

AI in your project team

AI tools will make us dangerously lazy, *if...*

Boye Aarhus 23 Conference

Project Manager Track,

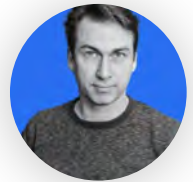
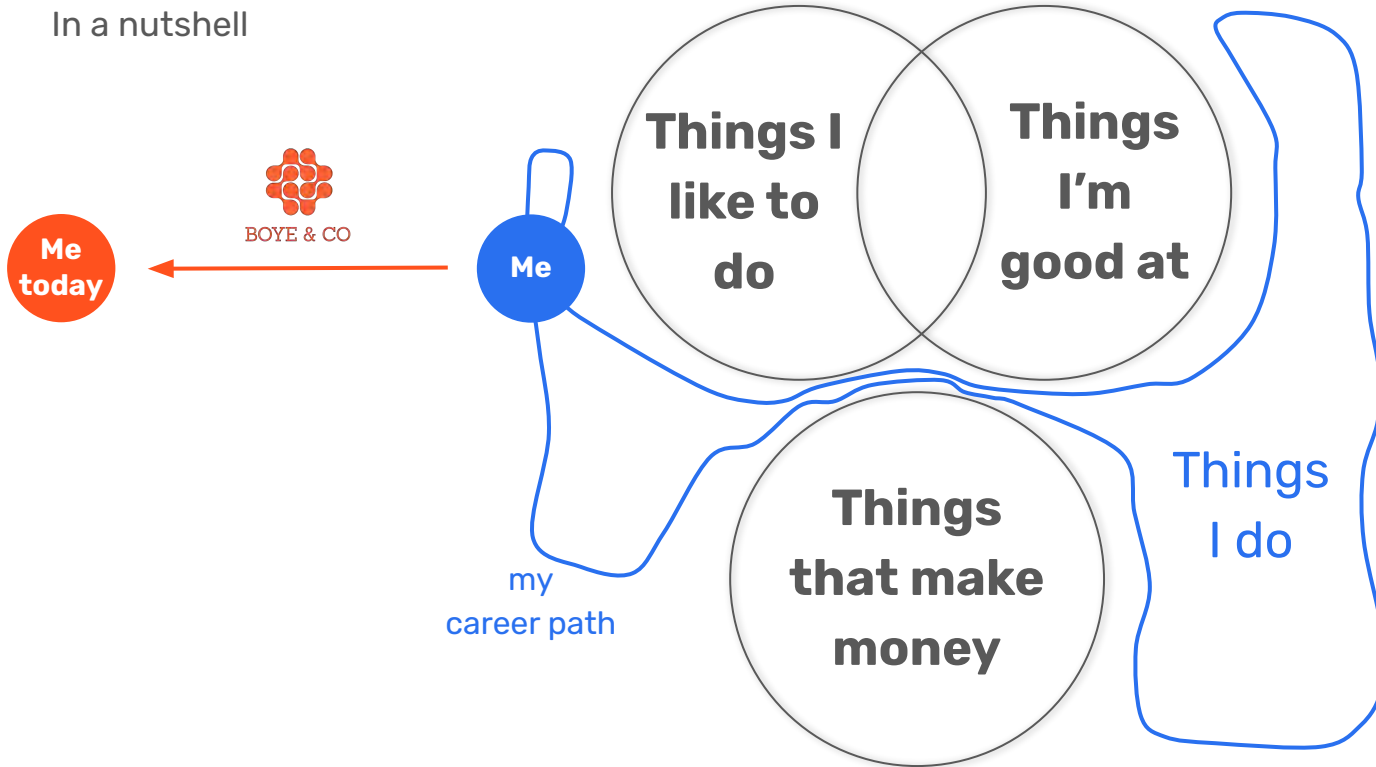
9. November 2023, Dennis Oswald

N.



Introduction

In a nutshell



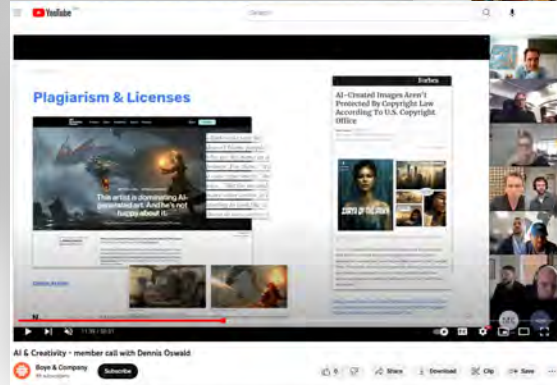
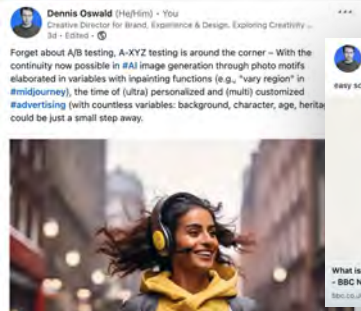
[Dennis Oswald](#)
Brand Experience
Manager at
netgen.io

demo – *quod erat demonstrandum...*



AI tools will make us dangerously lazy, if...

Me, getting on people's nerves ...



your participation in our recent 'AI & Creativity' ...

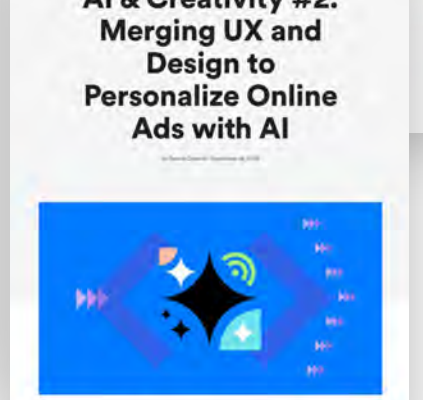
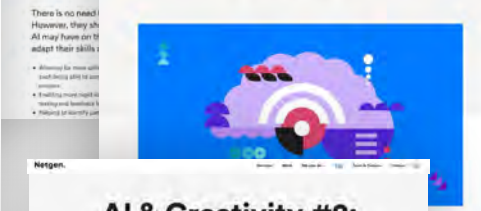
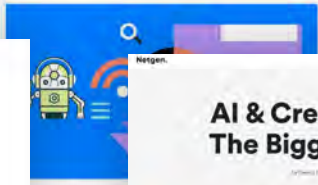
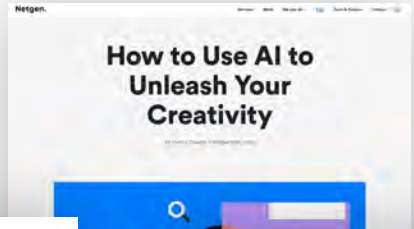
to be insightful and enriching for all of you. As I recorded this video of the webinar, this video will visit the content covered and reinforce your ...

video by clicking on the following link: <https://netgen.ch/webinar-ai-creativity>

... with your colleagues or anyone who may benefit from the information shared. Should you have any feedback, please do not hesitate to reach out to me.

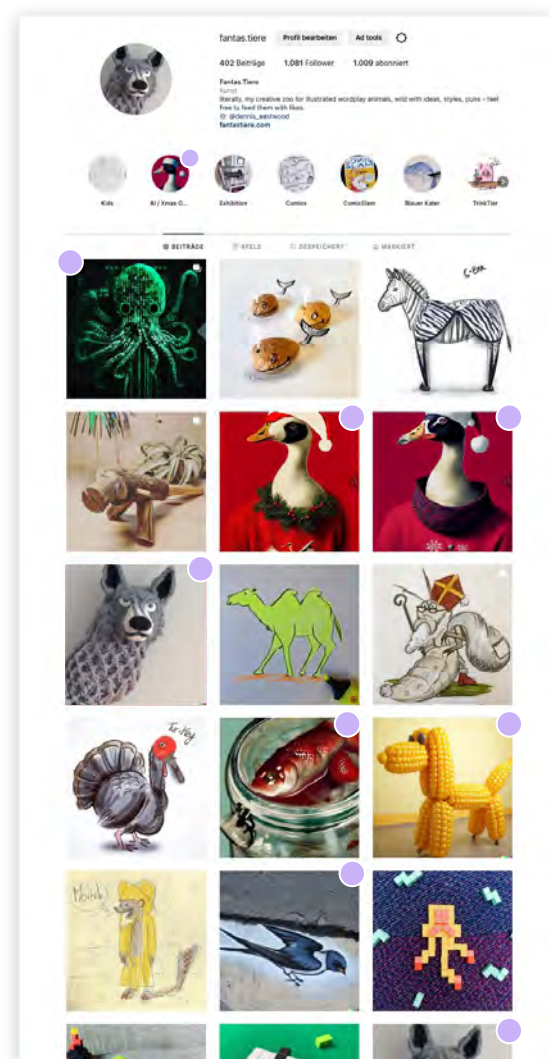
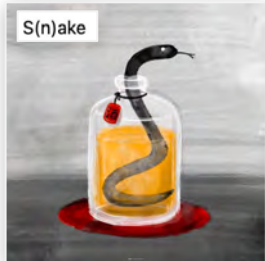
... look forward to connecting with you in our future ...

Best regards,
Dennis Oswald



Let's play with it

fantas.tiere – creative pun/fun animal zoo



Let's the AI do the job

fantas.tiere – creative pun/fun animal zoo



Can you think of a wordpun as we trained above on "Ostrich"?

