





USER EXPERIENCE RESEARCHER
GOOGLE

Martin Ortlieb

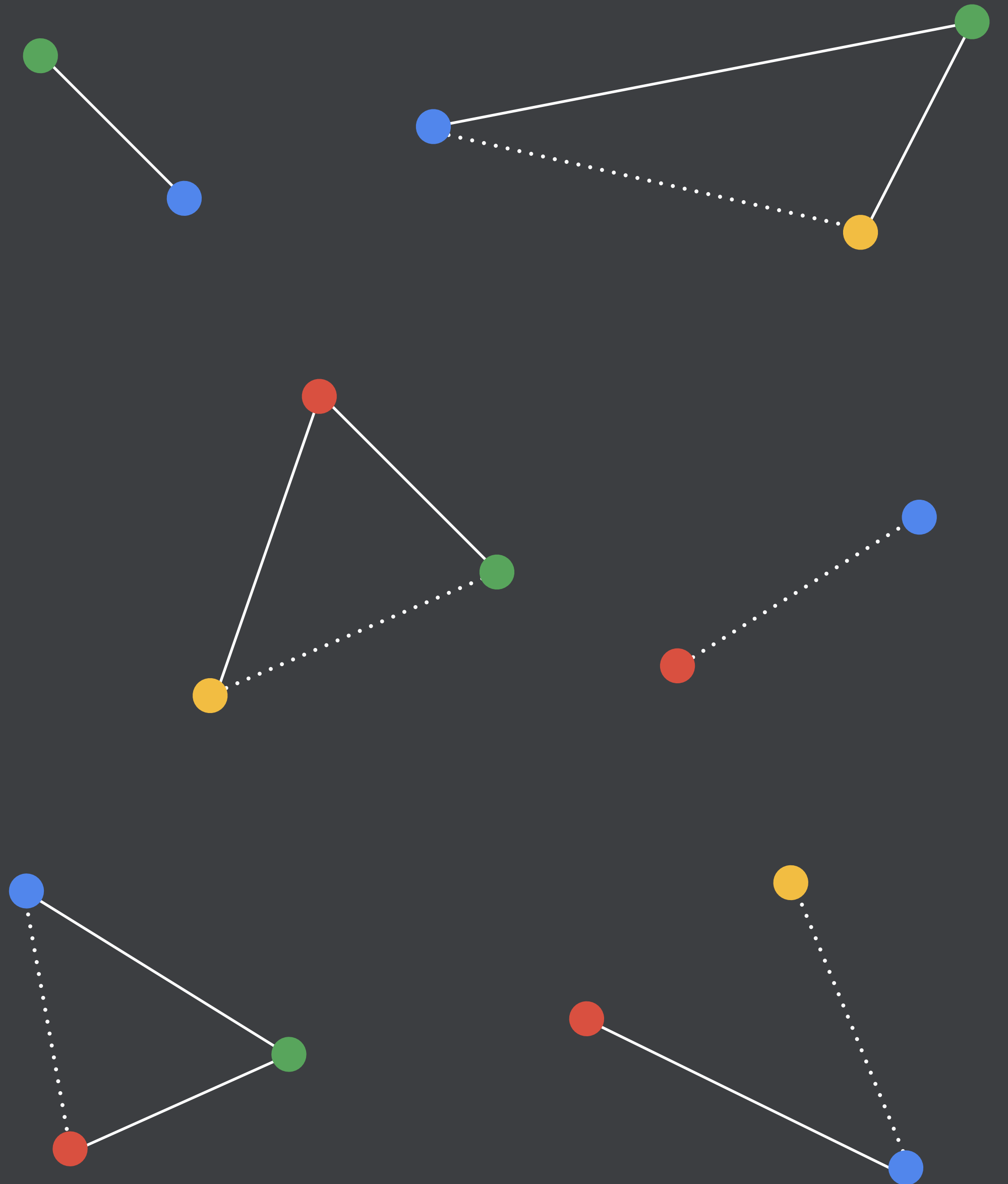
Making magic from the mundane

Elevating human accomplishment