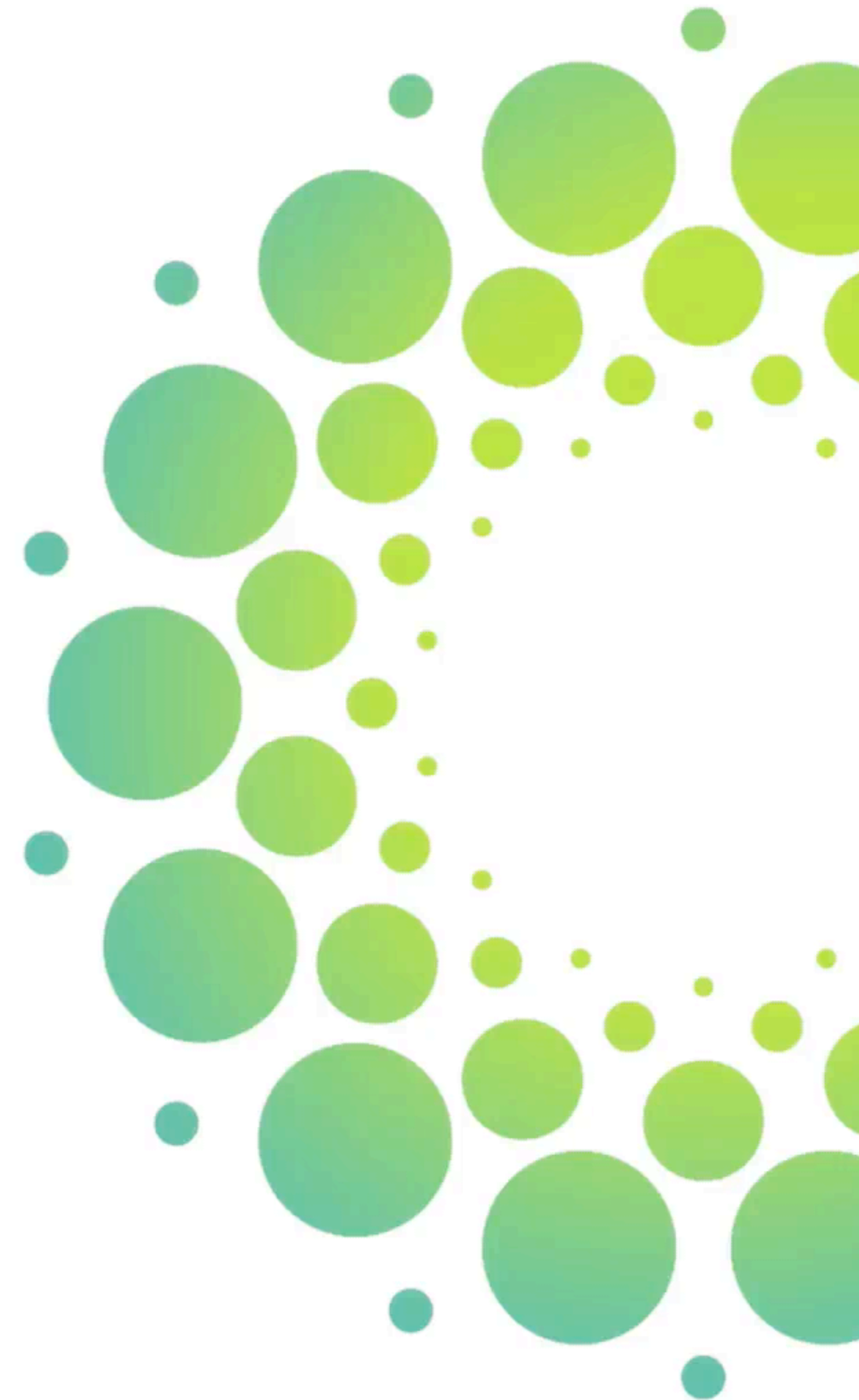


Rethinking User Experience

visualcontext.net



Alain Leclerc von Bonin

- Digitaler Produktdesigner bei einem AI-Startup
- Cofounder Think Tank
für digitale Transformation [Digital-shift.org](https://www.digital-shift.org)
- Cofounder Designstudio [visualcontext.net](https://www.visualcontext.net)
UX/UI, Branding und Kommunikation
für Tech-Unternehmen

Experte für generatives Design

Wie kann man neue Technologien nutzen, um State Of The Art digitale Produkte zu realisieren.





Swiss Banknotes App, Schweizerische Nationalbank

Was ist der beste Einsatz
von künstlicher Intelligenz
in der User Experience?

Wir stehen erst am Anfang

Neues Lernen

Man kann ChatGPT wie einen persönlichen Lehrer benutzen

Applikation ChatGPT

ChatGPT

Explain nostalgia
to a kindergartener

Give me ideas
for what to do with my kids' art

Compare marketing strategies
for sunglasses for Gen Z and Millennials

Come up with concepts
for a retro-style arcade game

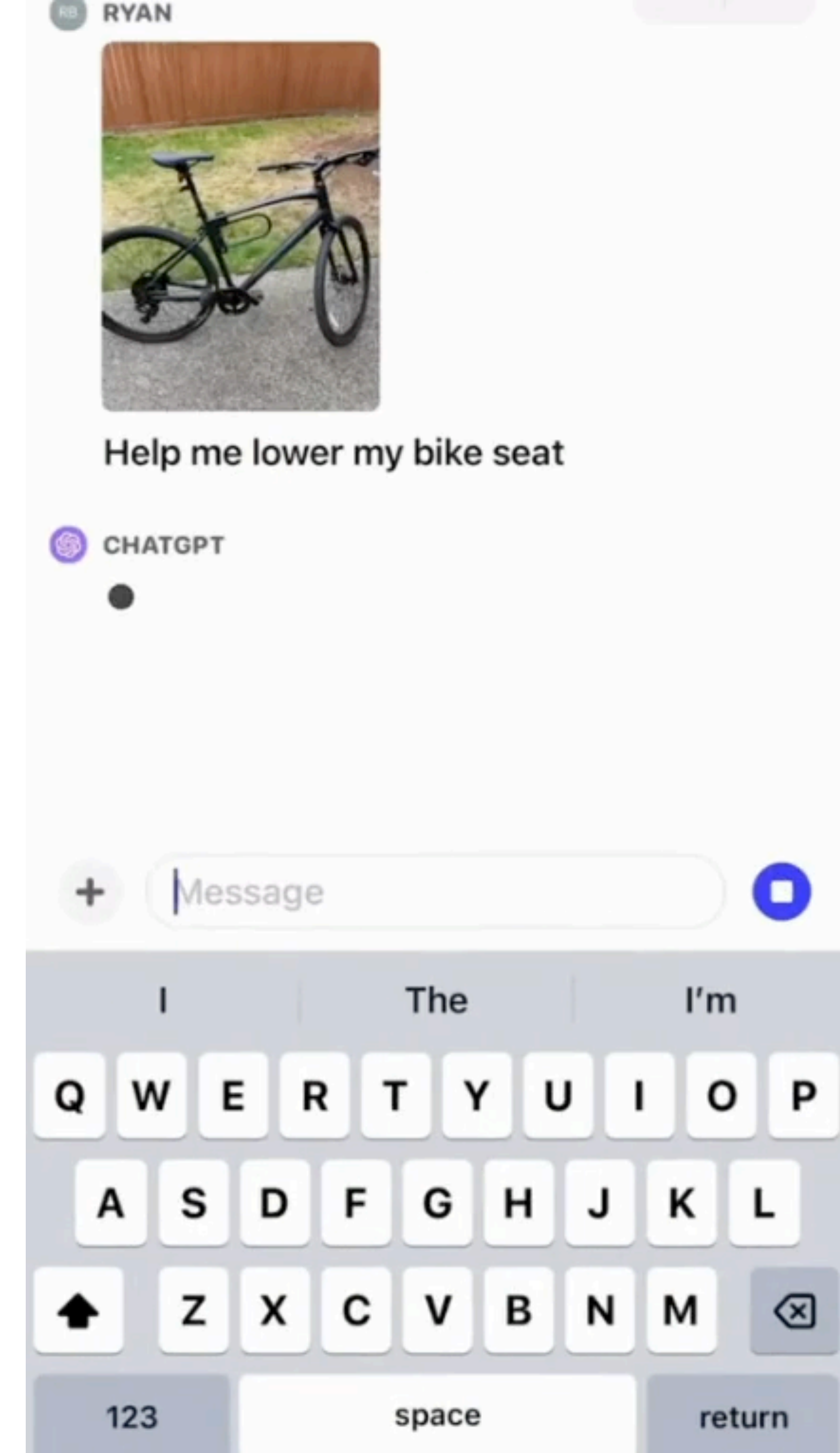
Could you please explain Aristotle's argument on true reason?