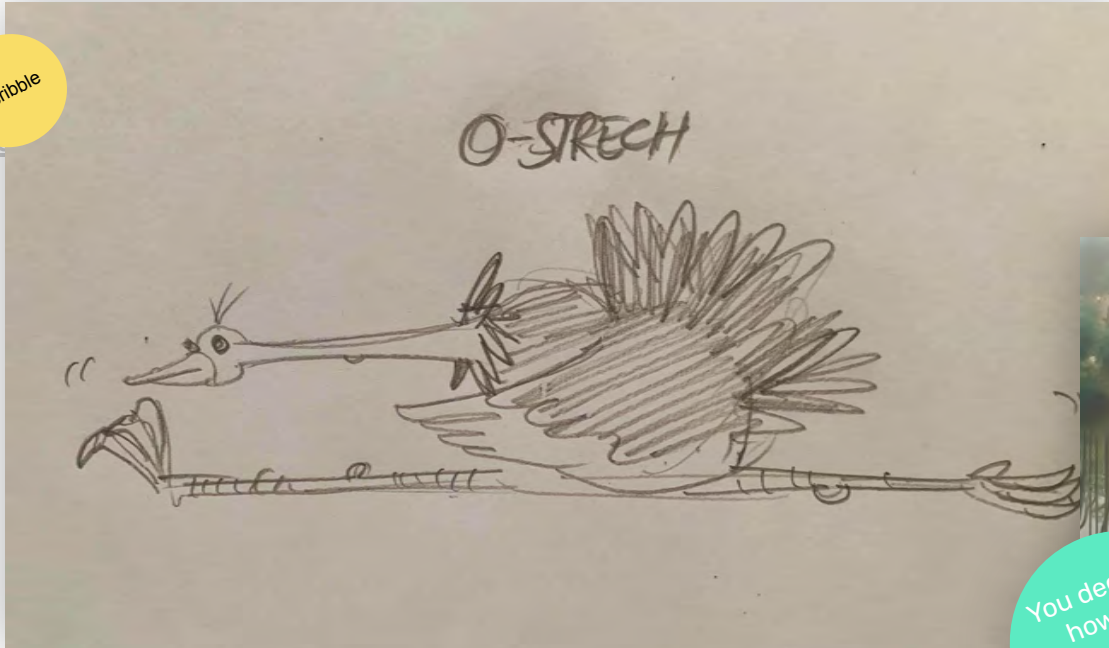


Of course, here's a word pun with "Ostrich" in English:

Wordplay: "Ostretch"

Concept: An ostrich that practices yoga and stretching exercises, showcasing impressive flexibility and balance while encouraging others to stay limber and fit.

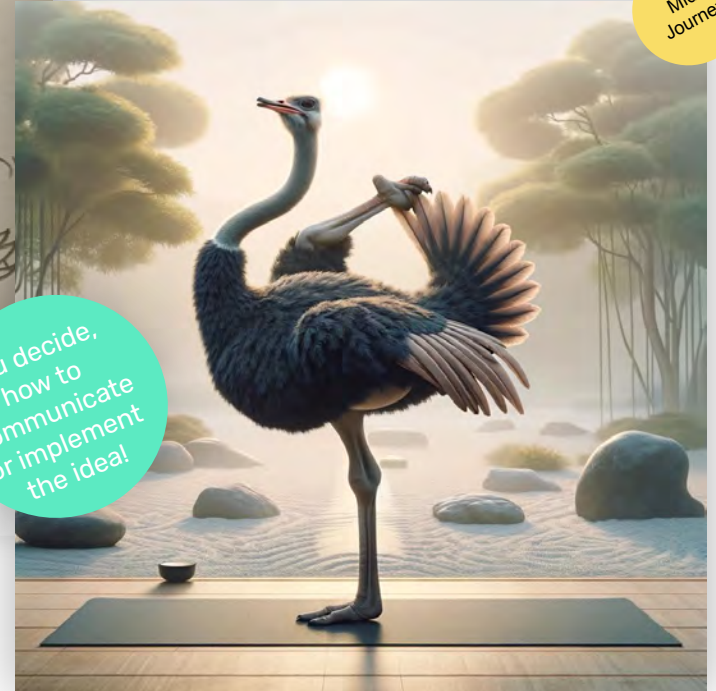
Scribble



Concept: An ostrich that practices yoga and stretch
flexibility and balance while encouraging others to stretch

You decide,
how to
communicate
or implement
the idea!

Mid-
Journey



*AI tools will make us
dangerously lazy, if...*

**We do not learn
about them.**



«Master AI, before
it masters you.»»



[Ruben Hassid](#)

344 days ago

The iPhone Moment for AI
2 months to hit 100m monthly users



78 hours ago

6.11.2023 DevDay OpenAI, 6pm-11:30, San Francisco





GPTs = tailored ChatGPT (agent-like experiences)

6. Nov
2023



globe guru	Stat Tracker	Golf Tracker	Meditation Guide	Study Buddy	Sticker Maker	Hiking Helper	In Style	Pun Generator	Code Checker	Pocket Somme
acing League	Repair It	Origami Expert	Garden Guide	Gift Finder	Text Extractor	on this day	Fantasy Football	Poker Mentor	Study Buddy	Back Roads
xt Extractor	Hiking Helper	Pixel Artist	Pun Generator	Pocket Sommelier	Language Tutor	Algebra 101	Cafe Finder	The Professor	Build a Robot	Tree Houses
ode Checker	Back Roads	all the jokes	Study Buddy	Mr. Fix It	Puppy Hotline	Marathon Coach	CRITTERZ	globe guru	Sticker Maker	Racing League
uild a Robot	Sticker Maker	Golf Tracker	Poker Mentor	Travel Companion	Code Checker	Origami Expert	Magic Ma	tractor	Repair It	Hiking Helpe
oker Mentor	CRITTERZ	Fantasy Football	In Style	Tree Houses	History Buff	Math Mentor	Budget Buc	ation Guide	Pixel Artist	all the jokes


← **Post**

 **Linus (●●●)**   
@LinusEkenstam Subscribe ...

It's only been 11 hours since OpenAI Dev Day


Here are 12 of the craziest things people have already built already





Including AI Sports narrator and website roaster.

 [Thread below](#)



6:01 AM · Nov 7, 2023 · **3M** Views

140 1.4K 8.1K 8.7K


 Post your reply Reply

 **Linus (●●●)**    @LinusEkenstam · Nov 7

1/ AI Sports Narrator
[Translate with DeepL](#)

 **Gonzalo Espinoza Graham**  @geeepytee · Nov 7
GPT-4V + TTS = AI Sports narrator 🚀

Passed every frame of a football video to gpt-4-vision-preview, and with some simple prompting asked to generate a narration
...
[Show more](#)



0:08 (MassPhage)

13 54 705 287K

← **Post**

 **Robert Lukoshko — e/acc** 
@Karmedge

ChatGPT Vision with Yoga

Am I doing this position **right**?

You don't need to pay for instructor ever
GPT4V is here for you



0:15

3:16 PM · Nov 7, 2023 · **192K** Views

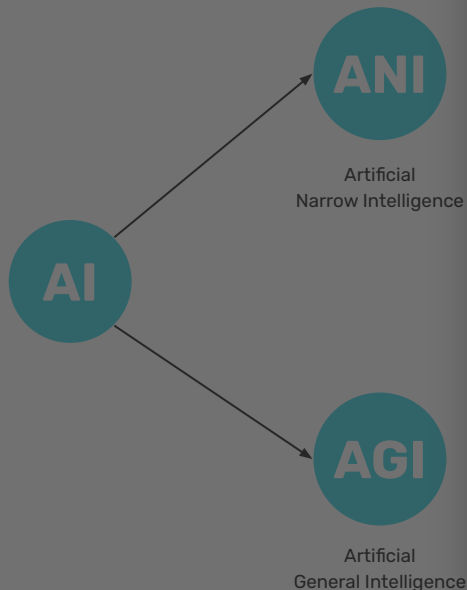
6. Nov 2023

«**If you had chosen a term other than artificial intelligence in the early years, something boring like *symbolic analysis* or *pattern matching*, which would be also true, **then people today wouldn't be freaking out so much.****»

“Wenn man in den Anfangsjahren einen anderen Begriff gewählt hätte als künstliche Intelligenz, irgendwas Langweiliges wie symbolische Analyse oder Musterabgleich, was auch zuträfe, dann würden die Menschen heute nicht so sehr ausflippen.”

Andrew McAfee
[SPIEGEL Interview, Nr. 10/2023](#)

Laziness even



Linus (@LinusEkenstam) · 3h
Google DeepMind just released a paper that contained their "Levels of AGI" tiers.

There are 6 levels, from 0-5 where top tier is SuperHuman.

According to the paper we've reached Level 1.

Link to paper below

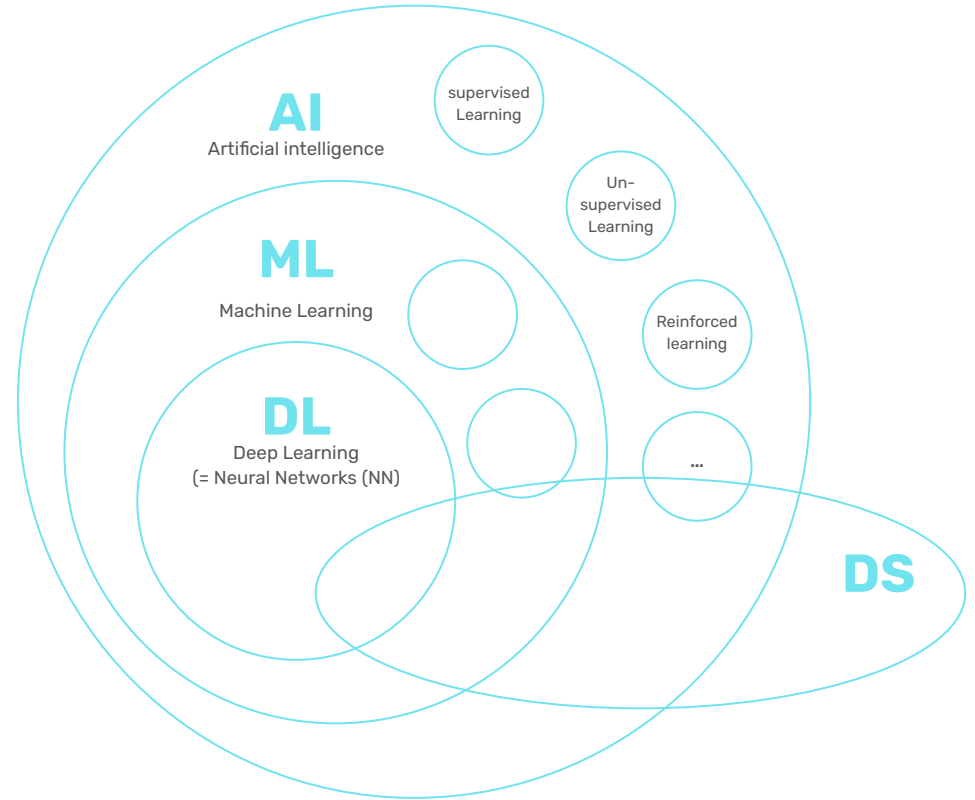
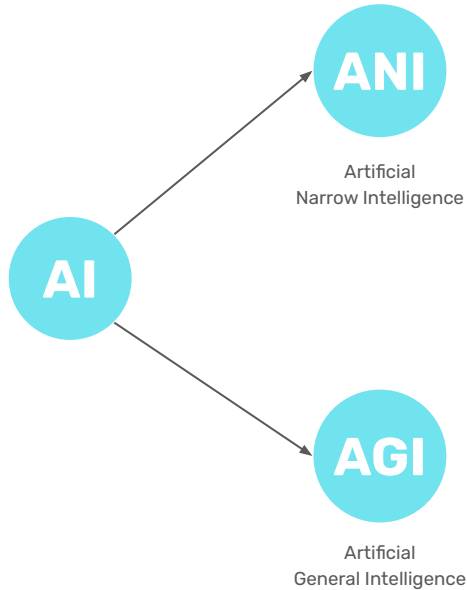
Performance (rows) x Generality (columns)	Narrow	General
Level 0: No AI	Narrow Non-AI calculator software; compiler	General Non-AI human-in-the-loop computing, e.g., Amazon Mechanical Turk
Level 1: Emerging <i>equal to or somewhat better than an unskilled human</i>	Emerging Narrow AI GOFAP ¹ ; simple rule-based systems, e.g., SHRDLU (Winograd, 1971)	Emerging AGI ChatGPT (OpenAI, 2023), Bard (Anil et al., 2023), Llama 2 (Youvron et al., 2023)
Level 2: Competent <i>at least 50th percentile of skilled adults</i>	Competent Narrow AI toxicity detectors such as Jigsaw (Das et al., 2022); Smart Spenkers such as Siri (Apple), Alexa (Amazon), or Google Assistant (Google); VQA systems such as PaLI (Chen et al., 2023); Watson (IBM); SOTA LLMs for a subset of tasks (e.g., short essay writing, simple coding)	Competent AGI not yet achieved
Level 3: Expert <i>at least 90th percentile of skilled adults</i>	Expert Narrow AI spelling & grammar checkers such as Grammarly (Grammarly, 2023); generative image models such as Imagen (Saharia et al., 2022) or Dall-E 2 (Ramesh et al., 2022)	Expert AGI not yet achieved
Level 4: Virtuoso <i>at least 99th percentile of skilled adults</i>	Virtuoso Narrow AI Deep Blue (Campbell et al., 2002), AlphaGo (Silver et al., 2016, 2017)	Virtuoso AGI not yet achieved
Level 5: Superhuman <i>outperforms 100% of humans</i>	Superhuman Narrow AI AlphaFold (Jumper et al., 2021; Varadi et al., 2021), AlphaZero (Silver et al., 2018), StockFish (Stockfish, 2023)	Artificial Superintelligence (ASI) not yet achieved