with Artificial Intelligence

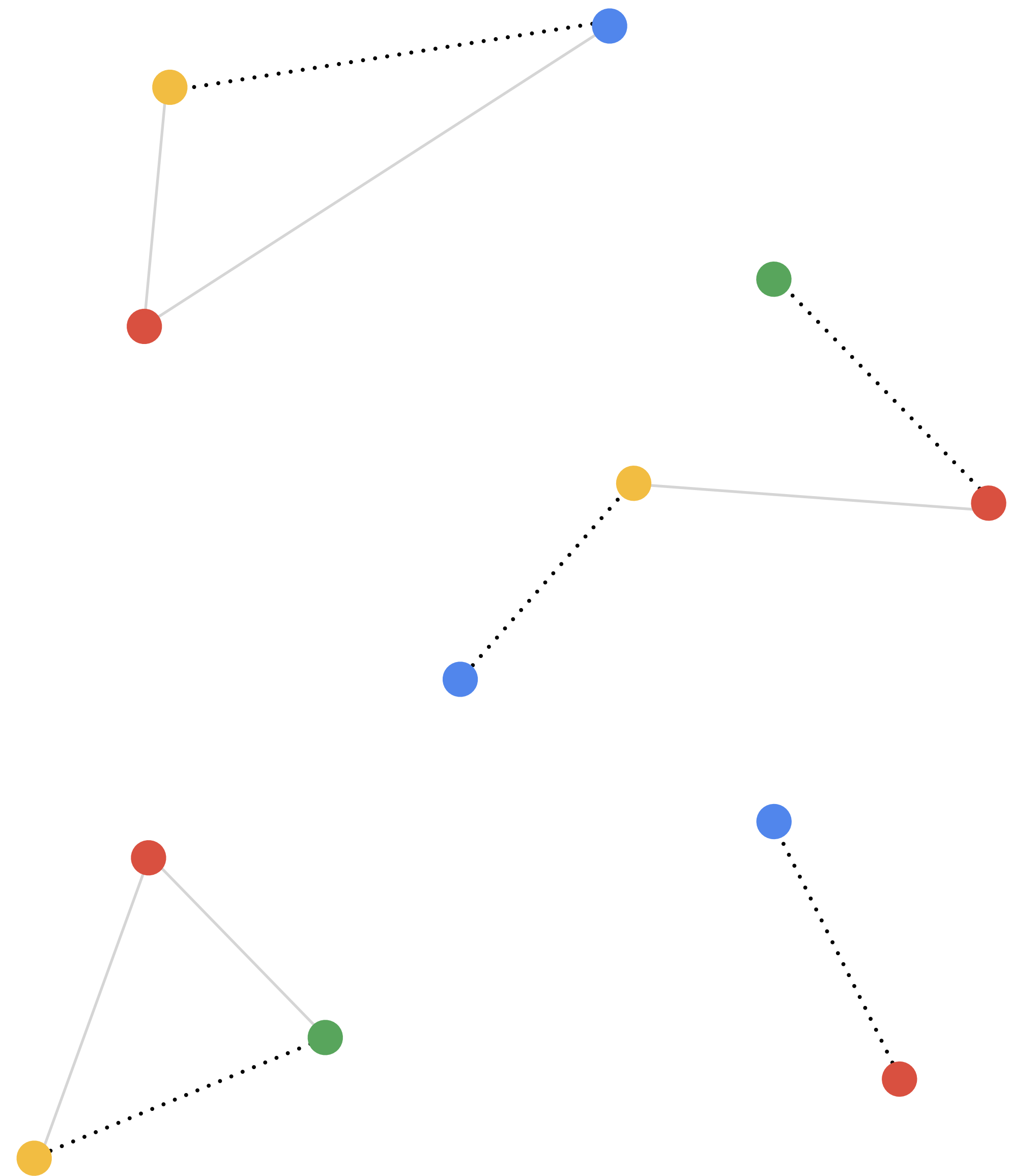


Martin Ortlieb

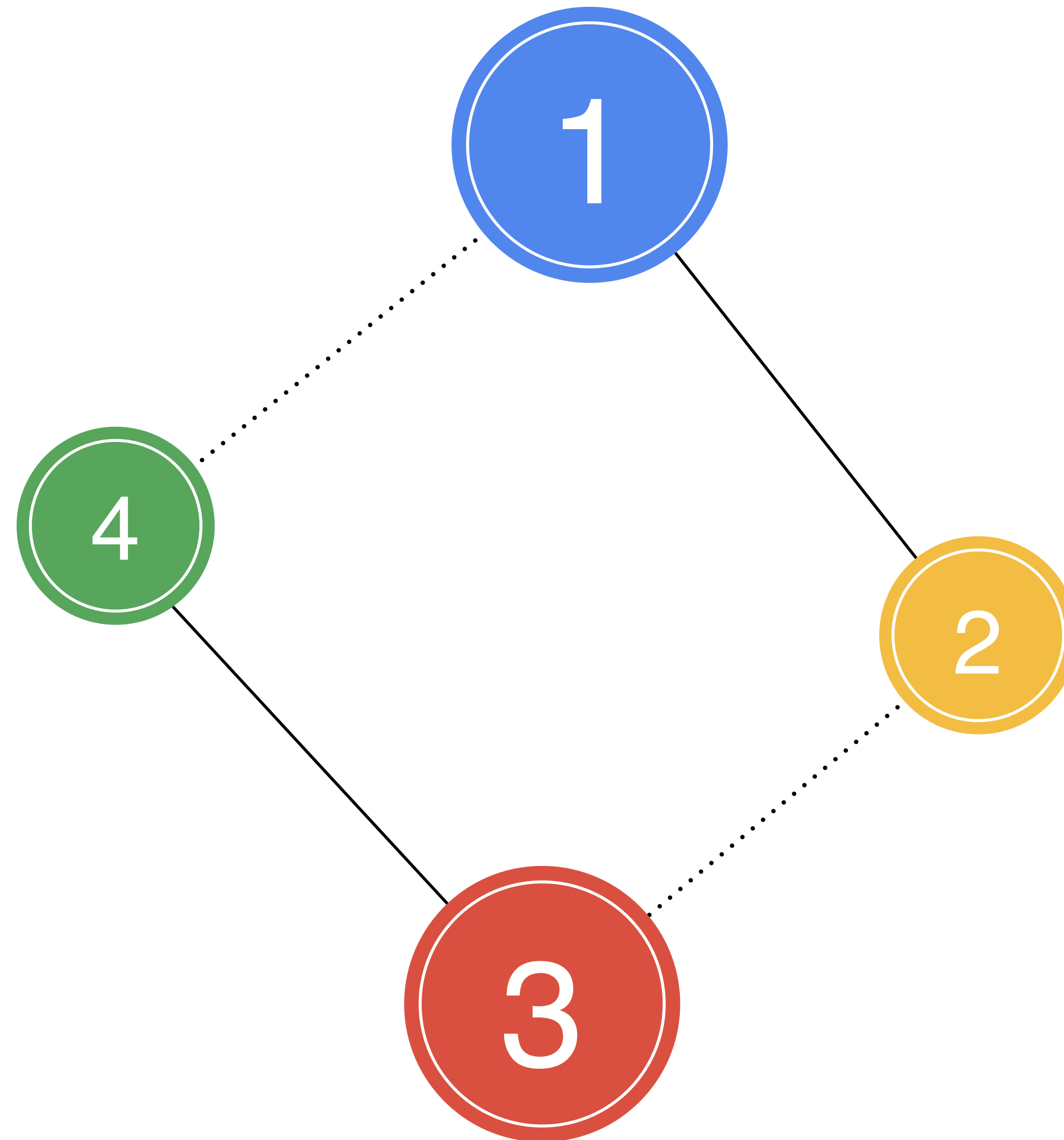
User Experience Research,
Google



Helping
humans be
human



Key concepts for AI in the Enterprise



From tedious
work



From tedious
work



to magical
experiences.

