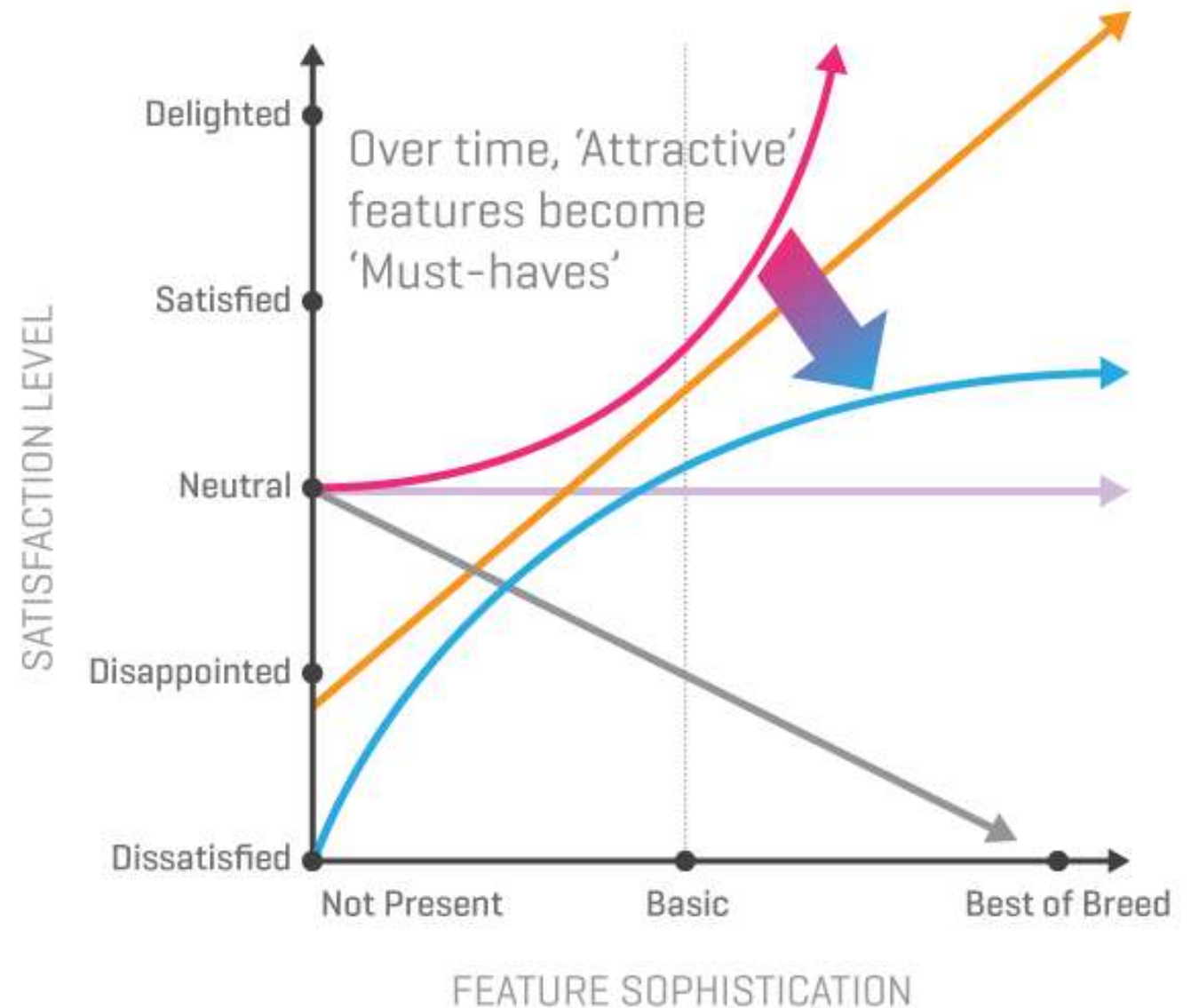
A woman with long brown hair, wearing a black leather jacket, is shown in profile, looking down at a glowing, multi-colored orb of light she is holding in her hands. The background is dark with out-of-focus warm lights, creating a bokeh effect. The text "We must constantly be looking for new magic tricks" is overlaid in white at the bottom.

We must constantly be looking for new magic
tricks



Magic decays

Kano Model



Fjord suggests

Businesses and governments need to stop treating their AI like a software program and start treating them like an employee.

01

Redesign
KPIs

02

Data
quality

03

Brand and
personality

04

Future-plan for
staff evolution

Working with AI: New categories of jobs

Sustainers

Automation ethicist,
automation economist,
machine relations
manager.



Trainers

Customer-language tone
and meaning trainer,
smart-machine interaction
modeller, worldview
trainer.



