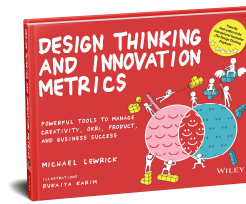


DESIGN THINKING FOR AI CANVAS



Quick guide: The Canvas supports the respective teams in the documentation of the outcomes from iterations and data exploration, based on tools from the design thinking, hybrid, and AI toolbox based on needs, approach, and benefits. Typical use cases in the context of design thinking for AI are related to data collection, measurements or extended experiences for the customer/user.

More tips & tricks on book page: 344



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Design Thinking and Innovation Metrics
978-1-1198-1515-0
www.design-metrics.com

1 NEEDS 	2 APPROACH 	3 BENEFITS 
Persona Who has the problem?	Data Sources, Rights & Limitations What are the data sources?	AI Value Add Which steps, considerations, and compliance clarifications are needed before implementing?
Interactions How, when, and where will the customer/user interact with the solution?	AI Solution & Customer / User Experience What are the core functions of the AI solution?	Experiences Value Add How is the customer/user informed about data collection and uses of data?
Data Ethics What are potential ethical concerns?	Ecosystem Configuration How is the solution embedded into a wider ecosystem? What actors are needed to design, build, initiate, and orchestrate?	Value Enhancement How might the AI solution be used to collect more meaningful data or define meaningful measurements?
Value Proposition How does the (re)designed experience bring value to the customer/user? What are the gains for the customer/user through the use of AI? Examples: - Proactive - Higher personalization - 24/7 availability - Improved ease of use 		