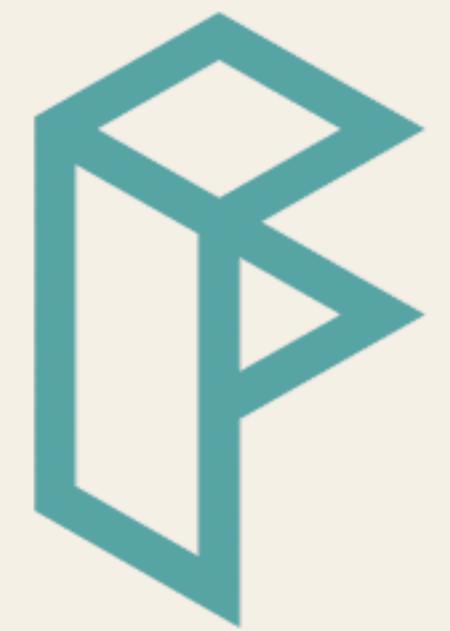




WE ARE THE DATA MINERS — RETHINKING DESIGN FOR A.I.

Ammon Haggerty
[@ammonhaggerty](https://twitter.com/ammonhaggerty)
qaswa.com
formation.ai

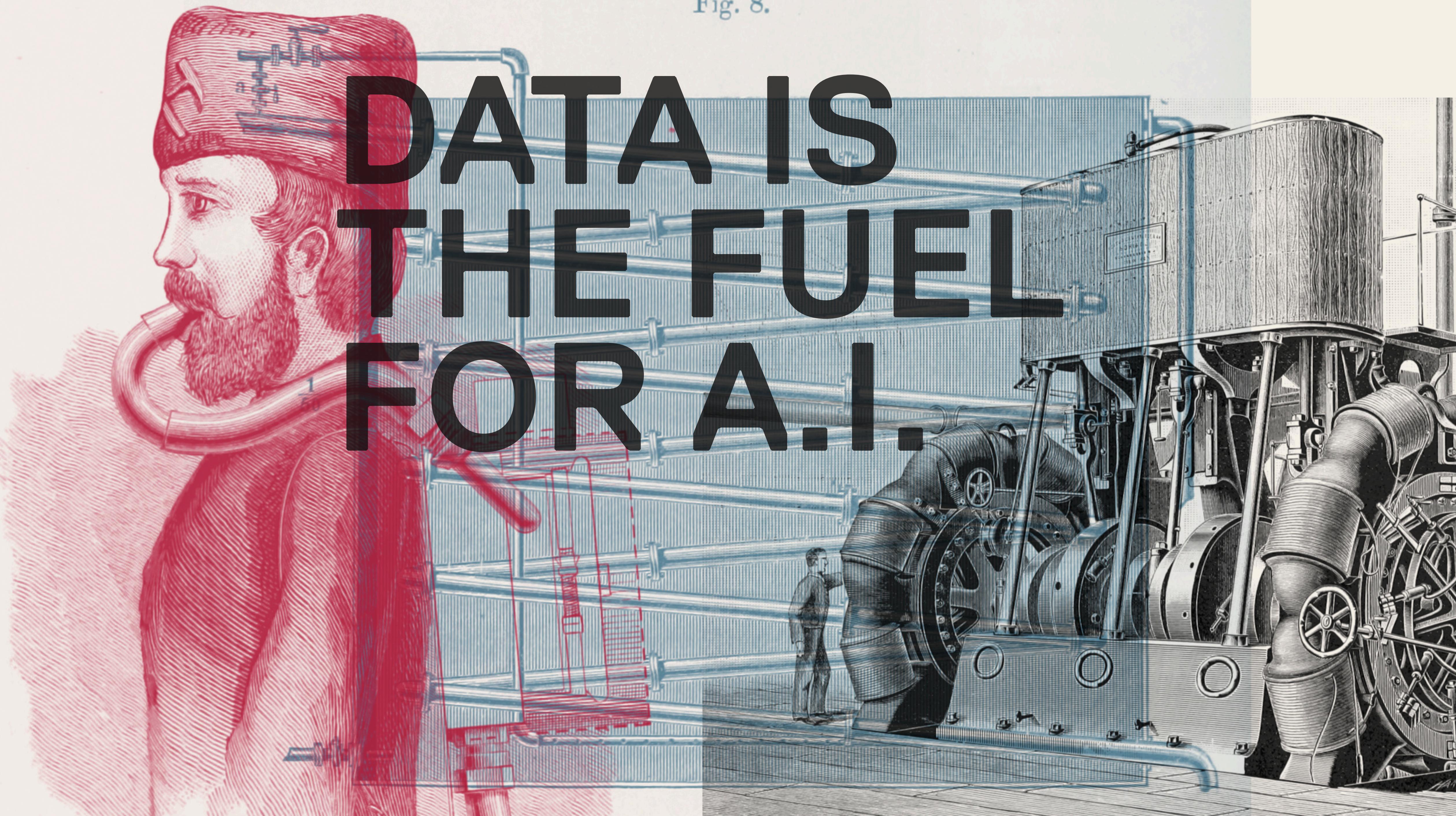


Formation



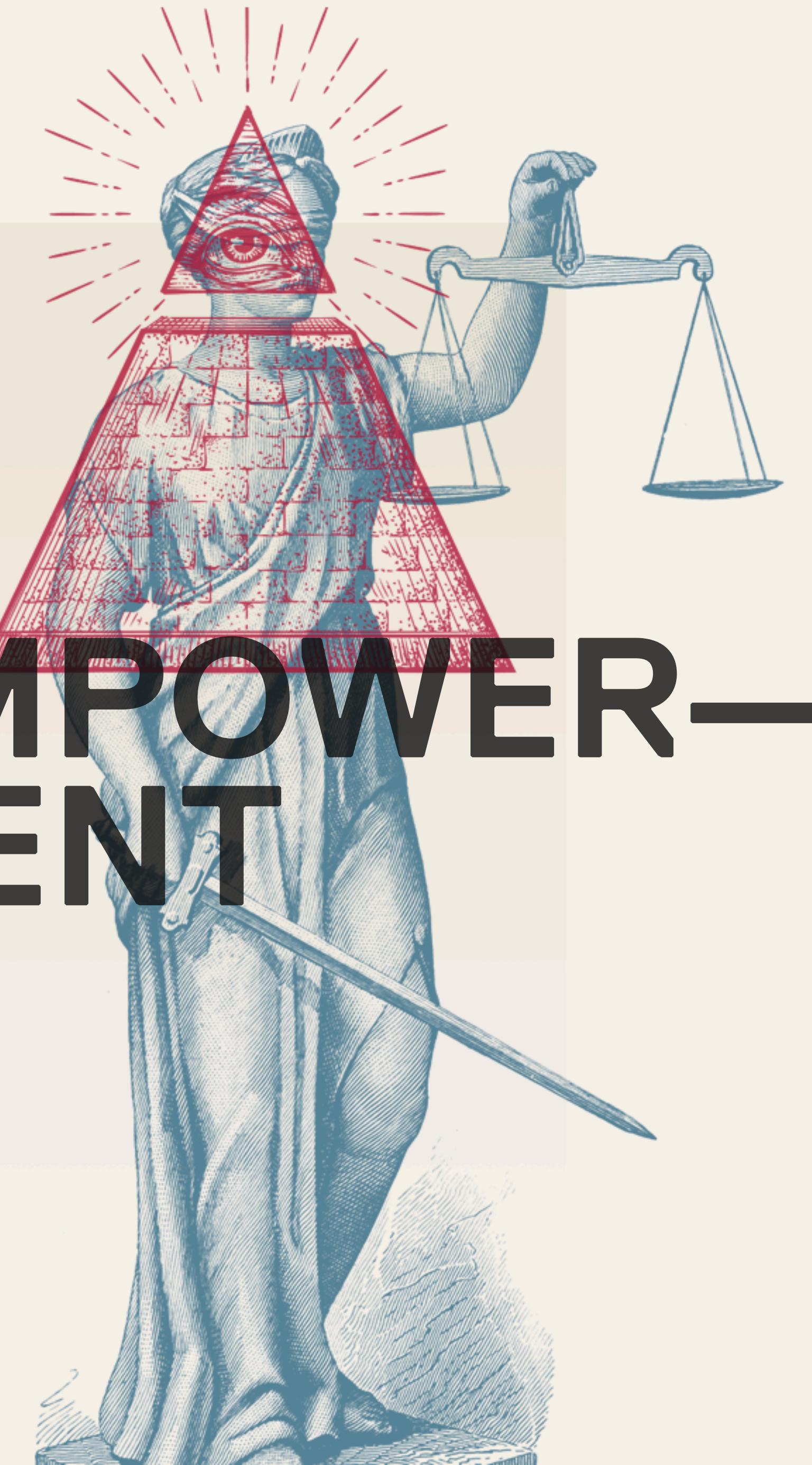
Fig. 8.

