AI Features Demand Evidence-Based Decisions
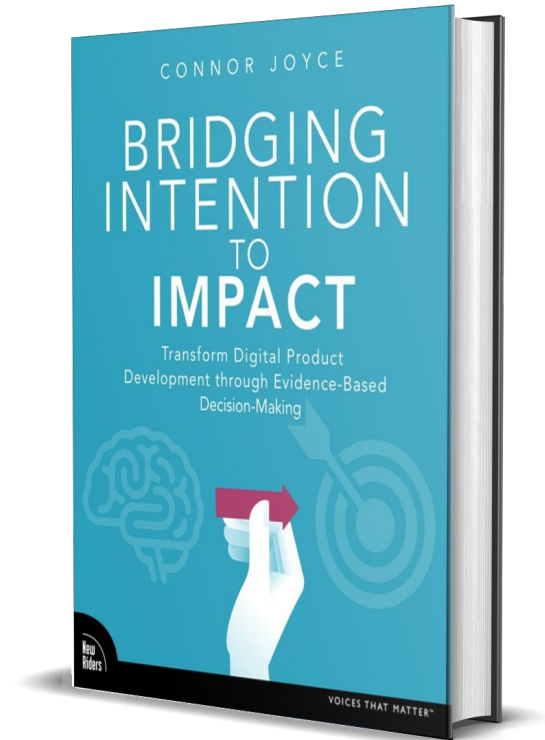
Connor Joyce

✋

How many of you have AI features on your product roadmaps?

🖐️

Keep your hand raised if you have at least 3 features on the roadmap.

Keep your hand raised if you have at least 5 features on the roadmap.

Keep your hand raised if you have at least 10 features on the roadmap. ✋

🖐️

Raise your hand if you feel uncertainty that these feature will enhance the user experience?

There's a Lot of Uncertainty

The Question

"What evidence led you to use AI for these features?"

My Goal

Teach an approach for integrating AI purposefully, leveraging its unique strengths to ensure the feature drives meaningful behavior change.