Explainers

Context designers,
transparency analyst,
AI usefulness strategist.

HOW YOU CHOOSE TO APPLY AI SOLUTIONS IN YOUR
ORGANISATION IS A QUESTION OF **LEADERSHIP AND
ETHICS**

RAISING YOUR AI SOLUTIONS TO BE RESPONSIBLE CITIZENS

5 key principles



Accountability



Transparency



Fairness



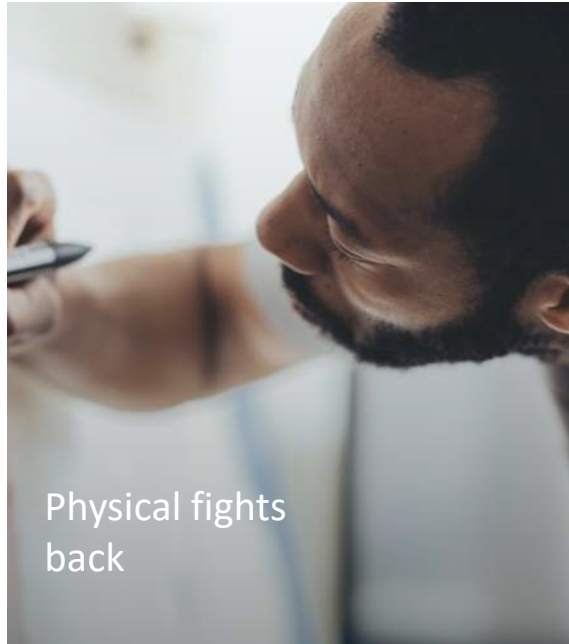
Honesty



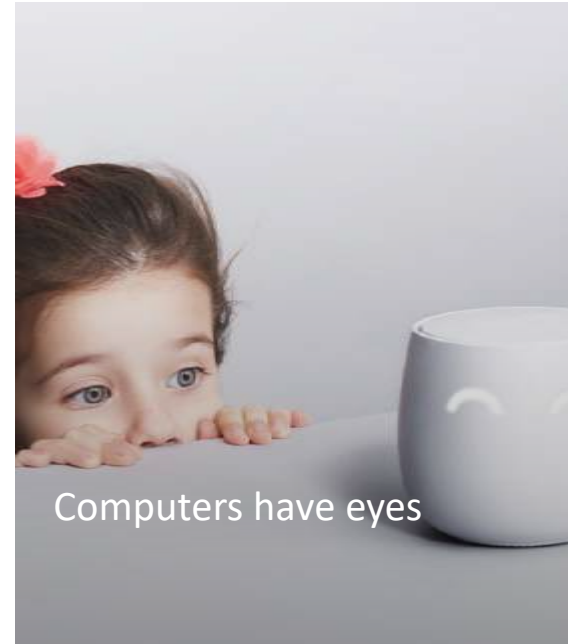
Supportive of people and
society

**At the heart of
Responsible AI is the
concept that Artificial
Intelligence should be
human centric; deployed
for the benefit of
humanity and the natural
world.**

