

1. Record Nr.	UNINA9911020234703321
Autore	Nudelman Greg
Titolo	UX for AI : a framework for designing AI-driven products / / by Greg Nudelman ; with Daria Kempka, contributing editor
Pubbl/distr/stampa	Newark : , : John Wiley & Sons, Incorporated, , [2025] ©2025
ISBN	1394352271 9781394352272 1394345933 9781394345939 1394345925 9781394345922
Descrizione fisica	1 online resource (xxxii, 314 pages) : illustrations
Disciplina	004.01/9
Soggetti	User-centered system design Artificial intelligence
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- References -- How to Use This Book -- If You Only Have a Couple of Hours -- Do the Exercises -- Draw in Pencil on Sticky Notes -- Part 1 Framing the Problem -- Chapter 1 Case Study: How to Completely F*ck Up Your AI Project -- A Boiling Pot of Spaghetti -- Fail #1: Try to Replace a Trained Expert with AI -- Fail #2: Forget About Cost vs. Benefit -- Fail #3: No ML Training Data? No Problem! -- Fail #4: It Makes No Difference What Question Your AI Model Is Answering -- Fail #5: Don't Worry About User Research-You Have an SME! -- Final Thoughts -- Reference -- Chapter 2 The Importance of Picking the Right Use Case -- Presuming That AI Will Be Telling Experts How to Do Their Job Is a Red Flag -- Ask a Better Question -- Reference -- Chapter 3 Storyboarding for AI Projects -- Why Bother with a Storyboard? -- How to Create a Storyboard -- Establishing Shot -- Things -- People -- Faces -- Transitions -- Storyboard Conclusion -- Storyboarding for AI -- Final Thoughts -- Design Exercise: Create Your Own Storyboard -- Storyboarding Exercise Example: Death Clock --