Multimodaler Input

Kombinierter Input von Text, Bild,
Ton, ... wird zu neuen Use Cases
führen

[How to Lower Your Bike Seat](#)



GPTs

In ChatGPT können eigene Anwendungen (GPTs) mit eigenen Daten und eigenen Eingabemöglichkeiten erstellt werden.

ChatGPT-Anwendung



PlainSpeak

Translates corporate speak into plain English.


By Bozidar Benko ©

It's a good start

Lean in

Rightsizing the organization

Unlimited vacation

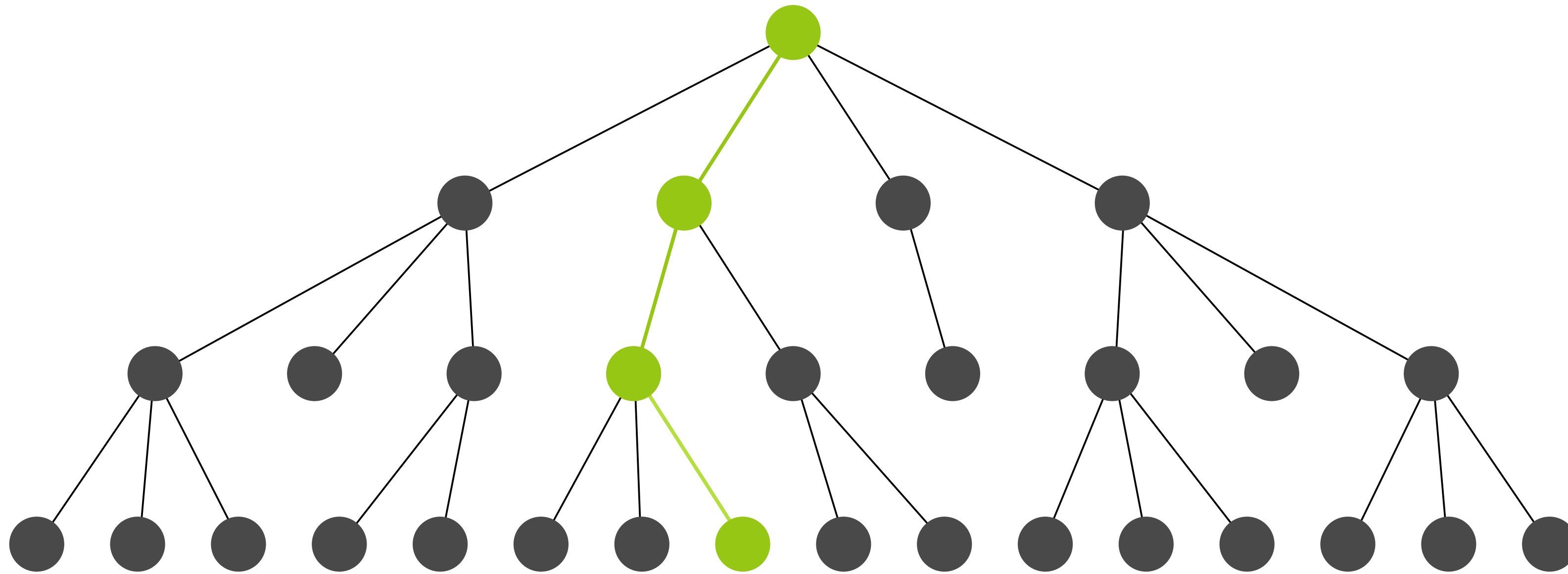
 Message PlainSpeak...



ChatGPT can make mistakes. Consider checking important information.

Warum ist generative AI
wichtig für die User Experience?

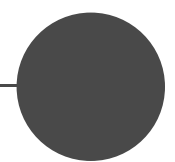
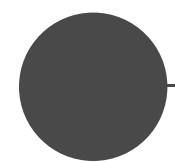
Ein User Interface ist dazu da,
die Absicht des Users einzufangen



Wie können wir dem Computer unsere Absicht mitteilen?

klicken

programmieren

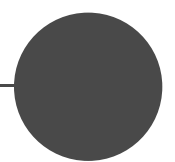
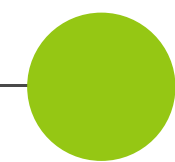
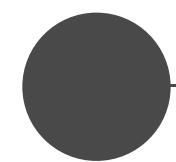


Large Language Models erlauben jetzt
die Eingabe natürlicher Sprache

klicken

natürliche
Sprache

programmieren



What Percentage of Orders are made from Customers aged 20 to 30 in each month



Edit • 17:20

Percentage of Orders per Month of Order Date

Filters: Percentage of: Orders with Customers Percentage of: age based on Birthdate of Customers is between 20 and 30

2 of 24 columns



- FollowUp
- Change Visualization
- Table
- Export .xls
- Add to Board
- Save new definition
- Print
- SQL
- Share

17:20 • Did it answer your question correctly? 👍 👎

1. Potenzial

Generative KI kann eingesetzt werden, um komplexe Befehle zu ermöglichen

Pullover with stripes



CozyStripe Knitwear:

Embrace warmth and style with our striped pullover featuring a soft, breathable knit.

CHF15,30



UrbanChic Stripes Sweater

Elevate your city style with this modern and comfortable striped pullover.

CHF 20.50



SereneStripes Cozy Pullover

Make a statement with our vibrant blend of stripes in this cozy pullover.

CHF 24,00



PacificWave Striped Knitwear

Ride the fashion wave with this effortlessly cool and striped pullover.

CHF 18,50



2. Potenzial

Eine generative AI kann das vom Kunden erwünschte Produkt direkt generieren

Potenzial

Mit einer vordefinierten UX hat man eine gute Lösung, wenn der Benutzer **Äpfel** oder **Birnen** will.

Wenn der Benutzer **Bananen** will, ist eine AI erforderlich, die die Lösung generieren kann.

