Human AI Interaction

Lecture 2: Journey mapping and tech matching
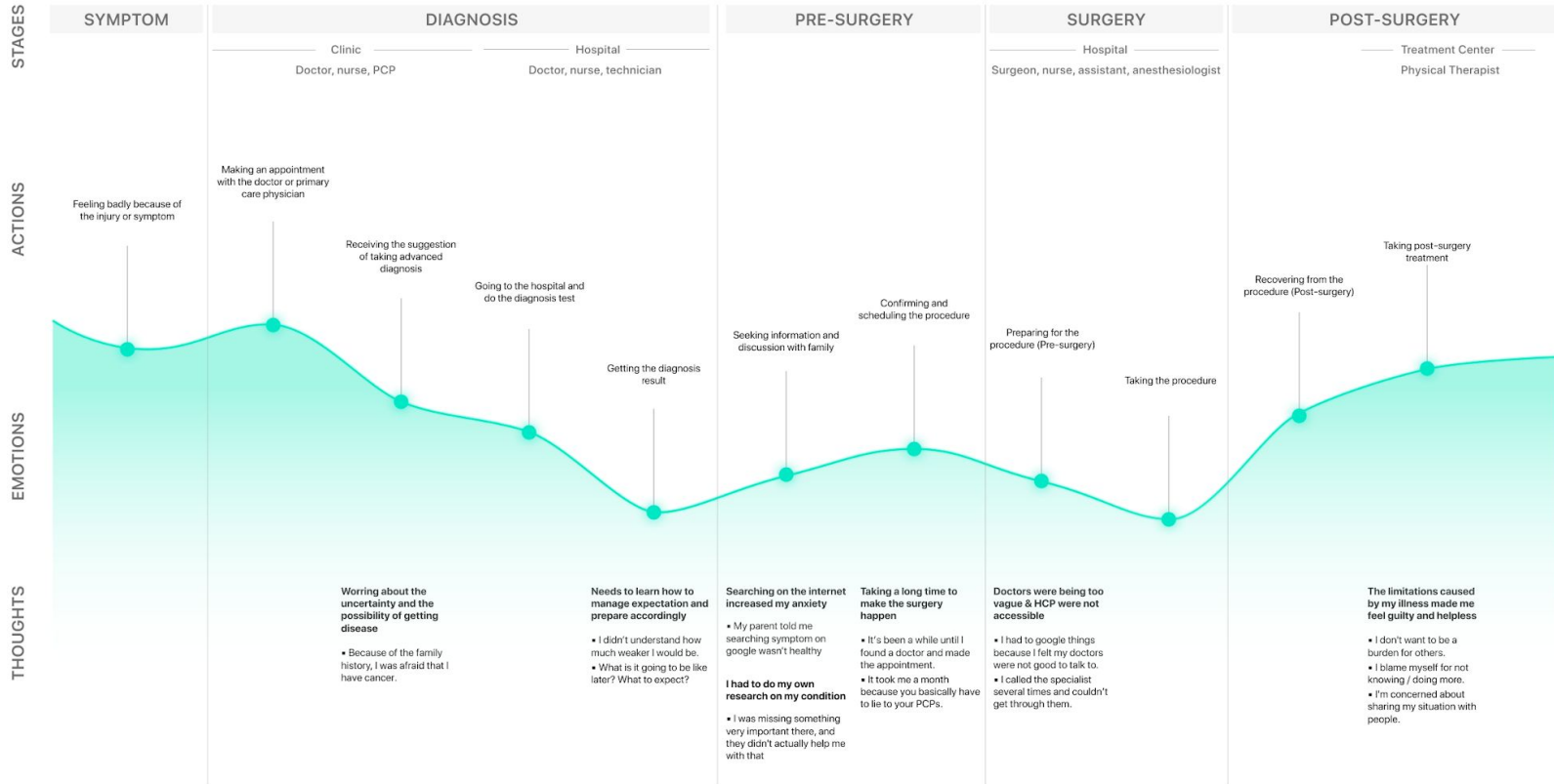aidesignclass.org

Ways of design

- A start-from-the-user method
- Alternative: tech matching, a start-from-tech method

(which do you prefer when?)

