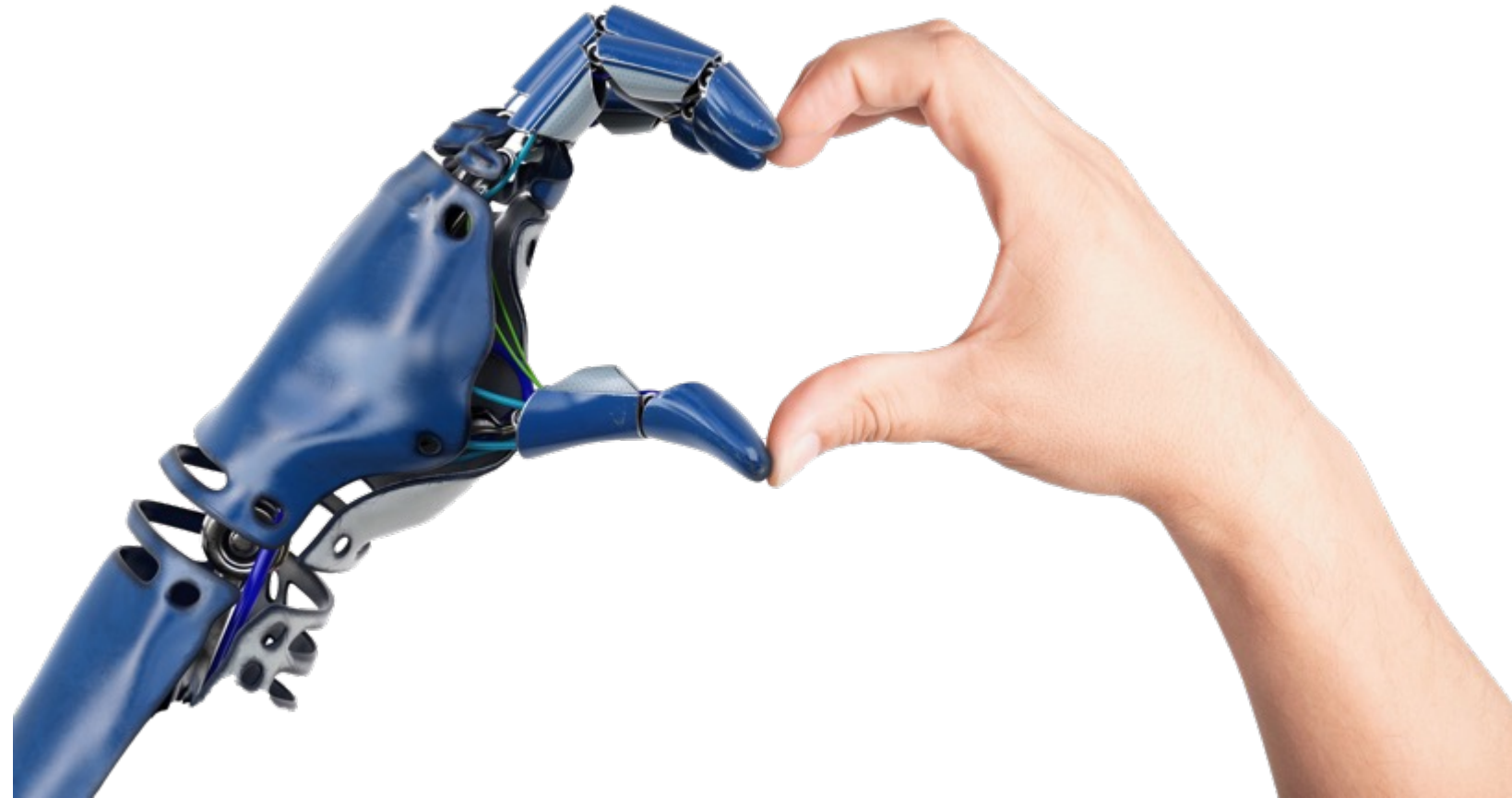


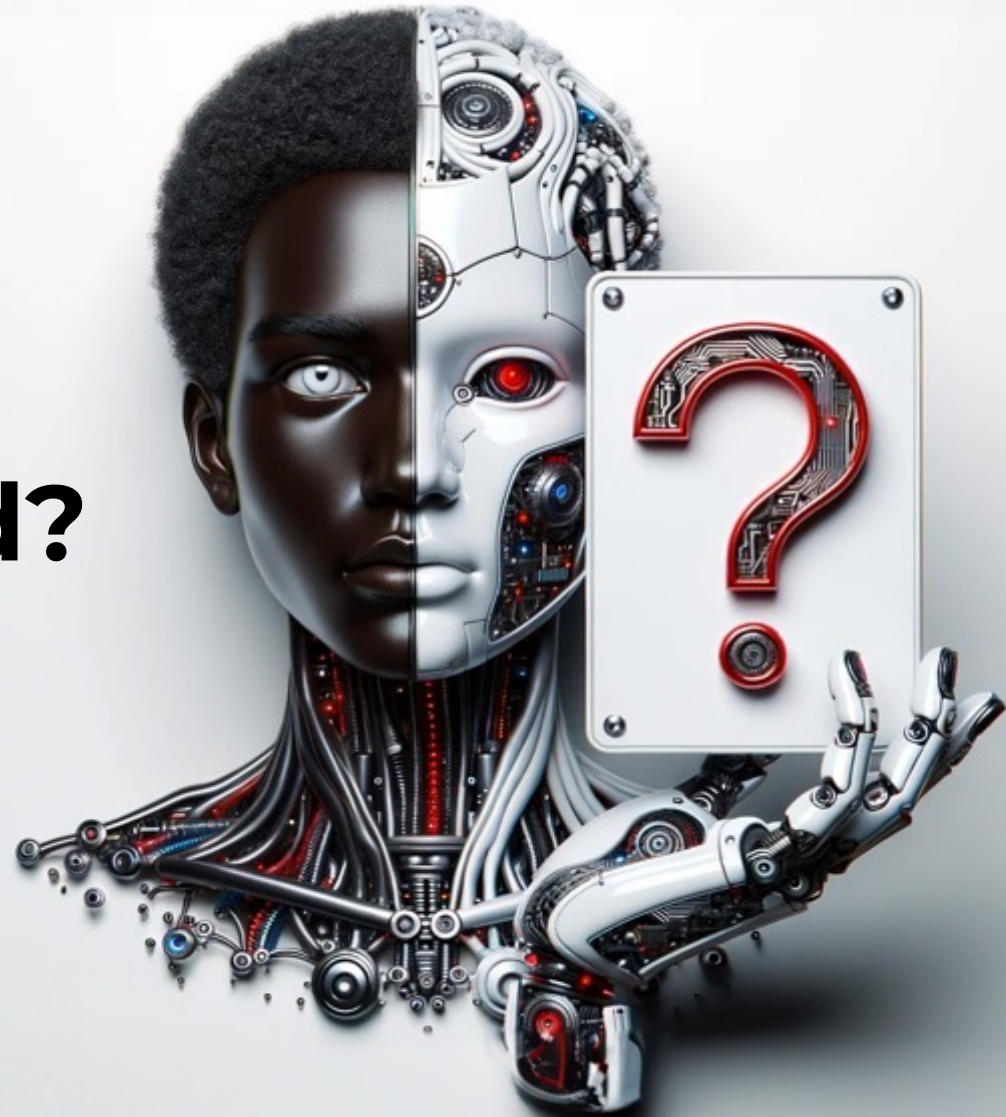
A Human-Centered Approach to Generative AI

