

AI In The World: Journey Map

Human-AI Interaction

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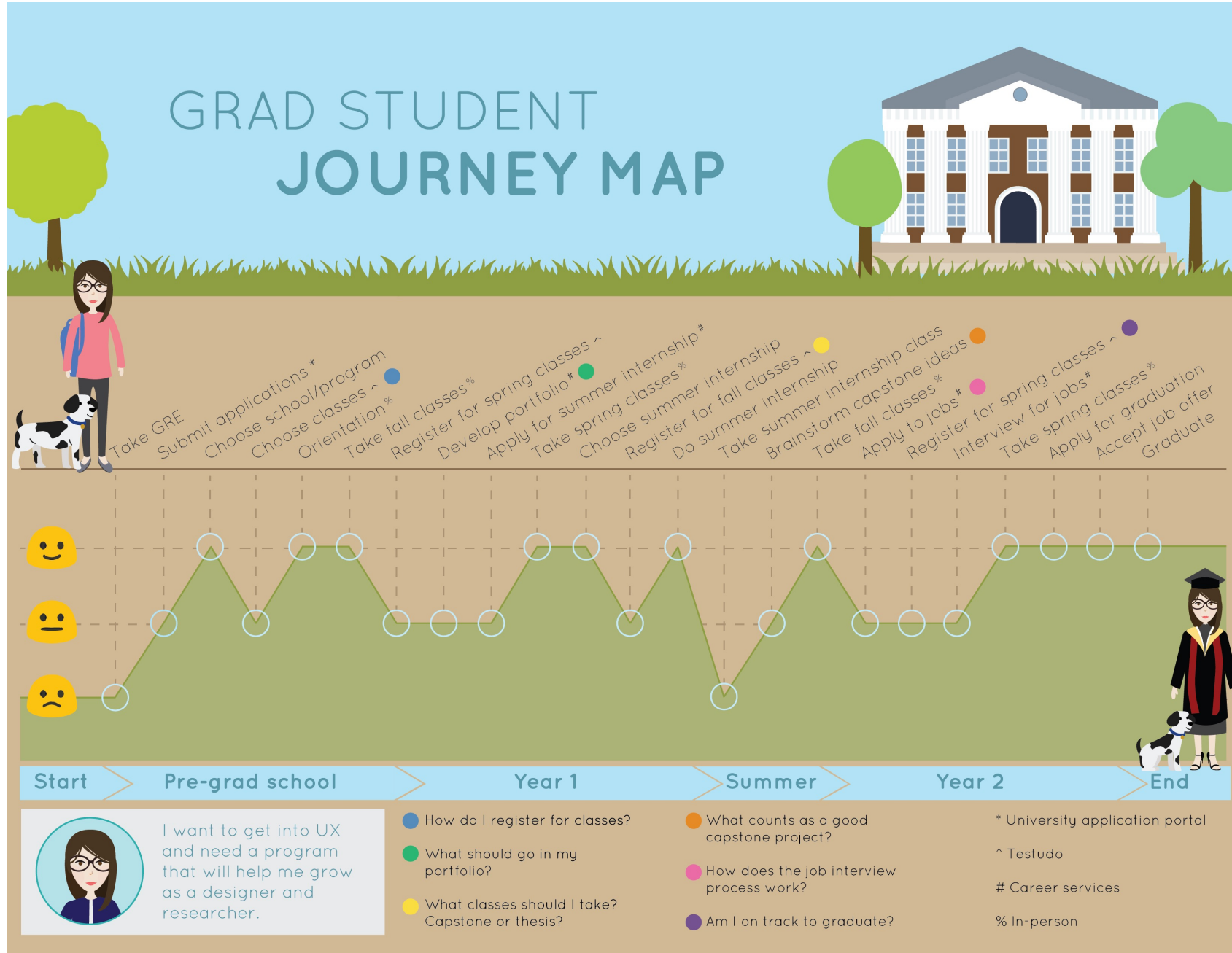
Exercise Goal

- To start thinking and discussing about
 - what human-AI interaction could look like
 - which issues may emerge
 - which solutions can tackle those issues
 - which interaction paradigms should be adopted
- 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"