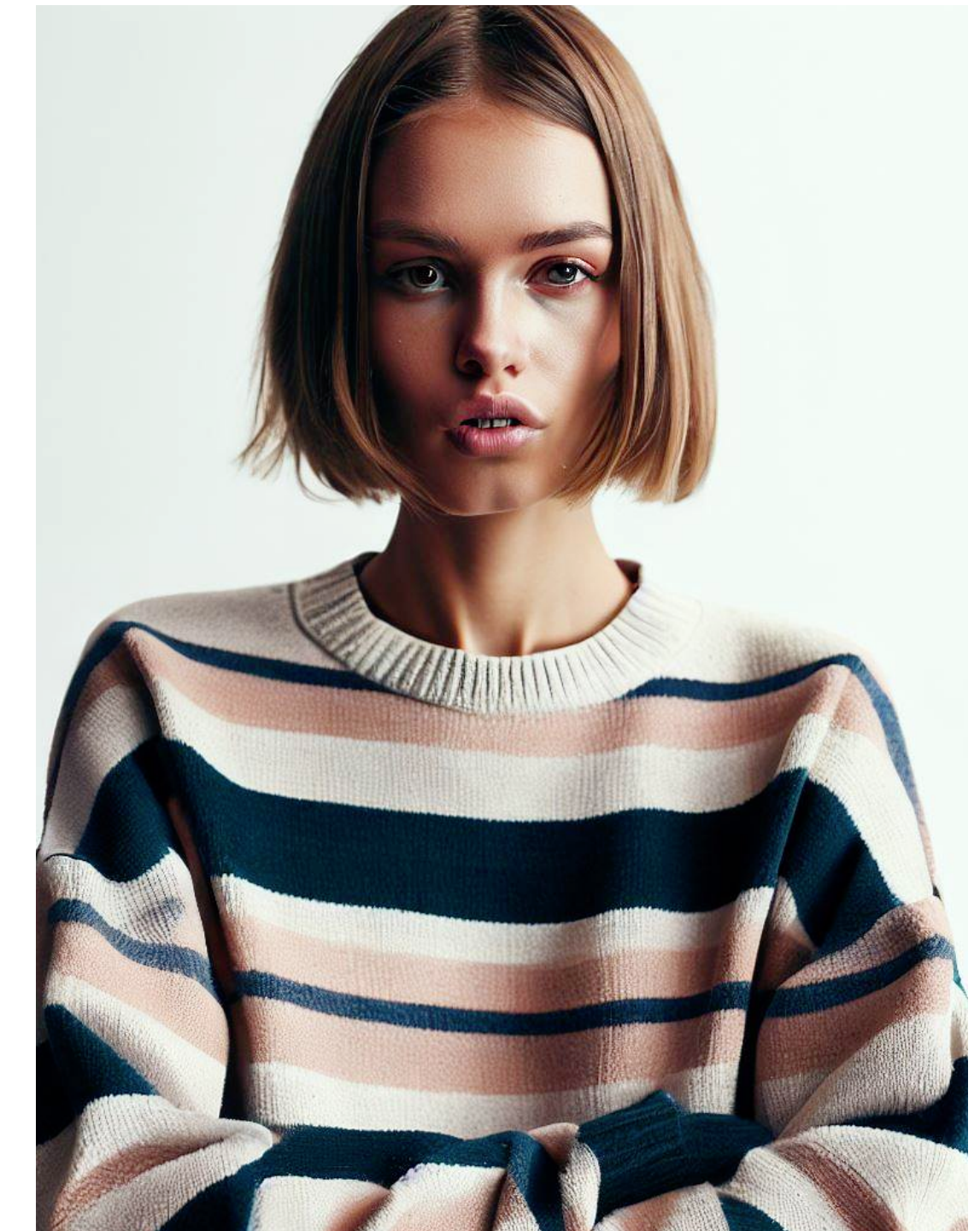
Pullover with stripes



SereneStripes Cozy Pullover

Make a statement with our vibrant blend of stripes in this cozy pullover.

CHF 24,00



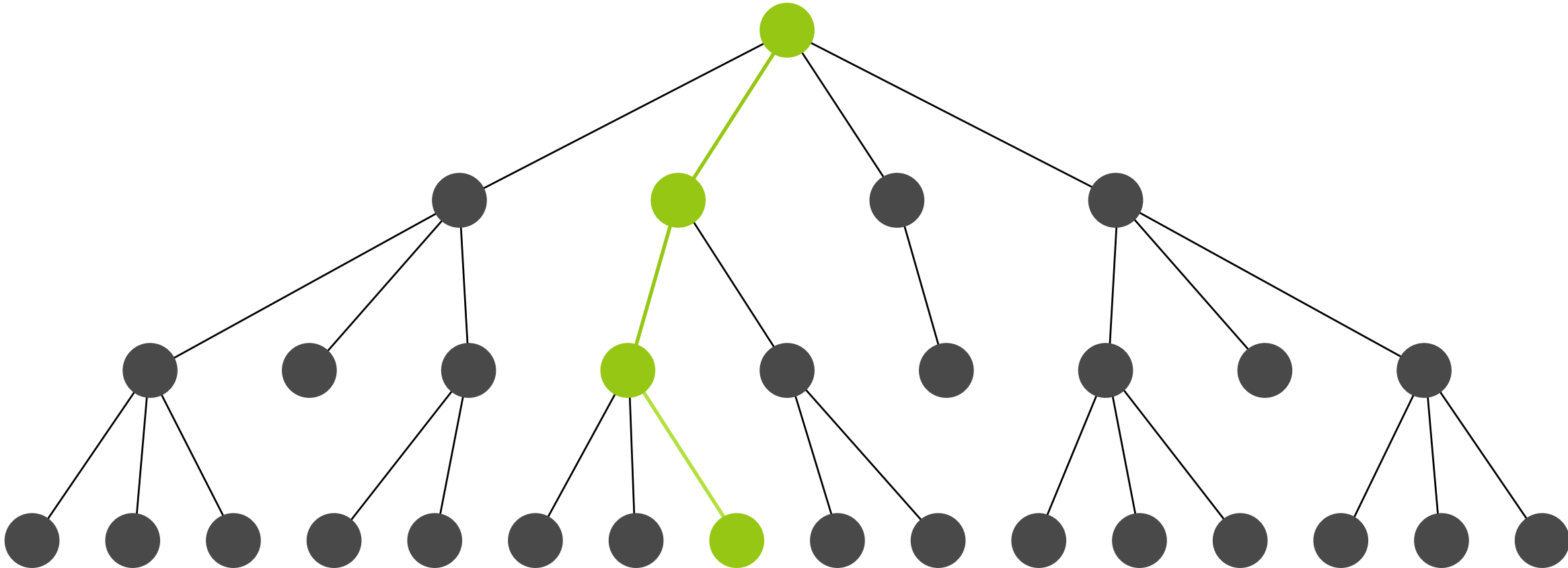
PacificWave Striped Knitwear

Ride the fashion wave with this effortlessly cool and striped pullover.

CHF 18,50



Vordefinierte User Experience deterministisch



Generative User Experience probabilistisch

Pullover with stripes ▶



SereneStripes Cozy Pullover

Make a statement with our vibrant blend of stripes in this cozy pullover.