References -- Chapter 4 Digital Twin-Digital Representation of the Physical Components of Your System -- Digital Twin of a Wind Turbine Motor -- The Digital Twin Is an Essential Modeling Exercise for Designing AI-Driven Products -- How to Build a Digital Twin: An Example -- Wait, There's More! -- Design Exercise: Create Your Own Digital Twin -- Reflect -- Design Exercise Example: Life Clock Digital Twin -- Chapter 5 Value Matrix-AI Accuracy Is Bullshit. Here's What UX Must Do About It -- The Big Secret -- Confusion Matrix: How Can Accurate AI Be Wrong? -- Value Matrix: The AI Tool for the Real World. Training AI on Real-Life Outcomes to "Think" Like a Human -- One More Example -- Final Thoughts: The Importance of Human Cost/Benefit -- Design Exercise: Create Your Own Value Matrix -- Design Exercise Example: Life Clock Value Matrix -- References -- Part 2 AI Design Patterns -- Chapter 6 Case Study: What Made Sumo Copilot Successful? -- Strong Use Case -- Clear Vision -- Dedicated Full-Screen UI -- AI-Driven Autocomplete -- Next-Steps Suggestions -- Final Words -- References -- Chapter 7 UX Best Practices for SaaS Copilot Design -- The More Important the Task, the More Real Estate Is Required -- Side Panel -- Large Overlay -- Full Page -- SaaS Copilot Is Stateful -- Specialized Fine-Tuned ChatGPT Model -- Plug-Ins: Integrated Continuous Learning About Your Specific System -- The IA of the AI Is Straightforward, Focused on Chat -- Promptbooks: No Need to Twist into Pretzels to Write Prompts -- Final Thoughts -- Design Exercise: Create Your Own Mobile Copilot -- Design Exercise Example: Life Clock Copilot -- References -- Chapter 8 Reporting-One of the Most Important Copilot Use Cases -- Zoom AI Companion -- Meeting Summary -- Answer Questions About the Meeting -- Set It and Forget It -- UI Modality Switch -- Microsoft Security Copilot -- Executive Summary: A General Report -- Pinboard: A Specialized Report Focused Only on Selected Key Details -- Info for Report: Ignore Automatically vs. Pick Manually? -- Security and Privacy -- Design Exercise: Create Your Own Copilot Report -- Design Exercise Example: Life Clock Copilot Report -- Daily Report -- Weekly Report -- Chapter 9 LLM Design Patterns -- Restating -- Auto-Complete -- Talk-Back -- Initial Suggestions -- Next Steps -- Regen Tweaks -- Guardrails -- Design Exercise: Try Out the LLM Patterns -- Design Exercise Example: "Life Copilot Plus" -- Chapter 10 Search UX Revolution: LLM AI in Search UIs. The Current State of Search -- Google Search -- Amazon Search -- The "Mysteries That Are Not Scary" Problem -- Enter LLMs -- Design Exercise: Design Your Own LLM Search UI -- Design Exercise Example: Life Copilot LLM Search -- Chapter 11 AI-Search Part 2: "Eye Meat" and DOI Sort Algorithms -- What Are Dynamic Dashboards? -- Beware of Bias in AI Recommendations -- DOI: Degree of Interest/Sort Algorithms -- Design Exercise: Create Your Own Dynamic Dashboards and Sort UI -- References -- Chapter 12 Modern Information Architecture for AI-First Applications -- Design Pattern du Jour: The Canvas -- Is Information Architecture Dead? -- Amazon.com: Conventional Approach -- "AI-Minus"? Homepage -- Conventional Search Results Page -- AI-Plus Item Detail Page -- Conventional Maintenance Pages -- AI-First Amazon.com Redesign -- AI-First Analysis Overview Page -- AI-First Category Analysis Pages -- AI-First LLM Search -- AI-First Item Detail -- AI-First Maintenance Pages -- Long Live Information Architecture! -- References -- Chapter 13 Forecasting with Line Graphs -- Linear Regression -- R-Squared -- R vs. R-Squared -- Forecasting with AI -- Nonlinear Regression -- Seasonality -- Forecasting an Aggregate Variable -- Final Words -- Design Exercise: Design Your Own Forecasting UI -- Design Exercise Example: Life Clock Forecasting -- References -- Chapter 14 Designing for Anomaly Detection -- Why