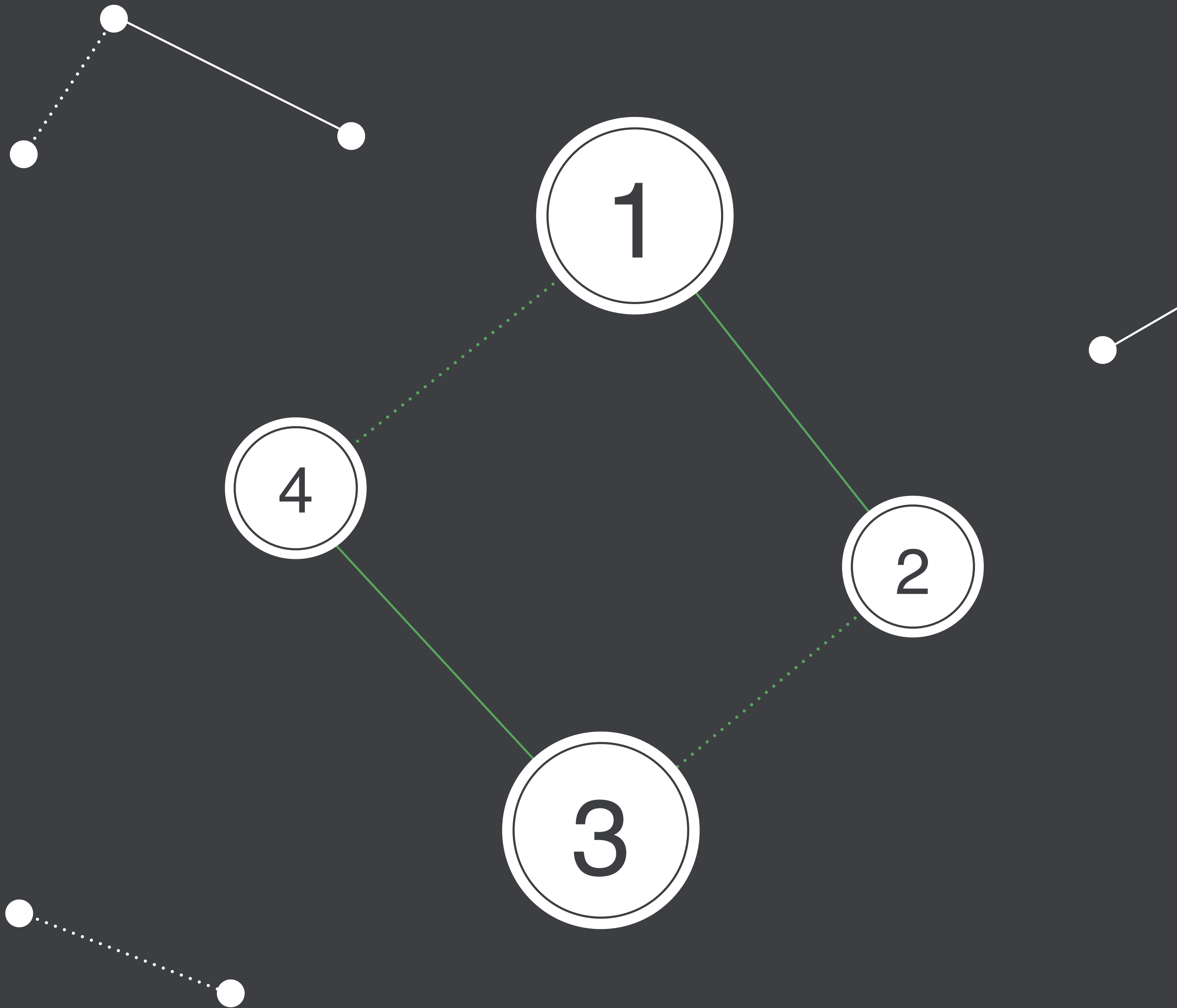
*No goldfish were harmed in
the creation of this slide.