David Phillips

October 25, 2023

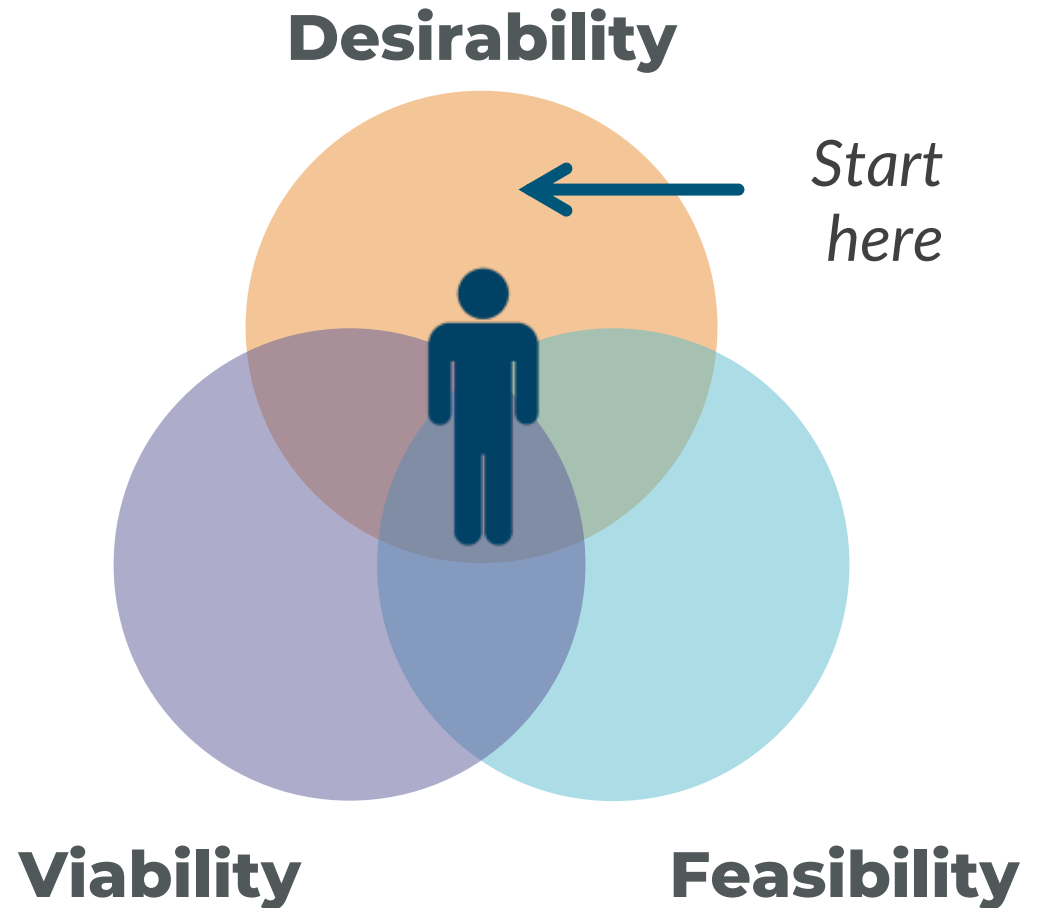


What is Human-Centered?
What is Generative AI?



WHAT IS HUMAN-CENTERED DESIGN?

A way of thinking (mindset) and working (skillset + toolset) that focuses on identifying and addressing what people actually want or need.



HCD KEY PRINCIPLE

Design with, not for.



WHAT IS GENERATIVE AI?

“Generative AI is not just a technology or business trend – it is a profound shift in how humans and machines interact.

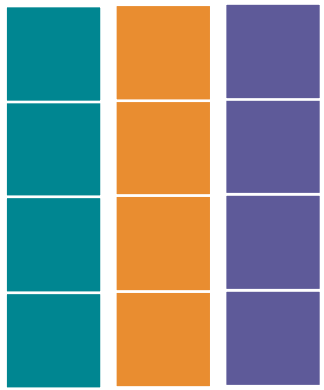
We are moving from what machines can **DO** for us to what machines can **BE** for us.”

- Mary Mesaglio (Gartner)

How might organizations approach Generative AI?

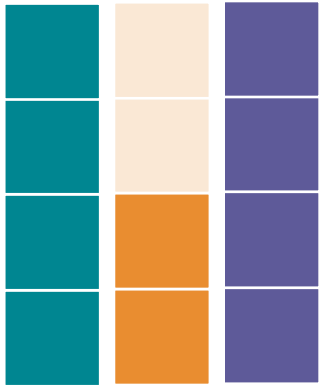


GEN AI APPROACHES (WORK, LABOR, TIME)