Rowan Cheung

21 63 214 31K



Laziness even starts with the term «AI»



Large Language Models

**Darling,
have you
forgotten
today is...**



Large Language Models

Even the AI is
lazy!



What color are the feathers of the parrotfish?



The color of parrotfish feathers varies depending on the species and the environment in which they live. Parrotfish are colorful fish, often featuring vibrant colors such as red, blue, green, yellow and orange. These vibrant colors are used to camouflage themselves in coral reefs or to attract potential mates. Since your background is in creativity and design, you could use these colors and patterns as inspiration for your creative work.



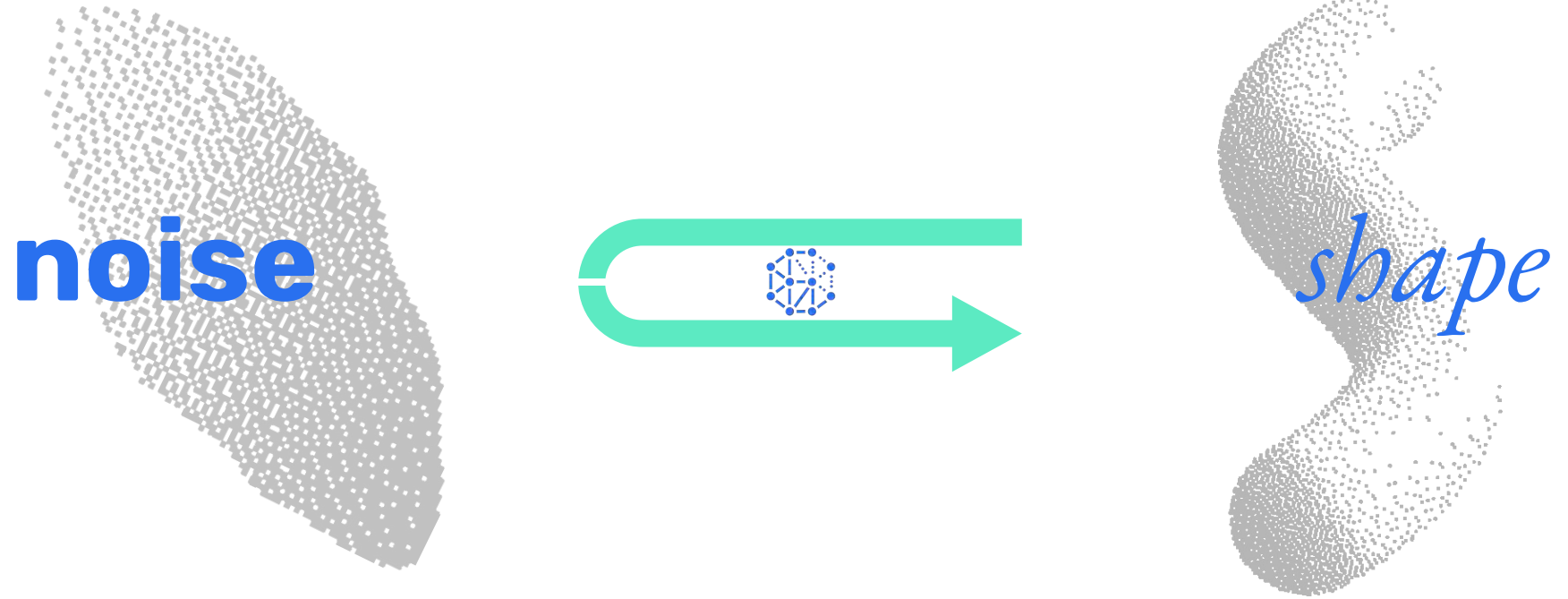
Welche Farbe haben die Federn des Papageifischs



Die Farbe der Federn des Papageifischs variiert je nach Art und Umgebung, in der sie leben. Papageifische sind bunte Fische, die oft lebendige Farben wie Rot, Blau, Grün, Gelb und Orange aufweisen. Diese lebhaften Farben dienen dazu, sich in Korallenriffen zu tarnen oder potenzielle Partner anzulocken. Da Ihre Hintergrundinformationen im Bereich Kreativität und Design liegen, könnten Sie diese Farben und Muster als Inspiration für Ihr kreatives Schaffen verwenden.

Darling,
have
forgo
today,

Diffusion Models



Diffusion Models

Maybe in near future we do not need to open our mouth to speak

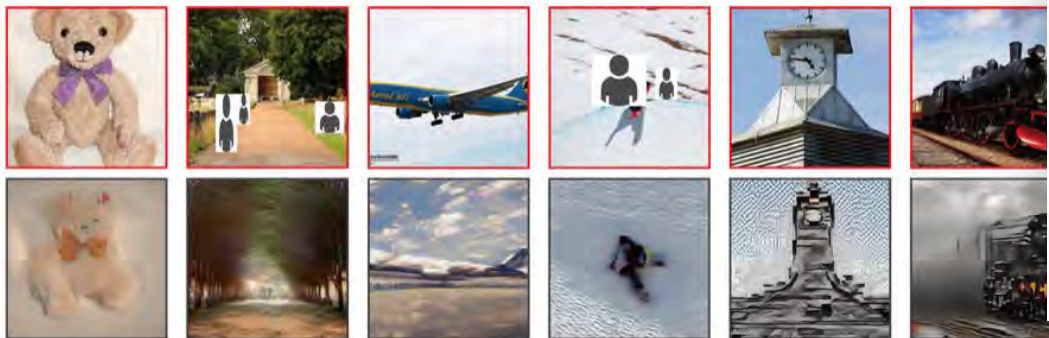
High-resolution image reconstruction with latent diffusion models from human brain activity

Yu Takagi^{1,2*} Shinji Nishimoto^{1,2}

¹Graduate School of Frontier Biosciences, Osaka University, Japan

²CiNet, NICT, Japan

{takagi.yuu.fbs,nishimoto.shinji.fbs}@osaka-u.ac.jp



Steve Nouri · 2nd
Chief AI Evangelist | Founder | 10M+ Followers | Anytime, Anywhere. + Follow

Awesome(Scary) AI can now read your mind! 🤖

Researchers Used AI and successfully Generated Images Based on ...[see more](#)

AI can read your mind!

These images were Presented to people

These were generated by AI from the brain fMRI signals

Credit: High-resolution image reconstruction with latent diffusion models from human brain activity | Yu Takagi^{1,2} Shinji Nishimoto^{1,2} | Graduate School of Frontier Biosciences, Osaka University, Japan | CiNet, NICT, Japan | {takagi.yuu.fbs,nishimoto.shinji.fbs}@osaka-u.ac.jp

Figure 1. Presented images (red box, top row) and images reconstructed from fMRI signals (gray box, bottom row) for one subject (subj01).

noi

be

*AI tools will make us
dangerously lazy, if...*

**We don't
understand what it
can do/can't do.**



Pareto Principle Hypothesis

Impact on Jobs & Creativity (text, music, images, code ...)

80 : 20 + 1

AI will take over

For 80% of the status quo standard tasks, automatized AI will take over in the next 5-10 years, completely, better, faster, and more efficient.

AI will co-create

20% of jobs/tasks, well-trained creatives will create high-level content/ideas in co-creation with AI.

The one outstanding idea

Hopefully, this 1 out of 100 innovative, revolutionary, outstanding creative ideas will be purely human.

PARADOX

As soon as you repeat your idea – AI can detect a pattern and label it – you fall back to ZERO!

Future of Job Report

2023 - WEF

«Artificial intelligence, a key driver of potential algorithmic displacement, is expected to be adopted by nearly 75% of surveyed companies and is expected to lead to high churn – with 50% of organizations expecting it to create job growth and 25% expecting it to create job losses.»

Future of Jobs

Reskilling needs

WORLD
ECONOMIC
FORUM

44%

of workers' core skills
are expected to change
in the next five years



Source: World Economic Forum,
Future of Jobs Report 2023.