Remind you to leave on time



What
we've
learned

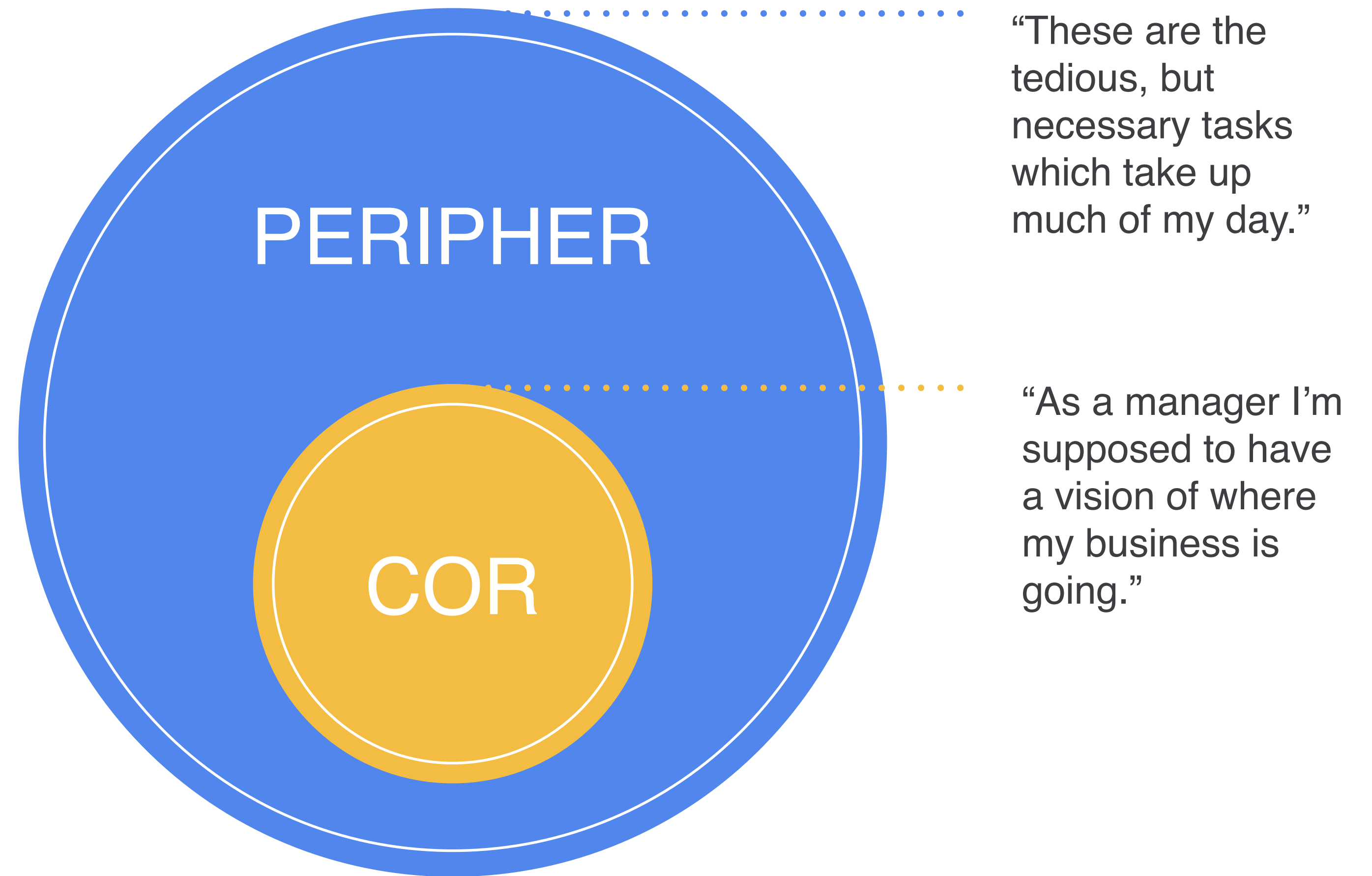




Alleviate
tedium.



Knowledge
workers split
their time
between core
and peripheral
work.



WOULD YOU FIND AI OR ASSISTANCE
HELPFUL IN YOUR JOB?

“50% of my job are useless
tasks.

If I give up on them, I could then
focus on the work that is
important and brings more value”



Alex, Participant

HOW CAN WE HELP WITH CORE WORK?

“I love my job doing research – I want more time to sweat the data.”



Tina, Participant

+

Create

October 2018

<

>

M	T	W	T	F	S	S
22	28	29	30	31	1	2
23	4	5	6	7	8	9
24	11	12	13	14	15	16
25	18	19	20	21	22	23
26	25	26	27	28	29	30
27	2	3	4	5	6	7

Add calendar

+

- My calendars
- ☒

Alex Gilmore
- ☐

Team Calendar
- ☐

Vacations

- Other calendars
- ☐

Chris Stephens
- ☐

Jane McGillvray
- ☐

Paula Cruise
- ☐

Michael Collins

	MON 11	TUE 12	SAT 16	SUN 17
ZRH				
8 AM				
9 AM		(No title), 9 AM		
10 AM				
11 AM	Calendar UX Critique 10:30 AM, ZRH-EURA1-3B-			
12 PM		Bi-weekly Tier 1 UX review 12:30 PM, ZRH-EURA1-3B-		
1 PM				
2 PM				
3 PM		Joonseo/Stephan 1:1, 3 P		
4 PM	Butterfly weekly 4 PM, ZRH-EURA1-3A-Tinte			
5 PM		Product Design Monthly 5 – 6 PM, ZRH-EURA1-3A-P		
6 PM	Calendar UX Stand Up, 5:			
7 PM		Calendar UX A11Y sync 6:30 – 7:30 PM	Team dinner 6:30 – 8 PM La Lumière	GSuite All Hands 6:30 – 7:30 PM
8 PM				DNS 7 – 8 PM