**DATA IS
THE FUEL
FOR A.I.**



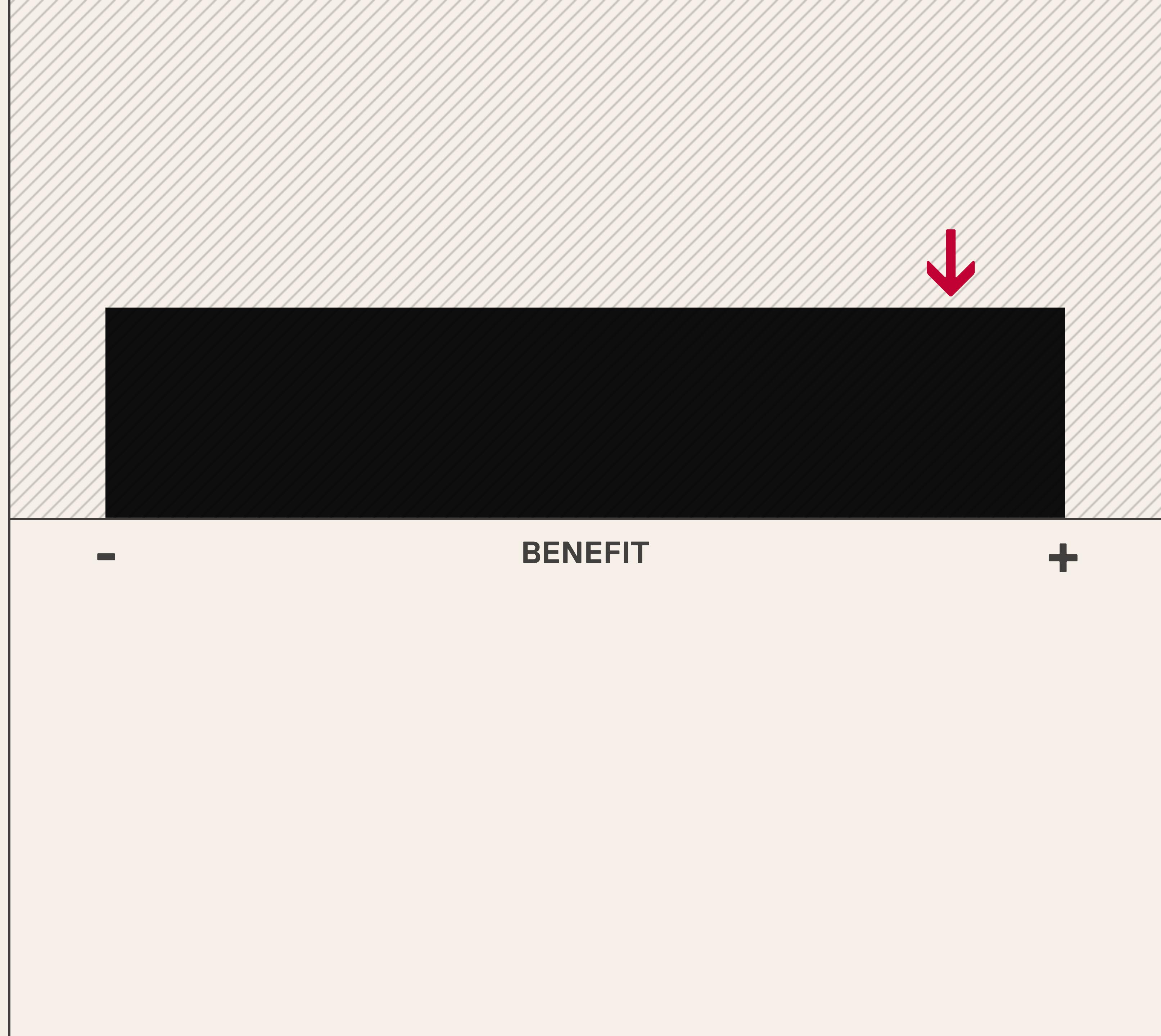
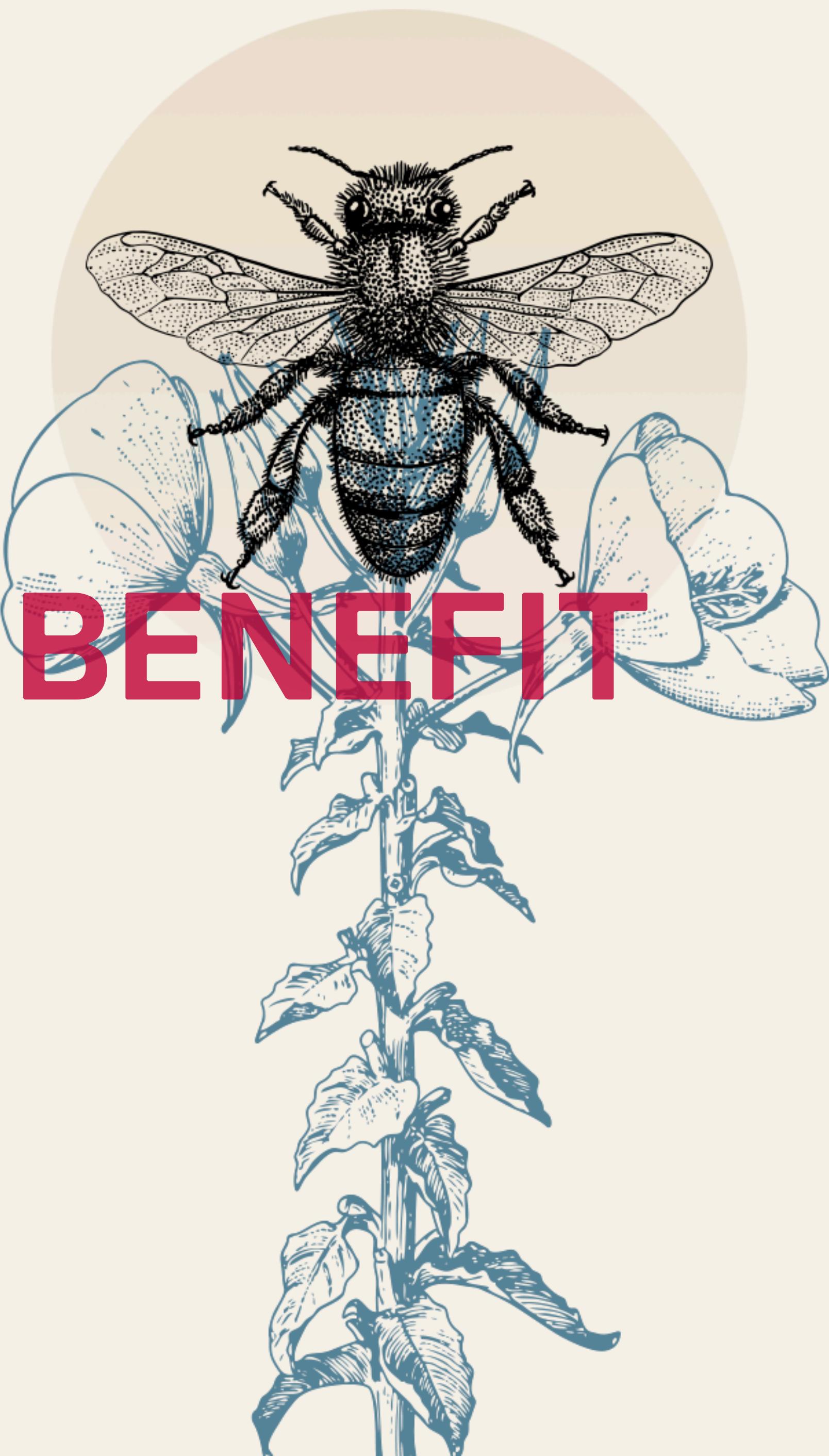