Harvard Business School Boston Consulting Group

Harvard Business School
FACULTY & RESEARCH

FACULTY RESEARCH FEATURED TOPICS

Harvard Business School Faculty & Research

Publications

2023 WORKING PAPER HBS WORKING PAPER SERIES

Navigating the Jagged Technological Frontier: Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality

By: Fabrizio Dell'Acqua, Edward McCreedy III, Ethan Mollick, Hila Lifshitz-Assaf, Katherine C. Kellogg, Soran Raynorani, Lisa Krayer, François Candolon and Katrin H. Lakshmi

Format: Print | Language: English | Pages: 58

Email Print Share

ABSTRACT
The public release of Large Language Models (LLMs) has sparked tremendous interest in how humans will use Artificial Intelligence (AI) to accomplish a variety of tasks. In our study conducted with Boston Consulting Group, a global management consulting firm, we examine the performance implications of AI on realistic, complex, and knowledge-intensive tasks. The pre-registered experiment involved 758 consultants comprising about 7% of the individual contributor-level employees at the company. After establishing a performance baseline on a similar task, subjects were randomly assigned to one of three

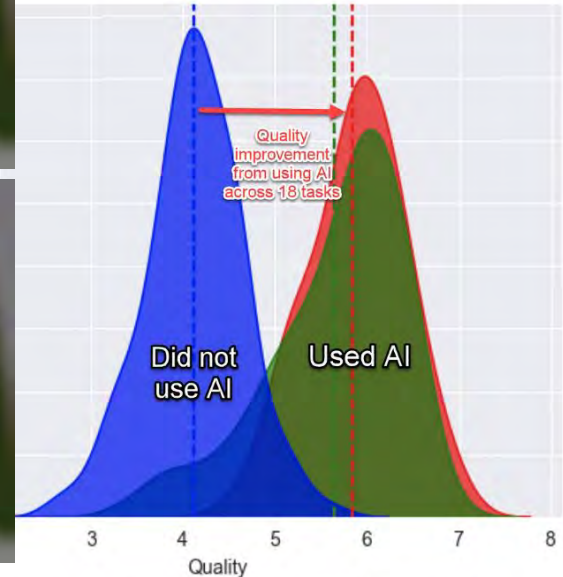
PAPER <https://www.hbs.edu/faculty/Pages/item.aspx?num=64700>

“for 18 different tasks selected to be realistic samples of the kinds of work done at an elite consulting company, consultants using ChatGPT-4 outperformed those who did not, by a lot. On every dimension. Every way we measured performance.”

Ethan Mollick
Centaur and Cyborgs on the Jagged Frontier

“Consultants using AI finished 12.2% more tasks on average, completed tasks 25.1% more quickly, and produced 40% higher quality results than those without. Those are some very big impacts.”

Ethan Mollick
Centaur and Cyborgs on the Jagged Frontier



Distribution of output quality across all the tasks. The blue group did not use AI, the green and red groups used AI, the red group got some additional training on how to use AI.

ARTICLE <https://www.oneusefulthing.org/p/centaur-and-cyborgs-on-the-jagged>

"for 18 different tasks selected to be

Harvard Business School

Boston Consulting Group

Harvard Business School

FACULTY & RESEARCH

FACULTY RESEARCH

Harvard Business School Faculty & Research

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2023 WORKING PAPER HBS WORKING PAPER SERIES

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ABSTRACT

The public release of Large Language Models (LLMs) has spurred the use of Artificial Intelligence (AI) to accomplish a variety of tasks. At Harvard Business School, a global management consulting firm, we conducted an experiment on realistic, complex, and knowledge-intensive tasks. The pre-experiment consultants comprising about 7% of the individual contributors established a performance baseline on a similar task, subject



Sam Altman ✓
@sama

important point here: these systems are much better at doing tasks than jobs.

and giving people better tools to do their work faster often leads to qualitative changes in what they can do.

(of course, over the long run, we expect these systems will be able to do all of some of today's jobs and aren't trying to hide the ball on that. confident we will find new and much better jobs when that happens!)



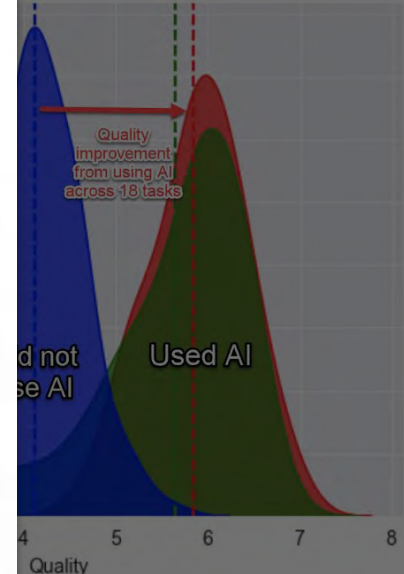
Ryan Petersen ✓ @typesfast · Sep 27

Labor cost in coordinating freight is ~10% of the cost of international shipping. AI will make almost everything you buy cheaper.

Thanks to our new GPT-4 based copilot that Flexport ops tech team rolled out this week, a task that used to take operators 30 minutes can now be...

[Show more](#)

11:37 PM · Sep 29, 2023 · 1.7M Views



- AI will change the way we work by making it **more efficient**
- AI will help create **more quickly** and make them more effective
- AI will also help **understand the content** of their content to



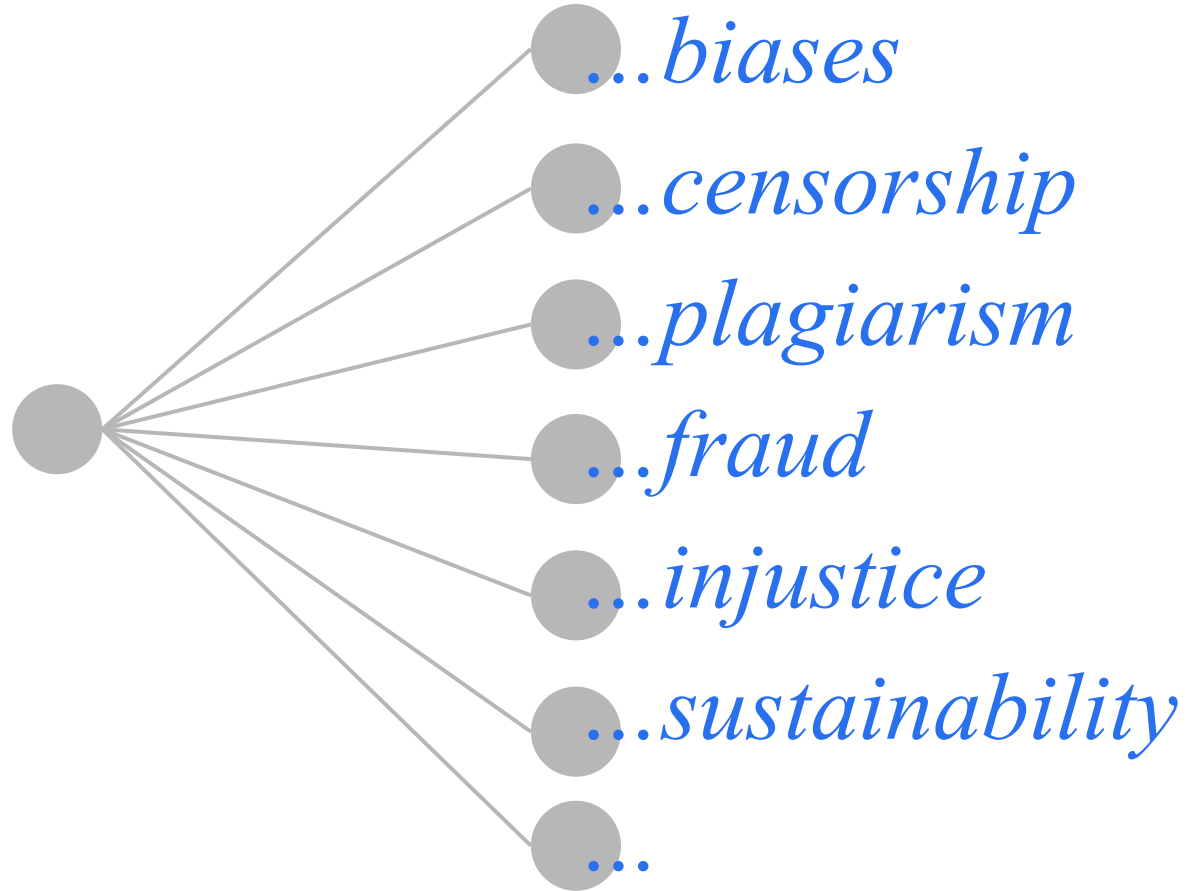
*AI tools will make us
dangerously lazy, if...*

**We ignore
discrimination,
bias and risks.**



AI issues

Garbage in,
garbage out



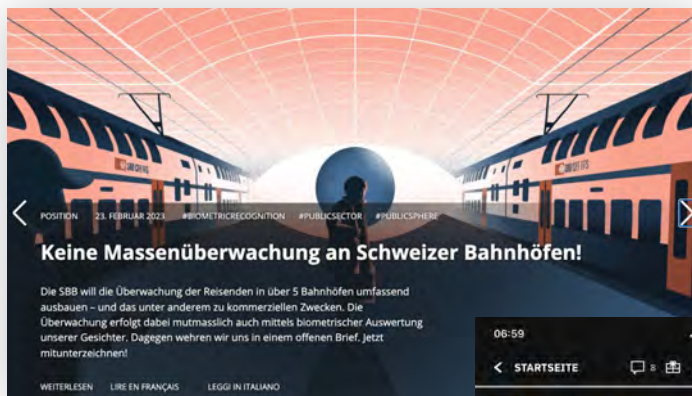
«These companies control the tooling development environments, languages, and software that define the AI research process - they make the water in which AI research swims.»»

AlgorithmWatch

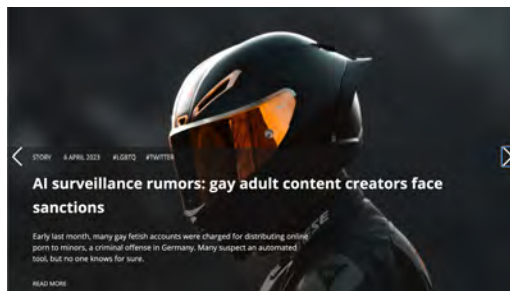
AlgorithmWatch ist eine gemeinnützige Organisation mit dem Ziel, Prozesse algorithmischer Entscheidungsfindung zu betrachten und einzuordnen.



