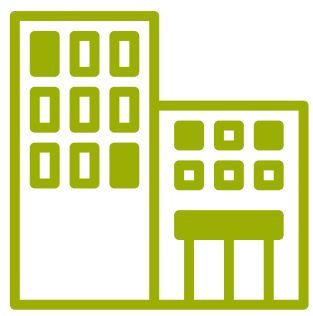


ARTIFICIAL INTELLIGENCE

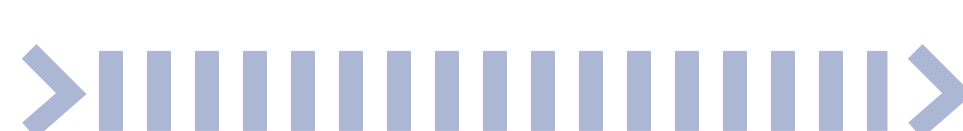
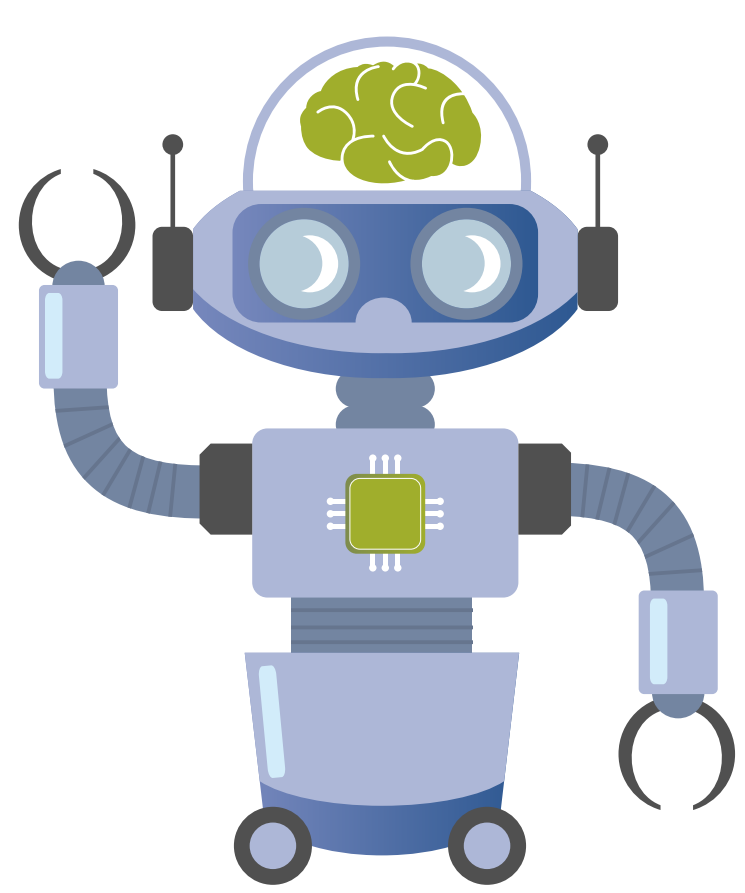


Digital life is all about **people and strong research** is key to understanding them. At our Digital Experience Research Center in the **everis Living Lab**, we want to get to know people!

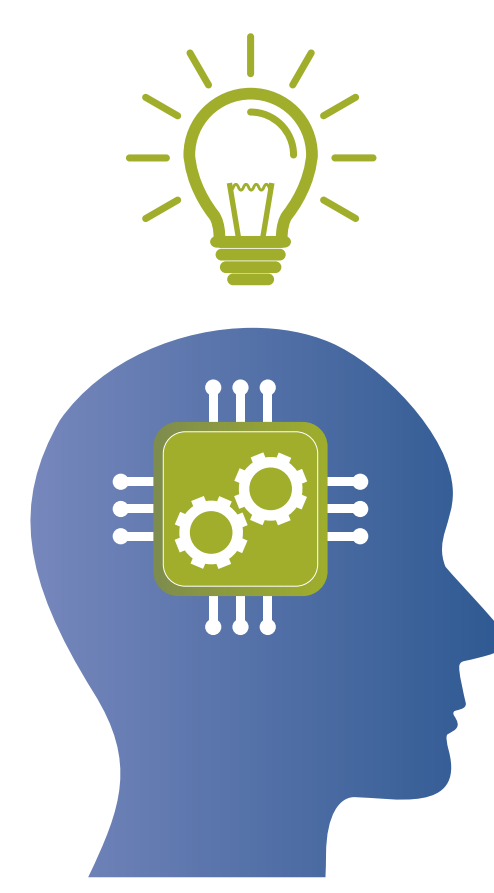


As part of the **“Users in Tech”** series, this study explains how end-users are aware of and accept AI in their daily lives to unveil implications for successful design of AI-based products.

1 AI PERCEPTION



2 AI AWARENESS



Users, heavily influenced by news media, **fear** a bleak AI dystopia (i.e., robots taking over humans) but **cheer on** “ordinary” AI applications incorporated in everyday life.

