

HMW

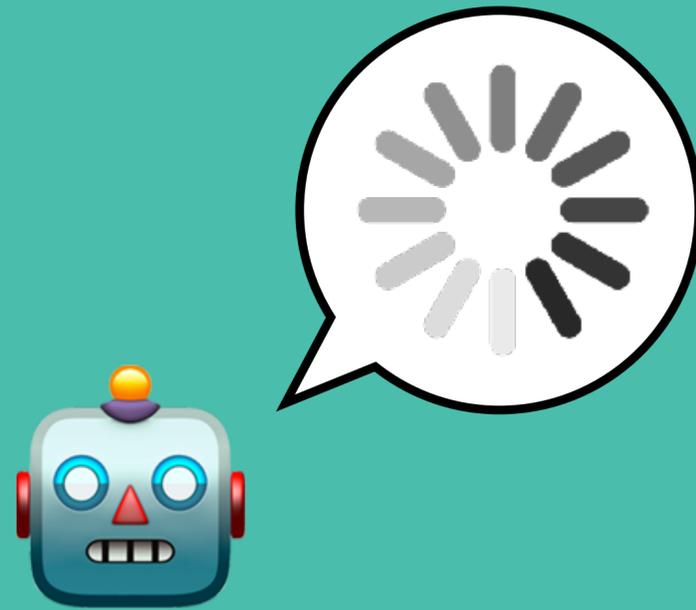
...Use Design Sprints for AI challenges?

NEW YORK  
TIMES  
BESTSELLER

SPRINT

how to  
SOLVE BIG PROBLEMS  
AND TEST NEW IDEAS  
IN JUST FIVE DAYS

Meetup



**AI is waiting for  
humans...**

**This meetup is organised by:**

**Thijs Speet**

The logo for Onboarding, featuring the word "Onboarding" in a bold, black, sans-serif font. The letter "O" is stylized with a circular arrow around it. The text is set against a solid yellow rectangular background.

**Onboarding**

**Aart Verweij**

The logo for 1 SPRINT, featuring a stylized orange lightning bolt icon to the left of the text "1 SPRINT." in a bold, black, sans-serif font. A small blue dot is positioned at the end of the period. The text is set against a white background.

**1 SPRINT.**

**Matthijs Alderliefste**

The logo for Switch, featuring a white outline of a heart shape to the left of the word "Switch" in a white, sans-serif font. The text is set against a solid green rectangular background.

**Switch**

# This Meetup is a **workshop**



We will design the best way to SPRINT for AI and Data Science projects. To get there, we will use some Liberating Structure and Design Sprint principles.