📅
Events & Meetings

👤
Things to do

🗑️
Travel & Whereabouts

Holger/Ralf

Fri, Jul 7 • 1:00 – 2:00 PM

👤

Add people

Guests can: see guest list • invite others

Ralf Metzger
Organizer

Holger Flyer

🏠

Add room/resource

📍

Add map location

📺

Add conferencing

☰

Add description or attachments

🟠

Ralf Metzger

Show as busy • Public visibility • Notify 5 minutes before

↓

Cancel

Save

—

AI should offload
repetitive and
peripheral tasks,

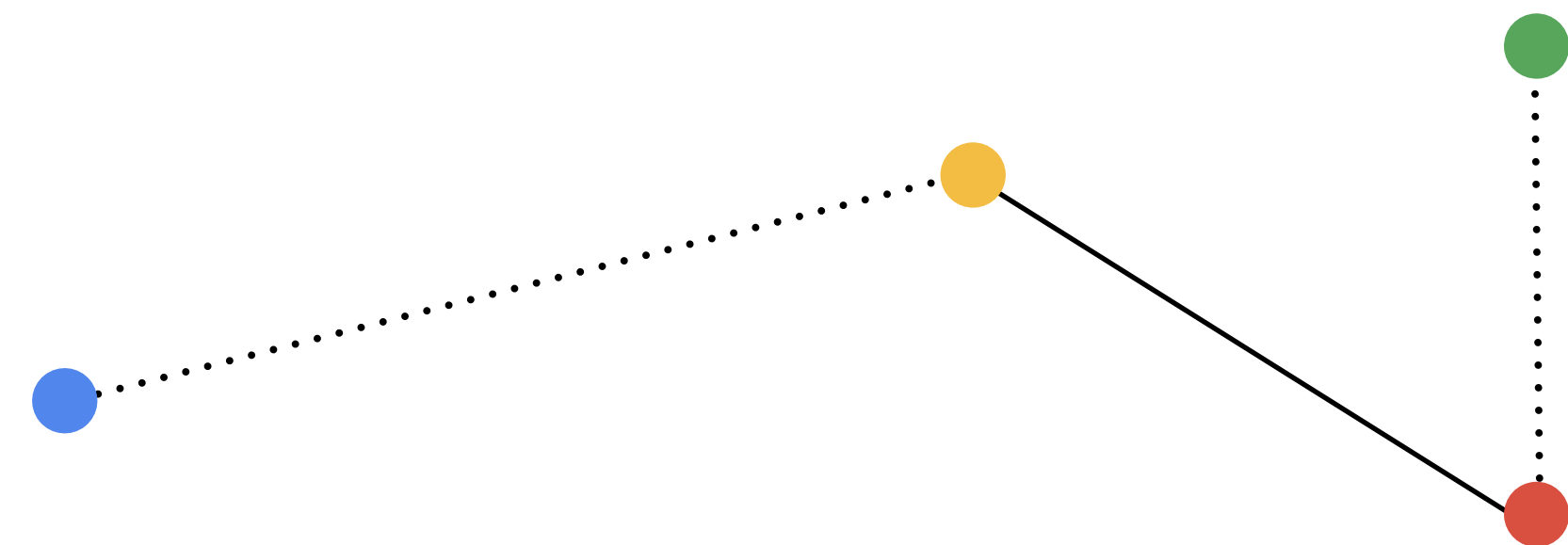


PERIPHER

The diagram features a large blue semi-circle at the bottom of the slide. Inside this semi-circle, the word "PERIPHER" is written in white, uppercase letters. Below the blue semi-circle, a smaller yellow semi-circle is partially visible. Surrounding the main blue semi-circle are several abstract geometric elements: a yellow dot with a line extending upwards from the top center; a green dot connected by solid lines to a blue dot and a yellow dot, with a dotted line also connecting the blue and yellow dots; and a red dot connected by a solid line to a point below it, with a dotted line extending from that point towards the bottom left corner.



and help people reach
their full potential in
creative, core work.



Enhance
core work.



“They employed me for my personality and for my thinking. You can’t teach strategic thinking – you either have that kind of brain or you don’t.”

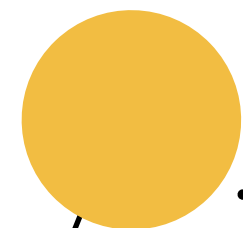


Peter, Participant

“I want to keep what
interests me or what will
help me with my career.”



Karolina, Participant





Share



Explore



For A1:J1530

Edit

AD SOURCE

TYPE

de Show

Existing Business

de Show

New Business

vertisement

Existing Business

osite

Existing Business

mployee Referral

New Business

chased List

Existing Business

Answers



Ask questions about your data



Most frequent Source

AI empowers the
individual with
personalized help





and helps **facilitate**
collaborative work.



Respect
social
dynamics.













Steer past old
patterns.





Gmail



Search mail



Ink | 42



Compose



Inbox



Starred



Snoozed



Sent



More



Sammy



Julie Wen

You: How was your weekend?



Coleen Furr

You: What is the project name?



Susan Tara

You: What's the project name?