W L T

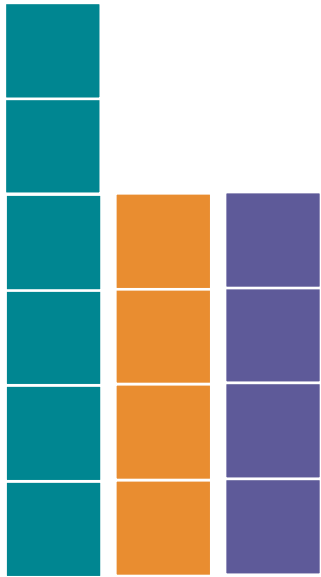
Baseline



W L T

1

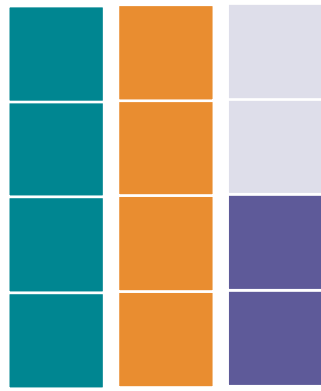
↓ Amount of Labor(\$)



W L T

2

↑ Amount of Work



W L T

3

↓ Amount of Time

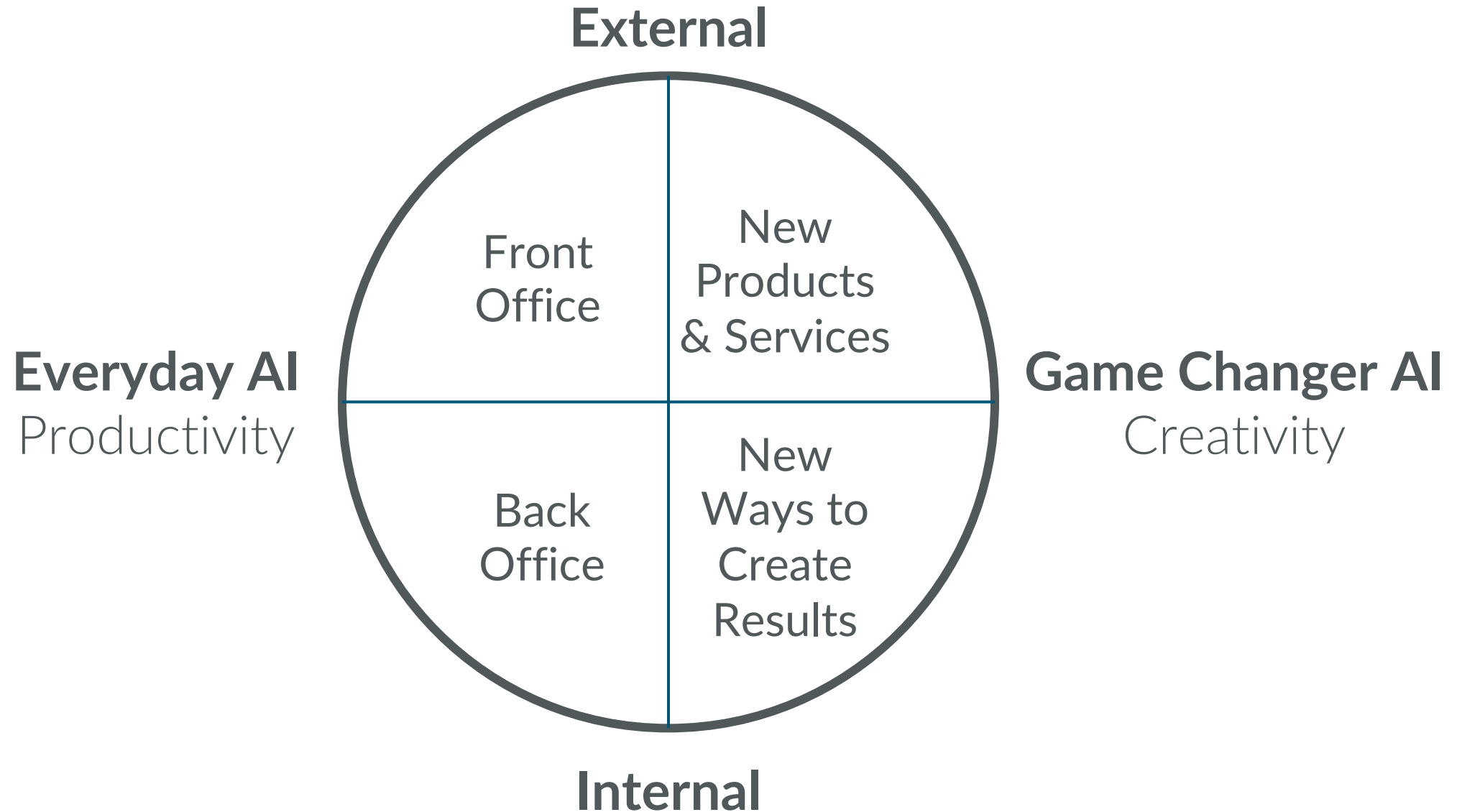


W L T

4

↑ Higher Order & New Work

GEN AI APPROACHES (GARTNER AI RADAR)