# Agenda

**-Primer on AI**

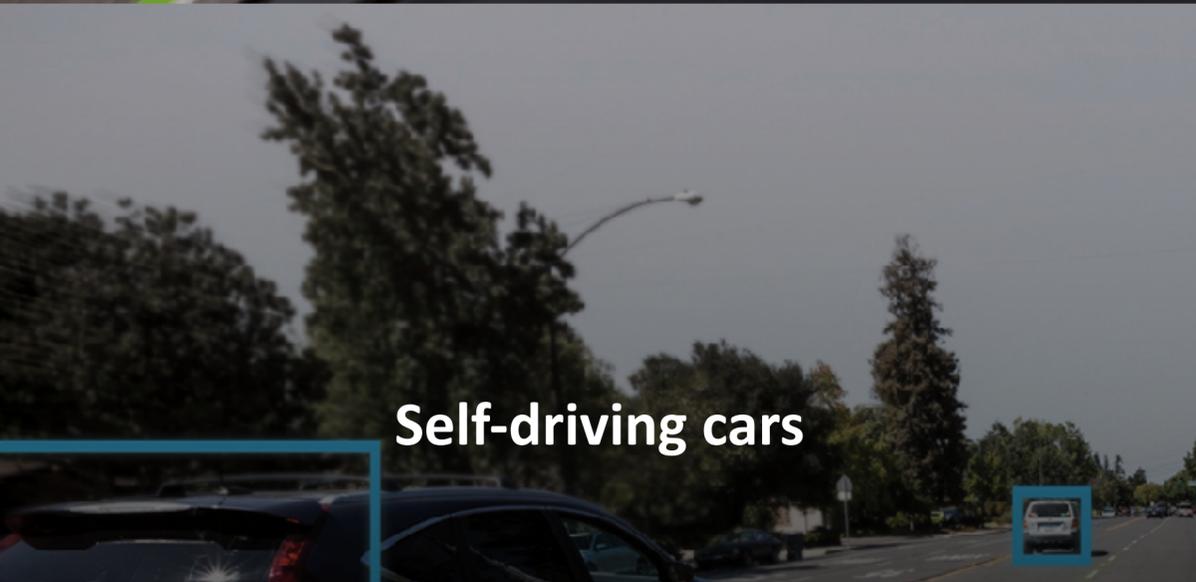
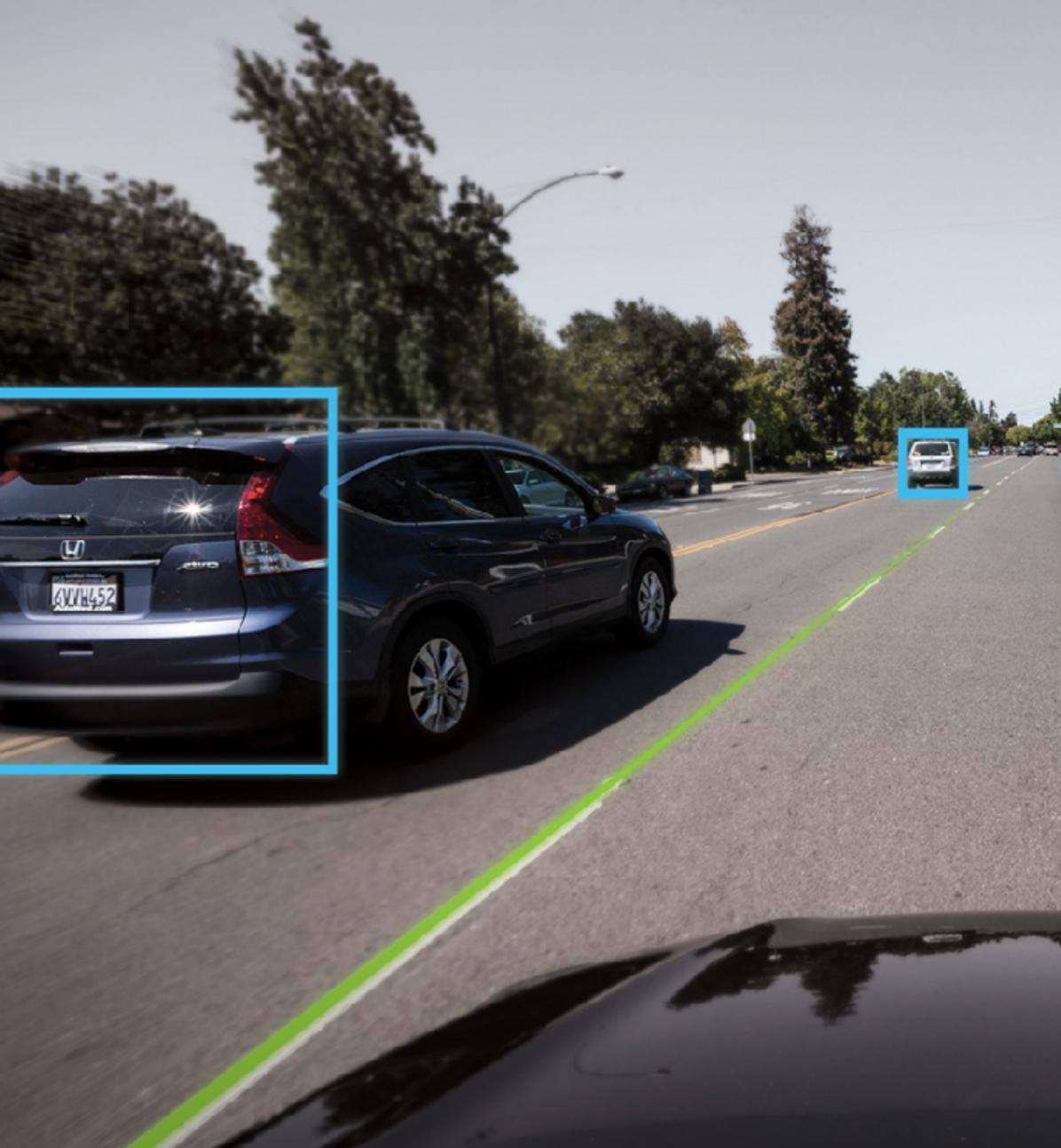
**-Current Way of Working + Challenge**

**-Workshop: improve the AI SPRINT**

# A brief introduction to artificial intelligence.

To find useful product applications.

