

**User Experience SIG****'More intelligent, or less artificial? The UX choice for AI-human interaction'****7 September 2021**

This SIG is championed by **Marine Barbaroux** of **Fluidic Analytics**, **Dr Allan MacLean** of **Amdeo** and **Leo Poll** of **Akendi UK**

**AGENDA**

**14:00** CW welcome and introduction to **User Experience Group** by **Leo Poll, User Experience SIG Champion** and **President, Akendi UK/Europe**

**Session chaired by Leo Poll, User Experience SIG Champion**

**14:10** **'just like me but not exactly'**

**Iulia Ionescu, Senior Lecturer & Course Leader, MRes Creative Computing, University of Arts London**

An inquiry into the design of artificial intelligence, exploring users' distorted expectations of anthropomorphic (humanlike) agents and the self-sustained obscurity of their technological inner workings.

**14:25** **'Many Ways to Explain AI.'**

**Tristan Ferne, Lead Producer, BBC R&D**

Very few AI-enabled products explain how and why they use this technology and yet it is increasingly pervasive and powerful. From our research we've seen users suggest that they would like to know more about AI in a system, but when shown interfaces to explain recommendations they were nonplussed. We also see millions of users frequently using AI-powered apps without a second thought to understanding how they work. But as the recent AI Council Roadmap says "It is about knowing enough to be a conscious and confident user of AI-related products; to know what questions to ask, what risks to look out for, what ethical and societal implications might arise, and what kinds of opportunities AI might provide". So how can we make our AI-powered services more understandable? Can we encourage people to care about understanding it? And how can this benefit individuals and society?

**14:40** **'Low-resolution versions of people using machine learning and other technologies.'**

**Libby Miller, Senior Producer, BBC R & D**

Libby has spent a few years trying to replicate herself, and more recently her friends. It's getting easier and easier to make something you can interact with that reminds you of a particular person - though whether any of it is a good idea is another matter. She'll walk through some of the techniques she's used to make "people", including GPT-2, voice generation and physical presence robots, and talk about some of the limitations and hilarities of making a user interface to a "person".

**14:55** Panel session with all speakers chaired by **Leo Poll, User Experience SIG Champion**

**15:10** **Wrap-up by Leo Poll, User Experience SIG Champion**

**15:15** **Networking**

**15:30** **Event close**

**Profile of organisers****Cambridge Wireless (CW)**

CW is the leading international community for companies involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies. With over 300 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 19 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises major conferences and start-up competitions along with other high-quality

industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. [www.cambridgewireless.co.uk](http://www.cambridgewireless.co.uk)

## Profile of SIG Champions

### **Marine Barbaroux, Fluidic Analytics**

Marine is a product and UX designer in Cambridge and has been in and around the design field for more than 20 years. With an education in product design and graphic art, she joined the world of software for a good number of years. Currently, she works at Fluidic Analytics, applying her skills and knowledge to bridge the gap between physical and digital: a very interesting and key challenge life science. She's designed a number of products and managed UX teams both in France and in the UK, mentored at Springboard (now TechStar London), and recruited a fair number of whatever-the-flavour-of-the-month-is-UX-o-tronologists you can think of... For her, design is about problem-solving more than anything. The role of a designer is to come up with novel concepts where required, but also make sure those are realistic and achievable. Cooperation is key. In her spare time, she works with acrylics, Photoshop and Illustrator to keep the creative juices flowing! [www.fluidic.com](http://www.fluidic.com)

### **Dr Allan MacLean, Amdeo**

Amdeo specialises in the development and exploitation of high-tech innovations. Amdeo principal, Allan MacLean, has worked in research and management roles at the leading edge of Information and Communication Technologies for over 25 years. He was a founder member of Xerox's European Research Centre in the 80's and was a major contributor to building it into one of the world's leading centres of expertise in the user-centred design of innovative technologies. In 2002, he co-founded Image Semantics, which he helped lead to become a global provider of innovative mobile applications and services. Allan has frequently advised on funding programmes in the UK, Europe and North America to help improve the fit between technologies and human needs and improve the exploitation of government funded research.

### **Leo Poll, Akendi**

Technically everything is possible, making it work for people is where the real challenges are. Addressing these challenges from an end-user perspective in a way that makes business sense is what drives Leo. With more than 20 years' experience in Innovation-driven Experience Research and Design he brings strong lateral thinking, combined with broad domain knowledge of applications/markets and technical enablers. Pre-Akendi, Leo worked for the mobile phone division of Philips in Le Mans, France, managed numerous international projects whilst employed by Philips Electronics UK, was a member of the global 'Connectivity Programme' board of Philips Research, (Co-)founded Ryppe Ltd, Eversfield Innovation Ltd, Galileo Software Adviesbureau v.o.f. [www.akendi.co.uk](http://www.akendi.co.uk)

## Profile of speakers

### **Tristan Ferne, BBC Research & Development**

Tristan is a producer at the BBC's R&D department where he uses technology and design to prototype the future of media and the internet. He likes creative combinations of technology and design. [www.bbc.co.uk/rd](http://www.bbc.co.uk/rd)

### **Iulia Ionescu, University of Arts London**

Iulia Ionescu is an artist / technologist examining people's often fraught relationships with social algorithms. Her work, conveyed through software, electronics, installations and art explores the multifaceted range of human attitudes and mental models of digital technologies around us. Equipped with the belief that every software system is a social system, her work often questions the neutrality of this nascent social world. She attained her MA/ MSc (Distinction) from the Royal College of Art and Imperial College London and is currently completing her Microsoft Research-sponsored PhD on the design of anthropomorphic AI agents, at the Royal College of Art. She expands on this research work in her role as Senior Lecturer and Course Leader of the MRes Creative Computing Programme at the University of Arts London. [www.arts.ac.uk](http://www.arts.ac.uk)

### **Libby Miller, BBC Research & Development**

Libby Miller is a producer at BBC R&D and builds robots in her spare time. [www.bbc.co.uk/rd](http://www.bbc.co.uk/rd)