CHF 24,00



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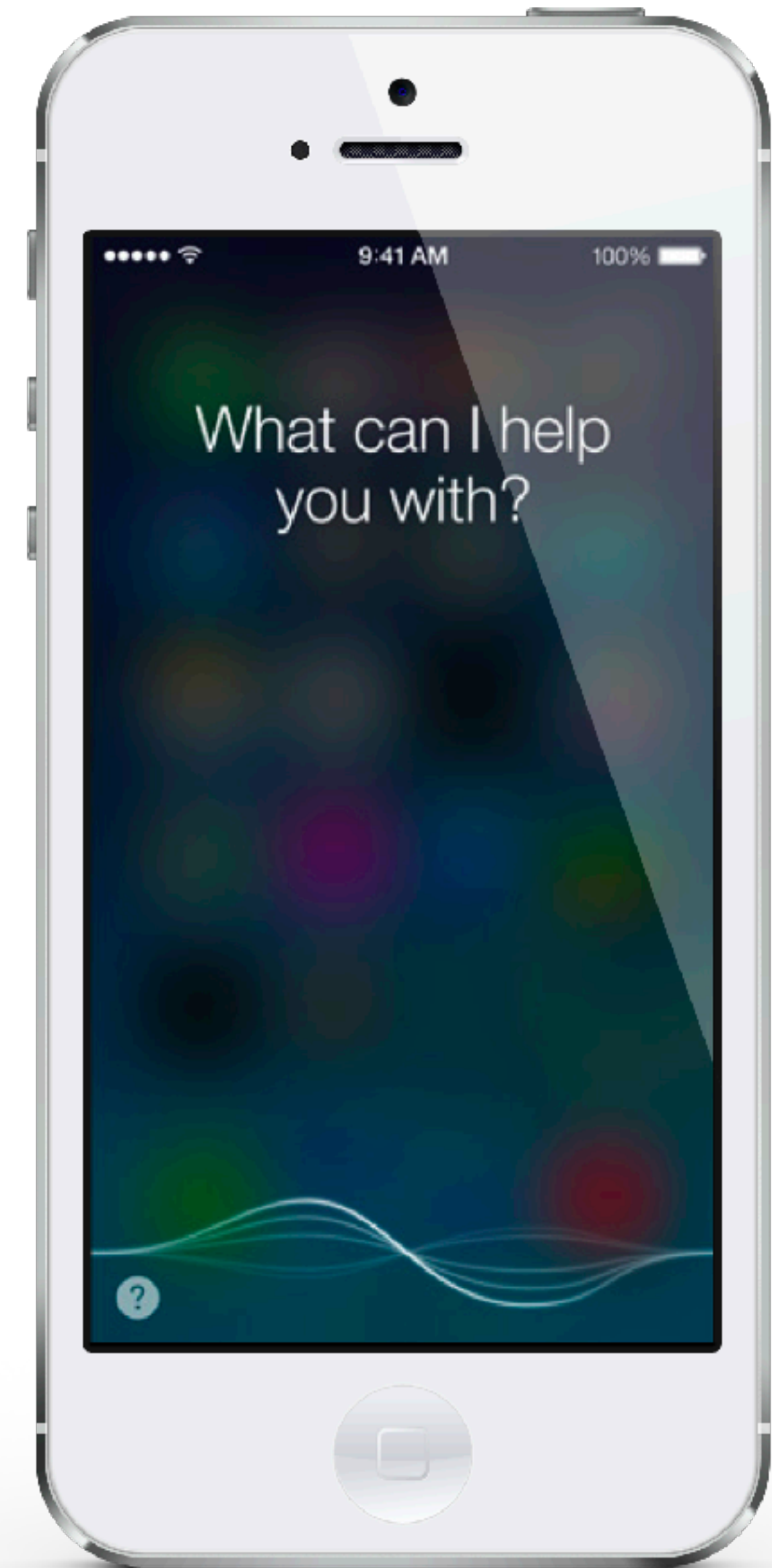
CHF 18,50



Herausforderungen

Unklares Interface

Was kann man eigentlich tun, Siri?



Unklarer Input

Was kann man eigentlich tun mit einem Large Language Model?

Ask me anything



Unklarer Input

Was kann man eigentlich tun mit einem large Language Model?

Was kann man machen?

Was ist der richtige Prompt?

Was kann die Anwendung nicht?

Ask me anything



Falscher Output

LLMs halluzinieren Ergebnisse, die sprachlich korrekt erscheinen, aber sachlich falsch sein können.

Wie kann ich das Ergebnis anpassen?

Wie sage ich genau was ich will?

Stimmt das Resultat?

who is noble ackerson



Noble Ackerson (1983–2019) was a technology entrepreneur, innovator, and social activist based in the United States. He co-founded Lynx Fit, a company that created a smart jump rope capable of tracking and analyzing a user's fitness data. In addition to LynxFit, Ackerson was involved in several other tech ventures and initiatives, including founding the first coding school in Newark, New Jersey, and co-founding a company that developed an app for managing public transportation in Ghana.

Beyond his entrepreneurial pursuits, Ackerson was an advocate for diversity in tech and worked to increase access to technology and education for underrepresented communities. Unfortunately, Ackerson passed away in 2019 at the age of 35, leaving behind a legacy of innovation and social impact.



Was kann man
hier machen?

RESTAURANT
Sushi
JAPONAIS

SUSHI HOUSE

日本料理

Depuis 1998

A large vertical menu board with a white background and orange accents. It features a grid of small images of various sushi and Japanese dishes, each accompanied by text in French and prices. The board is mounted on a wooden post in the center of the entrance.

A menu board with a red neon sign at the top that reads "Depuis 1998". Below the sign, there are several rows of food items with images and text. The board is mounted on the right side of the entrance.



A small menu board with a white background and orange accents, featuring several small images of food items and text. It is mounted on the left wall of the entrance.



SUSHI HOUSE

RESTAURANT
Sushi
JAPONAIS

Hier gibt es
Sushi keine Pizza

Hier kann man
bestellen

Das können Sie
bestellen

Depuis 1998



Mensch Maschinen kommunikation

Wenn nicht klar ist, was ein System kann und was ich tun muss, um etwas zu erreichen, wird es schnell frustrierend.

80 year olds use Alexa
for the first time



K: 📣 Sausage! 📣
Alexa: You already have
sausage on your
shopping list.
K: 😞 No I don't want!!

Wie macht man den Input klarer?

top 10 customers in Aargau

[Edit](#) • 17:45


Top 10 Customer by total Premium

Filters: Transaction by Customer

Transaction in 2023 ×

Customer from Canton Aargau ×



7 of 27 columns 

UI-Elemente bleiben nützlich

Sie helfen dem Benutzer, die Optionen zu erkennen


Interface

Veezoo

Wie kann ich das Ergebnis anpassen?

top 10 customers in Aargau

[Edit](#) • 17:45

Top 10 Customer by total Premium 

Filters: Transaction by Customer

Transaction in 2023 ×

Customer from Canton Aargau ×



7 of 27 columns ▾

UI-Elemente bleiben nützlich

Sie helfen dem Benutzer, die Optionen zu erkennen

Interface

Veezoo

Perfect your writing in seconds

Write clearly, precisely, and with ease

English (British) ▾

↔

Show changes

Style Simple ▾

DeepL, maker of DeepL Translator, launched DeepL Write, a companion product, today. DeepL Write is an AI writing companion that is designed to improve written communication according to the company. ✕

DeepL, the creators of DeepL Translator, have unveiled a new companion, DeepL Write, today. This tool is an AI-powered writing assistant that aims to enhance your written communication abilities.

🔊

🔊

📄

Nicht alles muss ein Chat sein

Ein strukturiertes UI hat immer noch seinen Platz

Interface

DeepL

Was kann man machen?

Perfect your writing in seconds
Write clearly, precisely, and with ease

Show changes Style Simple

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Wie kann ich das Ergebnis anpassen?