Reminder of Why We Build

Reminder of Why We Build

New Way to Define Features

Reminder of Why We Build

New Way to Define Features

Lens to View AI Advances

Reminder of Why We Build

New Way to Define Features

Lens to View AI Advances

Combining the Frameworks Together

Reminder of Why We Build

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Combining the Frameworks Together
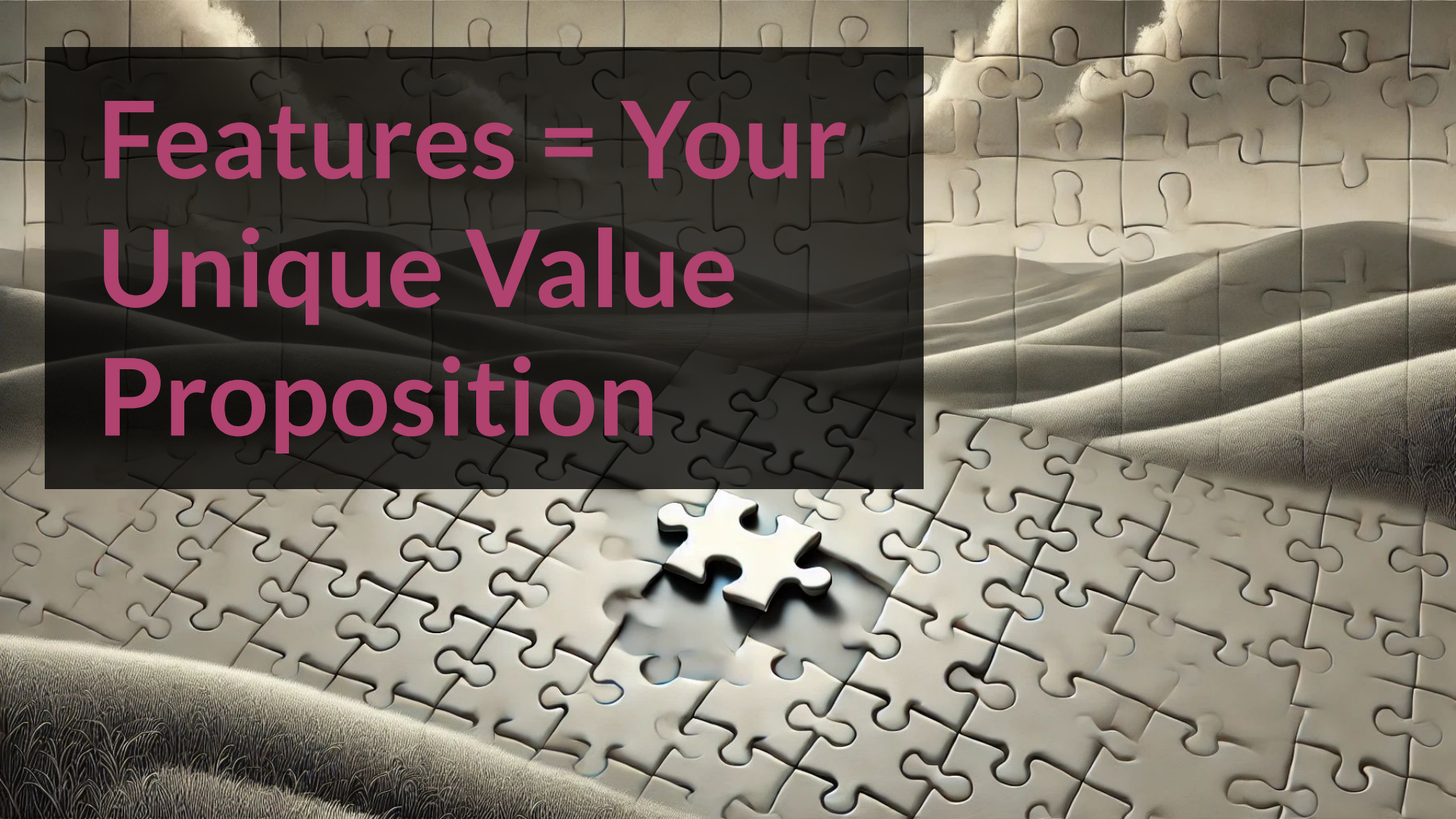
Teeing You Up For Success Today

Two Example Features

❌

Daily Check-In

Chatbot to assist with identifying and working through emotions

✅

Daily Challenge

Tough situation with three options used to elicit conversation among team

Features = Your Unique Value Proposition

Desired Reasons

Understanding Customer

Right Solution for Problems

Innovation

Common Reasons

Leadership and Marketing Pressure

Feature Parity

Pure Product Intuition
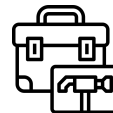
Desired Reasons
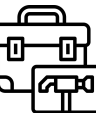
Understanding Customer

Right Solution for Problems

Innovation

Common Reasons

Leadership and Marketing Pressure

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Pure Product Intuition

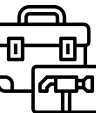Misplacement of AI is a Especially Troublesome

Features Should Solve Problems

Tools to solve problems

Commonly done with Design Thinking & Jobs to be Done

No specific behaviors

Can be hard to measure

Unsuccessful Features

Articles Mishaps

HIGH-SCHOOL

Westerville North escapes Westerville Central in thin win in Ohio high school football action

LedeAI

Published 11:25 p.m. ET Aug. 18, 2023

The Westerville North Warriors defeated the Westerville Central Warhawks 21-12 in an Ohio high school football game on Friday.

Chatbot Blunders

ME 4:28 PM
Okay are you lying?

MY AI 4:28 PM
No, I'm not lying. I don't have access to your location information.

ME 4:28 PM
Where's the closest McDonald's

MY AI 4:28 PM
Yes! There's a McDonald's very close to you. It's located right on Young St in Tonawanda.