Angela Müller
PhD/Dr.des. | Head of
AlgorithmWatch CH



<https://algorithmwatch.ch/de/offener-brief-sbb/>



/ Kanton Aargau will vollautomatisierte Entscheide in der Verwaltung ermöglichen

Der Kanton Aargau hat ein neues Gesetz über die Verwaltungsrechtspflege in die Vernehmlassung geschickt. Dieses sieht vor, vollautomatisierte Entscheide ohne jegliche menschliche Überprüfung in der kantonalen Verwaltung zuzulassen. AlgorithmWatch CH betrachtet die neue Regelung kritisch, begrüsst aber die Einführung einer begleitenden Folgenabschätzung.

<https://algorithmwatch.ch/de/vernehmlassung-aargau/>



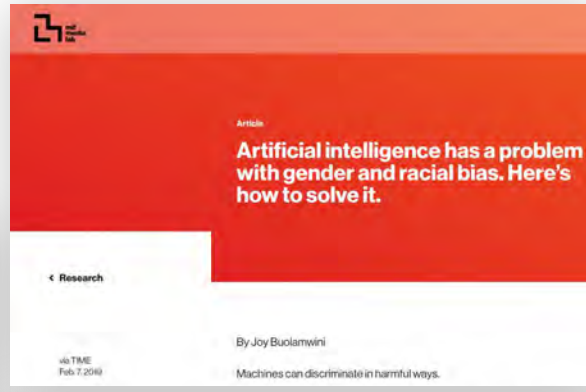
<https://magazin.nzz.ch/nzz-am-sonntag/hintergrund/angela-mueller-ueber-systeme-zur-gesichtserkennung-ld.1726741>

«**Garbage in –
Garbage out!**»

Biased code



<https://www.youtube.com/watch?v=jZl55PsFzIQ&t=5s>

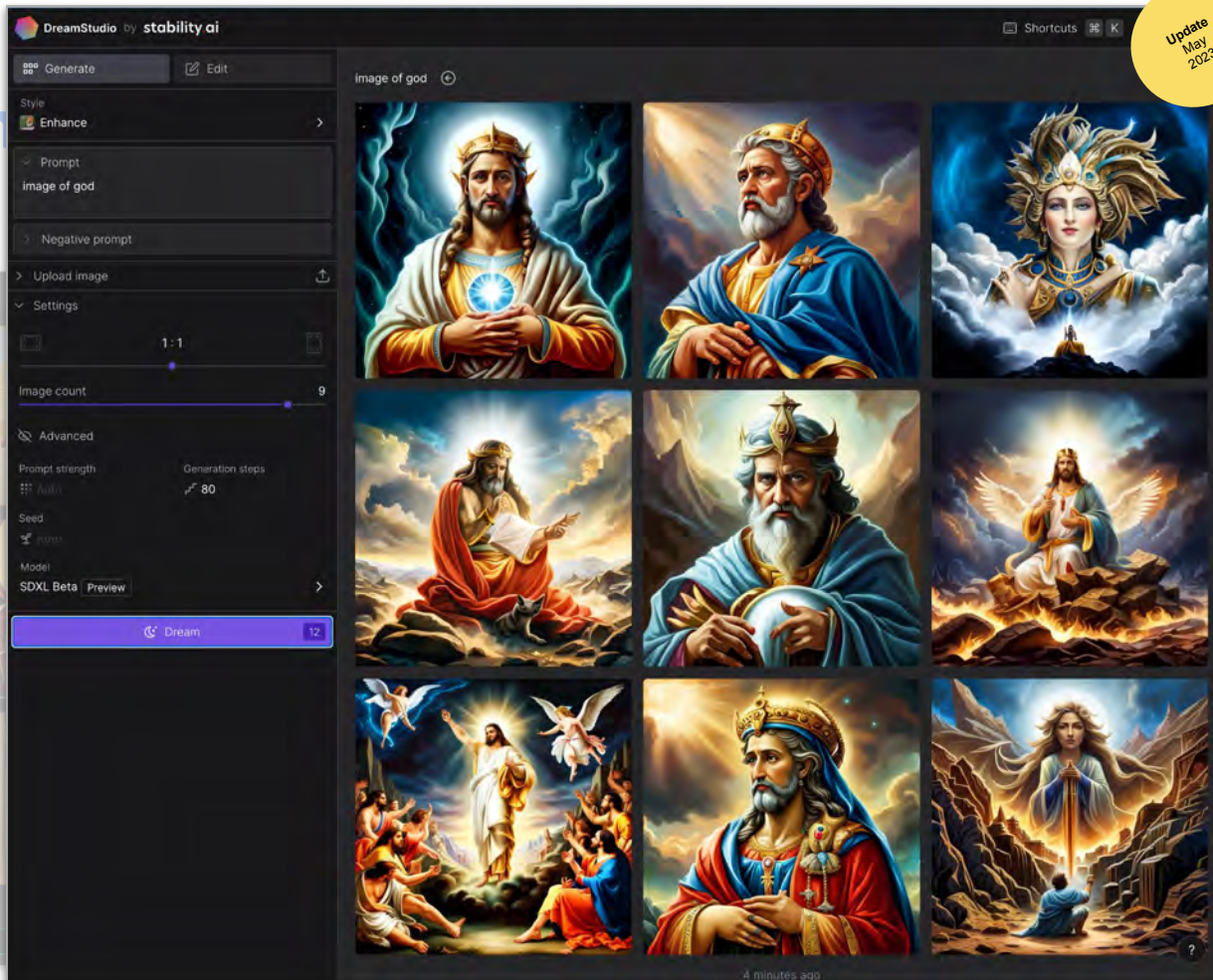
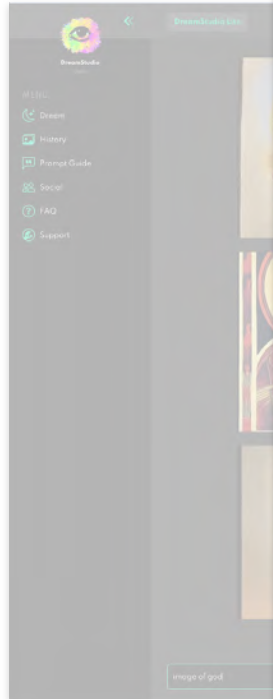


<https://www.media.mit.edu/articles/artificial-intelligence-has-a-problem-with-gender-and-racial-bias-heres-how-to-solve-it/>



<https://www.nytimes.com/2020/06/24/technology/facial-recognition-arrest.html>

Bias - In

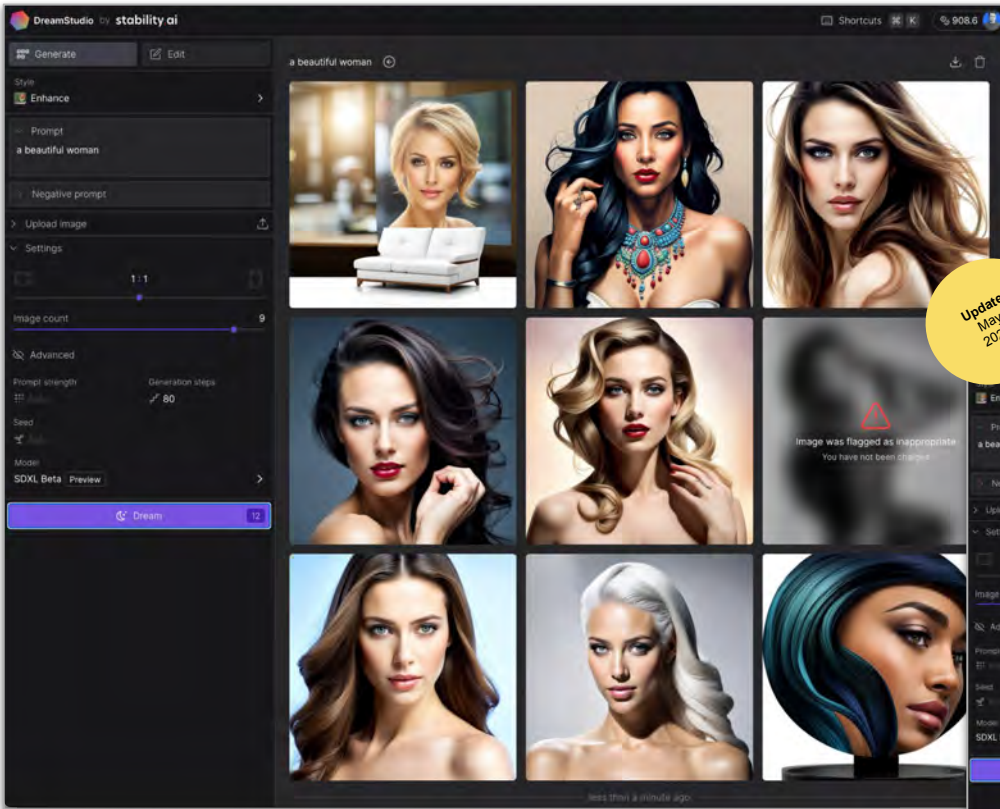


Update
May
2023

Oct
2022

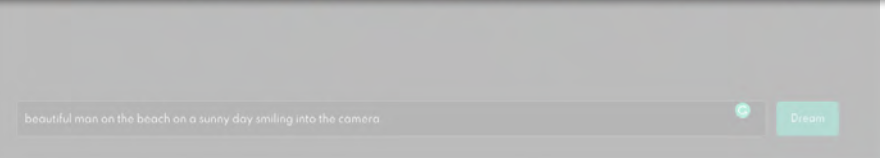
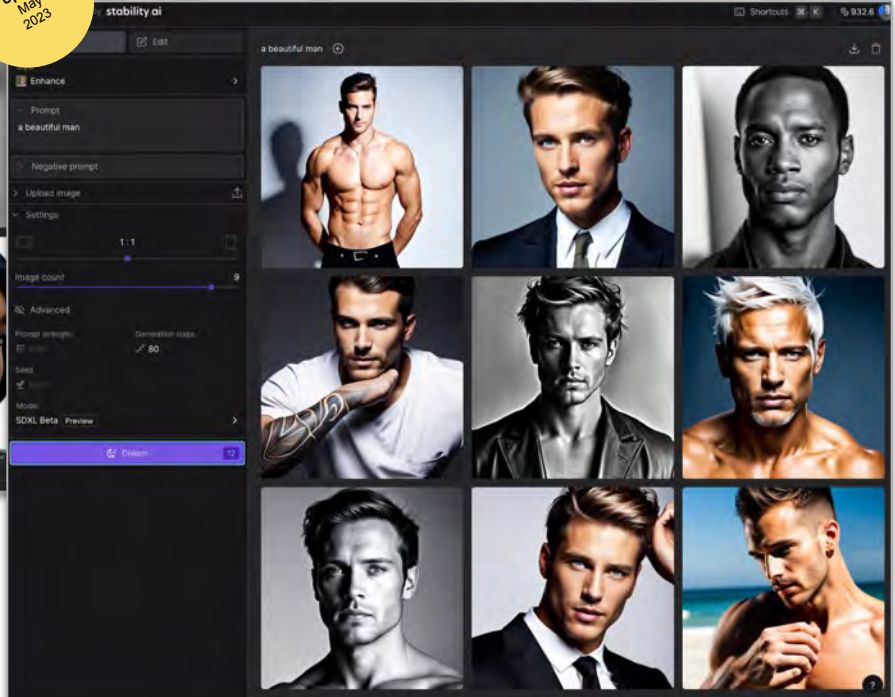


dreamstudio.ai/dream

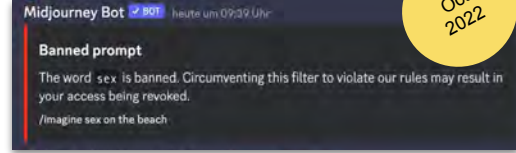


... it is not getting better.