How might organizations take a **Human-Centered approach** to GenAI?

WHY should organizations take a **Human-Centered approach** to GenAI?



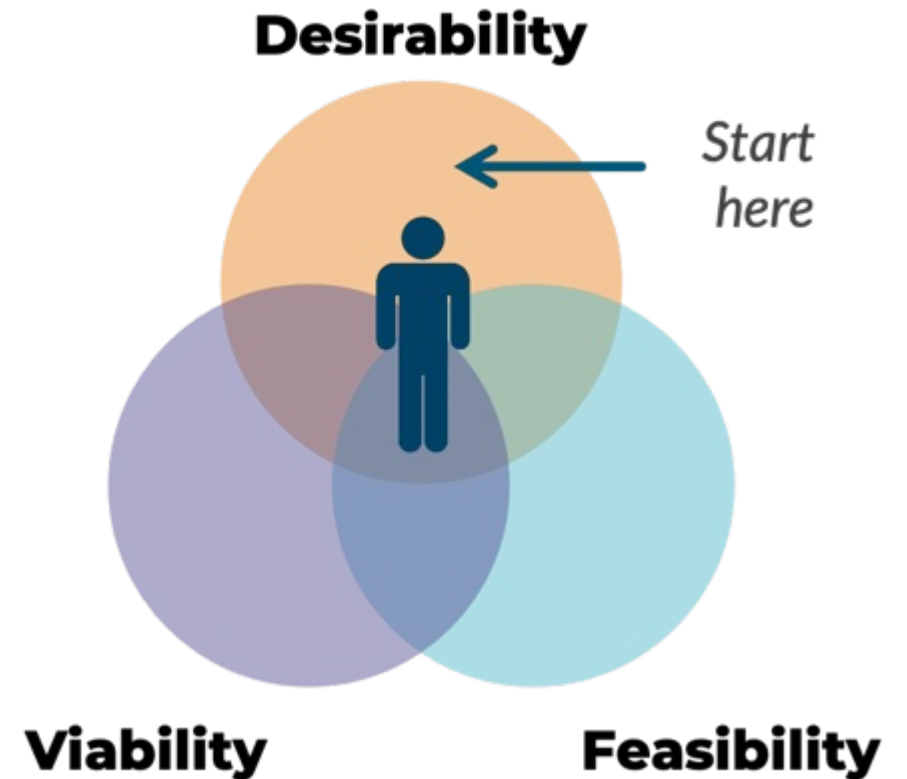
WHY HUMAN-CENTERED APPROACH MATTERS

1

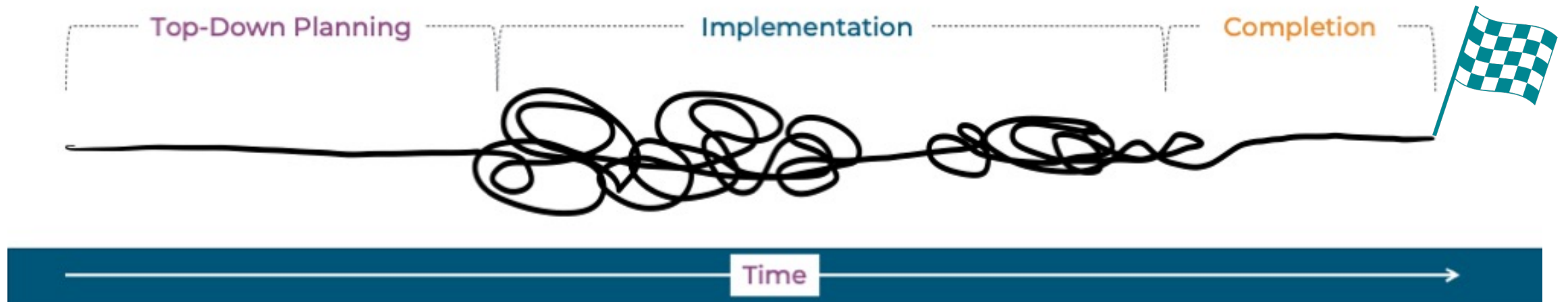
How employees respond to GenAI will have a big impact on adoption.
(People challenges > Tech challenges)