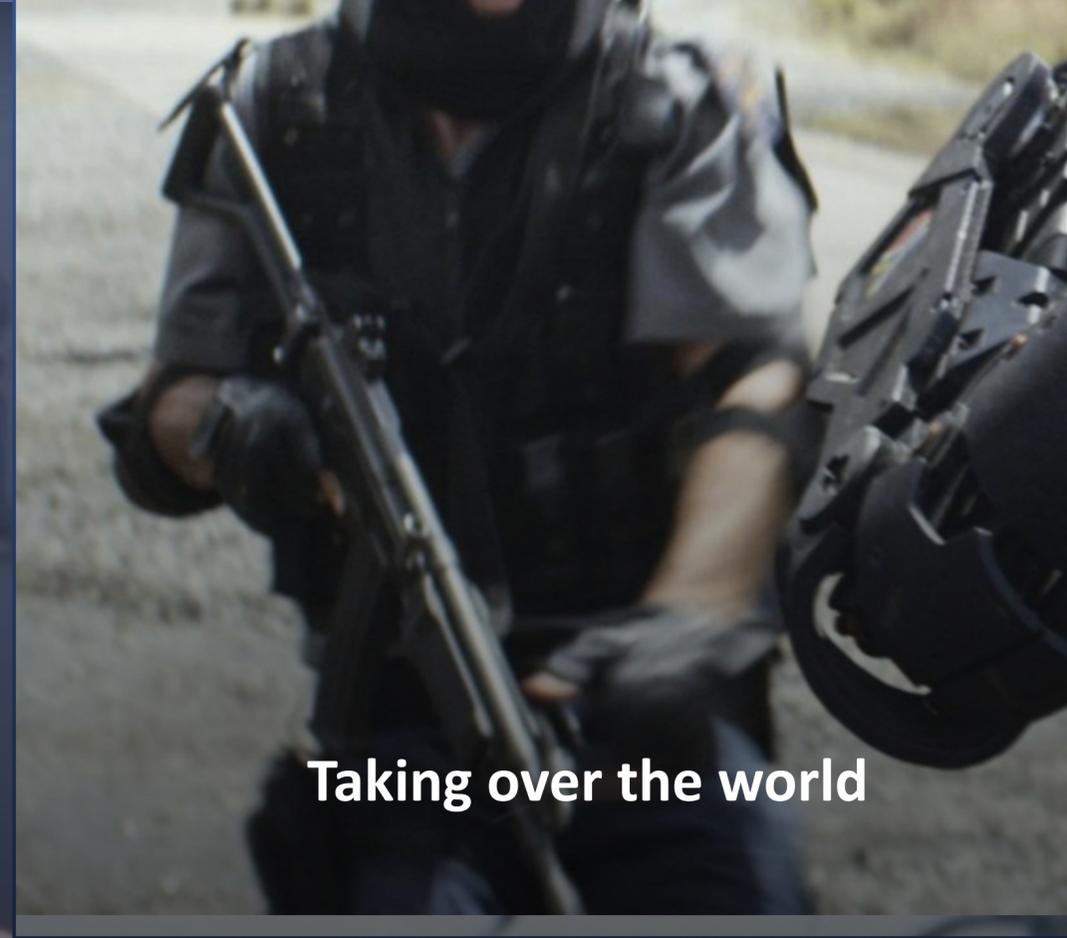
10 min



Self-driving cars



Deep fakes



Taking over the world

# Making computers more intelligent.

→ Making more intelligent **products**.

The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif font.

Recommend which videos you might like.

The LinkedIn logo, featuring the word "Linked" in white and "in" in white inside a blue square, with a registered trademark symbol.

Recommend people to connect with.  
Which candidates you should source.  
Which jobs should you apply to.  
What courses to take.  
What you see in your newsfeed.

Create structure in their economic graph data, personalised for every user.



Predict inventory effects of bonus promotions for every product.

# Product functionality with AI technology

Vision

Language understanding

Prediction

Recommendation

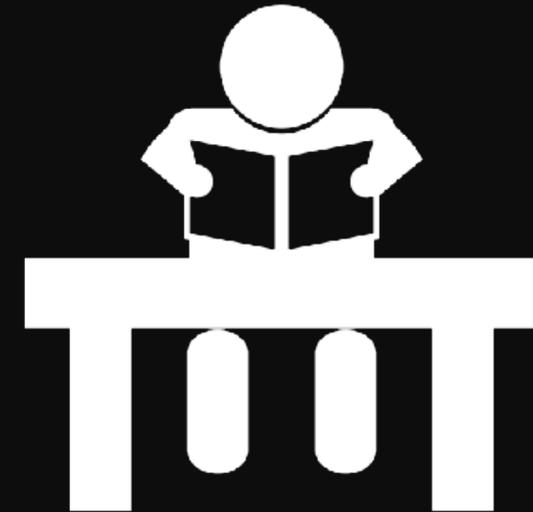
Ranking

Classification

# Under the hood



Rule based



Machine learning

# Under the hood, *machine learning*

- Linear Regression
- Logistic Regression
- Decision Tree
- SVM
- Naive Bayes
- kNN
- K-Means
- Random Forest
- Dimensionality Reduction Algorithms
- Gradient Boosting algorithms
- GBM
- XGBoost
- LightGBM
- CatBoost
- Generative Adversarial Networks

As with most technology,

**Have a clear user goal.**

When machine learning,

**Consider which data (examples) the computer will require to learn the task you want it to do.**

# Follow up

[matthijs@switchai.nl](mailto:matthijs@switchai.nl)