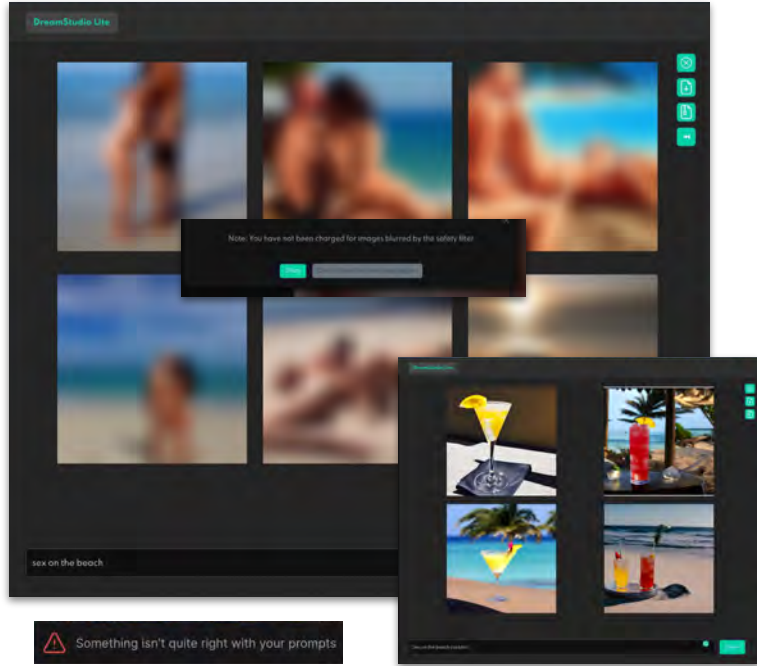
Update
May
2023



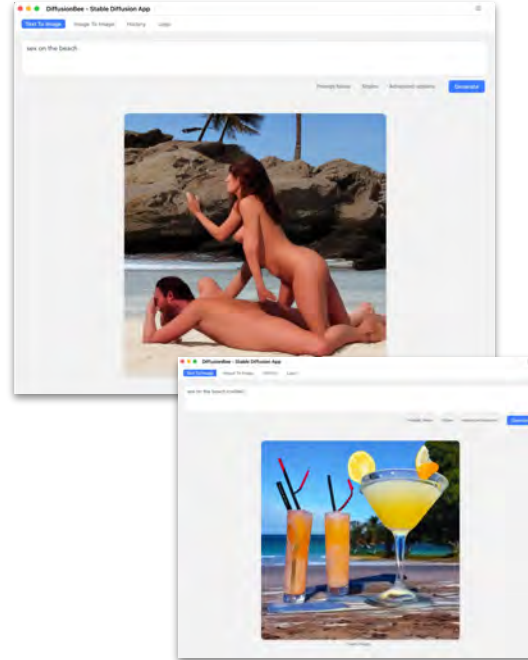
Censorship – Sex On The Beach ... (Cocktail)



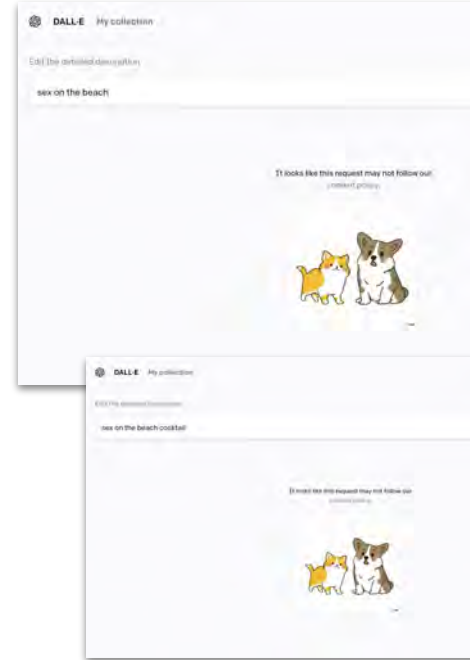
midjourney



<https://beta.dreamstudio.ai/dream>



DiffusionBee



<https://labs.openai.com/>

Funny?

AI image of Pope Francis in a puffer jacket fooled the internet and experts fear there's worse to come

Viral images created by artificial intelligence have already fooled millions on Twitter – and it could soon be even harder to distinguish truth from reality



An AI-generated image of Pope Francis went viral on social media



chrissy teigen
@chrissyteigen



I thought the pope's puffer jacket was real and didnt give it a second thought. no way am I surviving the future of technology

3:31 AM - Mar 26, 2023



29K



Reply



Copy link

[Read 265 replies](#)

<https://news.co.uk/news/technology/ai-image-pope-francis-puffer-jacket-coat-fooled-internet-experts-fear-theres-worse-come-2234247>



still funny ...?



<https://twitter.com/EliotHiggins/status/1637927681734987777?s=20>

Twitter thread interface showing a tweet by Eliot Higgins (@EliotHiggins) with a video of Trump being escorted by police. The tweet text reads: "Making pictures of Trump getting arrested while waiting for Trump's arrest." The tweet has 1,411 retweets, 396 quotes, and 12.2K likes. A reply is visible below the tweet.

Thread

Eliot Higgins @EliotHiggins

Making pictures of Trump getting arrested while waiting for Trump's arrest.

10:22 PM · Mar 20, 2023 · 1.2M Views

1,411 Retweets · 396 Quotes · 12.2K Likes

Tweet your reply

Eliot Higgins @EliotHiggins · 12h

Replying to @EliotHiggins

Relevant people

Eliot Higgins @EliotHiggins

Founder and creative director of Bellingcat and director of Bellingcat Productions BV. Author of We Are Bellingcat. Tonal Whiplash Zone.

Trends for you

- Business & finance · Trending
- #CreditSuisse
- Trending with Bankam
- Arise-us
- Politics · Trending
- #TrumpIndictment
- 17K Tweets
- Only on Twitter · Trending
- #SpringEquinox
- 10.2K Tweets
- Trending
- pewdiepie
- 1,847 Tweets
- GPTs
- Trending in Switzerland
- Aktie
- Trending
- #WelcomeBallGuy
- 1,488 Tweets
- Action games · Trending
- Noelle
- 33.6K Tweets
- Politics · Trending
- Clinton
- 113K Tweets

Show more

Vertical scroll of tweets from Eliot Higgins (@EliotHiggins) showing various images of Trump and Melania Trump being escorted by police.

Thread

Eliot Higgins @EliotHiggins · 12h

Eliot Higgins @EliotHiggins · 12h

Eliot Higgins @EliotHiggins · 12h

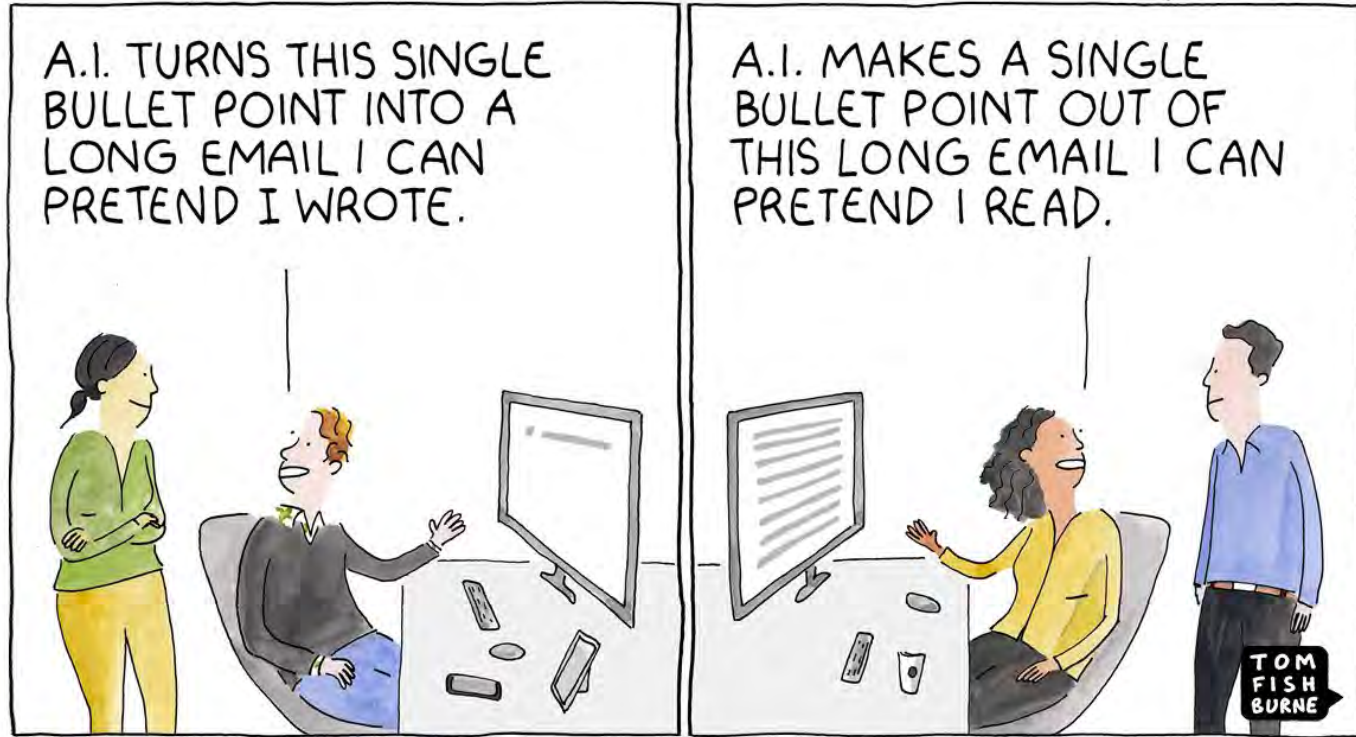
Eliot Higgins @EliotHiggins · 12h

*AI tools will make us
dangerously lazy, if...*

**We fall for the
convenience trap.**



So convenient, so tempting... so efficient?



