

Designing & Evaluating AI Experiences

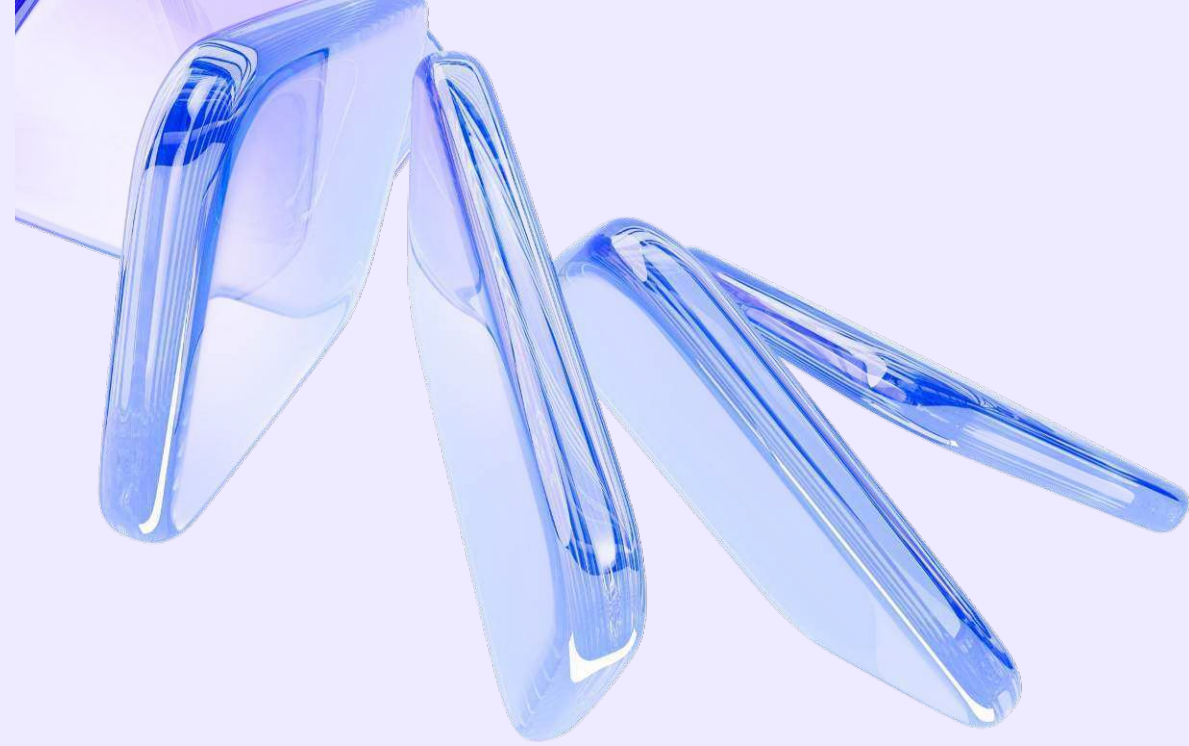
15.10.26 · Technologicampus Gent

Hosted by **UXGHENT** **Odisee** UNIVERSITY OF APPLIED SCIENCES **in the Pocket**

Tonight is part of

ULTRA

User-friendly and trustworthy AI



Pillar 1

UX for AI

AI interfaces people understand and trust

Pillar 2

AI for UX

AI used responsibly in the design process

A quick show of hands

How do you decide whether an AI feature works?

A

Gut feeling

B

Usage data

C

Tests with real users

Tonight's line-up

Three talks, one question: how do you know AI works **for its users?**



01 • KU Leuven

Ivania Donoso-Guzmán

Beyond Intuition



02 • In The Pocket

Thijs Van de Broek

More or fewer interviews?



03 • Loop Earplugs & Thoughtform

Vincent Buyssens

Stop treating AI like software

Talk 1 of 3

Beyond Intuition

A framework for evaluating user experience with AI products

Ivania Donoso-Guzmán

Researcher Human-Centric AI • KU Leuven Augment



Talk 2 of 3

More or fewer interviews?

Now that AI is part of the research process

Thijs Van de Broek

Lead Research & Insights · In The Pocket



Talk 3 of 3

Stop treating AI like software

Vincent Buysens

Intelligence Architect • Loop Earplugs
Founder • Thoughtform



Thank you.



Ivania Donoso-Guzmán

KU Leuven



Thijs Van de Broek

In The Pocket



Vincent Buyssens

Loop Earplugs & Thoughtform

Before the drinks

Four ways to keep working together

1 • Free advice

2 • ULTRA

3 • Our UX lab

4 • Our programme

Keep working together · 1 of 4

Got an AI or UX question?

4 hours

of free expert advice for SMEs and non-profits. No paperwork.



Scan or visit, and tell us your question
odisee.be/blikopener



Keep working together · 4 of 4

Get involved in our Electronics-ICT programme



Host an intern

60 days · Feb to May

One student, one real project, a concrete result



Let students work on your case

One semester · team project

A student team tackles your real challenge



Shape what they learn

Twice a year

Join our Tech Advisory Circle