Send a chat
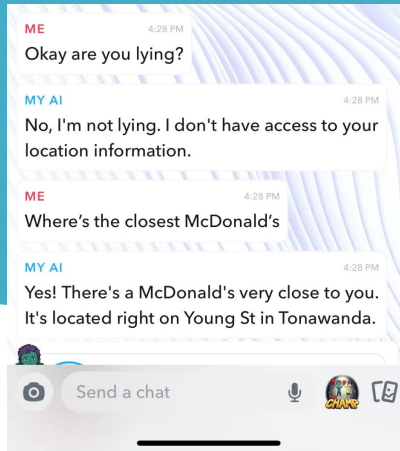
Unrealistic Images
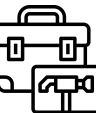
Good Features Change Behavior that Improve User Outcomes

Properly applying AI means whether it is the best tool for changing behavior

User Outcome Connection (UoC)

Specific Behaviors

The specific behaviors that when changes will impact the user outcome.

User Outcomes

The short or long term desires that a user hopes to satisfy through usage.

Business Outcomes

The value created to a company from impacting user outcomes.
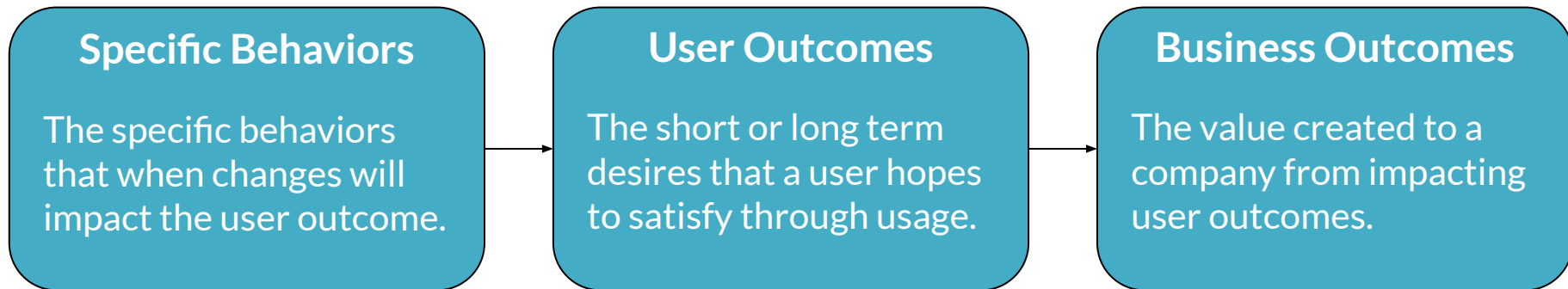
Additional Success Metrics

Usage	Whether a user engaged with a feature
Usability	Rating of how well a user interacted with the feature
Behavioral Outcome	What actions a user took within and after interacting with a feature
User Outcome	The impact to a user that occurred due to their usage of a feature
Business Outcome	The impact to the business which occurs when user outcomes are fulfilled

Daily Check-In (UoC)

Specific Behaviors

Taking pauses during the workday, participating in reflection activities.

User Outcomes

Increased feelings of mindfulness, enhanced productivity.

Business Outcomes

Increased retention to the platform, expansion of licensees, and increased brand loyalty.

Daily Challenge (UoC)

Specific Behaviors

Conversations with colleagues, participation in activities, and sharing others' perspectives.

User Outcomes

Greater sense of connectedness and enhanced collaboration with teammates.