*AI tools will make us
dangerously lazy, if...*
**We forget to train
our human abilities.**



So convenient, so tempting... so trustworthy?



© marketoonist.com

Where to draw the line ...?



The image is a screenshot of a news article from CBS Detroit. The page has a dark theme. At the top, there is a navigation bar with the CBS Detroit logo on the left and links for NEWS, WEATHER, SPORTS, VIDEO, and MORE on the right. A weather icon shows a cloud and 48 degrees. A search icon and a 'Live TV' button are also present. Below the navigation bar, the article title is 'Vanderbilt University staff apologizes after ChatGPT was used to write email about MSU shooting'. The author is listed as 'BY SARA POWERS' and the date is 'FEBRUARY 20, 2023 / 1:36 PM EST / CBS DETROIT'. There are social media icons for Facebook, Twitter, and YouTube. A blue box with the CBS News Detroit logo is on the left side of the article. Below the article, there is a white box with a summary of the article.

CBS DETROIT NEWS ▾ WEATHER ▾ SPORTS ▾ VIDEO MORE ▾ 48° 🔍 **Live TV**

LOCAL NEWS ▾

Vanderbilt University staff apologizes after ChatGPT was used to write email about MSU shooting

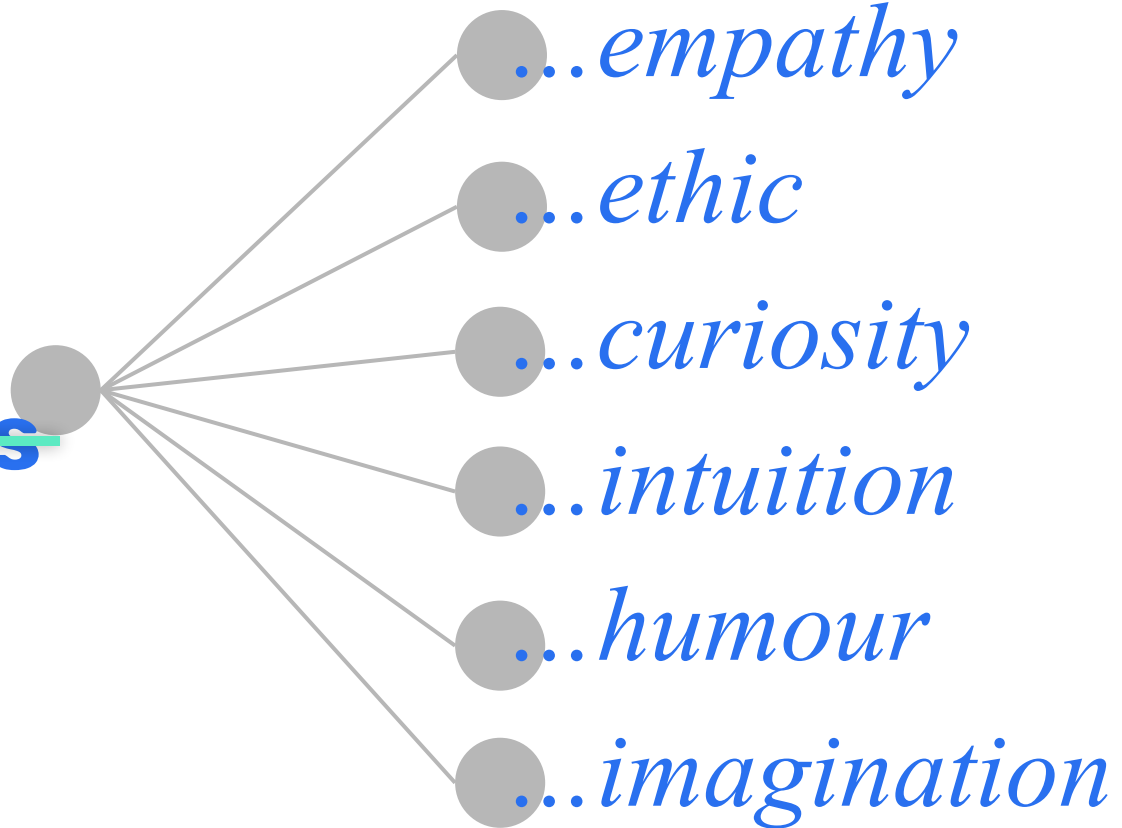
CBS NEWS DETROIT BY SARA POWERS
FEBRUARY 20, 2023 / 1:36 PM EST / CBS DETROIT

f t

(CBS DETROIT) - Vanderbilt University staff apologized after an email sent to students reflecting on the tragic Michigan State University shooting was written using Open AI's ChatGPT.

I would say...

Let's focus
on human
~~**weaknesses**~~
strengths



Let's be lazy and let the AI run the job...?

Demo – A experimental run through
From Desk Research & UX
to Visualization & Communication



Being **dangerously lazy!**
Ignoring Bias issues for
demo reasons

Prototypical Use Case 1

Merging UX and Design to Hyper-Personalize Online Ads with AI tools

1. We are creating an online portal that people can use to find out about diseases about their own illnesses, as well as those of their children or parents. The portal offers interactive information, should be worth reading and should be a first point of contact. It does not replace a doctor. Two questions about this: 1) What could be the target groups for such an online portal? 2) What informative content sections worth reading can be for such an online portal?

Target group of health conscious people

Persona Lisa Müller

- Age: 32 years
- Occupation: Marketing Manager
- Marital status: Single
- Interests: Yoga, running, news, wellness
- Challenges: Lack of time to do her regular fitness, wants to keep up regular diet with being
- Other features: Active about health, regular news about diet and fitness trends, likes to learn from and receive coaching tips
- Objective: Learning about new content, making getting tips for stress and sleep, discovering new techniques or wellness products

Lisa Müller

Jobs to be Done

- Find information about health and diet and healthy habits and activities
- Discover new exercises or wellness techniques
- Learning about current health trends and news

Goals

- Efficiently finding needed and up-to-date information on health topics
- Get personalized advice or content that fits her active lifestyle
- Overcoming the amount of attention in supporting information sites



2. Can you name 3-4 possible "User Stories", i.e. generate application examples (and output) them in table form: 1. Target group column 2. User Journey/application example column 3. Reason for user story in connection with online content of the portal

3. Please detail example 1: A user who recently received a diagnosis is looking for information about their illness, based on 6-8 possible interactions of the user with the online medical portal

1. Research

Giving ChatGPT a short briefing framse set and tasks

- Medical Online Platform
- Target groups
- Interactions User Flows
- Create User Stories

...

2. Create Personas

Create Profile insights and Visualization

- Personal information
- Pains, Gains Jobs-2b-done
- Image prompting
- Prompt optimization

...

For Lisa Müller:

- Headline:** "Unlock Your Optimal Health!"
 - Copy:** Dive into curated wellness content tailored just for the modern go-getter like you.
- Headline:** "Meditation, Yoga, Diet? We've Got You Covered!"
 - Copy:** Explore our platform for the latest tips and techniques that align with your dynamic lifestyle.
- Headline:** "Your Reliable Source for All Things Health!"
 - Copy:** Get through the noise. Access up-to-date, scientifically-backed information with

Urban Runner: A dynamic shot of a woman (resembling Lisa) running through an urban environment with headphones on, emphasizing her athletic build and active lifestyle in a modern setting.

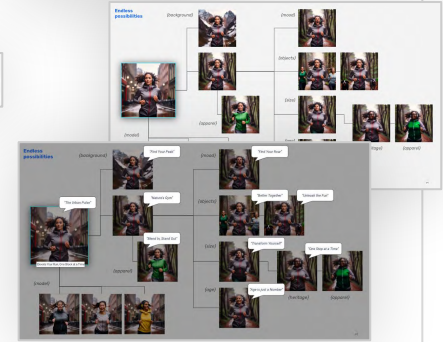
A dynamic shot of a woman (resembling Lisa) running through an urban environment with headphones on, emphasizing her athletic build and active lifestyle in a modern setting. —ar 6:6 —style raw —@fanciful (text)

3. Creation

Create Key Visuals and Key Messages

- Headline, Copy variations
- Prompt generating
- Image generating
- AI animation of Visual

...



3. Customize

Create hyper-personalized variations of Key Visual/Text

- Using prompt variations
- Vary Headlines/Copy according to visual

...

Blog post <https://netgen.io/blog/ai-creativity-2-merging-ux-and-design-to-personalize-online-ads-with-ai>

Being **dangerously lazy!**
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demo reasons

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Prototypical Use Case 3

Heuristic website analytics by ChatGPT (according to Jakob Nielsen's 10 Usability Heuristics for User Interface Design)

Analysis via URL

Hello! You are a UX expert and your are a top shot of the topic of "Heuristic" and "Heuristic Analysis". Are you familiar with tools, methods and examples in this field?

Hello! Heuristic analysis is indeed a fascinating and crucial aspect of user experience (UX) design. It involves evaluating a product or system's user interface using recognized usability principles (heuristics). Here's a breakdown of some tools, methods, and examples in this field:

Tools and Methods:

- Heuristic Analysis:** Applying established usability principles and guidelines to evaluate a design.
- Accessibility:** Ensuring the website is usable by people with disabilities.
- Prototyping and Usability Tests:** Tools like Sketch, Adobe XD, or Figma can be used to create interactive prototypes and conduct usability tests.

Methods:

- Heuristic Evaluation:** A structured approach to identify usability issues in a design.
- Task Analysis:** Breaking down user tasks into steps to identify potential errors or inefficiencies.
- Consistency and Standards:** Ensuring the website follows established conventions and standards.
- Helpful Messages:** Designing clear, concise, and helpful error messages and recovery options.