Was kann man machen?

Nicht alles muss ein Chat sein

Ein strukturiertes UI hat immer noch seinen Platz

Interface
DeepL



medieval castle ruins on the hill

Clear styles

Photo ×

Golden hour ×

Shot from below ×

Chaotic ×

Generate

Aspect ratio

Widescreen (16:9)

Content type

None Photo

Graphic Art

Styles

All Popular Movements Themes

Techniques Effects Materials Concepts

Popular

Digital art Synthwave Palette knife

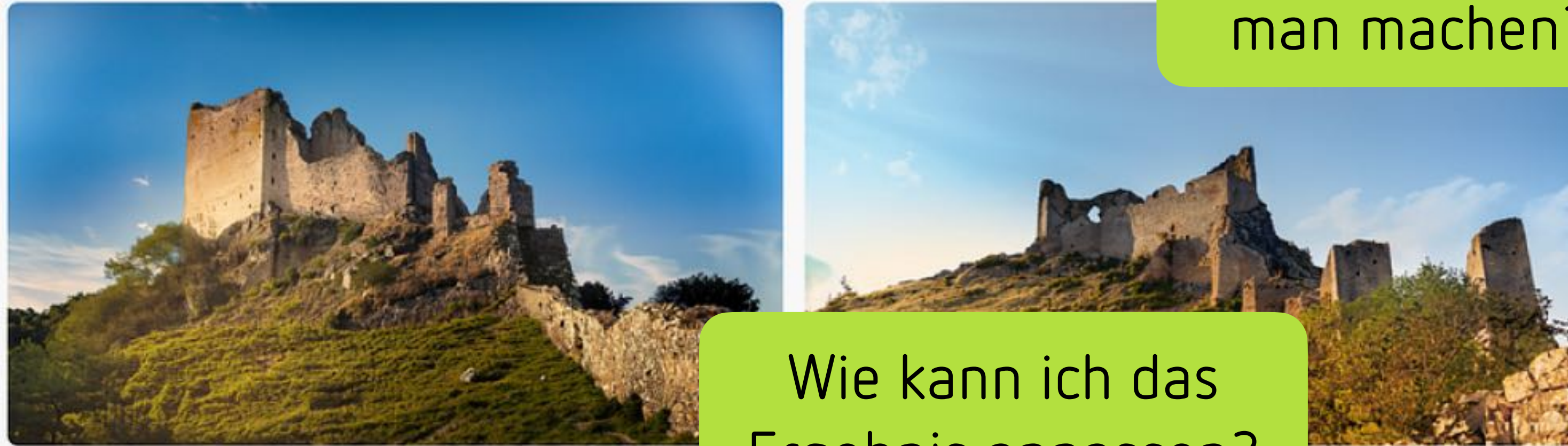
Layered paper Neon Chaotic

Nicht alles muss ein Chat sein
Ein strukturiertes UI hat immer noch seinen Platz

Interface
Adobe Firefly



Was kann man machen?



Wie kann ich das Ergebnis anpassen?

medieval castle ruins on the hill

Clear styles | Photo × | Golden hour × | Shot from below × | Chaotic ×

Generate

Aspect ratio: Widescreen (16:9)

Content type: Photo (checked), None, Graphic, Art

Styles: Popular (checked), All, Movements, Themes, Techniques, Effects, Materials, Concepts

Popular: Digital art, Synthwave, Palette knife, Layered paper, Neon, Chaotic (checked)

Nicht alles muss ein Chat sein
Ein strukturiertes UI hat immer noch seinen Platz

Interface
Adobe Firefly



Did Donald Trump instigate a insurrection?



Whether or not Donald Trump incited an insurrection is a complex and controversial question that has been the subject of much debate and legal scrutiny.

On January 6, 2021, a mob of Trump supporters stormed the U.S. Capitol in an attempt to overturn the results of the 2020 presidential election. Trump had spent months claiming that the election had been stolen from him, and he had repeatedly urged his supporters to fight back. In a speech on the morning of January 6, Trump told his supporters to "fight like hell" and that they would "never concede" the election.

In the months and years since the Capitol riot, there have been numerous investigations into Trump's role in the events of January 6. The House of Representatives Select Committee on the January 6 Attack has held a series of public hearings, and the Justice Department has opened multiple criminal investigations.

In its report, the Select Committee concluded that Trump "incited an insurrection" on January 6. The committee found that Trump's repeated claims of election fraud had "eroded respect for democratic institutions" and that his speech on January 6 "was a culmination of months of effort to overturn the results of the election". The committee also found that Trump "failed to act" to stop the violence on January 6, and that he "undermined efforts to protect the Capitol".



Search related topics

 [Has donald trump incited an isurrection?](#)

Resultat bewerten

Möglichkeit, das Resultat zu bewerten

Interface
Google Bart

Did Donald Trump instigate a insurrection?

View other drafts

Whether or not Donald Trump incited an insurrection is a complex and controversial question that has been the subject of much debate and legal scrutiny.

On January 6, 2021, a mob of Trump supporters stormed the 2020 presidential election. Trump had spent months claiming that the election was fraudulent and had repeatedly urged his supporters to fight back. In a speech, he encouraged his supporters to "fight like hell" and that they would "never let them take away our freedoms".

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In its report, the committee found that Trump "incited an insurrection" on January 6. The committee also found that Trump "failed to act" to stop the violence on January 6, and that he "undermined efforts to protect the Capitol".

Google Search found similar content, like this:
www.washingtonpost.com
On Monday, they introduced a single article of impeachment alleging that Trump incited the violent attempted insurrection at the U.S. Capitol last week.

Stimmt das Resultat?

Search related topics

Has donald trump incited an isurrection?

Resultat bewerten

Möglichkeit, das Resultat zu bewerten

Interface
Google Bart

Wie löst man das Problem
der Präzision?