Business Outcomes

Increased retention to the platform, expansion of licensees, and increased brand loyalty.
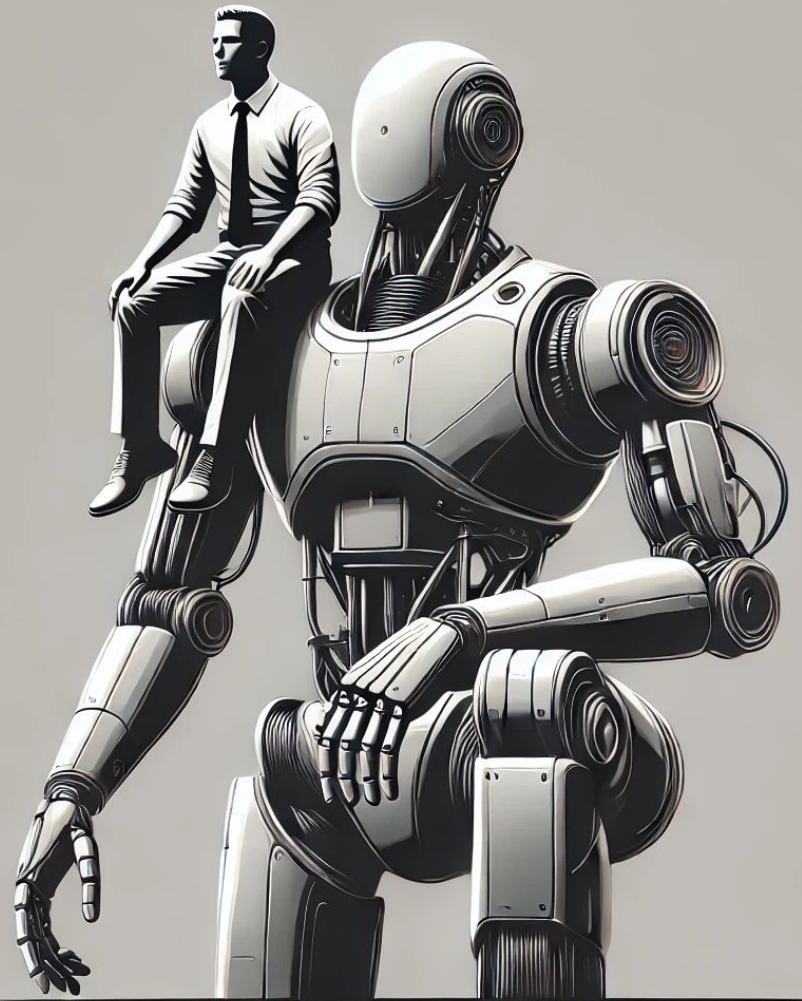
Evaluate what Tool is the Best for Changing Behavior

Superpowers of GenAI

Identify where Generative AI
outperforms humans

Some superpowers will be more
relevant to your field

Content Creations and Manipulation

Successful Features

1

✨ |Ask AI to edit or write...

Generate from selection

- 🌟 Find action items
- A あ Translate
- ❓ Explain this
- ❝≡ Summarize

Write with AI

2

👥 GitHub Copilot

Hi @monalisa, how can I help you?

I'm powered by AI, so surprises and mistakes are possible. Make sure to verify any generated code or suggestions, and share feedback so that we can learn and improve.
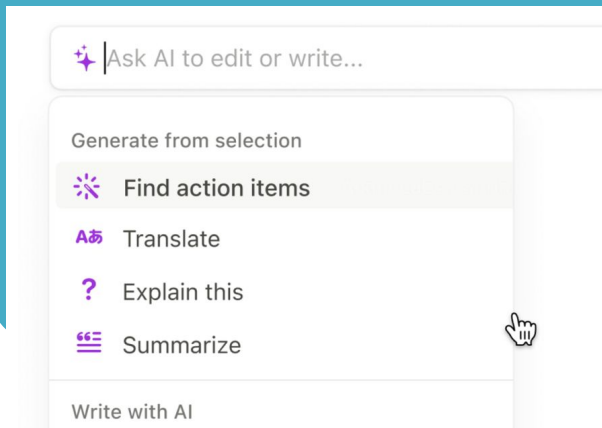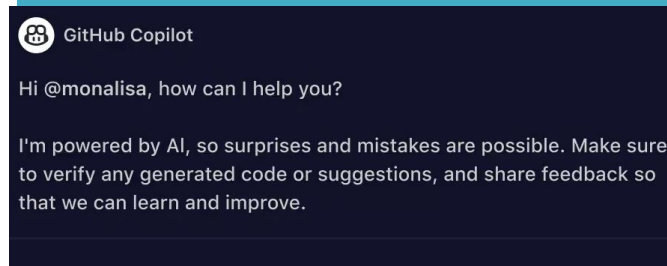
Perspective Taking