PATIENT JOURNEY MAP

The end-to-end emotional, behavioral, mental actions in the surgical process

STAGES

SYMPTOM	DIAGNOSIS		PRE-SURGERY	SURGERY	POST-SURGERY
	Clinic	Hospital		Hospital	Treatment Center
	Doctor, nurse, PCP	Doctor, nurse, technician		Surgeon, nurse, assistant, anesthesiologist	Physical Therapist

ACTIONS

Feeling badly because of the injury or symptom

Making an appointment with the doctor or primary care physician

Receiving the suggestion of taking advanced diagnosis

Going to the hospital and do the diagnosis test

Getting the diagnosis result

Seeking information and discussion with family

Confirming and scheduling the procedure

Preparing for the procedure (Pre-surgery)

Taking the procedure

Recovering from the procedure (Post-surgery)

Taking post-surgery treatment

EMOTIONS

THOUGHTS

Worring about the uncertainty and the possibility of getting disease

▪ Because of the family history, I was afraid that I have cancer.

Needs to learn how to manage expectation and prepare accordingly

▪ I didn't understand how much weaker I would be.
▪ What is it going to be like later? What to expect?

Searching on the internet increased my anxiety

▪ My parent told me searching symptom on google wasn't healthy

I had to do my own research on my condition

▪ I was missing something very important there, and they didn't actually help me with that

Taking a long time to make the surgery happen

▪ It's been a while until I found a doctor and made the appointment.
▪ It took me a month because you basically have to lie to your PCPs.

Doctors were being too vague & HCP were not accessible

▪ I had to google things because I felt my doctors were not good to talk to.
▪ I called the specialist several times and couldn't get through them.

The limitations caused by my illness made me feel guilty and helpless

▪ I don't want to be a burden for others.
▪ I blame myself for not knowing / doing more.
▪ I'm concerned about sharing my situation with people.

3

What goes into the journey map?

- People (focus on the "protagonist")
- ONE service experience
- Touchpoints - when they interact with tech (tech can be AI, or other tech)
- "Pain points" - particularly strong negative emotion, abandonment
- "Victory points"

  Where do you start?

You try it

5 minutes: Create a journey map by talking to your neighbor about posting a picture on Instagram

Then

5 minutes: compare maps

Then

10 minutes: what is missing?

Journey map: Create a journey map for posting a picture on Instagram

1. (5 minutes) Make your own personal journey map -- alone
2. (3 minutes) Label on your map:
   a. Where did AI come in?
   b. Where should it have?
   c. Where should it not have
3. (5 minutes) Discuss with 3-4 neighbors
   a. What do you see as common themes?
   b. How did your labels differ from others?
4. (5-8 minutes) Share with the class:
   a. common themes
   b. Major points of difference

Tech matching

TECHNOLOGY CAPABILITY

Continuously accessible

Computationally lightweight

Capable of synchronous
 communications

Capable of asynchronous
 communications

Extensible

Visually and spatially metaphoric

Table 1: Mapping Technology to Work Activities

Tech matching

TECHNOLOGY CAPABILITY	WORK ACTIVITY
Continuously accessible	Ongoing work
Computationally lightweight	Frequent, short interactions
Capable of synchronous communications	Simultaneous involvement in task collaboration; location separation
Capable of asynchronous communications	Time separation
Extensible	Multiple people; varied and changing interactions
Visually and spatially metaphoric	Task focus; locales for activity separation

Table 1: Mapping Technology to Work Activities

Matchmaking with LLMs

https://makersuite.google.com/ (Sign up today for later)

For today:

Try https://replicate.com/replicate/llama-2-70b-chat

Some tech capabilities - try it yourself

Generate text based on user input

- "Brief overview of Emory")

Write code for functions

- Factorial
- longest common subsequence

Customize / Translate

- English -> <another language>
- customize for different demographics, e.g. kids)

Some tech capabilities - try it yourself

Generate text based on user input

● Generate a brief overview of Emory suitable for freshman students

Write code for functions

● Factorial
● longest common subsequence

Customize / Translate

● English -> <another language>
● customize for different demographics, e.g. kids)

Let's explore these abilities of LLMs and see how we can tie them to your journey map

Analysis: for posting an image to Instagram (Part 1)

1. (4 minutes) Alone: How might you use the capabilities you have explored?
   a. When would they work well?
   b. When would they fail?
2. (5 minutes) Discuss: Solutions
   a. What do you see as common themes among solutions?
3. (5-8 minutes) Share with the class:
   a. common themes
   b. Unsolved challenges

12

Analysis: for posting an image to Instagram (Part 2)

1. (4 minutes) Discuss: The common themes where AI does or should come in:
    a. how might it fail?
    b. What concerns do you have?
2. (4 minutes) Alone: How might you fix one of these concerns
    a. Can you create a purely technical solution?
    b. Can you create a solution part-technical, part people?
3. (5 minutes) Discuss: Solutions
    a. What do you see as common themes among solutions?
4. (5-8 minutes) Share with the class:
    a. common themes
    b. Unsolved challenges

What is design anyway?