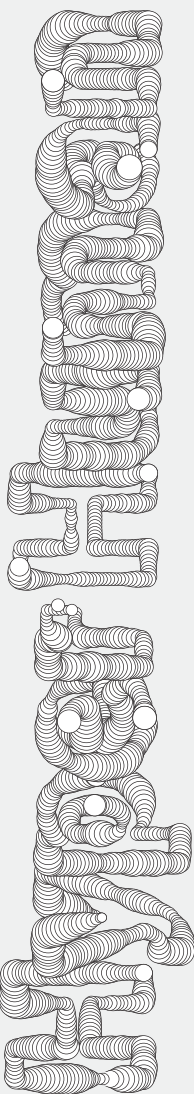IDEO

A celebration
of machine augmented
intelligence

Munich
03.2018

# Hyper Human Exhibition

We're at the dawn of an AI revolution, when clever machines will accelerate us to a more meaningful society. Freeing up our potential so we can focus on what's important, guiding us so we can tackle what matters to us, and expanding our horizons so we can achieve what was once impossible.

But what might that feel like?

Hyperhuman is a speculative design exhibition celebrating the immense potential benefits that intelligent machines can bring to our lives, our work, and our society.

# Purpose Machines

## Embracing human strengths and setting us up to participate in shaping our future

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Robots on the factory floor and digital lawyers writing our contracts. As intelligent machines are being integrated into our workflows and supporting our lifestyles, they inevitably start challenging the notion of our meaningful contribution to society.

**How might we understand and embrace our strengths and transform them into personal development roadmaps to help us shape a machine augmented future?**

## Imagine a world in which...

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**PERSONAL CAREER PLANNERS**
Understand your path of development, helping you negotiate and shape jobs with your future employers.

**HUMAN RESOURCES ASSISTANTS**
Shape tailored journeys for employees to maximise impact while growing healthy company cultures.

**PUBLIC POLICY EVALUATORS**
Help direct our governments decisions by simulating the effects policies would have on its citizens and markets, and predict how to evolve them to maximise positive impact.



## THE PURPOSE COMPASS

**What if a machine could help you better understand your strengths, and shape a roadmap that will help you succeed in a machine-augmented future?**

With the Purpose Compass you navigate your journey into the future. It understands what you are already good at and helps you decide what to focus on to stay relevant, productive and happy in the long term. Turn towards larger purpose goals—teaching, leading, inventing, or caring—to set a course and learn about which skills you should explore to get to them.

Over time, many skills will be automated, freeing up your potential to learn new ones, and lowering the barriers to mastering them.

*Purpose is shaped, not given.*

# Expertise Machines

## Enabling human actions through access to expert knowledge

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Even though access to information has never been easier, the sheer volume of it prevents us from having a deep understanding of a wide range of topics. We either specialise in a specific field or become generalists, making a great deal of assumptions to fill the gaps in our expertise.

**How might we leverage the scale of information access and curating power of AI to help us make more actionable decisions?**

## Imagine a world in which...
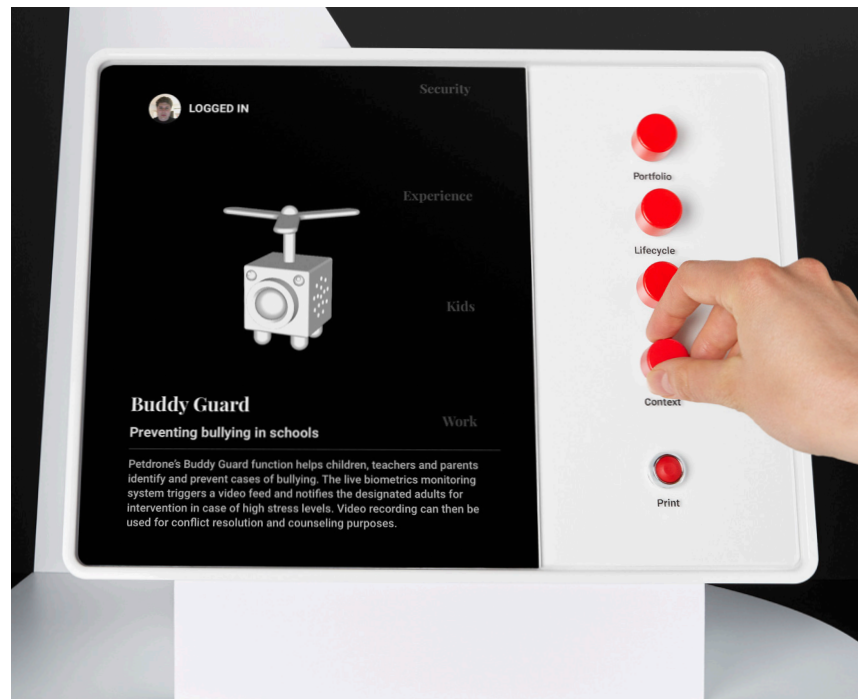
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**TAILORED HEALTHCARE**
Monitors your physical wellbeing, instantly reacts to anomalies and hyper-personalises medicine with next-day delivery.

**SCIENCE AGGREGATORS**
Let you dial into specific areas of research, and guides your selection, layering in insights that help you address your challenge from new perspectives.