GRAD STUDENT JOURNEY MAP





Rachel Alvarez, Production Manager



Manages team of 12



Works 50 hours/week



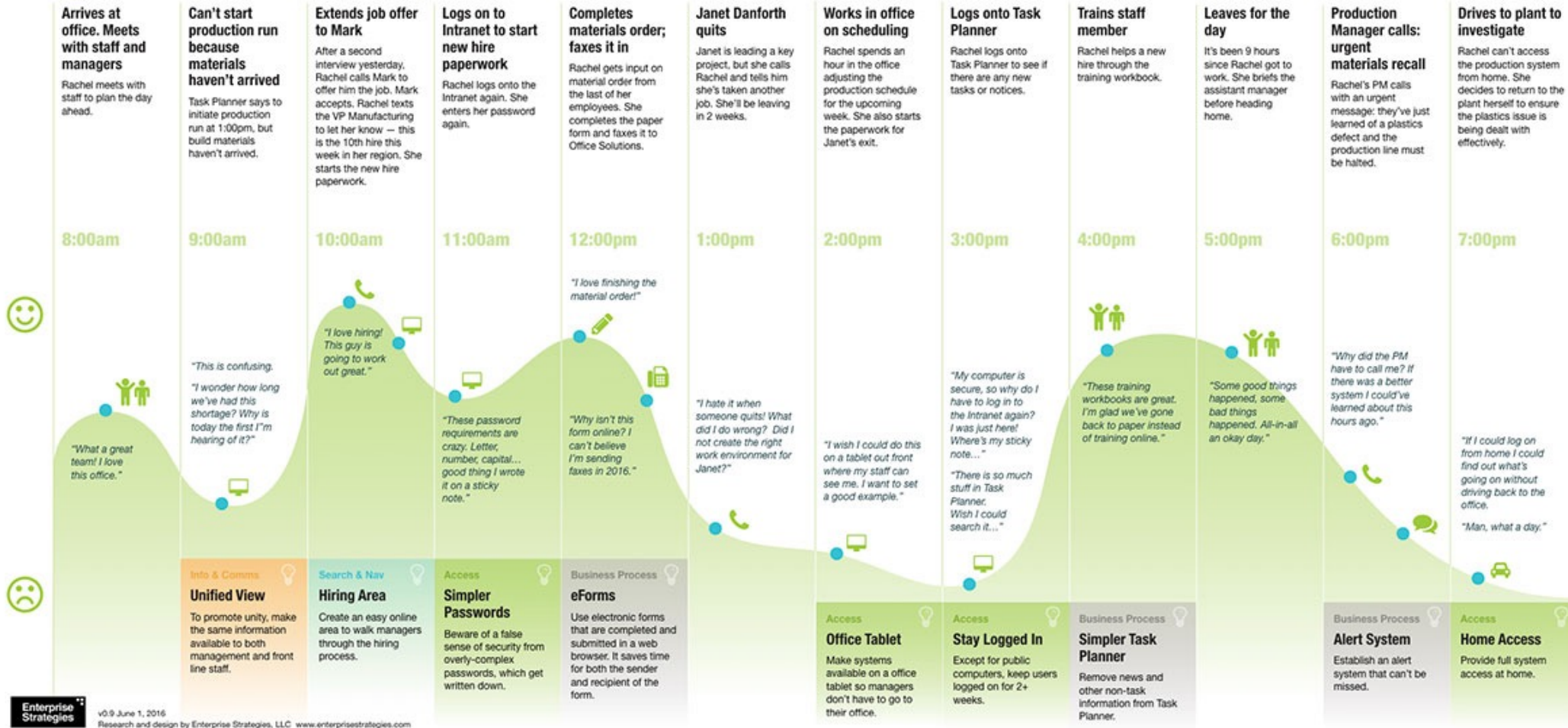
3 years at Enterprise



Houston, Texas



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? How did you interact with it?
 - Where **should AI** have come in?
 - Where **shouldn't AI** have come in?

Journey Map

3. (15 minutes) Discuss with your group
 - 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, and create a common map.
5. Create a couple of slides (with common themes, differences, and the common map)

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?
 - which interaction paradigms to use?
 - any common themes among these solutions?
3. Take some notes and create a couple of slides

Journey Map

6. (5 minutes) Share with the class the slides you prepared

Submission Instructions

- One per team, choose a "submitter"
- Convert the set of slides in PDF and name it as follows:
Lastname_Firstname_ex2.pdf (example: Monge_Alberto_ex2.pdf)
- Upload the resulting file to OwnCloud, at the following URL:
<https://baltea.polito.it/owncloud/index.php/s/84x3KjpxUc65Ha5>
- By the end of the week (**Jan 30, 2022**)

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/>