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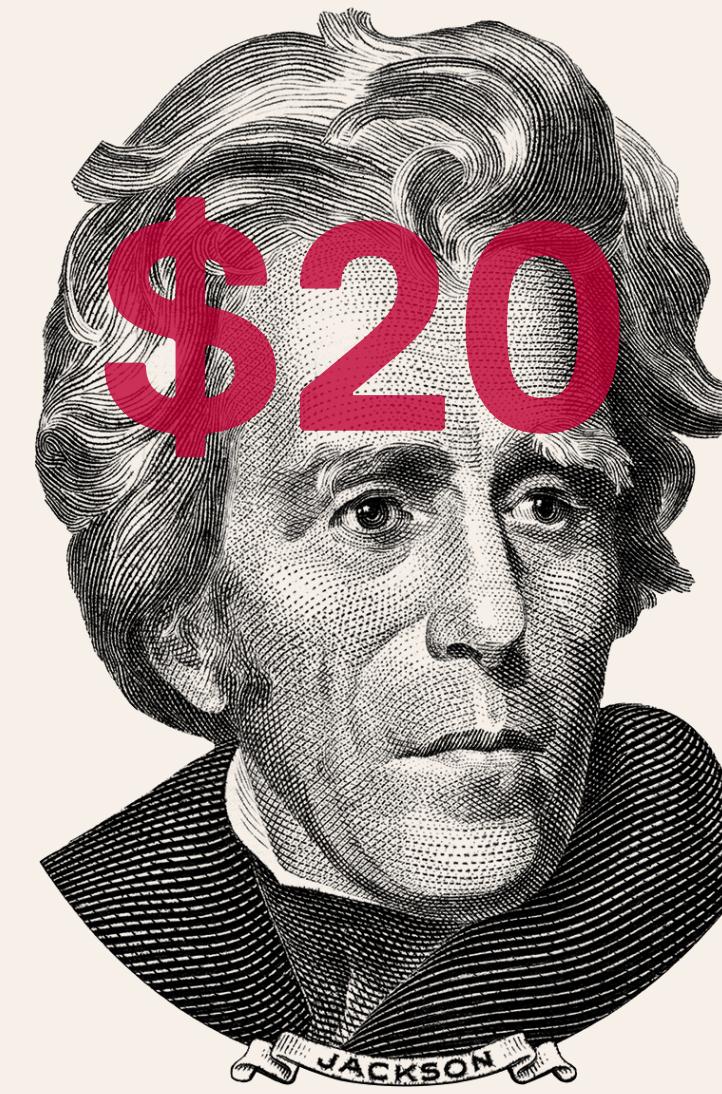