**You are  
so slow**

**AI is waiting for  
humans...**

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**WELCOME @ Onbrdng**

**onn - boar - ding**

**On**

# WHO ARE WE?

#NO WORRIES

#NO SALES PITCH

#CURRENTLY FULLY BOOKED

#NO SPRINT FACILITATORS





**We are a front runner  
in the new wave of  
consultancy**



**Multidisciplinair, nimble,  
highly data driven,  
multi-industry,  
value based**



FROM

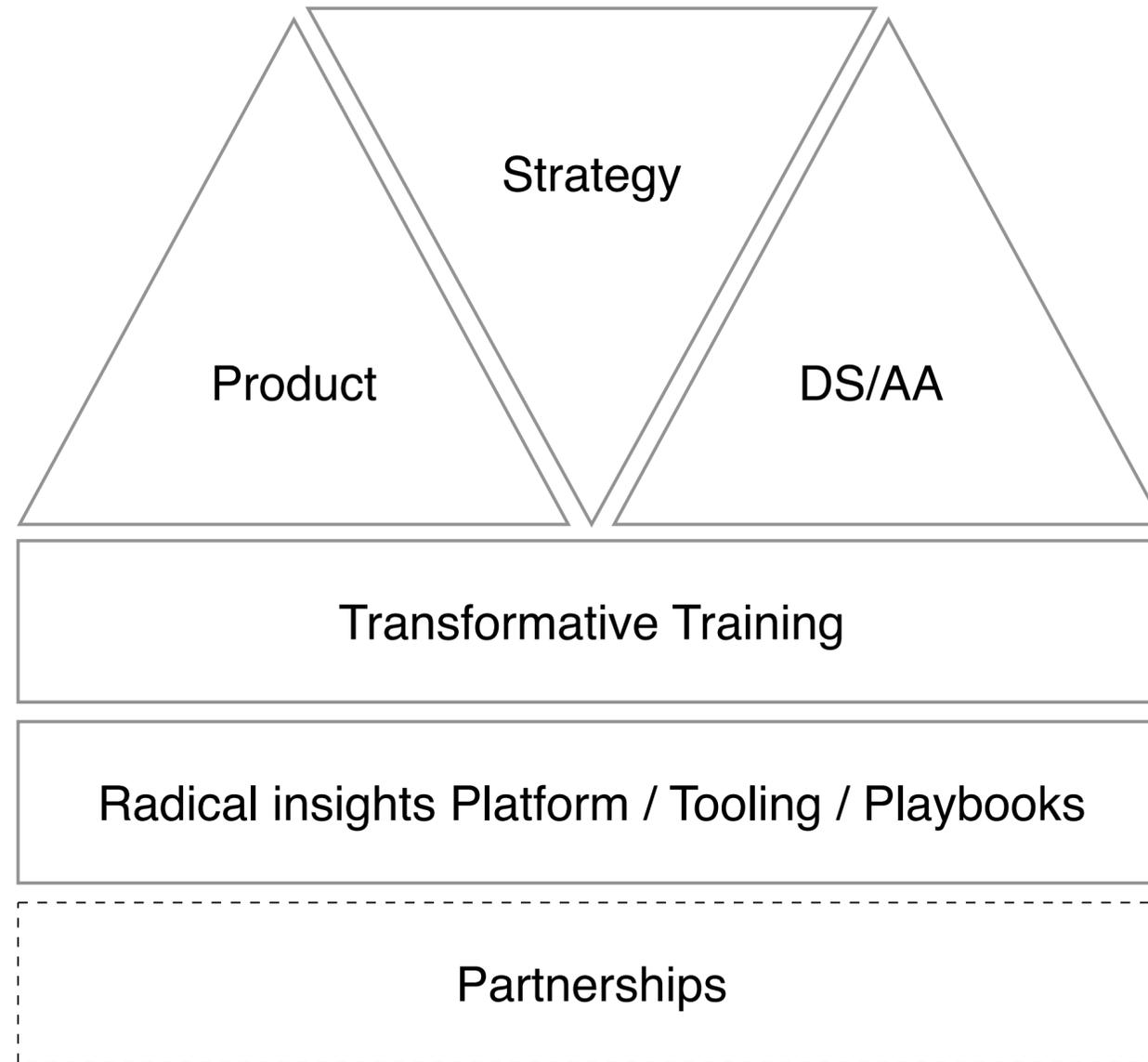
Traditional, theoretical,  
overpriced, low value, slow,  
reports



TO

Next-gen, practical,  
value for money, instant value, faster,  
results

# ONBRDNG Building Blocks



# Our clients

A few companies we help creating value and growth by digital craft



# EXAMPLE CASE

#BUILDING A RELEVANT ALTERNATIVE TO NETFLIX





**videoland.**  
BY RTL

# LEARNING

We started quite late with data ~~driven~~/informed  
decisioning



# The New York Times has a course to teach its reporters data skills, and now they've open-sourced it

You can now VLOOKUP the SUMPRODUCT of the Times' training efforts. It's SORT of a TREND; even AVERAGE journalists can CONVERT data skills TO\_DOLLARS.

By **JOSHUA BENTON** @jbenton June 12, 2019, 3:05 p.m.



