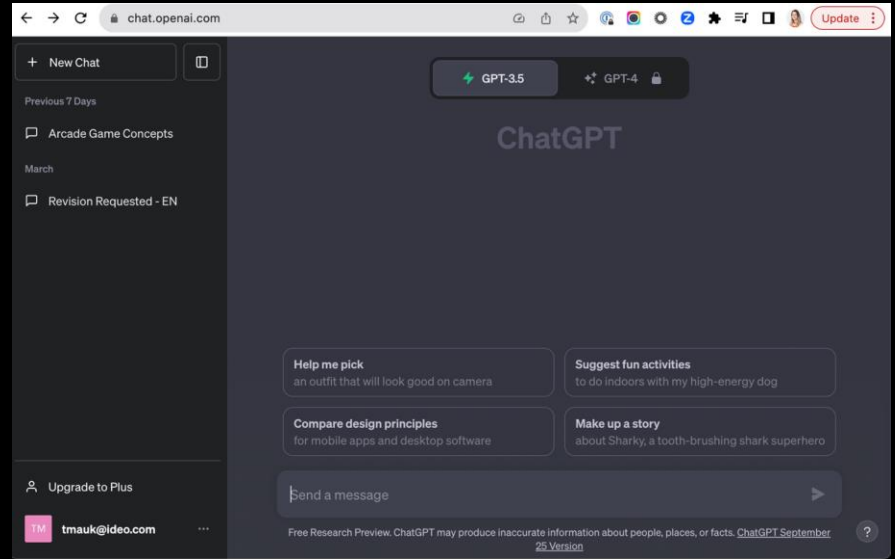


HOW DO WE WANT TO INTERACT WITH AI?



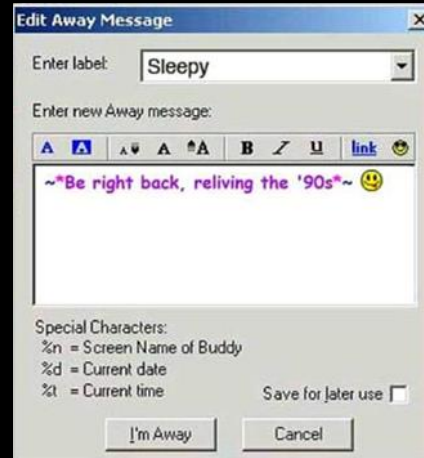
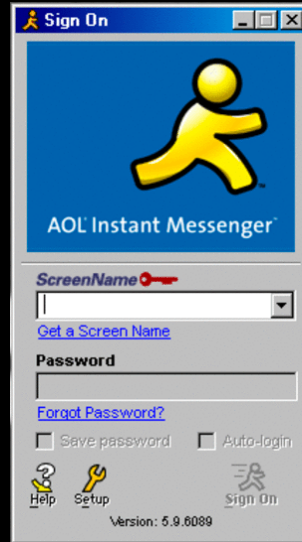
IDEO

TODAY, MOST OF US INTERACT
WITH GENERATIVE AI LIKE THIS



WE ARE IN THE **EARLY, AWKWARD DAYS OF THIS TECH**

AND THE EARLY DAYS OF ANY TECH ARE HEAVILY
INFLUENCED BY **WHAT CAME IMMEDIATELY BEFORE**



CHATBOTS HAVE EXISTED SINCE THE EARLY INTERNET

**EARLY TECH EXAMPLE:
THE VODER, WHICH PRODUCED SYNTHETIC SPEECH**

**IT WAS DESIGNED TO BE INTERACTED
WITH LIKE A PIANO, BECAUSE THAT
WAS THE INTERACTION PARADIGM
FAMILIAR TO EARLY DESIGNERS.**