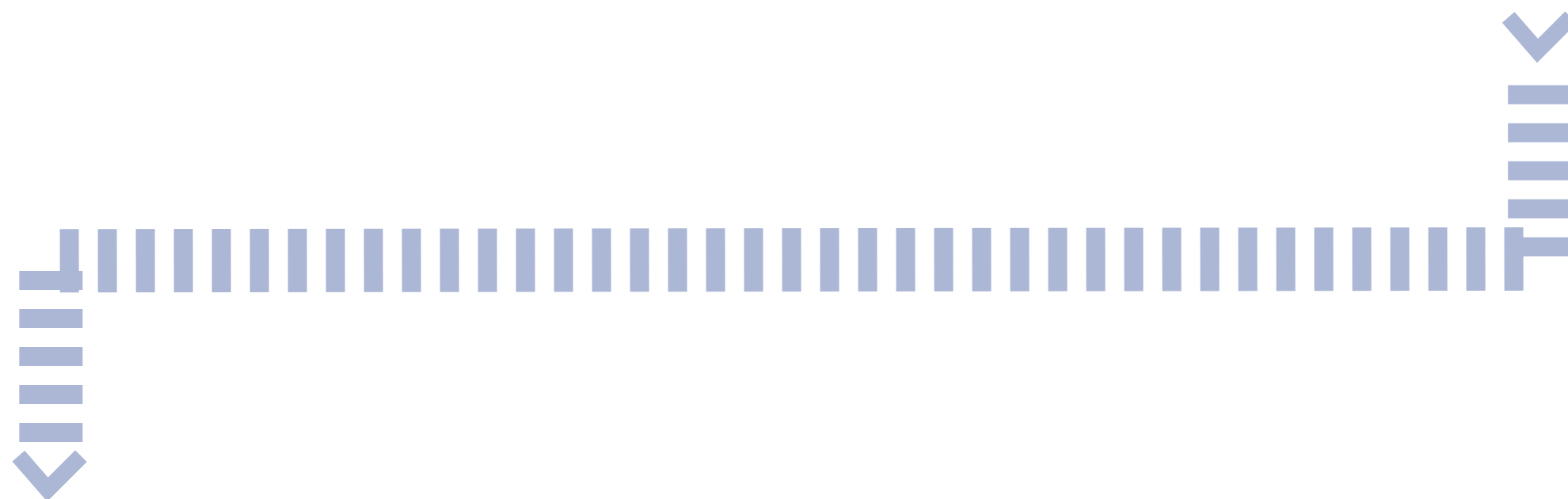
✓ The language of the user should be understood and used when introducing new products and services.

Ex. Introduce widely-known, “easy going” terms such as “smart” and “assistant”. Avoid using highly technological, engineer-like jargon that may scare late adopters.

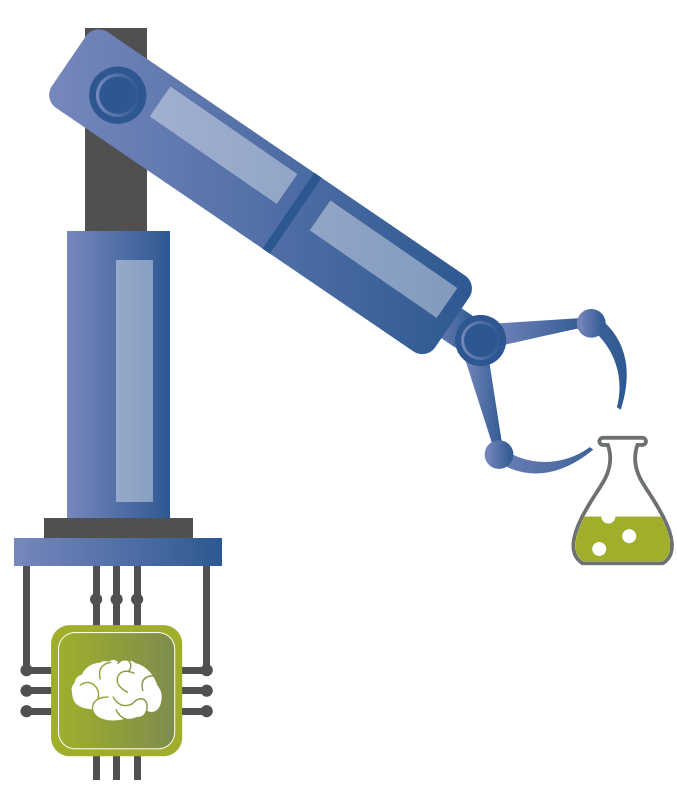
Users **cheer** on what they know and incorporate AI on a daily basis, but are remarkably **afraid** of new AI capabilities that may go beyond their control.

✓ Products and functionalities should be introduced gradually and capitalize on what users already know and are familiar with.