# AI is not a challenge/goal

Even though some execs think it is #buzzwords



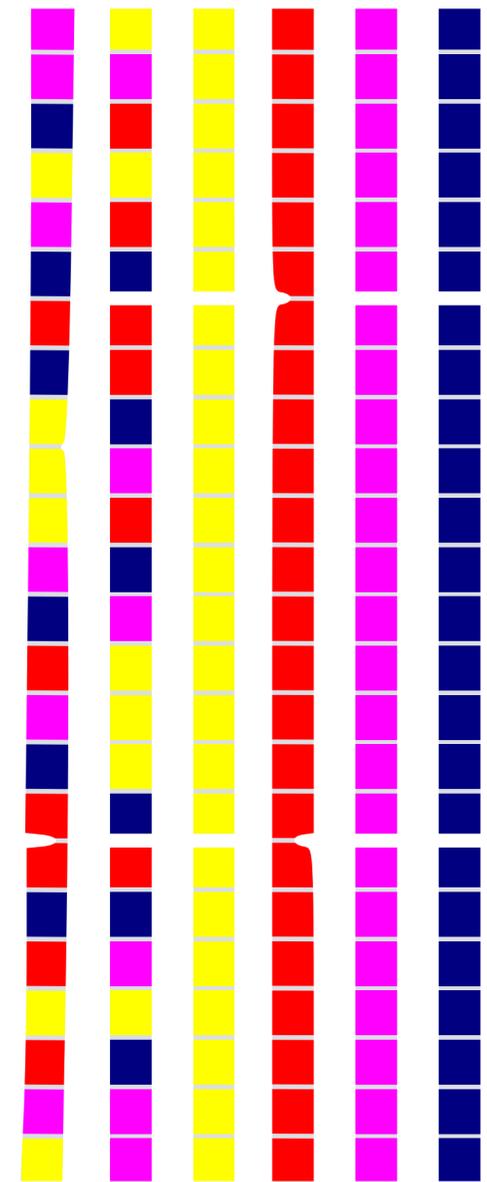
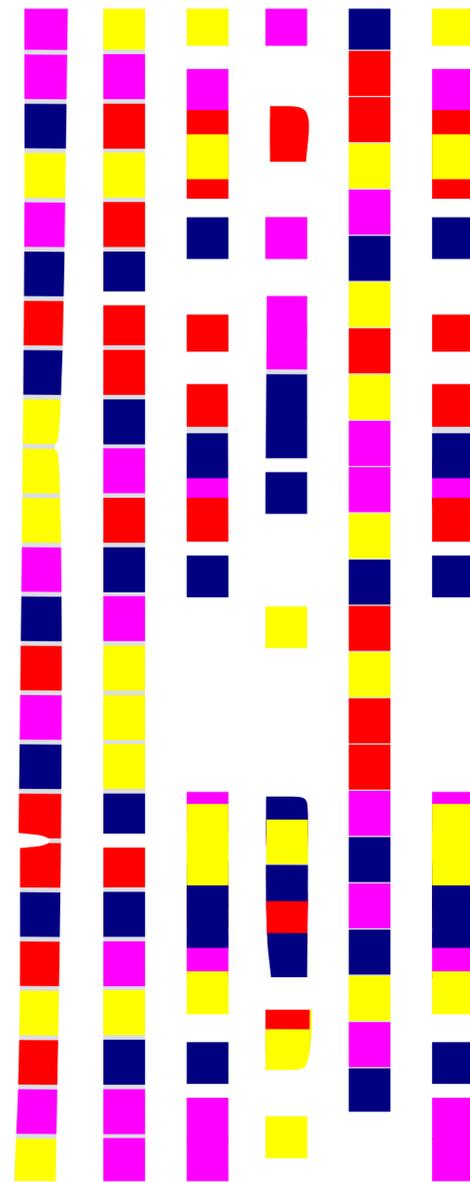
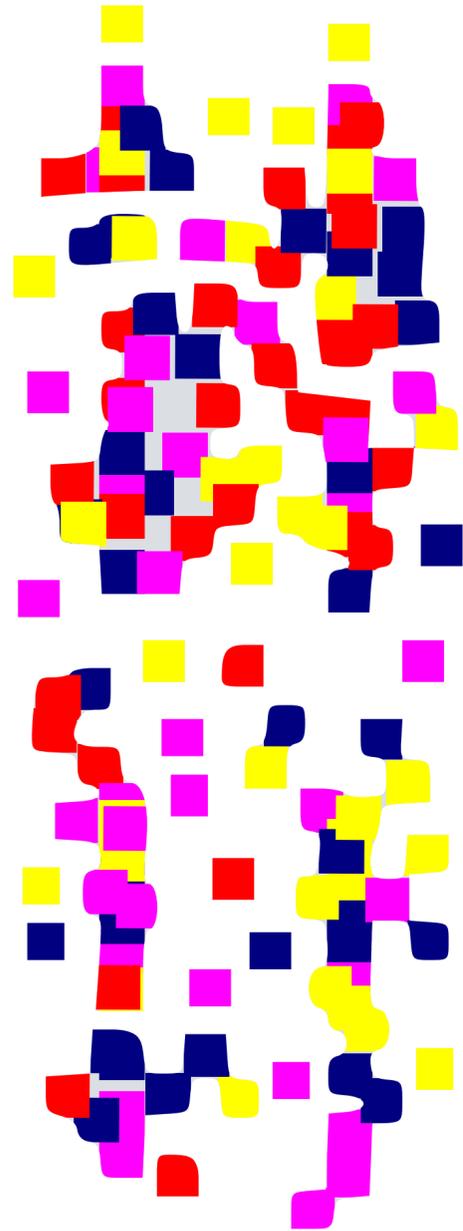
**AI is a possible solution**