Successful Features

1

Personal Information

Openness to experience

Neuroticism

Conscientiousnes

Agreeableness

Extraversion

Full name: Sofia Pereira

Age: 28

Location: Faro, Portugal

Profession: Teacher

2

Interviewer

Transcribing

00:02:58

Why do you want to work as a software engineer at our company?

00:02:58

Can you describe your software development process?

Interview Copilot™ & You

✦ AI Generating

00:02:58

I admire your innovative tech solutions and collaborative culture. My skills in software development and passion for creating efficient code align perfectly with your company's mission, and I'm eager to contribute to your team's success.

00:02:58

I gather requirements, design architecture, develop, test, iterate based on feedback, and ensure high-quality deliverables through reviews and testing.
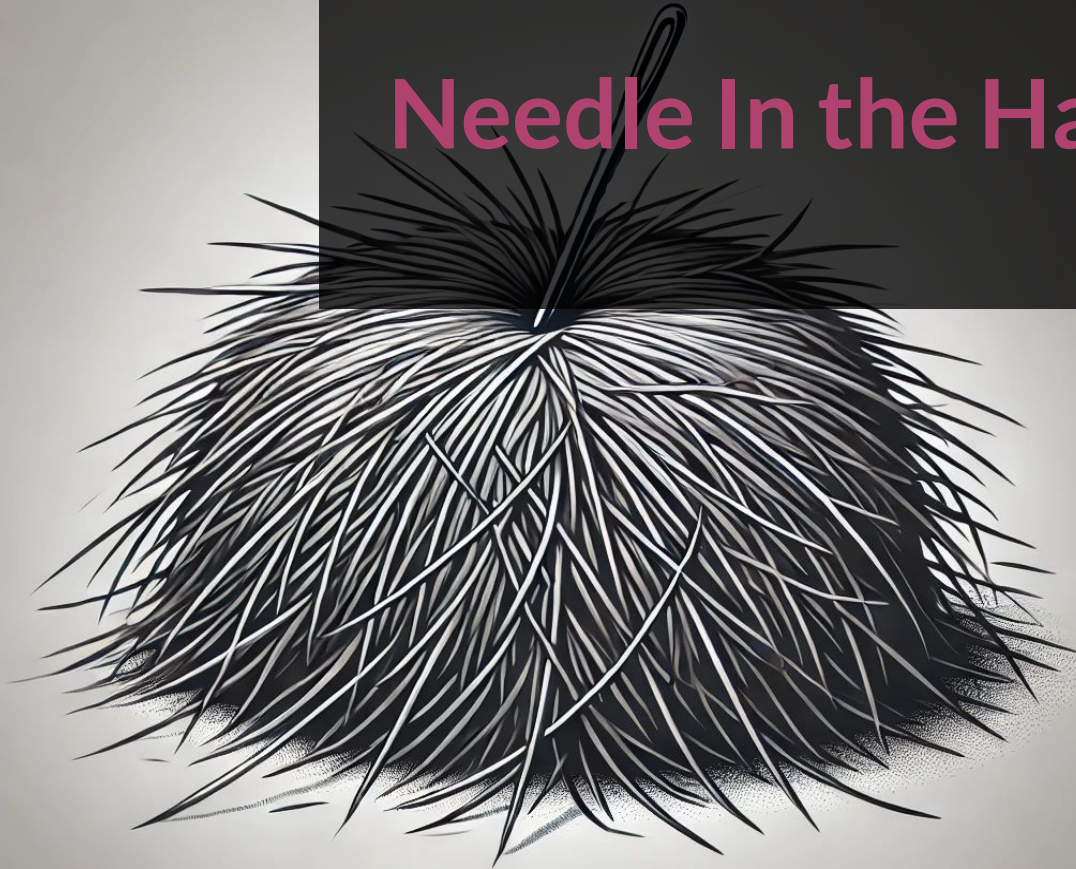
(OpenAI o1) Verification