Jeff Wilcox

You: Thanks for putting that togeth



Marissa Falgoust

You: Sounds great. Could you send



Adam Tai



1-36 of 36



Julie Wen (Google S.

Project Alpha Pit... - +sammy@ink-42.com Please check o...

Jul 15



Jerome Grate



Jerome Grate



Jerome Grate



Nick Owen



Nick Owen



Julie Wen (Go



Julie Wen (Go

Office Supplies



Julie Wen



Office Supplies

Hi JW,

Send

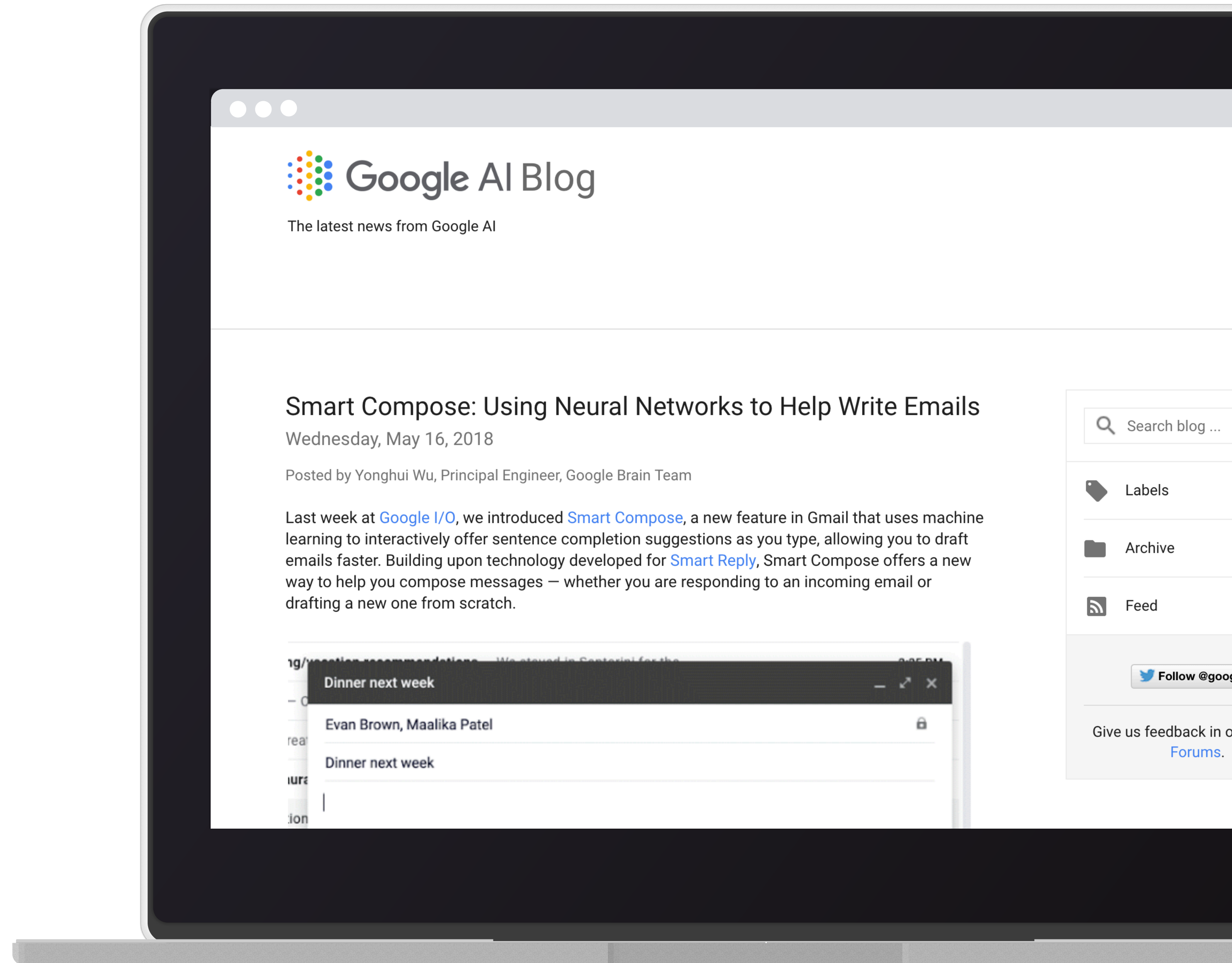


Early versions of Gmail's Smart Compose feature were influenced by gender bias.

New Message
Recipients
Subject
I am meeting an investor next week. Did you want to meet him?

New Message
Recipients
Subject
I am meeting a nurse next week. Did you want to meet her?