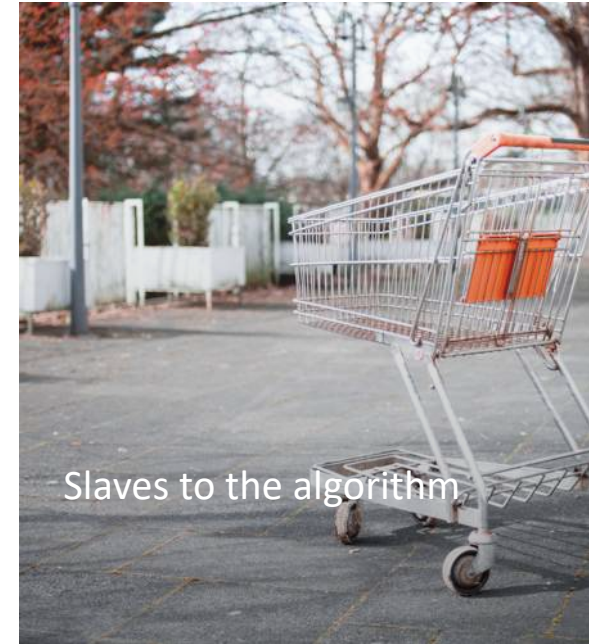
trends.
fjordnet.
com



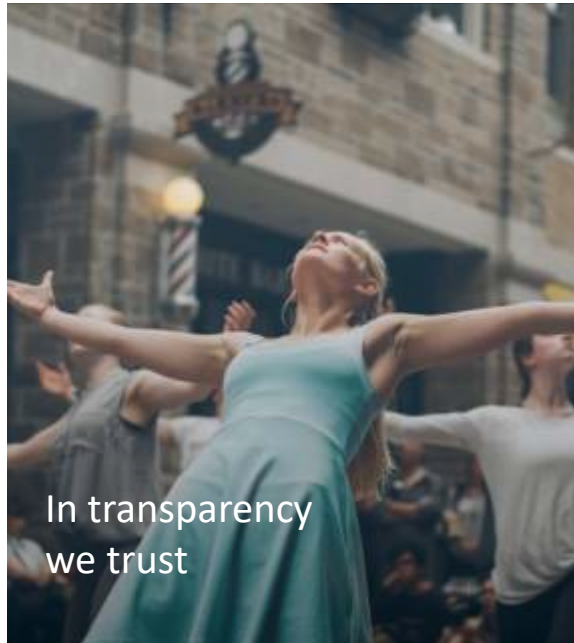
Physical fights
back



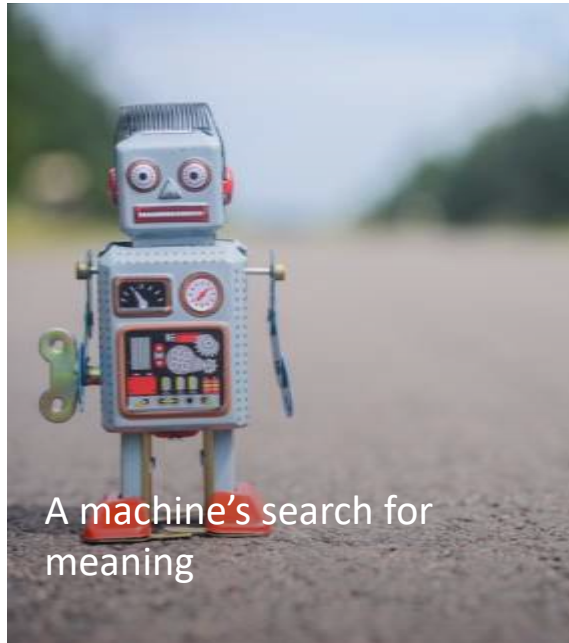
Computers have eyes



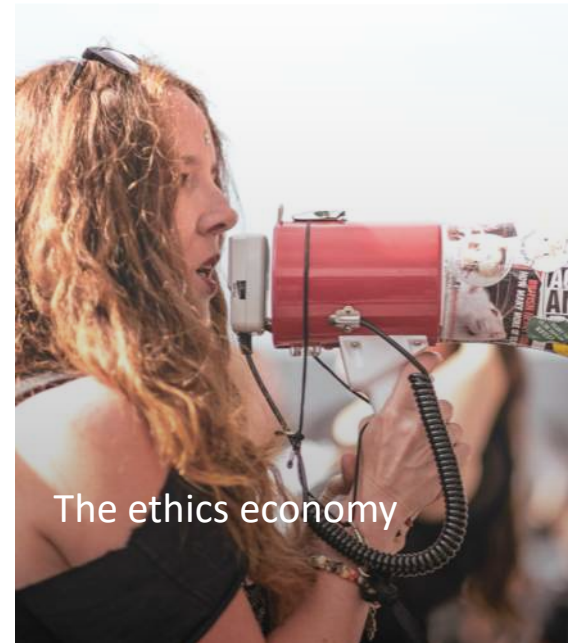
Slaves to the algorithm



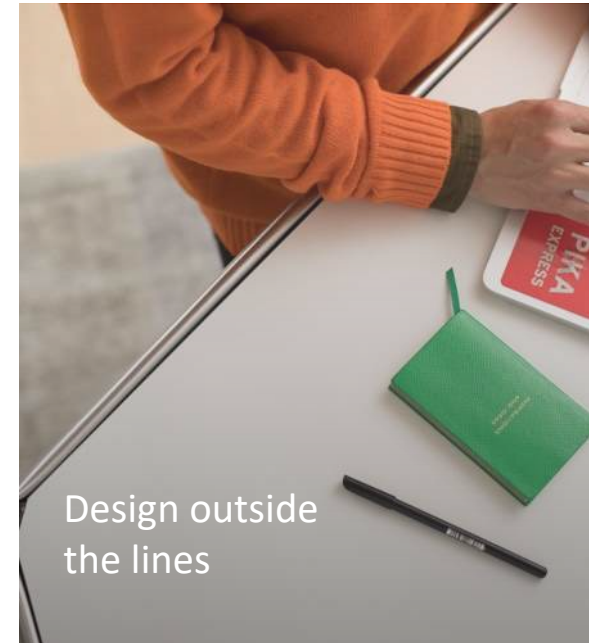
In transparency
we trust



A machine's search for
meaning



The ethics economy



Design outside
the lines



Thank you

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