**TEAM-BUILDING TOOLS**
Understand the dynamics of individuals within an organisation, business needs and career paths of individuals, enabling managers to maintain fine control over projects.
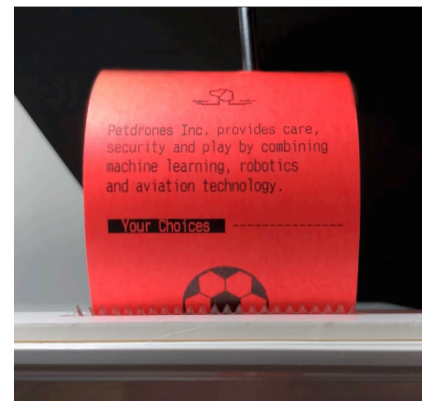


## THE EXPERTISE TV

**What if a machine could surface gaps within an organisation's knowledge, and prompt you to connect you with people to answer them?**

Twist a couple of knobs on the Expertise TV and you can dive into Petdrones' portfolio, individual product stages, context and use cases... and by doing so, highlight gaps in the company's know how.

It turns out Petdrones hasn't worked at the interesection of the parameters you set, so it needs your help to answer the question you've unearthed. Hit print, grab the receipt and find people around you whose knowledge might help you shed light on this area, for the firm.

*Knowledge is in people, not machines.*

# Creativity Machines

Unlocking creative expression
through accessible tools of creation

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Creativity is as much a mindset as a skill set. Even with a creative mindset, people often lack creative confidence to shape and express their ideas as they lack the ability to execute it at high quality.

**How might we unlock creativity through means of expression closer to peoples creative comfort zones to reinforce their creative mindset?**

Imagine a world
in which...

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**PRODUCTION ASSISTANTS**
Understand the defined design language of your organisation, enabling engineers and business thinkers to express their vision in a unified way, while hyper-tailoring the final output to individual customers.

**CREATIVE STRATEGISTS**
Collect individual expressions from various teams, continuously shape larger strategies behind them, while suggesting improvements that evolve these strategies towards a set direction.

**INNOVATION INFUSERS**
Unleash organisational creativity by facilitating innovative thinking. They encourage wild ideas across departments, from product teams to lawyers and IT, steering conversations with complex understanding of a broad range of constraints to help redesign internal processes.



## THE CREATIVITY MIXER

**What if you could describe your personality, and 'mix' a visual identity that expresses you?**

In collaboration with:

creative.ai

You are pretty friendly and somewhat playful, but how would you look like if you were a brand? Turn the dials of the Creativity Mixer to set your personality and peek at the images matching your choices on the screen Broaden the search for your 'inner brand' by spinning the disc to scroll through an overview of all images present in the archive.

When settled with your choices, hit print and get your very own brand style guide.

*Creativity is latent, tools make it accessible.*

# Empathy Machines

## Embracing personal and cultural nuances to enrich our interactions

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Our globally connected lives mean we're frequently brought into contact with people from different cultures and backgrounds. Despite the personal and business opportunities these networks present, we often struggle to communicate, as we are not equally fluent in the other's language, don't share the same cultural cues, or differ in personality and belief system.

**How might we enrich our conversations by embracing the cultural nuances and personal belief systems of all participants?**

## Imagine a world in which...

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**CHAT ENHANCERS**
Reduce friction by equalising the 'noise' of communication, normalising sentiment and adjusting the tone of voice between participants of a conversation.

**JARGON TRANSLATORS**
Transform scientific jargon from one field of science to another, sharing ideas between fields that rarely inform each other.

**PRESENTATION BOOSTERS**
Hyper-tweak key messages for different audiences by adding contextual data points, and tailoring stories to individual groups.



## THE EMPATHY WRITER

**What if you could find just the right words to express your feelings? And nothing got lost in translation?**

I may be anxious and you might be loving. The happiness of our long-distance relationship depends on how well we communicate. With the Empathy Writer, penning a love letter to you has never been easier, as we don't now have to worry about anything getting lost in translation.

Using the character trait tiles, I describe myself, and you, and it helps me start writing in a way that reflects your personality.

*Empathy is amplified.*

# Belief Machines

## Shaping intelligent systems by embedding our beliefs

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We outsource more and more tasks to AI, as there is more information to process than ever before. But how do we know that the decisions AI takes on our behalf are aligned with our beliefs and values? How do we impart them to the machine?

**How might we embed our vision, values and beliefs into AI systems to confidently delegate tasks, enabling AI to negotiate on our behalf?**

## Imagine a world in which...

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**ETHICAL WALLETS**
Purchase household items through your connected appliances, according to values that evolve with your own.

**ENTERPRISE IT**
Enhancers connect to your supply chain management tools and negotiate business between suppliers that fit organisation-wide standards.

**DIGITAL CITIZENS**
Empower residents to amplify their voice by automatically voting and suggesting alternative views, participating in every single decision set by policy makers.
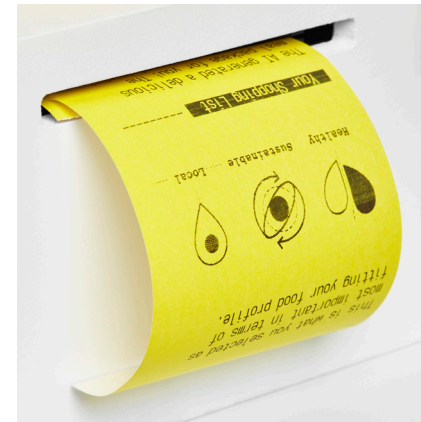


## THE BELIEF CHECKOUT

**What if tomorrow's supermarkets could embrace your ethical standards when automatically buying products for you?**

The Belief Checkout's shelves are full of products that represent values. Pick the ones that reflect your ethics, and you help steer what the supermarket's algorithm should buy for you, rather than what you want to spend your money on.

You value sustainability. While eating red meat is not very sustainable, eating an overstocked steaks at the local supermarket might be. The supermarket is aware of so much more than you at any given point.

*We let go, but our beliefs stay.*

Hyperhuman is a collaboration between IDEO Munich, London and Chicago. To find out more about our Protopian perspective on augmented intelligence:

**Europe@ideo.com**

IDEO   #d4ai