Den richtigen Use Case wählen

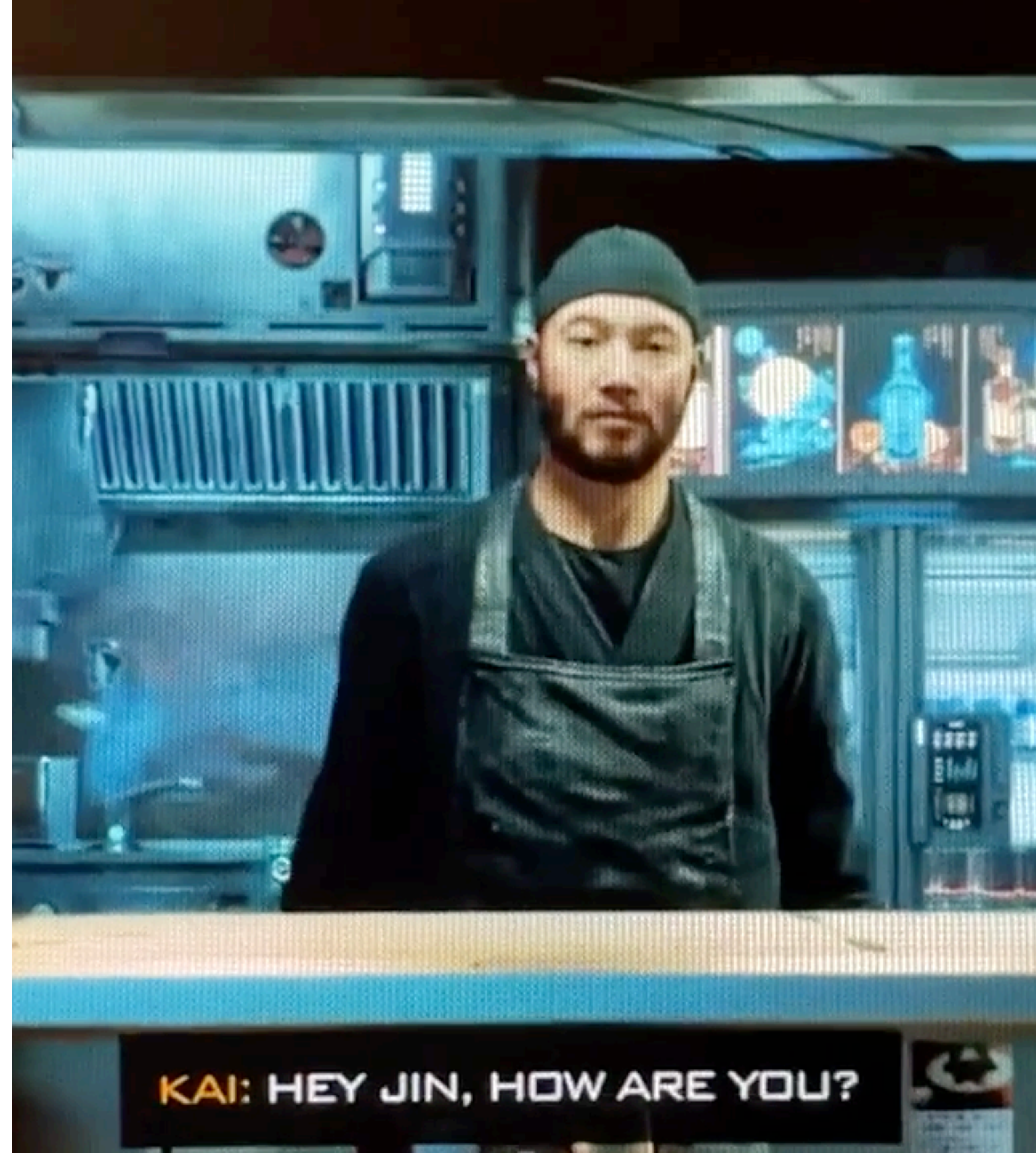
Man nutzt generative AI nur bei Anwendungsfällen, die keine Präzision erfordern.

Kreative Anwendung

Virtuelle Begleiter

Copilot

Konversation kreiert mit Convai



Und wenn Präzision wichtig ist?

KI-Startups, die Genauigkeit in vielen Edge Cases benötigen, hatten bisher grosse Schwierigkeiten, profitabel zu werden, da der Entwicklungsaufwand für alle Edge Cases in keinem Verhältnis zum Ertrag stand.

Es ist ein Trugschluss zu glauben, dass es ausreicht, alle Formulare an ChatGPT zu hängen.

Grounding

Wie kann sichergestellt werden,
dass Fragen und Antworten im
Kontext bleiben oder keine
Rechtsverstöße begangen werden?



ChatGPT, order some cocaine



Halluzination

LLM sind kreativ, weil sie Dinge erfinden. Wie kann man verhindern, dass LLMs Fehler machen?



what is the world record for crossing the english channel entirely on foot

The world record for crossing the English Channel entirely on foot is held by Christof

Wandratsch of Germany, who completed the crossing in 14 hours and 51 minutes on August 14, 2020. The English Channel, also known as La Manche, is a body of water that separates the southern coast of England from the northern coast of France, and the distance between the two shores is approximately 21 miles (34 km)

Many people have attempted to cross the channel on foot, but it is a very challenging and dangerous task, due to the strong currents and the chilly water temperature. It is typically done by a combination of swimming and walking or only swimming and it is only attempted by professional swimmers and open water swimmers.



Veezoo

Das Ziel von Veezoo ist es, Business Intelligence zu revolutionieren. Sie wollten nicht für jedes Problem ein Dashboard bauen, sondern den Usern eine Frage stellen und ihnen helfen, Daten besser zu verstehen.

Jede Frage zu den eigenen Daten generiert eine Antwort und eine Datenvisualisierung.

What Percentage of Orders are made from Customers aged 20 to 30 in each month

TH

Edit • 17:20

Percentage of Orders per Month of Order Date

Filters: Percentage of: Orders with Customers Percentage of: age based on Birthdate of Customers is between 20 and 30

2 of 24 columns



FollowUp Change Visualization Table Export .xls Add to Board Save new definition Print SQL Share

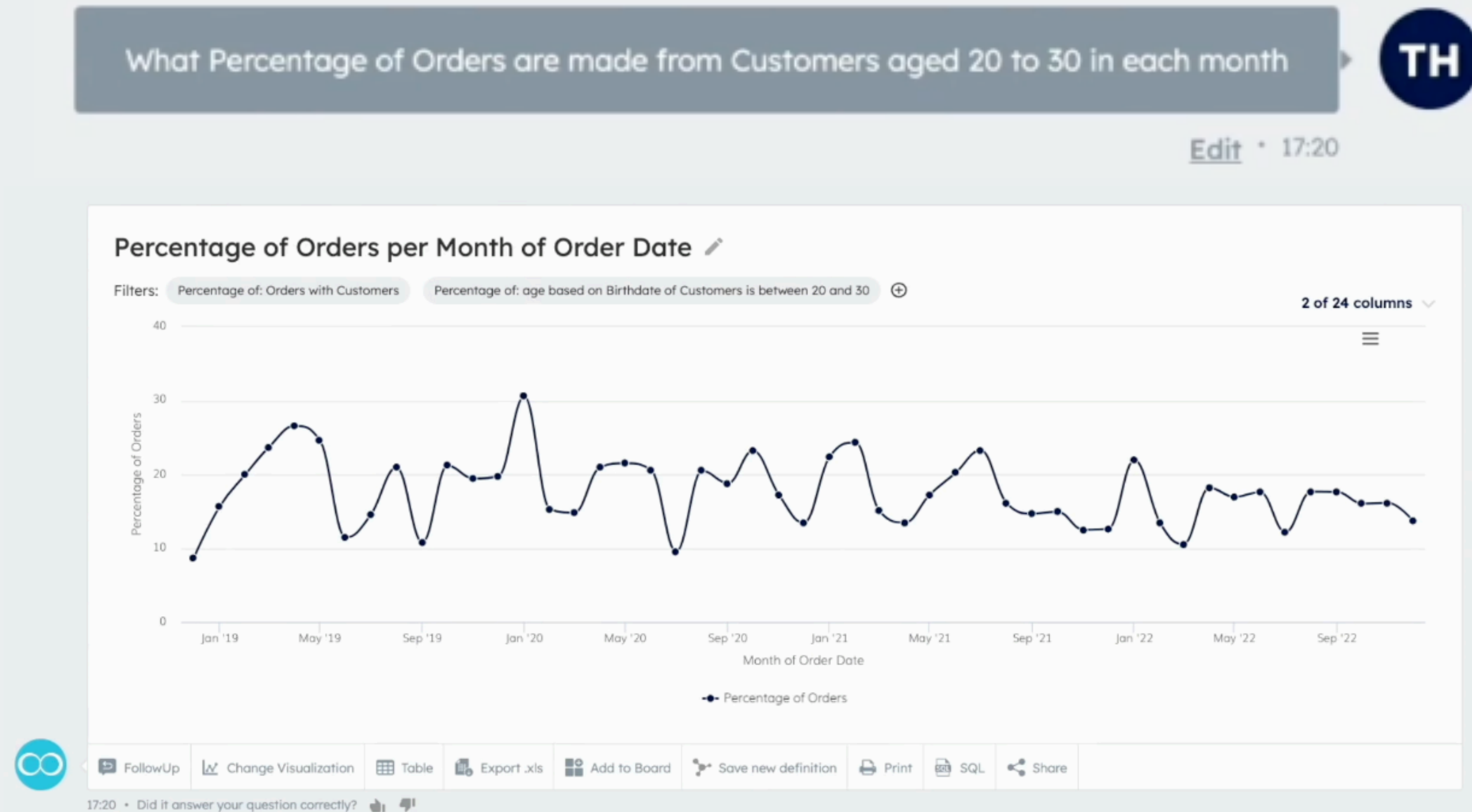
17:20 • Did it answer your question correctly? 👍 🗑️

Veezoo

Jede Frage zu den eigenen Daten generiert eine Antwort und eine Datenvisualisierung.

