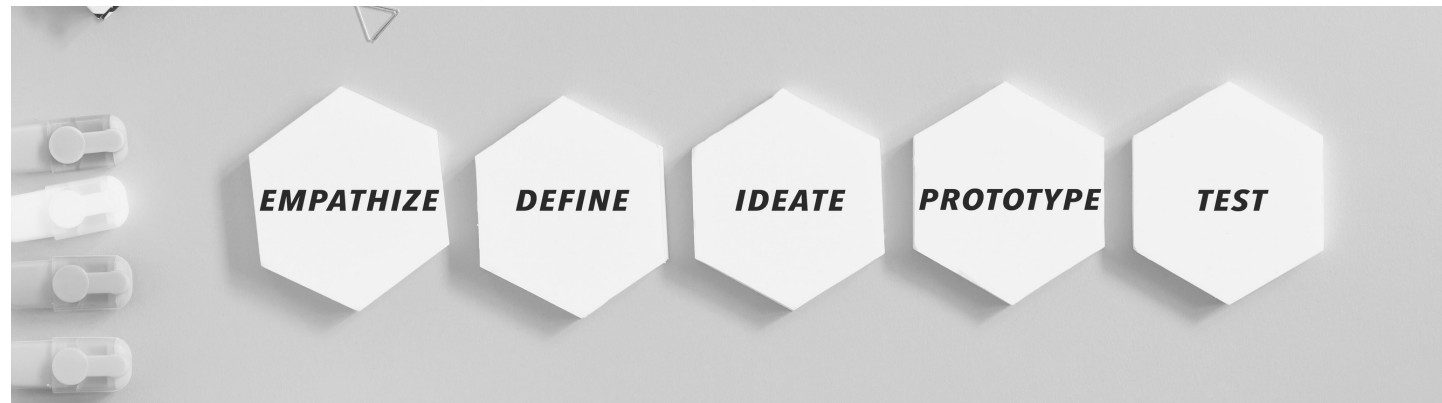




CS + HCD + AI

WICSEC 2025

Designing AI with Humanity at Heart: Pioneering Human-Centered Intelligence



1 - EMPATHIZE

- PRINCIPLE: Focus on people first.
- WHY IT MATTERS: Assumptions lead to solving the wrong problem; no amount of AI will fix that.
- REAL WORLD: When did deeper listening/research revealed an unexpected root cause and changed your approach?



2 - DEFINE

- **PRINCIPLE: FRAME THE PROBLEM IN HUMAN TERMS.**
- **WHY IT MATTERS: CLARITY PREVENTS SOLUTION-JUMPING AND SETS HUMAN OUTCOME METRICS.**
- **REAL WORLD: HOW DID A WELL-FRAMED PROBLEM (WITH THE RIGHT VOICES) REDIRECT A PROJECT?**



3 - IDEATE

- PRINCIPLE: First diverge broadly, then converge.
- WHY IT MATTERS: The first idea isn't usually the most innovative/equitable.
- REAL WORLD: When did broad ideation lead to a better outcome and where AI fit in?



4 - PROTOTYPE

- PRINCIPLE: Make it tangible early.
- WHY IT MATTERS: Cheaper and safer to find flaws at sketch level.
- REAL WORLD: How do you prototype? Tools and level of fidelity?



5 - TEST

- PRINCIPLE: Test for trust, fairness, and unintended harm.
- WHY IT MATTERS: It reveals what you couldn't predict
- REAL WORLD: A time when testing exposed an issue (trust, fairness, accessibility) and how you addressed it.





CLOSING & TAKEAWAYS

- Design Thinking Recap
 - Empathize → Define → Ideate → Prototype → Test.
- Lightning Round: One thought from each panelist: most important thing to remember when designing AI/human services.
- Thank you. Share QR codes/links: Journeyer Archetype quiz + HCD toolkit.

THANK
YOU