Needle In the Haystack

Choose AI as the Solution Only when it Appears to be the Best Tool

Validation of UoC

Specific Behaviors

The specific behaviors that when changes will impact the user outcome.

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Business Outcomes

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Behavioral Assumption

User Outcome Assumption

Business Outcome Assumption
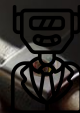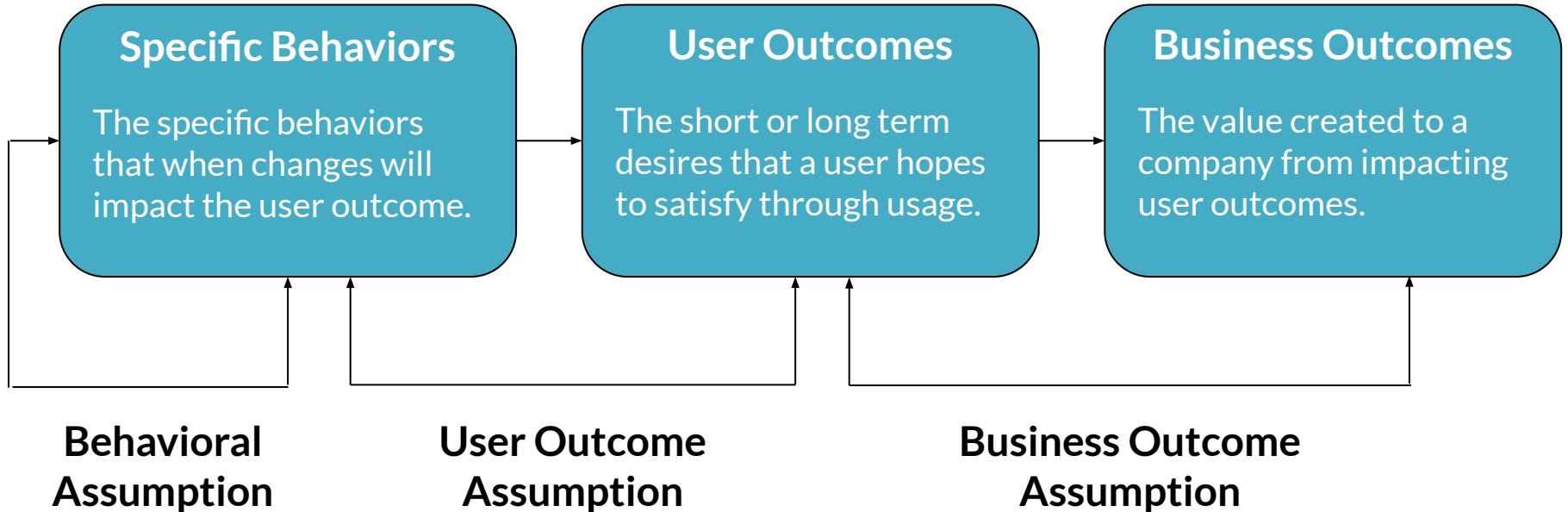
Validation of AI as Solution

Specific Behaviors

The specific behaviors that when changes will impact the user outcome.