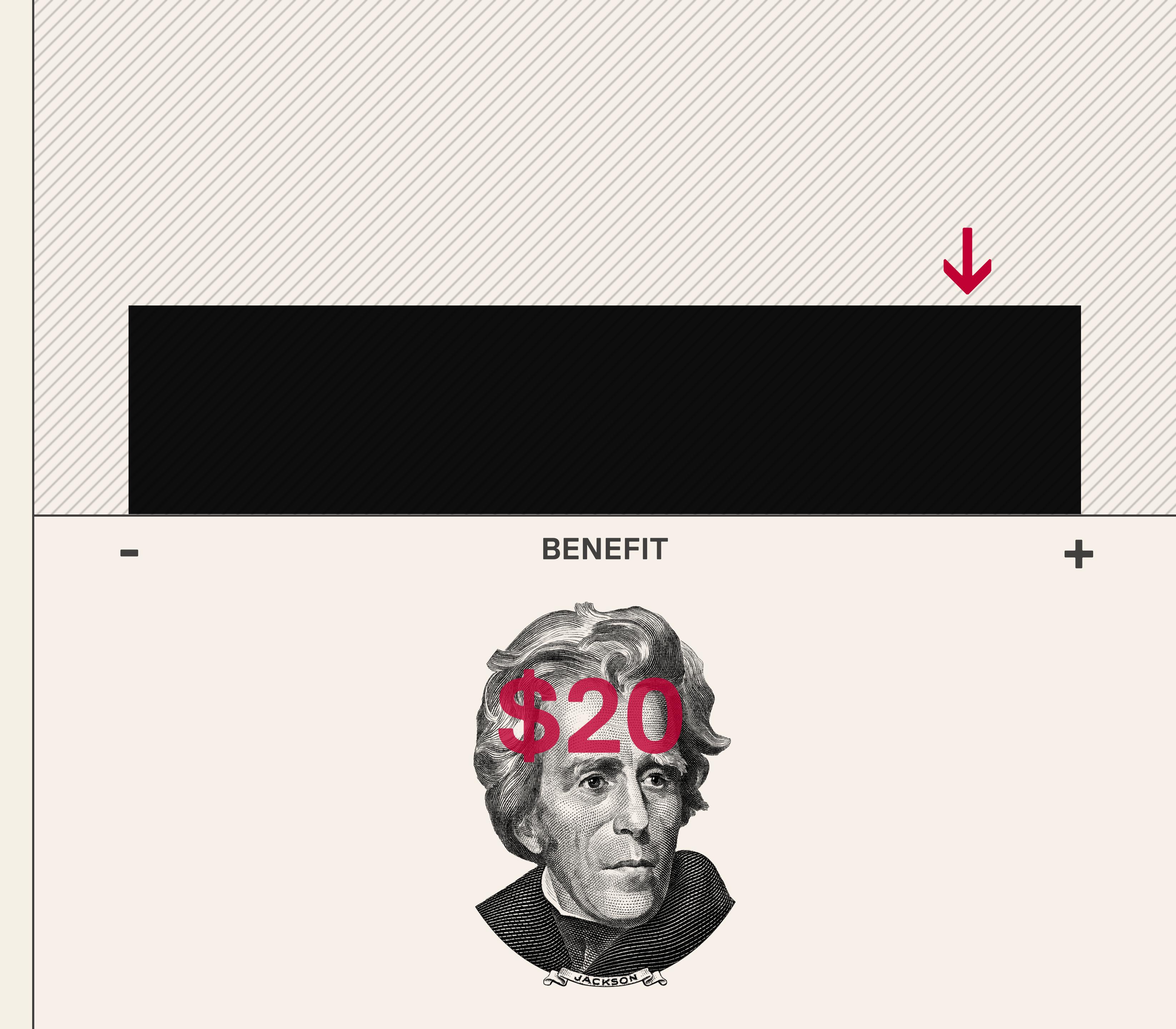
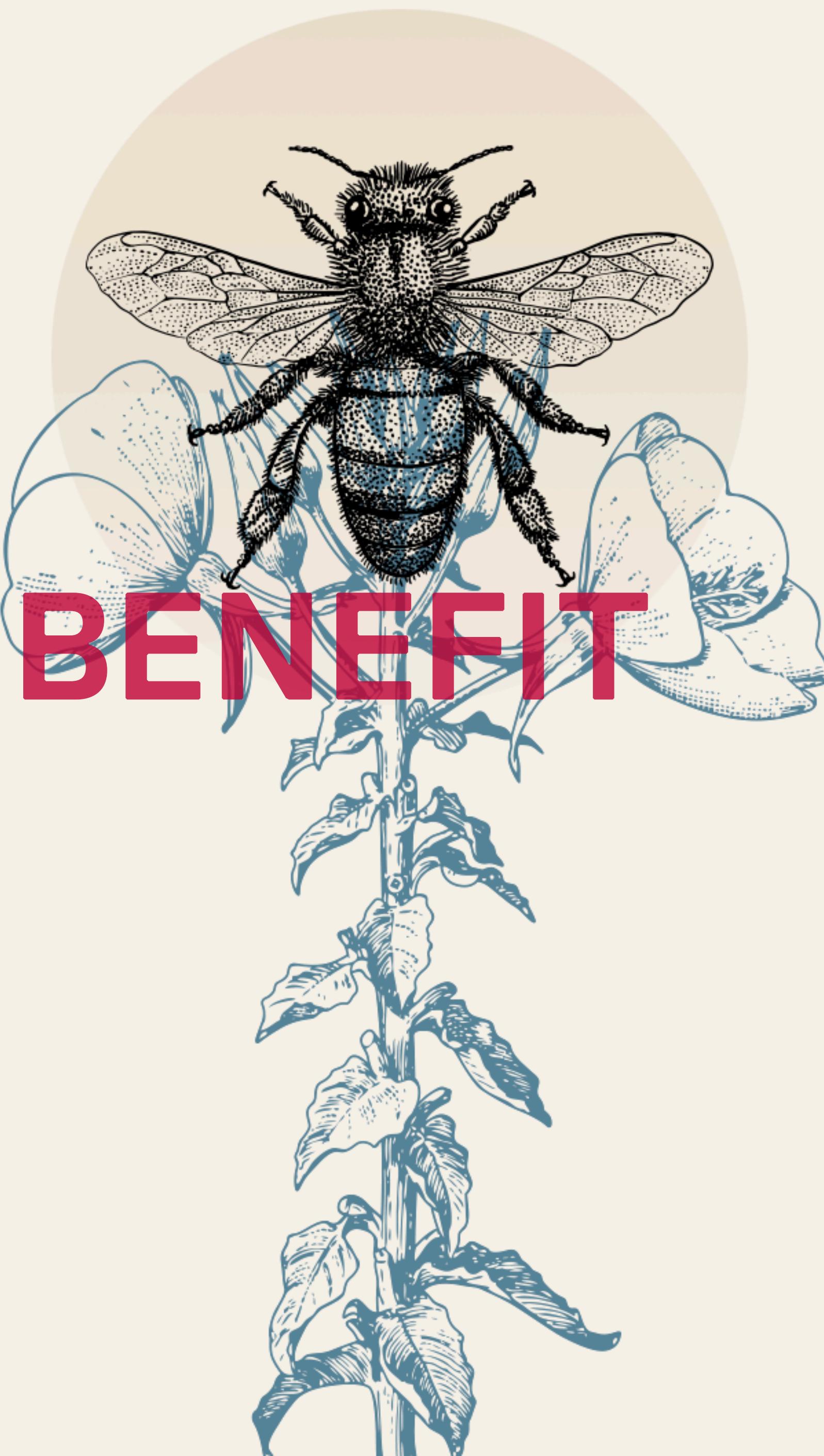
EMPOWER—