# BIG DATA

# ANALYTICS

# DECISIONS





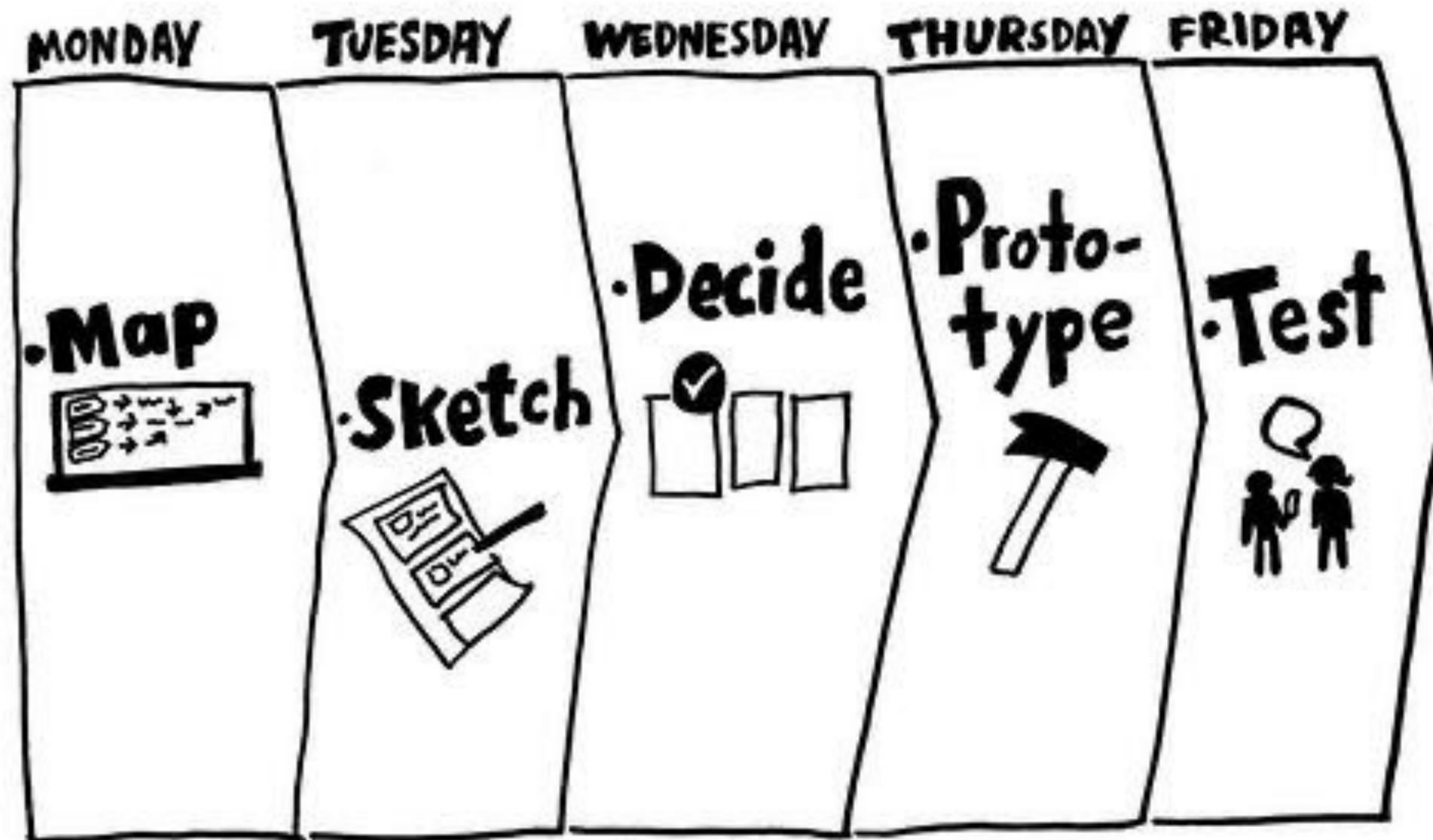
**This guy did his thing  
@Google**

**3**

**A highly data informed company by nature**



And he created this



**We work closely with Sprint facilitators  
on clients that are not that data informed**



**And we are experiencing 3 issues**

*On existing products*



**1. Is the Subject matter expert really an expert?**



**We regularly receive these kind of prep questions for the Subject Matter experts**



Thank you AJ &  
Smart :-)