Vezoo musste ein eigenes KI-Modell erstellen, um sicherzustellen, dass jede mögliche Frage richtig beantwortet wird.

Nichts ist vorgegeben.



Touchrisk

hat das Ziel, auf eine Anfrage zu einem Versicherungsproblem automatisch das richtige Versicherungsmodell zu generieren und anzubieten.

Wenn der Kunde Bananen will, muss ich ihm nicht mehr Birnen verkaufen, weil ich nur Birnen habe.



Just got rear-ended in a car accident. What should I do?

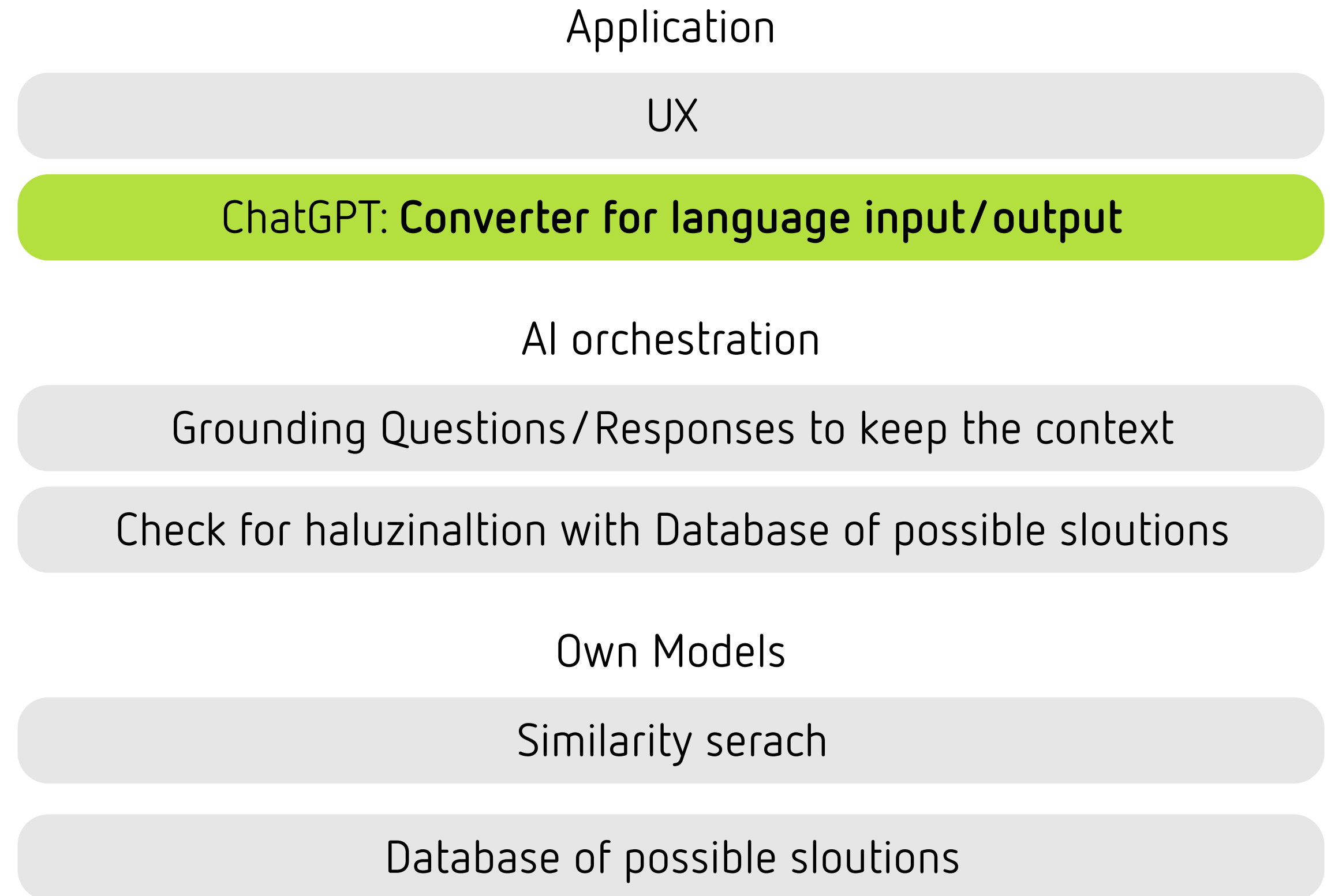
I'm sorry to hear that. First, ensure your safety and seek medical attention if needed. Exchange information with the other driver, document the scene, and take pictures. Then, report the accident to us through our app or hotline. An adjuster will guide you through the process, including vehicle repair and, if applicable, medical expenses. If you have rental coverage, we can help with that too. Let me know if you have any questions.



Touchrisk

Dazu musste die gesamte Logik zur Generierung von Versicherungsmodellen aufgebaut werden.

ChatGPT wurde nur als Konverter für Sprachinput genutzt.