2

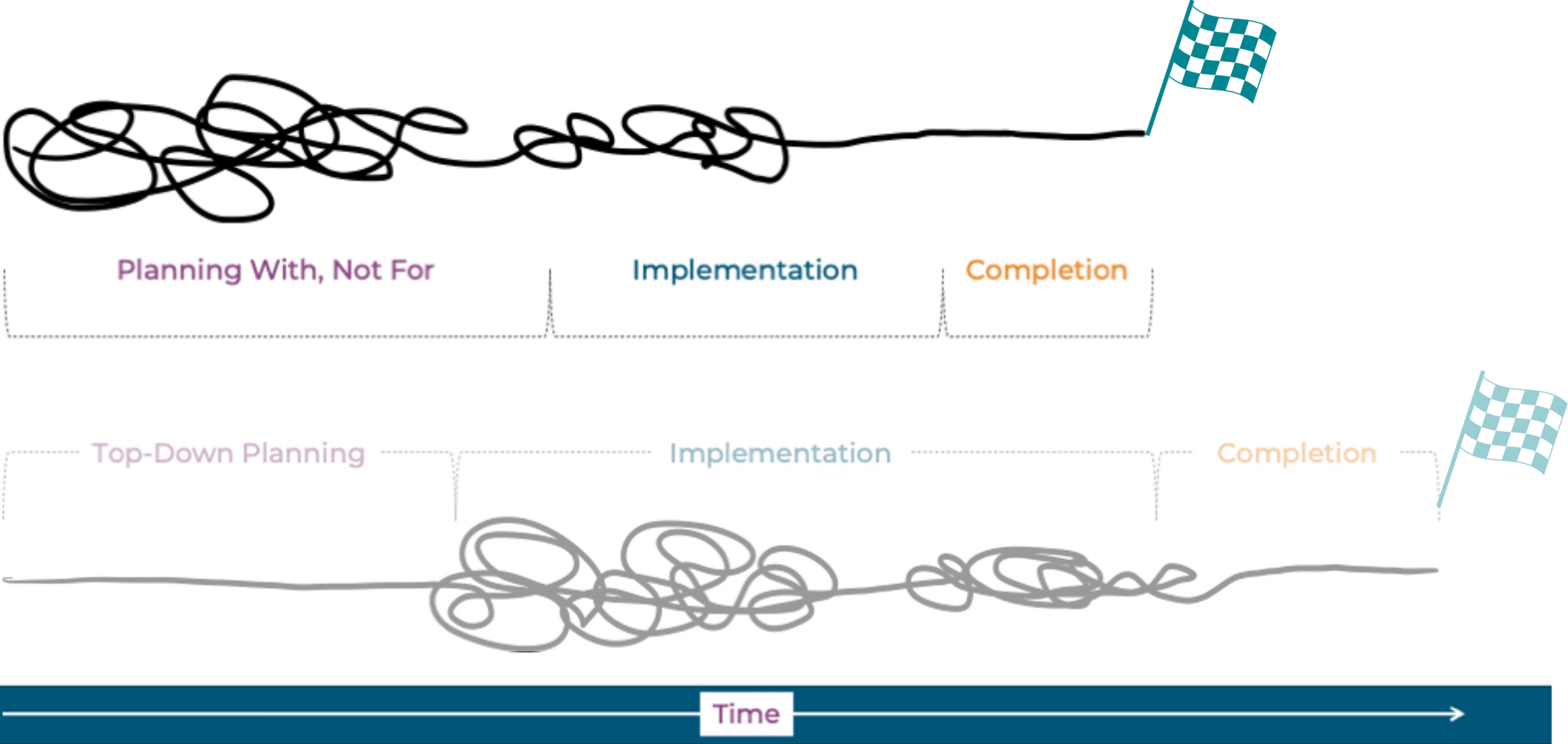
Embracing the “squiggly line” will lead to sustainable success sooner.