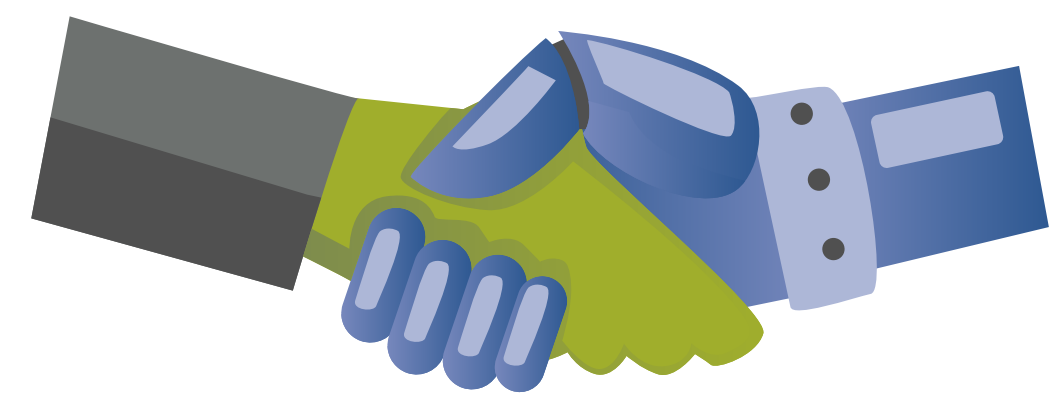
Ex. Gradually disclose functionalities so that users grow accustomed to what the new product has to offer and don't recoil at capabilities perceived to be intrusive.



3 AI IN DAILY LIFE



4 THE FUTURE OF AI



Users **cheer** AI when it helps them to live safer and healthier lives, but **fear** it when it is perceived to replace human interaction, emotional intelligence and judgement.

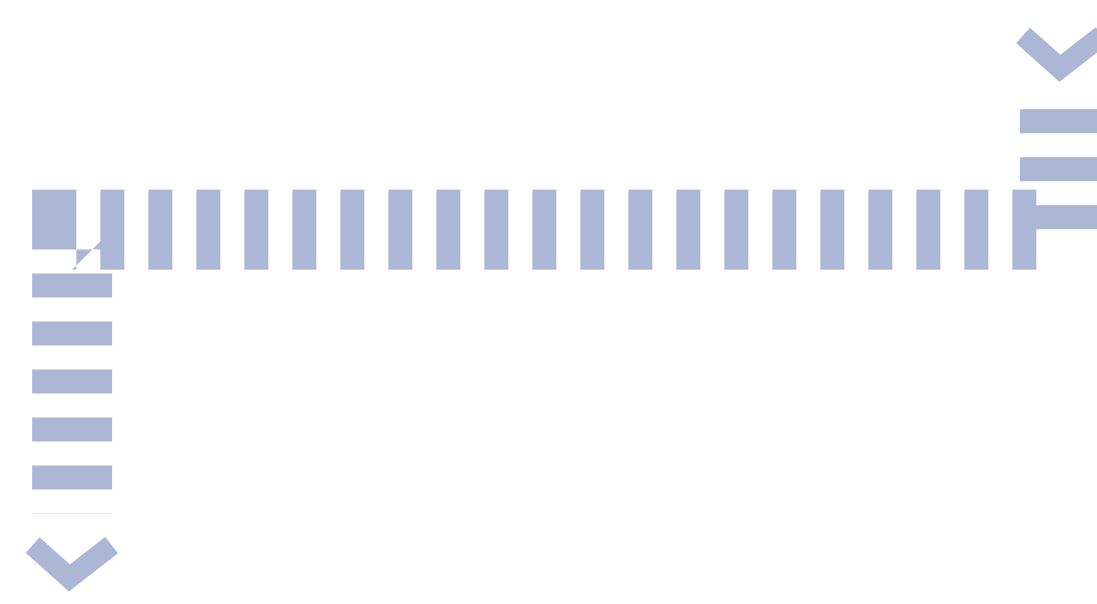
✓ AI products should complement human aptitudes and skills, but never replace them.

Ex. Always give users the possibility to take control and regain power – users don't like to lose “human” privileges, such as making complex decisions, to machines.

Users perceive that the evolution of AI is limitless and fear its misuse and resultant negative social impact (i.e., full dependency on AI) as well as technology taking over tasks of interaction, customer and emotional support.

✓ AI products should be developed in a way that they enhance and safeguard the human essence and values such as empathy, free will and self-expression.

Ex. Be extra careful when designing AI-based products that carry out tasks regarded as intrinsically human; users welcome support but do not want to feel “left aside” nor disposable.



What now?

TO CREATE MORE VALUABLE AI PRODUCTS, BRING THE USERS TO THE CENTER OF THE DESIGN PROCESS



WHEN PLANNING

Set a user centred product strategy

- ✓ Plan the right products for the right people
- ✓ Identify and address the users' real pain points



WHILE CREATING

Involve users in the creation process

- ✓ The acceptance of new products will be higher when users cocreate and provide feedback
- ✓ Consider both efficiency and emotional response to decide on the suitability of AI applications



WHEN LAUNCHING

Educate users and spread the message

- ✓ Help users to understand the value the product delivers
- ✓ Be careful to set the right expectations