WHO ARE WE?

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PROBLEMS WE WERE FACING

Data Silos

Cross-Organizational Communication

Duplicative Efforts

Unreasonable Expectations
OUR SOLUTION: THE AI CENTER

AI EDUCATION

AI EVANGELISTS

AI SPRINT
EDUCATION

- Webinars
- Guest Lecturers, Workshops
- Internal Communications
- Slack, Medium
EVANGELISM

- 23 unique business areas
- Bi-weekly meetings
- Guest speakers, workshops
- ‘AI Day’
AI SPRINT

- Approximately 3 hours
- Design Thinking-esque
- All relevant stakeholders
- ‘Next 2 weeks’ approach
AGENDA

Session Objectives
1:45 - 2:05

What is Design Thinking?
2:05 - 2:25

Focus, Empathize, Define
2:25 - 2:55

Defining
3:10 - 3:40

Ideating
3:50 - 4:20

Prototyping
4:30 - 5:00

Q&A
5:00 - 5:15
WHAT IS DESIGN THINKING?

FOCUS

EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST
DESIGN THINKING, EXEMPLIFIED

**EMPATHY**
The students flew to Nepal to talk to hospital workers and new mothers.

**DEFINE**
They realized the problem was not the hospital incubators.

**IDEATE**
They came up with the idea of an infant warmer that looks like a sleeping bag,

**PROTOTYPE**
They tried different types of materials, and ways to expose the face.

**TEST**
They took the prototype back to the people. It has now saved more than 50,000 lives.
THE CREATIVE MINDSET

Suspend judgement.

Avoid preconceptions.

Collaboration & ‘Yes, and’ approach.
AI WITHOUT DESIGN THINKING

60% of Big Data projects fail to become operationalized*

Design thinking can be a tool to shift mindsets
STEP 1 & 2: FOCUS, EMPATHIZE, AND DEFINE

FOCUS

EMPATHIZE

DEFINE
**Customer Persona:**
How do you categorize your customer with regards to others?

- Hospital >> Mothers

**Customer Job:**
What is your user trying to do? What is their objective? Their goal?

- To prevent premature deaths

**Customer Pain:**
What is the problem your customer is facing? What is preventing them from meeting their objective and achieving their goal?

- Distance to the hospital was too great
STEP 1 & 2: FOCUS, EMPATHIZE, AND DEFINE

GROUPS OF [X]

20 MINUTES

(10 MINUTES PRESENTATIONS)
Customer Persona:
How do you categorize your customer with regards to others?

Hospital >> Mothers

Customer Job:
What is your user trying to do? What is their objective? Their goal?

To prevent premature deaths

Customer Pain:
What is the problem your customer is facing? What is preventing them from meeting their objective and achieving their goal?

Distance to the hospital was too great
PRESENT & DISCUSS FINDINGS
STEP 4: IDEATE

GROUPS OF [X]
20 MINUTES
(10 MINUTES FOR PRESENTATIONS)
CONVERGENCE & DIVERGENCE

Focus, Empathize and Define

Ideate

Marketplace

Prototype

TIME

SUCCESS
IDEATE

GET CREATIVE: CRAZY EIGHTS
PRESENT IDEAS
MARKET PLACE

STEP 1:
Each person go around the room and read each idea.

STEP 2:
Add sticky dots to the ideas you think would be most successful based on the success criteria outlined earlier.
STEP 5: PROTOTYPE
WHAT IS A PROTOTYPE?

DATA INTAKE
Where are you getting your data?
What format is your data in?
Are there any privacy concerns associated with the data selected?

MODEL SELECTION
What model are you selecting?
Is it the appropriate model for your given problem?
Does the chosen model offer enough precision, accuracy and explainability?

OUTPUT ANALYSIS
What is your model telling you?

DATA TRANSFORMATION
What are you doing to your data?
Is your post-transformation data still ‘true’ and reflective of an objective reality?
Did you rigorously document your transformations so that they can be explained?

MODEL REFINEMENT
Are you still confident with your initial model selection?
Are you still confident in the accuracy and precision of your model?
Do you need to change or add any variables?

DEPLOYMENT and/or PRODUCTIZATION
How are you going to act upon the information surfaced by your model?
How are you going to communicate your methodology and subsequent findings to impacted parties, including customers?
Who is responsible (both budget-wise and technical maintenance-wise) for maintaining your standards and qualifications are met if this analysis is to be repeated?
PROTOTYPE: FAIL EARLY AND OFTEN

- Time to Prototype
- Too Late

COST vs. TIME graph showing the cost increasing significantly as time progresses towards the late stages of development.
STEP 5: PROTOTYPE TOGETHER

GROUPS OF [X]
20 MINUTES
(10 MINUTES FOR PRESENTATIONS)
PRESENT PROTOTYPES
STEP 6: TEST
FOCUS, EMPATHIZE, AND DEFINE

DISCUSS NEXT STEPS
Questions?
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