Is Detecting Anomalies Important? -- Four Main Anomaly Types -- Point Anomaly -- Change Point Anomaly -- Contextual Anomaly -- Curve Shape Anomalies -- Design Exercise Example: Life Clock Anomaly Detection UI -- References -- Getting Ready for AI-pocalypse: Shorthand UX Design Notation as AI Prompt -- Shorthand UX Design Notation -- Shorthand Notation as AI Prompt to Go Directly to Working Code -- What Is Human Work? -- Chapter 15 UX for Agentic AI -- What Are AI Agents?. How Do AI Agents Work? -- Use Case: CloudWatch Investigation with AI Agents -- Final Thoughts -- References -- Part 3 Research for AI Projects -- Chapter 16 Case Study: MUSE/Disciplined Brainstorming -- Design Idea #1 -- Design Idea #2 -- Design Idea #3 -- Design Idea #4 -- Design Idea #5 -- But Wait, Did You Catch That? -- Design Exercise: Create Your Novel Designs Using Bookending -- Design Exercise Example: Novel Design Ideas for Life Clock -- References -- Chapter 17 The New Normal: AI-Inclusive User-Centered Design Process -- In the Beginning ... -- The Monkey or the Pedestal? -- A New Way of User-Centered Thinking -- What the Heck Is a Spike? -- What Is the Role of Data? -- Where Is the Customer in All This? -- Why Is This Change Necessary? -- How Does This Affect the Role of UX? -- Does This Mean I Have to Learn About AI So That I Can Ask My Data Science Teammates Good Questions? -- Final Handoff to Dev -- Many More Changes to Come -- Reference -- Chapter 18 AI and UX Research -- UX Techniques That Will Likely See Full Automation -- Routine Usability Studies -- Routine NPS Studies and Surveys -- Collecting and Organizing the Research Data -- Triangulation of Quantitative and Qualitative Insights -- UX Techniques That Will Be Radically Augmented -- Competitive Analysis -- Identification of Novel Use Cases -- RITE Studies -- UX Techniques That Will Become Increasingly Valuable -- Core Skills -- Workshop Facilitation -- Formative Research, Field Studies, Ethnography, and Direct Observation -- Vision Prototyping -- Augmenting the Executive Strategy -- AI Bullshit -- AI Strategic Analysis Tools That Replace Humans in Coming Up with Novel Ideas and Business Use Cases -- AI Heuristics Analysis Replacing User Research and Design -- AI Acting as "Synthetic Users" for the Purposes of Usability Research -- Build Your Persona Using AI -- Final Words. References -- Chapter 19 RITE, the Cornerstone of Your AI Research -- RITE Study vs. Usability Test -- #1: RITE Studies Form the Core of the Design Process. Usability Tests Are Often Treated as QA -- #2: RITE Studies Demand the Simplest Appropriate Prototypes That Change Rapidly. Usability Tests Often Mean Fancy Rigid Prototypes -- #3: RITE Studies Produce Solutions. Usability Tests Produce Reports -- A Fringe Benefit of RITE Studies -- How to Conduct a RITE Study -- A Few More RITE Rounds -- The RITE Design Evolution -- Dear Future: AI-Assisted RITE Methodology -- Design Exercise: Run Your Own RITE Study -- References -- Part 4 Bias and Ethics -- Chapter 20 Case Study: Asking Tough Questions Through Vision Prototyping -- References -- Chapter 21 All AI Is Biased -- What Do You Expect When You Ask for "Biologist"? -- How About "Basketball Player"? -- Third Time's the Charm: "Depressed Person" -- References -- Chapter 22 AI Ethics -- Chapter 23 UX Is Dead. Long Live UX for AI! -- AI Is Happening for Us, Not to Us -- Staying on the Rollercoaster Is Optional -- "UX Elitism" Is Over -- Designers Are "Ambassadors of Innovation" -- Core Skills Are in Demand -- Combine Low-Fi UX Tools and Sophisticated AI Models -- AI Is a "Wicked Problem" -- AI Is Just Too Important to Be Left to Data Scientists -- The Best AI is Augmented Intelligence.

indispensable guide to not only surviving but thriving in a world powered by artificial intelligence. Whether you're a seasoned UX designer or a budding design student, this book offers a lifeline for navigating the new normal, ensuring you stay relevant, valuable, and indispensable to your organization. In *UX for AI: A Framework for Designing AI-Driven Products*, Greg Nudelman--a seasoned UX designer and AI strategist--delivers a battle-tested framework that helps you keep your edge, thrive in your design job, and seize the opportunities AI brings to the table. Drawing on insights from 35 real-world AI projects and acknowledging the hard truth that 85% of AI initiatives fail, this book equips you with the practical skills you need to reverse those odds. You'll gain powerful tools to research, plan, design, and test user experiences that seamlessly integrate human-AI interactions. From practical design techniques to proven user research methods, this is the essential guide for anyone determined to create AI products that not only succeed but set new standards of value and impact. Inside the book: Hands-on exercises: Build your confidence and skills with practice UX design tasks like Digital Twin and Value Matrix, which you can immediately apply to your own AI projects. Common AI patterns and best practices: Explore design strategies for LLMs (Large Language Models), search engines, copilots, and more. Proven user research strategies: Learn how to uncover user needs and behaviors in this brave new world of AI-powered design. Real-world case studies: See how simple, practical UX approaches have prevented multimillion-dollar failures and unlocked unprecedented value. Perfect for any UX designer working with AI-enabled and AI-driven products, *UX for AI* is also a must-read resource for designers-in-training and design students with an interest in artificial intelligence and contemporary design.

---