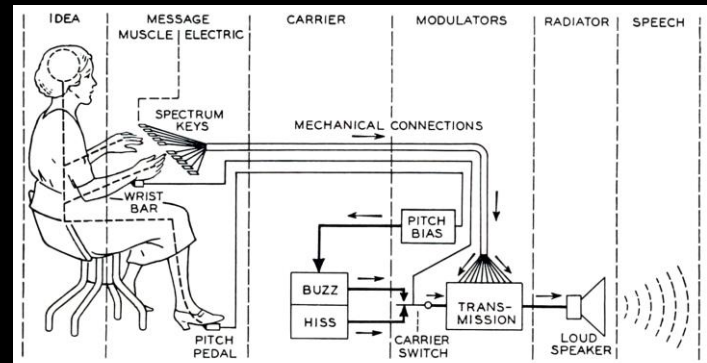
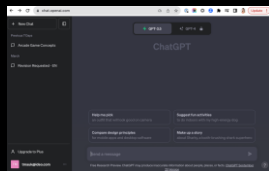


Fig. 8—Schematic circuit of the voder.





**WE ARE
HERE**



???

**WE WANT TO
IMAGINE HERE**

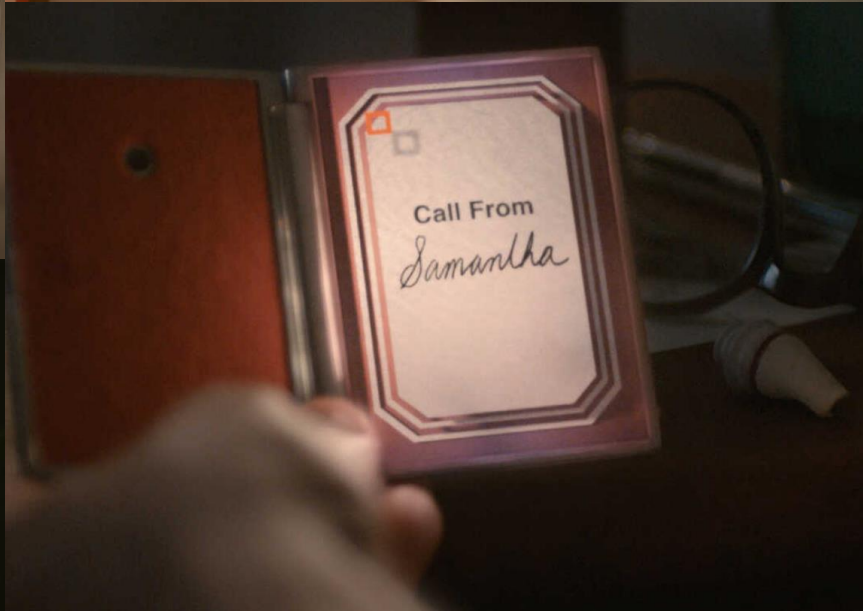
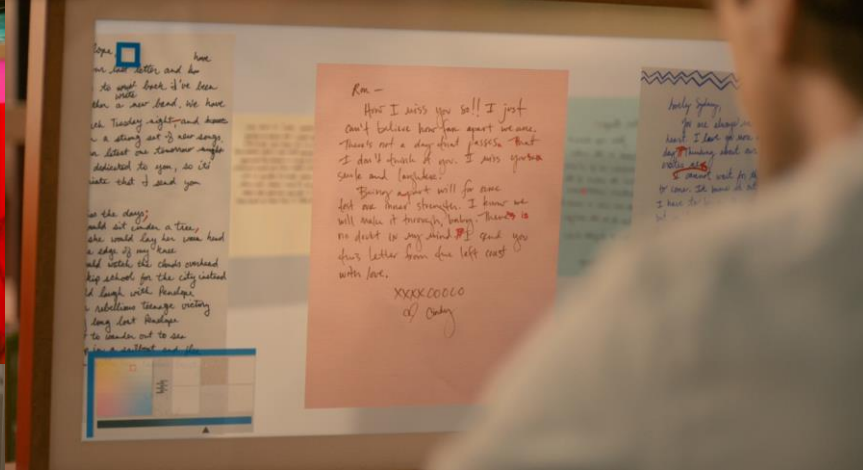


**INVENTION OF THE
TECHNOLOGY**

**AWKWARD
TRANSITION
MOMENT**

**WHOLE NEW
PARADIGM**





INSPIRATION: [HER](#)