Question	Outcome
<input type="checkbox"/> What are you trying to achieve?	Can lead to <b>HMWs and Long Term Goal</b>
<input type="checkbox"/> What is the product / service / business? What's the challenge?	Can lead to <b>HMWs and Long Term Goal</b>
<input type="checkbox"/> Who are the existing customers? Who are the target customers for the sprint? What is the gap between existing and target customers?	Should lead to <b>Target profile</b> for recruiter
<input type="checkbox"/> What would you like to know from the end user?	Can lead to <b>Can We</b> questions
<input type="checkbox"/> What does the typical user journey look like? What's working well, what's not?	Can lead to first draft of the <b>Map</b>
<input type="checkbox"/> What are the top 3 questions you would like to have answered in the Sprint?	Can lead to <b>Can We</b> questions, and should be addressed in the final report at the end of the sprint.
<input type="checkbox"/> What is the project timeline? Where does the sprint fit in? What are key milestones, deadlines? What should happen after the sprint?	This helps to get a better understanding of where the project is currently at and can uncover additional challenges.
<input type="checkbox"/> What is the current workflow? Who's doing what?	This helps to get a better understanding of where the project is currently at and can uncover additional challenges.
<input type="checkbox"/> What are the constraints and why? What if there were no constraints?	This helps to get a better understanding of where the project is currently at and can uncover additional challenges.
<input type="checkbox"/> What are the clients unique opportunities / advantages? Who is their competitor? Which companies are inspiring them?	Can lead to <b>Lightning Demos</b> . Here it is also useful to tell the client to think of Lightning Demos they can present in the Sprint.
<input type="checkbox"/> When will this project be accepted as a success?	This helps to understand alignment with cross-functional team and where the product

**2. Are we making assumptions on the right metrics?**





**videoland.**  
BY RTL

**We missed some key insights impacting the CX**  
*(QOS video and having the right content for example)*



**And what about after the sprint?**



**3. How are we going to deal with the data/technical debt?**



**Coming out of the design sprint with  
high energy & great ideas**

**But organisational reality is blocking us**



## **So basically we have 3 issues with the current Design Sprint Method:**

1. Subject matter expert is clueless (no use of data at all)
2. Assumptions are based on the wrong metrics
3. Data/Technical debt within organisations