Build trust
through
transparency into
and control over
our AI features.





85%

of opt-in respondents said
seeing suggestions
improved their overall
compose experience.





*Ethan

* Actual photo & identity is private



“

I have an autism spectrum disorder, which affects my ability to communicate. It is very difficult if not impossible for me to come up with the kind of responses that come naturally to neurotypical people.

Smart Compose has proved invaluable to me by providing suggestions of how to convey my message in a way that other people would understand and not find weird or off-putting, and providing a way for me to learn how to communicate better.

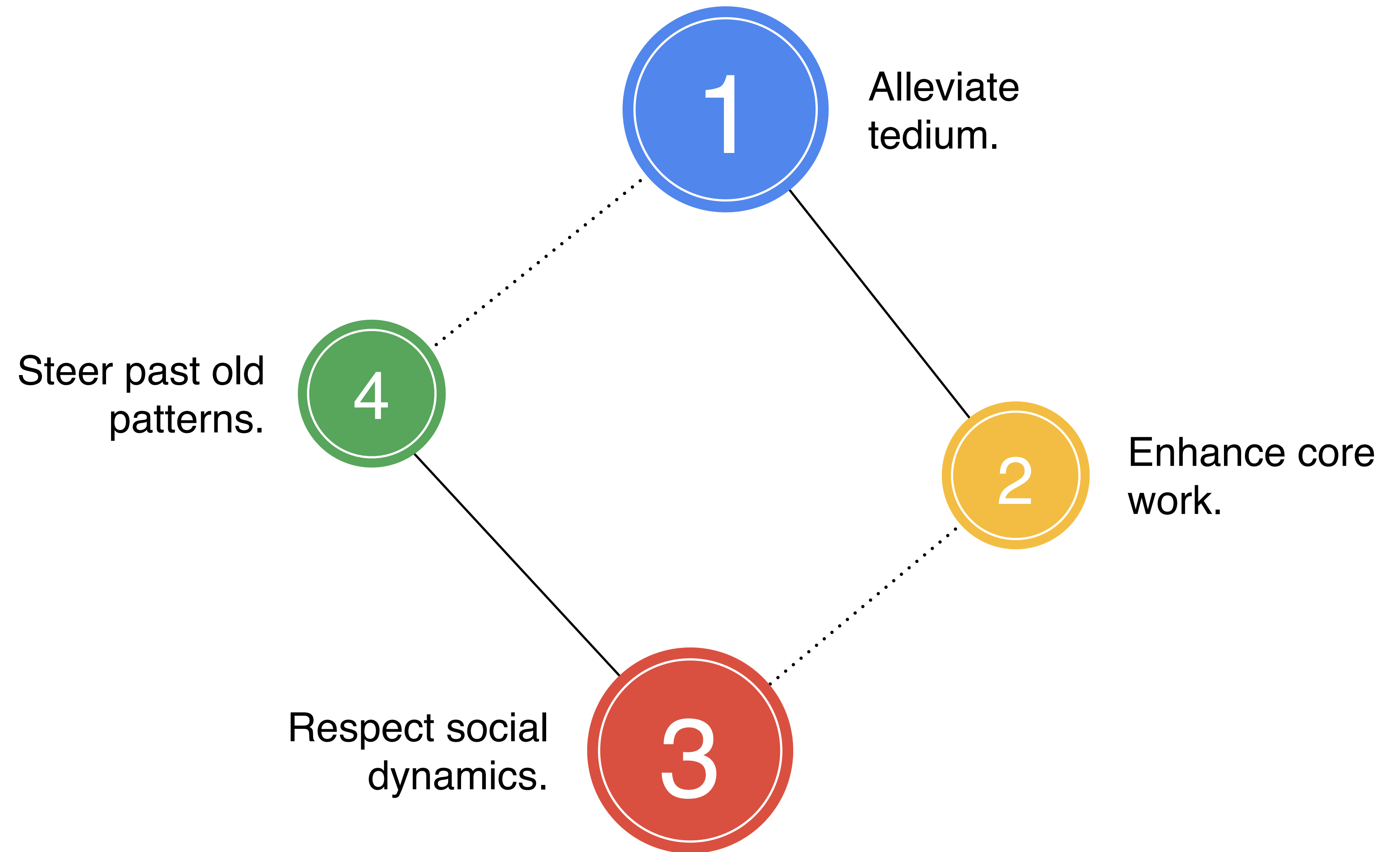
”



Helping
humans be
human



Key concepts for AI in the Enterprise





Thank you!