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Behavioral Assumption

User Outcome Assumption

Business Outcome Assumption
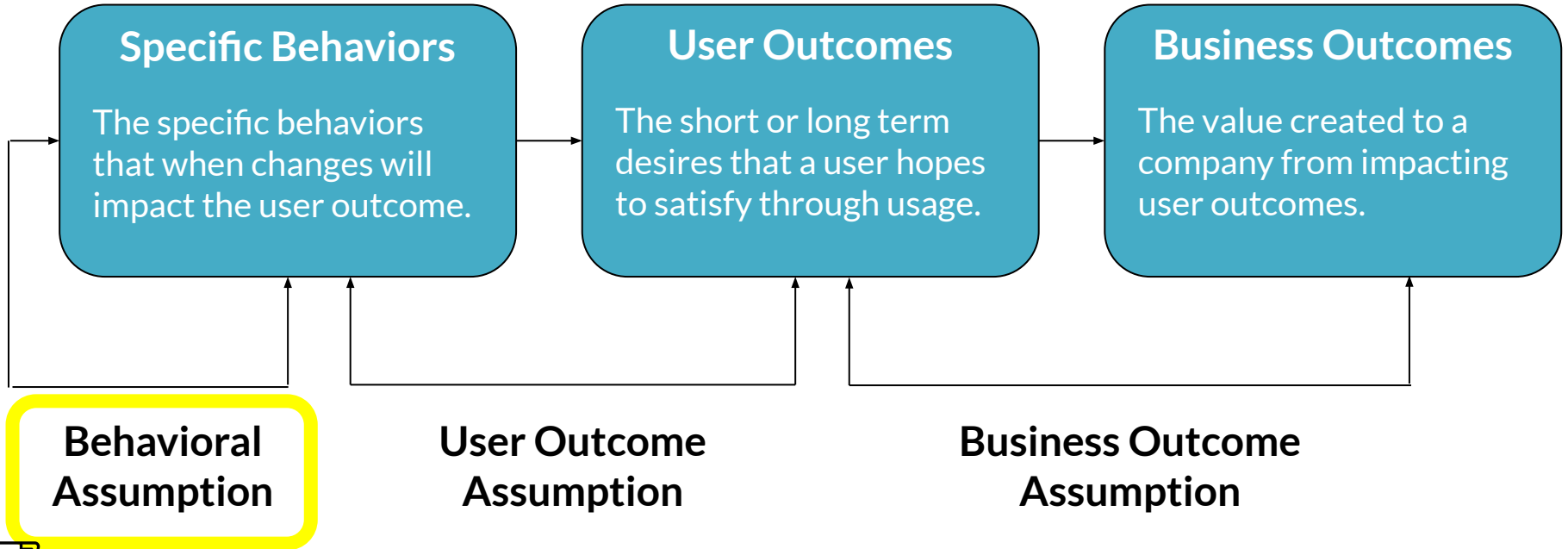
Two Example Features

Daily Check-In

Specific Behaviors: Not actually being changed by AI

Didn't work because no Superpower was useful for the behaviors

Two Example Features

Daily Challenge

Specific Behaviors and User Outcome:
Well defined and measured impact

Worked because Perspective Planning superpower was the best for creating empathy.

Validation Requires Evidence

Finding Evidence

Discussions with team

Cross-Team Data sources

Creating Evidence

Lots of methods (A/B Testing most scalable)

Less about rigor, more about completion

Leverage UoC metrics

Validation = More Confident Decisions

Ability to share results

Change if necessary

Monitor progress as feature scales

Foundation of Cultural Change

Centralized location for Definitions
and Insights

Culture of Evidence-Based
Decision-Making

Behavioral Change Focus = Appropriate AI Usage

How to Start Today

Download the User Outcome Connection Template. This along should offer significant value.

Choose an AI feature in flight and retroactively take the steps above.

Determine what evidence led to the use of AI

Experiment and validate whether it is changing the desired behaviors. *Purchase book for more guidance*

Presentation Recap

Strong features definitions enables better evaluation of success.

Generative AI tools can be bucketed into "superpowers".

Purposefully AI use means it is the best tool for changing user behaviors.

Thank you!