MENT

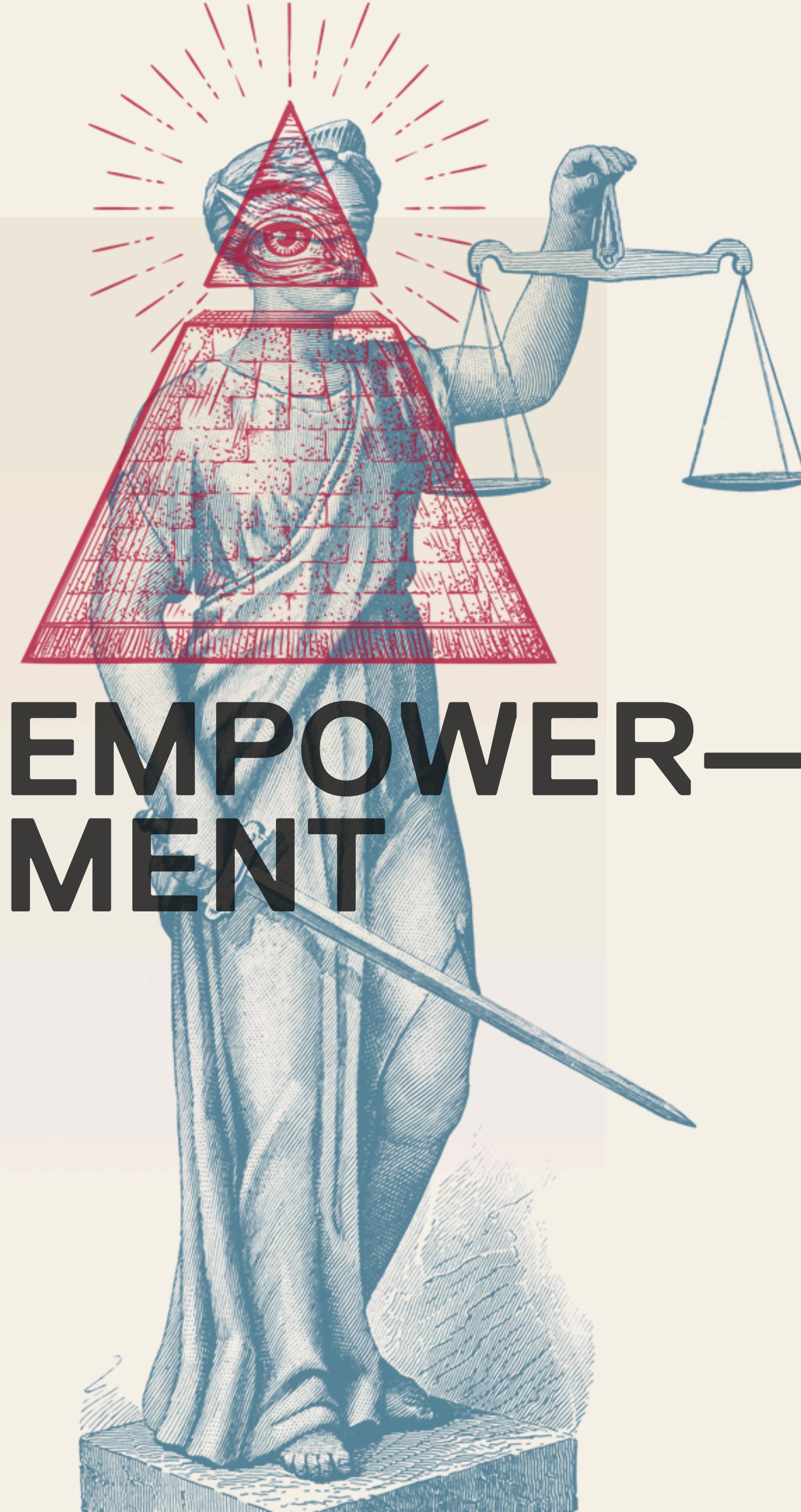


PLAYFUL—
NESS 2

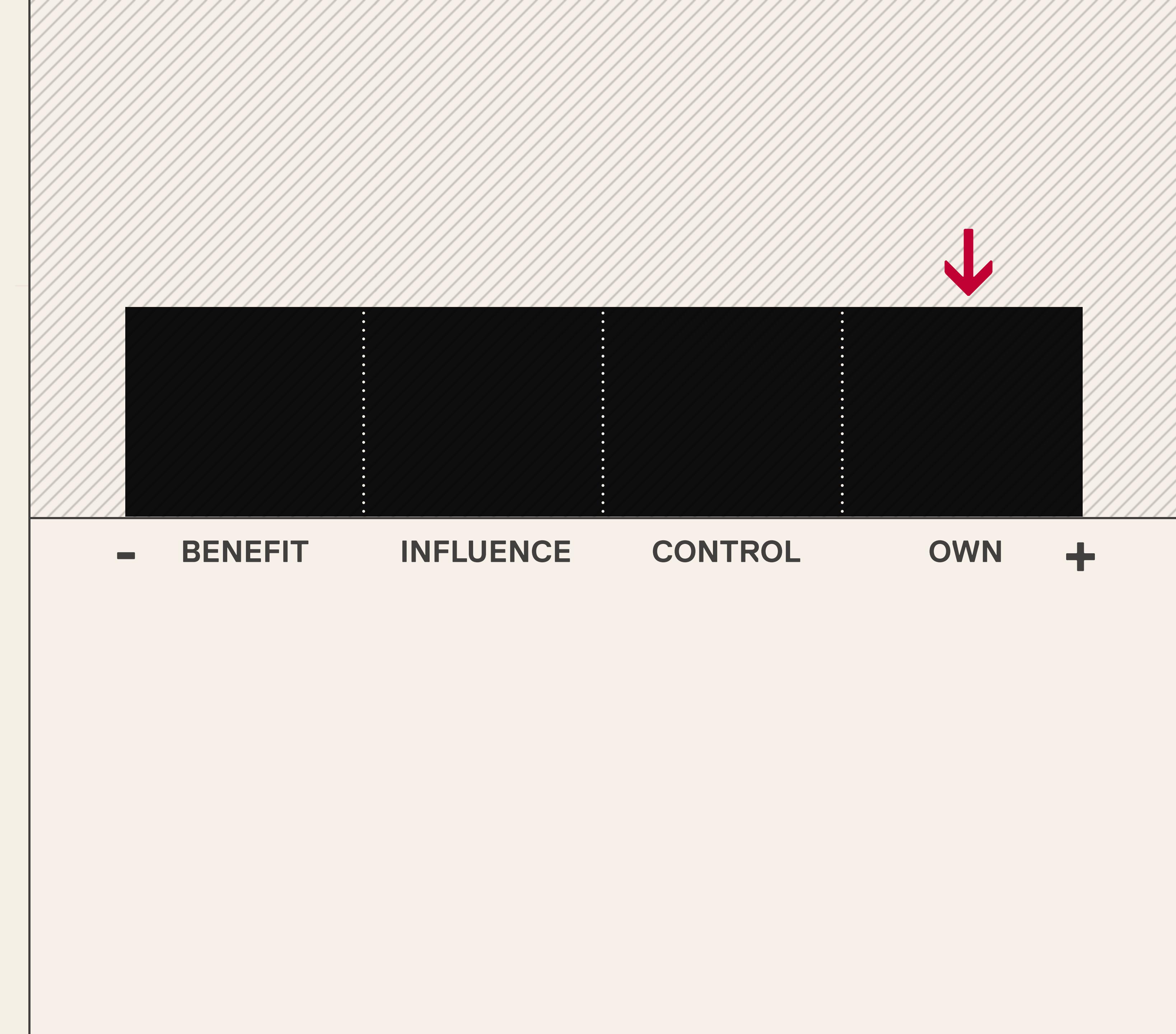