AN EMOTIONAL,
HANDCRAFTED FUTURE

O'REILLY



Calm Technology

PRINCIPLES AND PATTERNS FOR NON-INTRUSIVE DESIGN

Amber Case



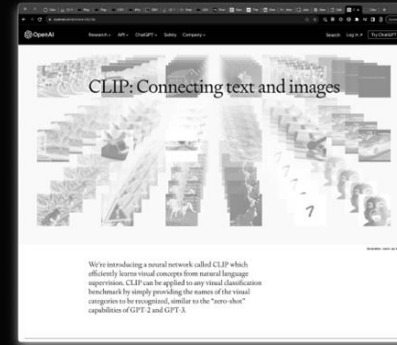
INSPIRATION: CALM TECH

UNOBTRUSIVE, HELPFUL
TECHNOLOGY EMBEDDED
INTO OUR EVERYDAY LIVES

SPECIFICALLY, GENERATIVE AI
ALLOWS US TO INTERACT WITH
TECHNOLOGY MORE NATURALLY -

THROUGH A WIDER VARIETY OF
INPUTS - SUCH AS VOICE, MUSIC,
IMAGES, OR DATA - TO PRODUCE
A WIDER VARIETY OF OUTPUTS

Text → Images



Music generation



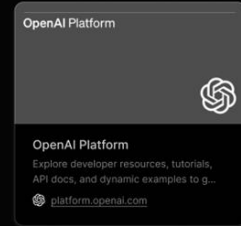
Text + intelligence



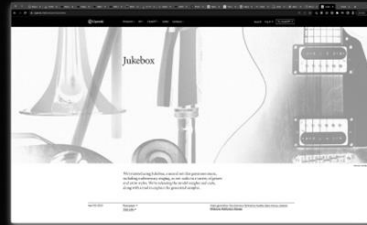
Voice → Text



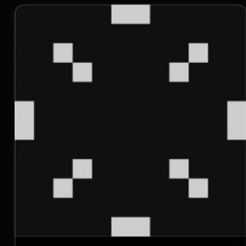
Embeddings



Music genres



3D generation (in research)



WE'RE IN A DEFINING MOMENT.

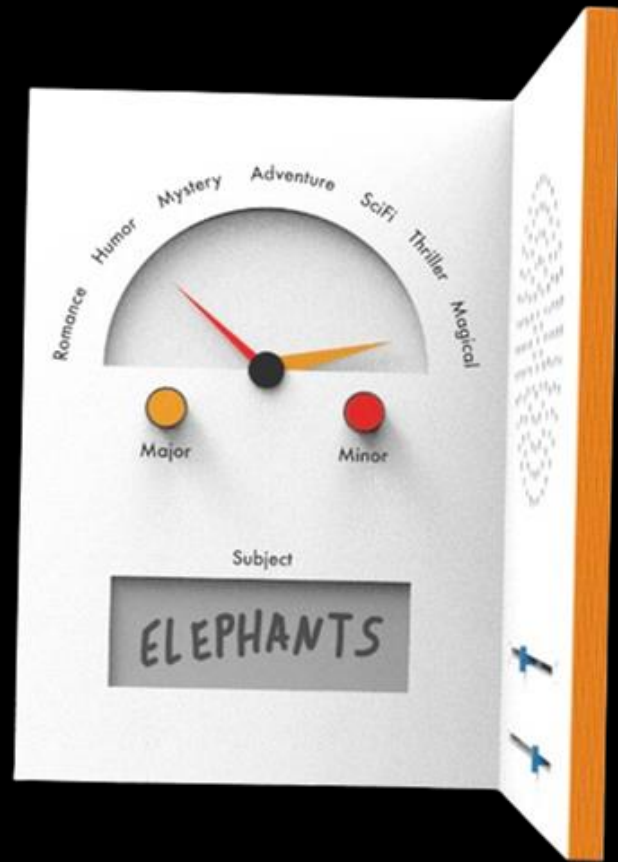
**WITH NEW POSSIBILITIES,
WE GET TO RETHINK HOW WE USE TECHNOLOGY**

SO, WE ASKED OURSELVES...