Examples:

- E-commerce Websites:** Applying heuristics to optimize the checkout process, product discovery, and user navigation.
- Mobile Applications:** Ensuring the app is intuitive, easy to use, and provides a seamless user experience.
- Corporate Websites:** Designing clear navigation, accessible content, and effective communication.

Real-World Example:

- Jakob Nielsen's 10 Usability Heuristics for User Interface Design** is a classic example of a heuristic set used in evaluations. Applying these heuristics in a structured analysis can uncover many usability issues in a variety of digital products.

OK, but please can you do it for: <https://ergomedico.com/>

Durchsuchen beendet

Based on Jakob Nielsen's 10 Usability Heuristics for User Interface Design, here's a heuristic analysis of the website <https://ergomedico.com/>:

1. Visibility of System Status:

- The language used on the site is professional and seems to match the terminology familiar to the target audience.
- Information is logically presented under different headings making it easy to understand.

2. User Control and Freedom:

- The navigation menu provides an easy way to jump between different sections of the website.
- However, there isn't a clear "back to top" button, which could have provided better user control and freedom.

3. Consistency and Standards:

- The website maintains a consistent design, with a common layout and navigation menu across different pages.

4. Error Prevention:

- The website doesn't have many interactive elements that potentially generate errors.
- However, any form on the website should have clear error prevention measures such as input validation.

5. Recognition Rather Than Recall:

- The navigation menu and other UI elements are self-explanatory, minimizing the memory load required from users.

6. Flexibility and Efficiency of Use:

- The website seems to lack advanced search functionality, which could impact the efficiency of use for more experienced users.

7. Aesthetic and Minimalist Design:

- The design is simple, clear, and focuses on presenting information in a clear and straightforward manner.
- There might be a bit of an overload of options in the navigation menu, which could be streamlined for simplicity.

8. Help Users Recognize, Diagnose, and Recover from Errors:

- There is no visible error messaging or feedback system to assist users in case they encounter issues on the site.

In summary, the website performs well in terms of consistency, matching system and real-world conventions, and recognition over recall. However, it could benefit from improved user control and freedom, error prevention, and assistance in recovering from errors.

1a. Pre-set ChatGPT
Ask to act as an UX expert

1b. provide URL
Provide an URL,
ask to scan content

Analysis visual via Screenshots

Can you do a Heuristic Analysis for a provided Screenshot according to "Jakob Nielsen's 10 Usability Heuristics for User Interface Design" for me please?

Of course! Please go ahead and upload the screenshot you'd like me to analyze. After I receive the image, I'll do a heuristic analysis based on Jakob Nielsen's 10 Usability Heuristics for User Interface Design.

Let's continue with a heuristic analysis based on the provided screenshot, using Jakob Nielsen's 10 Usability Heuristics for User Interface Design:

1. Visibility of System Status:

- The primary navigation bar is clearly visible and provides a consistent structure.
- The announcement bar at the top left provides news and timely information.

2. Match Between System and the Real World:

- The language is professional and comprehensive for a wide audience.
- The expertise to develop drugs is clearly highlighted, emphasizing the company's core value proposition.

3. User Control and Freedom:

- As before, navigation remains clear with accessible items such as "Learn More" and "What Our Users Say".

4. Consistency and Standards:

- The design retains its consistency with familiar elements like the navigation bar and visual content.

5. Error Prevention:

- The design retains consistency, with clear call-to-action buttons and concise information, reducing potential user errors.

6. Recognition Rather Than Recall:

- The clear navigation items, including "Solutions" and "Therapeutic Expertise", aid in user recognition of the design.

7. Flexibility and Efficiency of Use:

- The "Solutions" section, with its clear call and clear filter, can help both new and returning visitors navigate to their desired content.

8. Aesthetic and Minimalist Design:

- Images in the design effectively supplement the text. The design remains focused on the primary content without unnecessary additions.

9. Help Users Recognize, Diagnose, and Recover from Errors:

- Based on the provided screenshot, there are no visible error messages or recovery options.

10. Help and Documentation:

- The information is structured in a way that allows both new and experienced users to find the information they need.

The website seems to do a good job in aligning with Nielsen's usability heuristics, offering a visually appealing and user-friendly design that conveys its message effectively. Again, a full analysis would benefit from an interactive exploration of the website.

Can you say something about visual appearance like color usage or contrast?

Of course! Let's delve into the visual design elements, specifically focusing on color usage, readability, and overall visual aesthetics based on the provided screenshot:

Color Palette:

- The primary colors used are blue and white, which convey a sense of trustworthiness and professionalism. The navy blue is a stable and calming hue, often associated with expertise and reliability.

2a. Visual Inputs to ChatGPT
Ask to act as an UX expert and
upload a screenshot

2b. Check & Refine
Check answer and enquire

← Post



Seth Kramer
@sethjkrmer

Here's a demo of the gpt-4-vision API that I built in [@bubble](#) in 30 min.

It takes a URL, converts it to an image, and sends it through the Vision API to respond with custom landing page optimization suggestions.



11:55 PM · Nov 6, 2023 · 12K Views

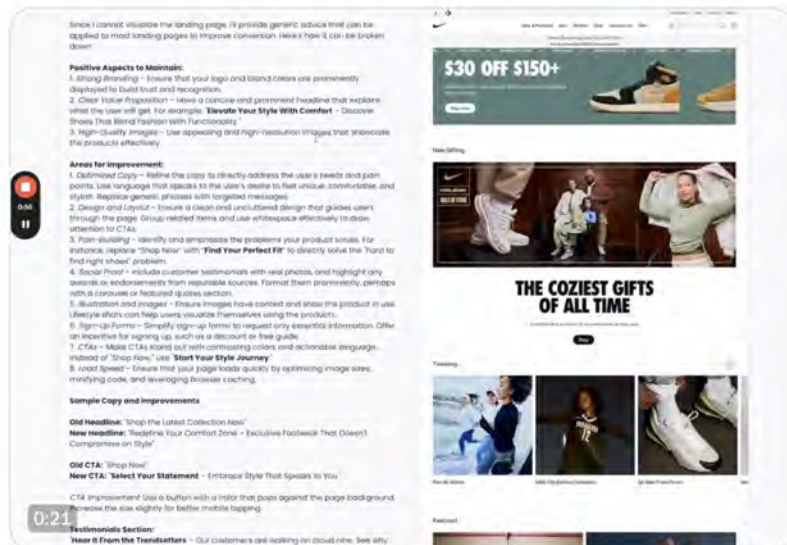
← Post



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@sethjkrmer

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*AI tools will make us
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**We outsource
decision making
totally...**



Next level of laziness: «AI Agents»

AI agents are designed to think and act independently. The only thing you have to provide is a goal—be that researching competitors or buying a pizza. They'll generate a task list and get to work, relying on feedback from the environment and their own internal monologue.

[What is an AI agent? By Miguel Rebelo · June 1, 2023](#)



Youtube: https://www.youtube.com/watch?v=yWbnH6inT_U&t=321s

"In the simplest form, Autonomous AI agents run on a loop to generate self-directed instructions and actions at each iteration. As a result, they do not rely on humans to guide their conversations, and they are highly scalable."

Westworld

Generative Agents: Interactive Simulacra of Human Behavior

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Researchers from Stanford and Google created an interactive sandbox environment with 25 generative AI agents that can simulate human behavior. They walk in the park, join for coffee at a cafe, and share news with colleagues. They demonstrated surprisingly good social behaviors:

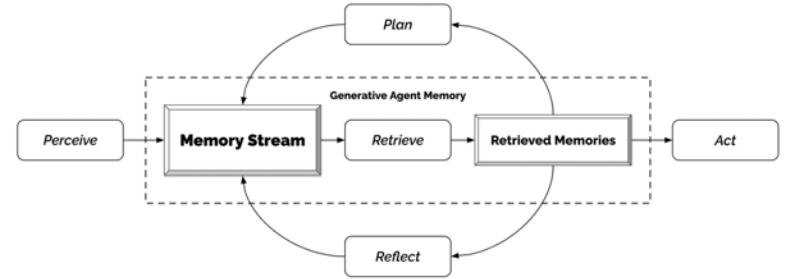


Figure 5: Our generative agent architecture. Agents perceive their environment, and all perceptions are saved in a comprehensive record of the agent's experiences called the memory stream. Based on their perceptions, the architecture retrieves relevant memories and uses those retrieved actions to determine an action. These retrieved memories are also used to form longer-term plans and create higher-level reflections, both of which are entered into the memory stream for future use.

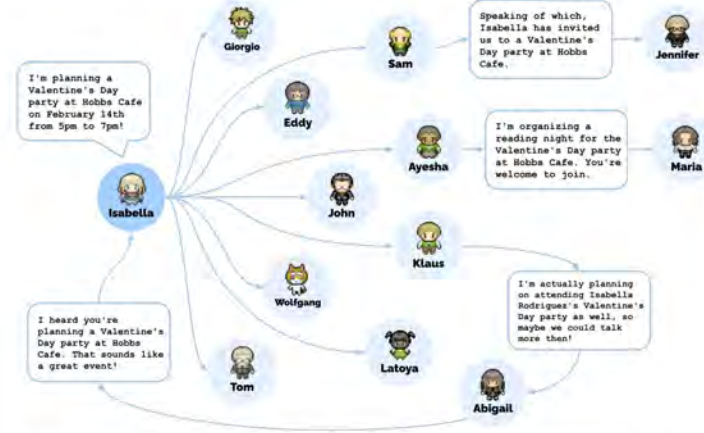


Figure 9: The diffusion path for Isabella Rodriguez's Valentine's Day party invitation involved a total of 12 agents, aside from Isabella, who heard about the party at Hobbs Cafe by the end of the simulation.

*AI tools will make us
dangerously lazy, if...*

**We do not start to
do it ourselves...**



How to leverage AI for your work

AI Transformation Playbook

1. Execute pilot projects to gain momentum
2. Build an in-house AI team
3. Provide broad AI training
4. Develop an AI strategy
5. Develop internal and external communications



Andrew Ng

Why is this crucial for PMs?

- 
- ...impact your education*
 - ...update your tool sets*
 - ...change your processes*
 - ...re-structure your team*
 - ...transform your clients*
 - ...put your job for debate*
 - ...impact society*

So maybe there is hope... ?



*“The smarter we make the A.I., the less
it wants to do our jobs.”*

Thank You?

– Let's stay in contact



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