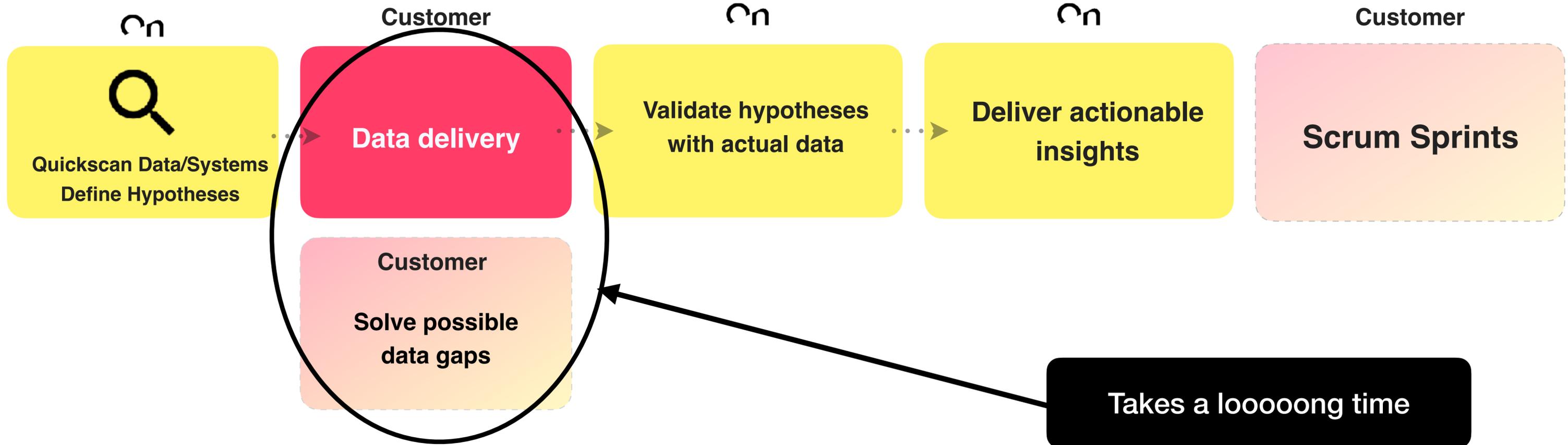


**We need to use**  
*data/advanced analytics/  
machine learning/AI*  
**in design sprints!**



DATA SPRINT

# Example



**How might we:**

**Use insights from data sources  
without slowing down the  
Design/Data Sprint proces?**



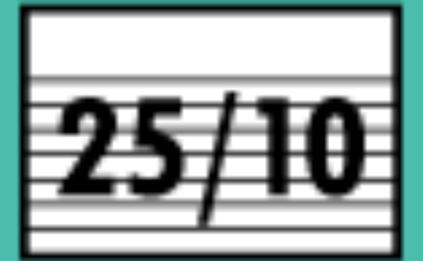
**Take it away Aart**

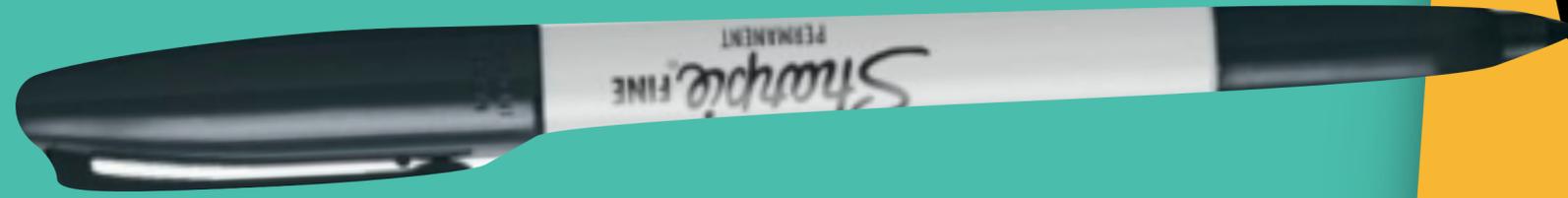


# First we Ideate

We use a Liberating  
Structure called

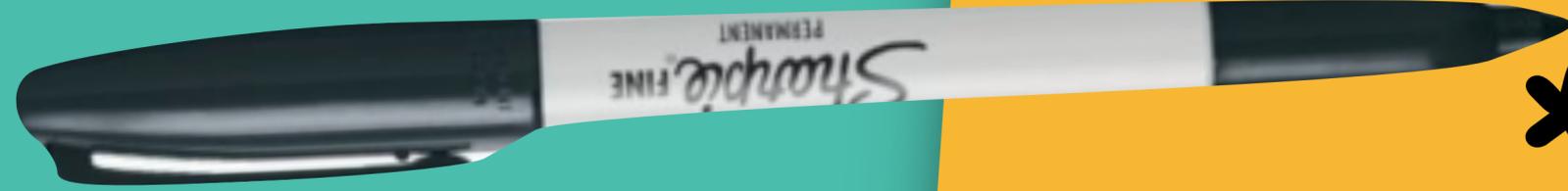
*25/10 Crowdsourcing*





We should have  
SIRI join the  
expert interviews

- **Take 1 index card**
- **write your bold idea**



\*\*\*

\*\*\*\*\*

- mill around to
- discuss and n
- Pair up
- Score your card on the back with 1 to 5 stars
- Repeat (5 times)



**You get  
3 min.**

**Write your bold  
Idea**

Yes! Amazing idea!



Interesting

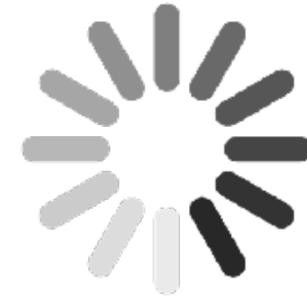
Meh..

This will NOT help

Total disaster



# Mix and Score (2 min)



**Scoring  
Time!**

**Which ideas do  
you think are best?**

# Innovation is never an idea problem



# **So, let's Design**

- **Make a Group. Every group works on 1 of the winning idea's**
- **On your table is a flip sheet with a sprint schedule. You'll fill it in together**

# Now we Design

- 1. Think up what should be the purpose of each day**
- 2. Think up what should be the final delivery of each day**
- 3. Post exercises in each day**
- 4. Stick highlights below**

# Example

# Sprint Schedule - Week 1

## MONDAY

Define the problem

Get out of the building:  
Gather insights from consumer interviews

## TUESDAY

Produce solutions

Select best solutions

## WEDNESDAY

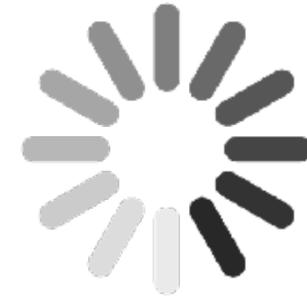
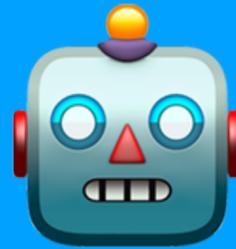
Design and build prototypes

## THURSDAY

Test the prototype with 5 consumers

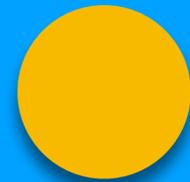
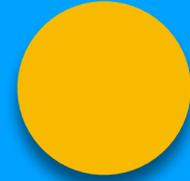
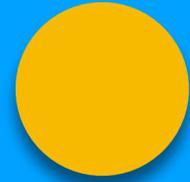
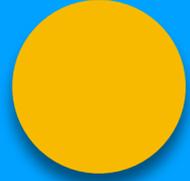
Use feedback from all tests to create clear next steps

# Lightning Presentation



Otherwise it  
takes too long..

# Vote





**Aart Verweij**

Making sense of Product  
Development



**Let's link!**



**@1.sprint**



**1sprint**