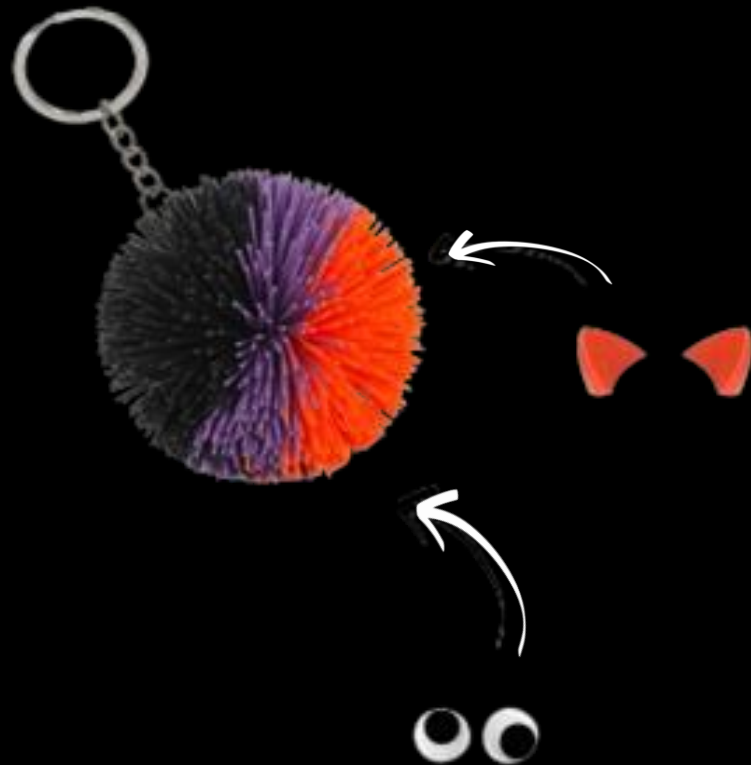
HOW DO WE WANT TO INTERACT WITH AI?

- 1) NEVERENDING STORYBOOK
- 2) TAMOGLITCHI
- 3) PORTALS
- 4) REMIXREMOTE
- 5) COLLECTIVE SENTIMENT MIRROR
- 6) SCENT CAPTURE
- 7) ARTICULATEGPT

DESIGN CONSTRAINT:
NO CHATBOTS.



Neverending Storybook
By Tais Mauk



Tamoglitchi
By Tais Mauk

"Apply a colorful filter."



Samantha
Celebrating birthday
in 3 days



"What plant is this?"



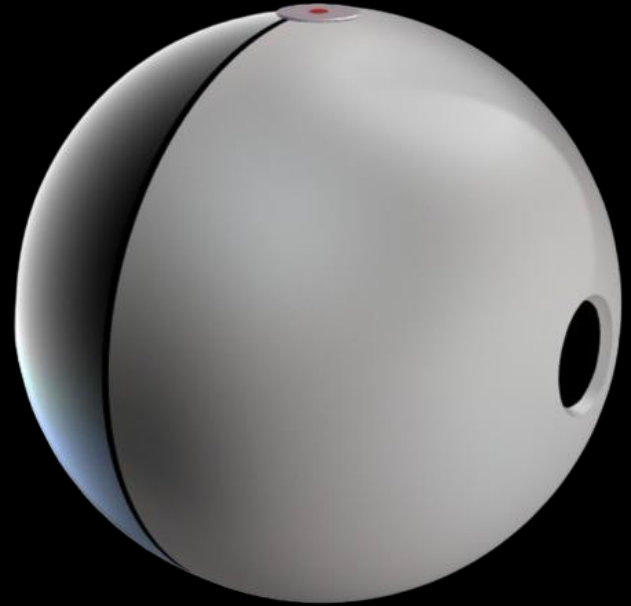
Prickly wild rose
Rosa acicularis

Lens
By Neal Boyer





Collective Sentiment Mirror
By Grishma Rao



Scent Capture
By Ceci Gomez

OK, BUT: WHAT IF IT /SA CHATBOT?

HOW DO YOU WANT TO INTERACT WITH AI?

ISO. FRIENDS



SAVANNAH KUNOVSKY

MANAGING DIRECTOR,
EMERGING TECHNOLOGY

IDEO

CREATED SUMMER 2023