TRADITIONAL APPROACH TO CHANGE



HUMAN-CENTERED APPROACH TO CHANGE



WHY HUMAN-CENTERED APPROACH MATTERS

1

How employees respond to GenAI will have a big impact on adoption.
(People challenges > Tech challenges)

2

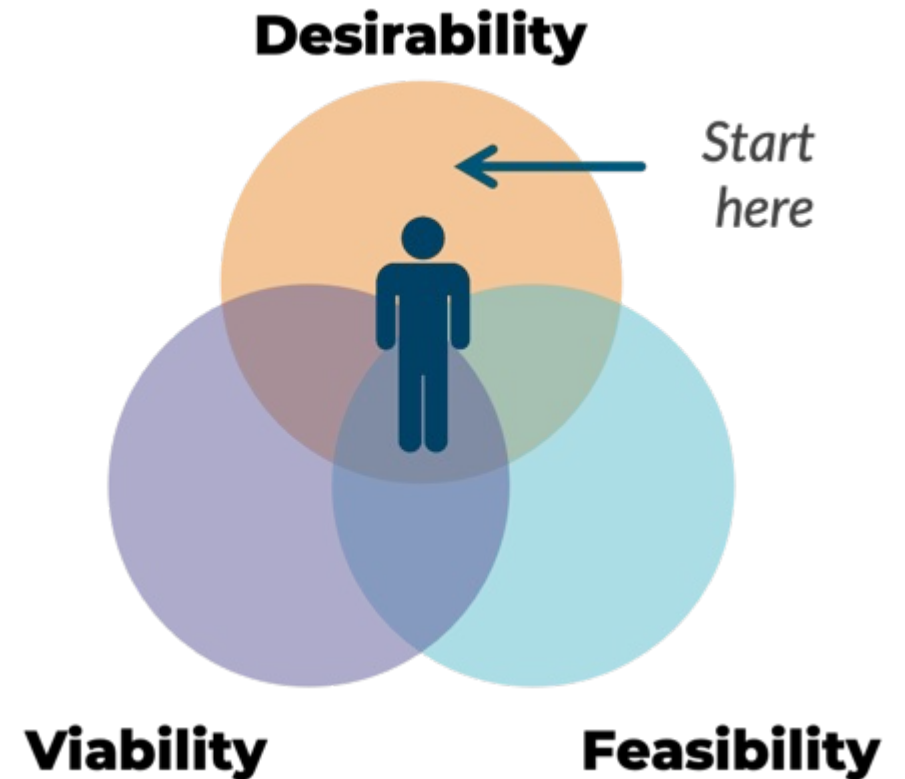
Embracing the “squiggly line” will lead to sustainable success sooner.

3

Fear will drive resistance and increase friction.

4

Curiosity without fear can inspire exploration and sharing.



HOW might organizations take a **Human-Centered approach** to GenAI?

WHY should organizations take a **Human-Centered approach** to GenAI?



HOW MIGHT LEADERS USE HCD?

1

(Re)frame how people think about GenAI to address fears.

- Copilot
- Moving Sidewalk at Airport
- Iron Man Suit
- AI = Amplified Intelligence

HOW MIGHT LEADERS USE HCD?

1

(Re)frame how people think about GenAI to address fears.

2

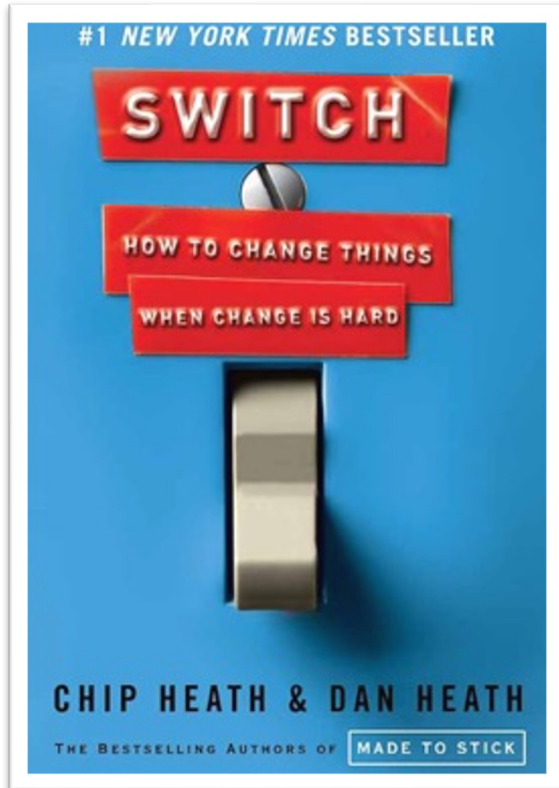
Design with, not for. (Explore with / Implement with)

