

AI and Design: Empowering Your Stakeholders with Artificial Intelligence

Overview

Program Dates:

Sep 19 - 21, 2022

Fee: \$12,800

Program Description

How do we design AI systems that augment and empower people? This program connects human-computer interaction (HCI), the multidisciplinary field that focuses on designing interactions between humans and technology, to the transformative effects of AI so that you can better serve your customers and drive your company forward. You'll learn how to use design thinking methods to discover new smart products and apply and adapt the design process for products that integrate artificial intelligence.

Through cutting-edge research and business cases, Stanford faculty and industry experts will help you learn to design better products and processes.

Who Should Attend

Executives seeking to maximize the benefits of AI in the user experiences of the businesses they lead, unlocking AI's ability to augment and empower their team members, customers, and stakeholders alike. You have the opportunity to impact your organization's use of AI technologies and/or user experience, within one (or many) business areas. You recognize the power that AI has to improve the human experience of your organization across stakeholders.

You need to understand the rapidly evolving landscape around AI, human-computer interaction (HCI), and emerging technologies in these critical leadership areas - in a short course format.

- Design leaders in an organization - from any size company or industry - who shape the use of AI within their organizations.
- Key decision-makers and executives seeking a better understanding of the possibilities and challenges around AI's ability to empower their stakeholders.
- Leaders looking to design their AI and human-computer interaction (HCI) tools to maximize business outcomes.
- Example titles and functions: chief design officer, UI/UX design leads; creative directors, UX principal or manager, product design lead; chief technology or chief information officer, chief innovation officer, VP, VC, chief executive officer, board member/ director, other c-suite roles, executive director, director, or senior manager overseeing AI design, user experience design, and/or with key human-computer interaction (HCI) implications.

Expected Key Faculty:

Michael Bernstein, James Landay, Maneesh Agrawala, Julie Stanford, Christina Wodtke

Key Benefits

Participants will learn how to:

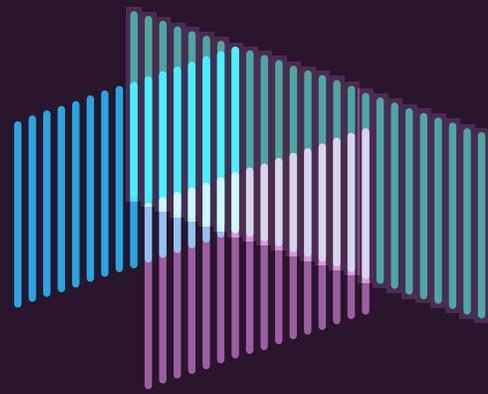
- Use design thinking methods to discover innovative products that meet customers' needs and that are good candidates for AI technologies
- Apply design principles so that AI empower peoples rather than replaces them
- To create user experiences that manage AI's inherent uncertainty and error in your products
- Visualize what an AI model knows and doesn't know
- Design better products and utilize new forms of user sensing (e.g., voice commands and gestural interaction)
- Consider ethical issues that may arise, and how to mitigate and even avoid them.

No technical AI or computing skills are required for this executive program.

More Information

Faculty Director: Michael Bernstein
Awarded: Certificate of Participation
Contact: hai-education@stanford.edu

APPLY TO THE PROGRAM



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Application Information

This Stanford HAI Executive Education program is designed for leaders who are in a position to make impact in their organization.

What We Look For in Your Application

We seek uniqueness and potential for positive impact. Active and engaged participants who expect to be challenged, to grow, and to learn. Individuals who desire the knowledge, Stanford frameworks, and a network that will accelerate their professional impact. From these personal characteristics and mindsets, we will shape a Stanford HAI Executive Education cohort that will equip high-impact decision-makers with the foundation they need to make positive impacts on their organization.

As you prepare your application materials, be sure to include:

- A brief description of how you plan to use the lessons and materials from the program to create significant impact in the future-- in your organization or elsewhere.
- Your top two questions coming into the program.
- A brief description of your firm and portfolio.

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Faculty Director



Michael Bernstein, who led the charge for the creation of the Stanford AI for Executives Program, is an Associate Professor of Computer Science

and STMicroelectronics Faculty Scholar at Stanford University, where he is a member of the Human-Computer Interaction Group. His research applies a computational lens to helping groups achieve their collective goals. He designs, builds, and studies social computing systems at scales from teams to crowds. This research has won best paper awards at top conferences in human-computer interaction and reported in venues such as The New York Times, New Scientist, Wired, and The Guardian. Michael has been recognized with an NSF CAREER award, Alfred P. Sloan Fellowship, and the Computer History Museum Patrick J. McGovern Tech for Humanity Changemaker Award.



James Landay is a Professor of Computer Science and the Anand Rajaraman and Venky Harinarayan Professor in the School of Engineering at

Stanford University, specializing in human-computer interaction (HCI). Previously, he was the Laboratory Director of Intel Labs Seattle, a university affiliated research lab that explored the new usage models, applications, and technology for ubiquitous computing. He was also the chief scientist and co-founder of NetRaker, which was acquired by KeyNote Systems in 2004. His current research interests include Technology to Support Behavior Change, Demonstrational Interfaces, Mobile & Ubiquitous Computing, and User Interface Design Tools.



Maneesh Agrawala is the Forest Baskett Professor of Computer Science and Director of the Brown Institute for Media Innovation at Stanford University.. His focus is on investigating how cognitive

design principles can be used to improve the effectiveness of audio/visual media. The goals of this work are to discover the design principles and then instantiate them in both interactive and automated design tools. He received an Okawa Foundation Research Grant in 2006, an Alfred P. Sloan Foundation Fellowship and an NSF CAREER Award in 2007, a SIGGRAPH Significant New Researcher Award in 2008, and a MacArthur Foundation Fellowship in 2009.



Julie Stanford

For the past 19 years, Julie has been the Principal of Sliced Bread Design, a user experience design agency that

has successfully launched products for 60+ clients and counting. She specializes in rigorously applying the design thinking process to help clients redefine the problem they are solving and design the right solution. From needfinding and ideation to prototyping, user testing, and rapid experimentation, she has developed a design toolbox that's successful for creating modern apps that solve modern problems.



Christina Wodtke is an author, speaker, and lecturer at Stanford University with insight into human innovation and high-performing teams. Her resume

includes re-design and initial product offerings with LinkedIn, MySpace, Zynga, Yahoo! and others, as well as founding three startups, an online design magazine called Boxes and Arrows, and co-founding the Information Architecture Institute. Her bestselling book, Radical Focus, tackles the OKR movement and startup culture with an eye to getting the right things done. Her other books include The Team that Managed Itself, Information Architecture: Blueprints for the Web and Pencil Me In (on visual thinking for the workplace.)