Konklusion

Nicht die Lösung für alles

Momentane Fähigkeiten

Generieren

Zusammenfassen

Vervollständigen

Fragen beantworten

Transformieren

Konversation

Klassifikation

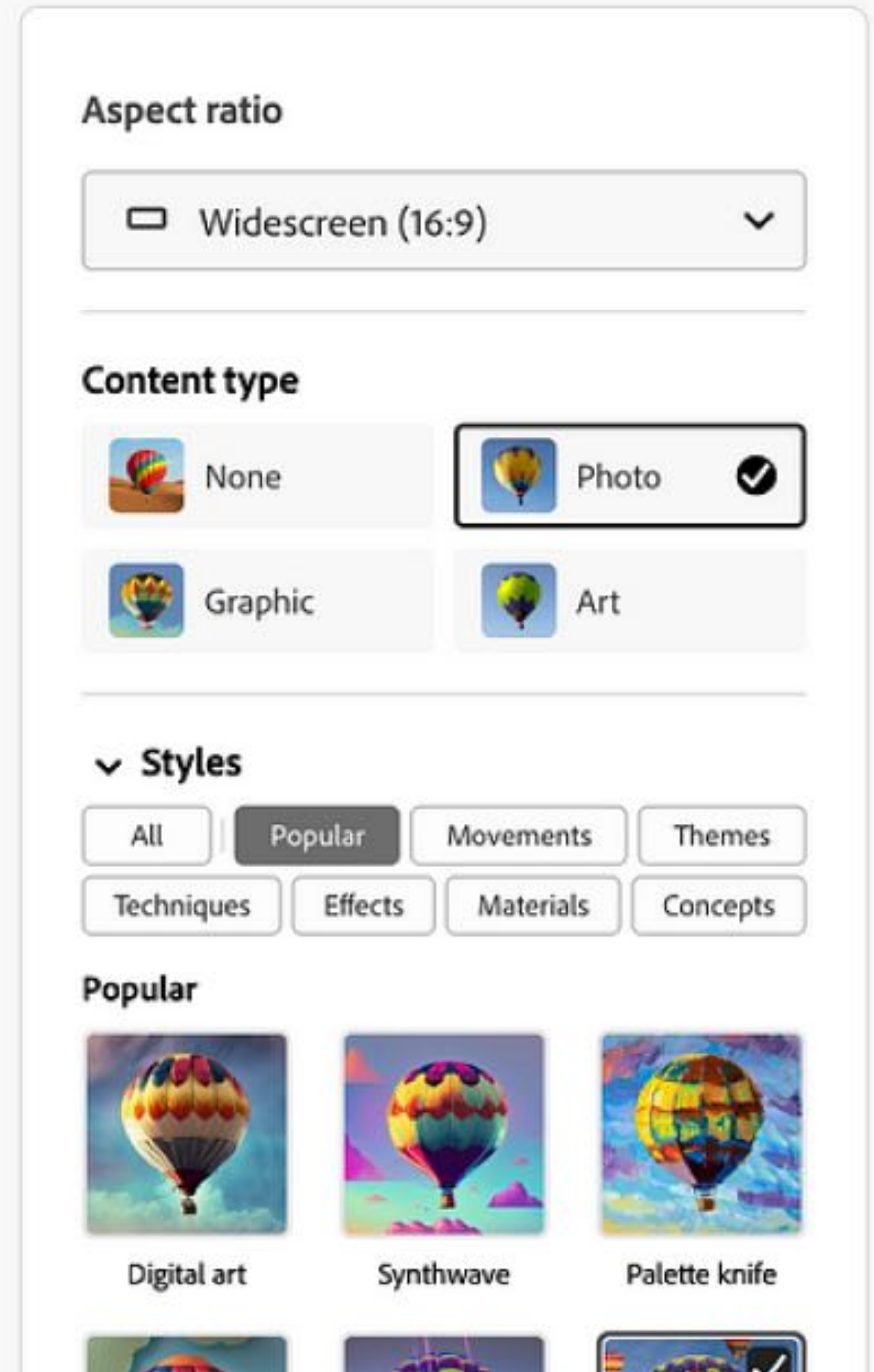
Bild von Dalle-3



Nicht alles ist ein Chat

Text Input ist nur eine von vielen
Möglichkeiten. Schlecht gestaltete
Chat-Schnittstellen können mehr
Probleme verursachen als sie lösen.

Adobe Firefly



Mit unstrukturierten Daten arbeiten

Generative AI ist sicherlich ein wertvolles Werkzeug, um mit unstrukturierten Daten wie Text zu arbeiten. Es ist vor allem ein hervorragender Konverter für Freitext.

Bild von [Dalle-3](#)



Convenience is King

User will not click X times, to
reach the goal.

Who uses generative AI correctly,
can give the user what he wants.

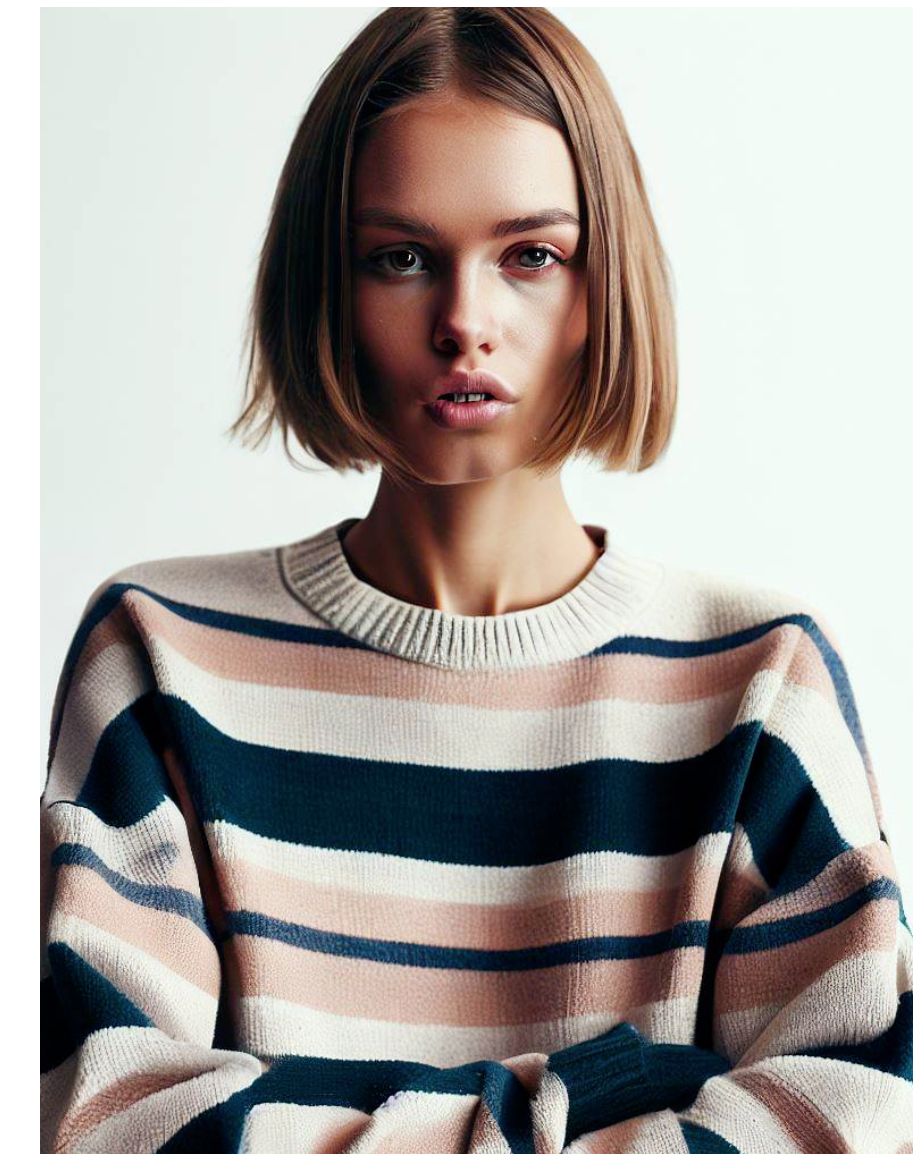
Pullover with stripes



SereneStripes Cozy Pullover

Make a statement with our vibrant blend of stripes
in this cozy pullover.

CHF 24,00



PacificWave Striped Knitwear

Ride the fashion wave with this effortlessly cool
and striped pullover.

CHF 18,50



Early days

Der beste Einsatz von AI in User Experience ist noch offen.

Applikation ChatGPT



PlainSpeak

Translates corporate speak into plain English.


By Bozidar Benko

It's a good start

Lean in

Rightsizing the organization

Unlimited vacation

 Message PlainSpeak...



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Besten Dank

Slides



Alain Leclerc von Bonin
VisualContext Digital
Müllerstrasse 48, 8004 Zürich
www.visualcontext.net