- Give people time and space to explore safely and regularly.
- Use techniques like Jobs to Be Done to identify GenAI opportunities.
- Facilitate knowledge sharing on an ongoing basis.
- Run GenAI boot camps for EVERYONE, not just IT.

HOW MIGHT LEADERS USE HCD?


- 1** (Re)frame how people think about GenAI to address fears.
- 2** Design with, not for. (Explore with / Implement with)
- 3** Treat GenAI as a significant change effort across functions & departments.
 - All change requires humans to change some behavior(s).
 - Use proven behavior change frameworks, principles, and practices.

CHANGE FRAMEWORKS WE USE




- Direct the Rider
- Motivate the Elephant
- Shape the Path

CHANGE FRAMEWORKS WE USE

Behavior Excavation Guide 	
<i>The purpose of this tool is to identify potential drivers of behavior and inspire ideas for influencing behavior change.</i>	
Individual	Persona <i>Whose behavior are we exploring?</i>
	Behavior <i>What is the behavior, activity, or decision we are exploring?</i>
Internal	Beliefs <i>What beliefs might be influencing this behavior?</i>
	Motivations <i>What intrinsic motivations might be influencing this behavior?</i>
	Identity <i>How might identity, either existing or aspirational, be influencing this behavior?</i>
External	Incentives <i>What extrinsic incentives or metrics might be influencing this behavior?</i>
	Rules <i>What rules or policies might be influencing this behavior?</i>
	Physical Environment <i>What aspects of the physical environment might be influencing this behavior?</i>
	Influencers <i>Who might be influencing this behavior?</i>
Ideas, Insights, and Opportunities	

CHANGE FRAMEWORKS WE USE

Head EAST 	
<i>The purpose of this tool is to use behavioral insights to inspire ideas for influencing behavior change.</i>	
Individual	Persona <i>Whose behavior are we exploring?</i>
	Behavior <i>What is the behavior, activity, or decision we want to encourage or discourage?</i>
Easy	<i>How might we reduce "friction" to make it easier to adopt a new behavior?</i> <i>How might we increase "friction" to discourage a certain behavior?</i>
Attractive	<i>How might we make the desired behavior attractive or salient?</i> <i>How might we make the desired outcome attractive or salient?</i>
Social	<i>How might we make use of the behavior of others to influence the target audience?</i> <i>How might we influence the perception of how others are behaving?</i>
Timely	<i>How might we intervene early before a habit is established?</i> <i>What are some potential key moments to prompt or reshape established behavior?</i>

HOW MIGHT LEADERS USE HCD?

- 1** (Re)frame how people think about GenAI to address fears.
- 2** Design with, not for. (Explore with / Implement with)
- 3** Treat GenAI as a significant change effort across functions & departments.
- 4** Keep learning.
- 5** Stay alert for risks.
 - Humans falling asleep at the wheel
 - Tyranny of the quarter
 - Status quo bias

STATUS QUO BIAS



WOULD YOU
LIKE A
SHOVEL?



... BUT I'M
ALREADY USING
THIS SPOON!



“The only difference between a rut
and a grave are the dimensions.”

- Ellen Glasgow





Project
Transformation
By
Design

Uncovering GenAI Opportunities: Jobs To Be Done

Friday, November 17th

8:30 AM – 9:30 AM

@ Kingsmen Software

fasterglass.com/project-tbd



Faster Glass

imagine better — innovate faster

✉ david.phillips@fasterglass.com

☎ 704-904-0499

🌐 www.fasterglass.com