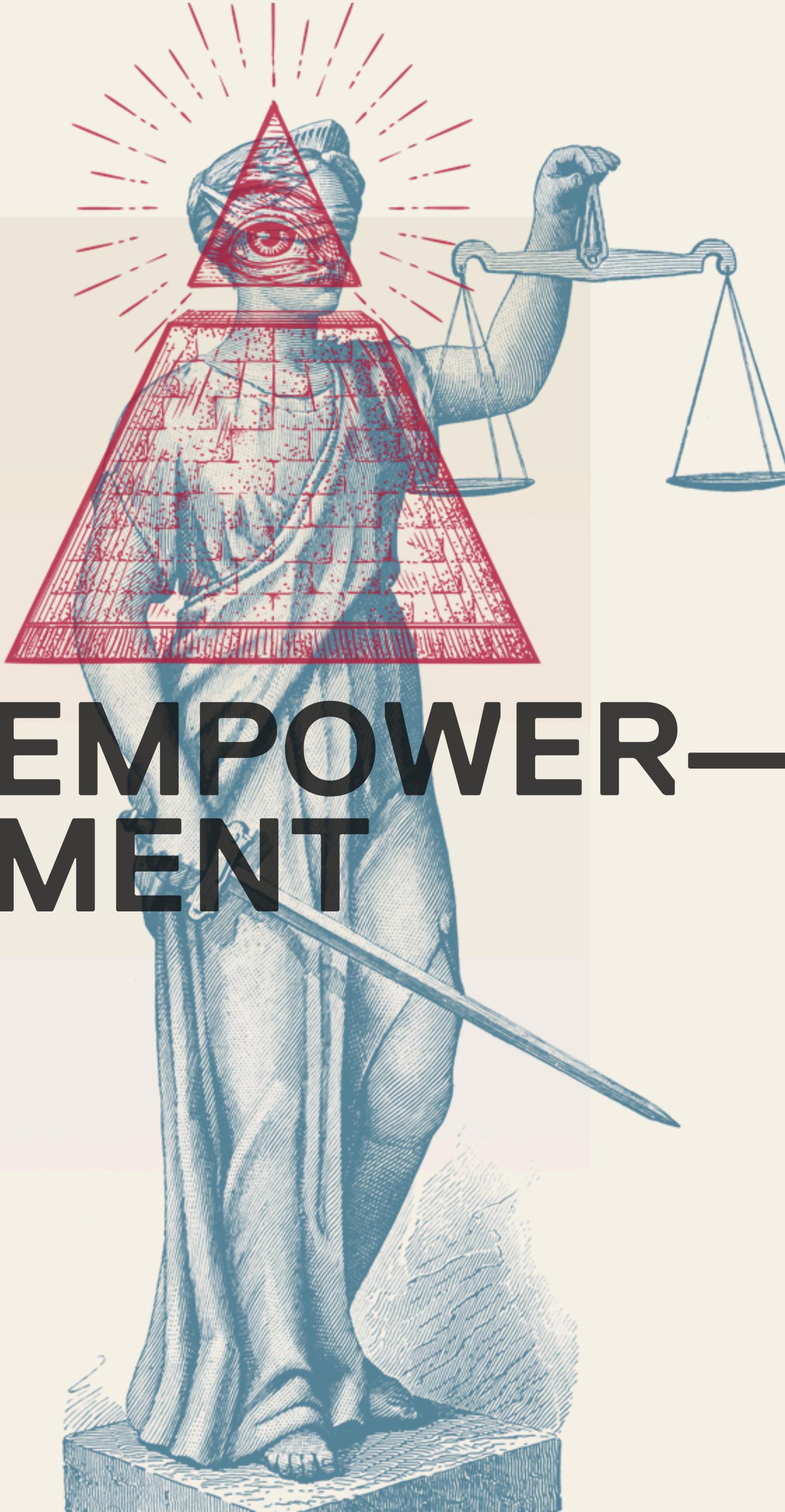




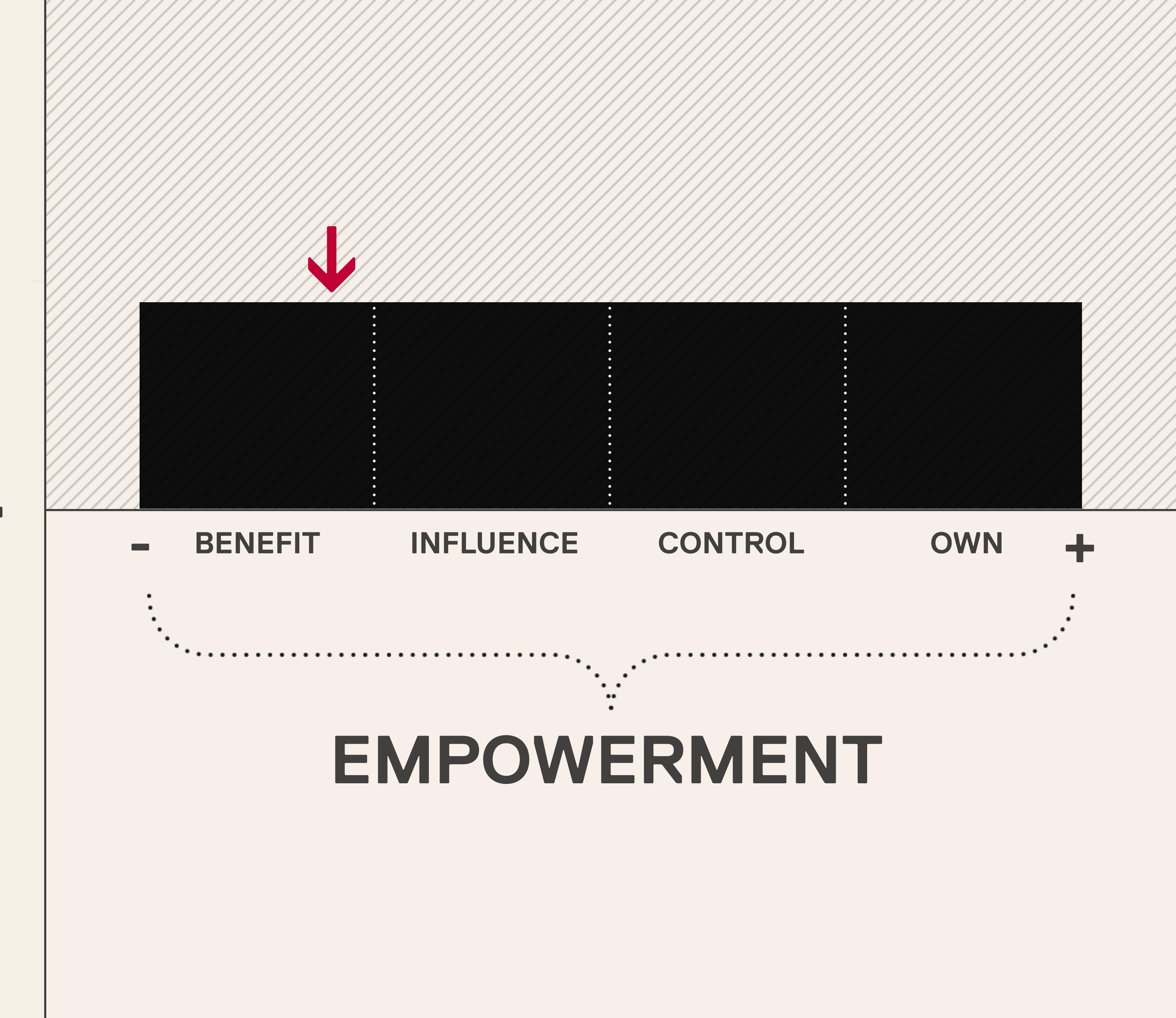


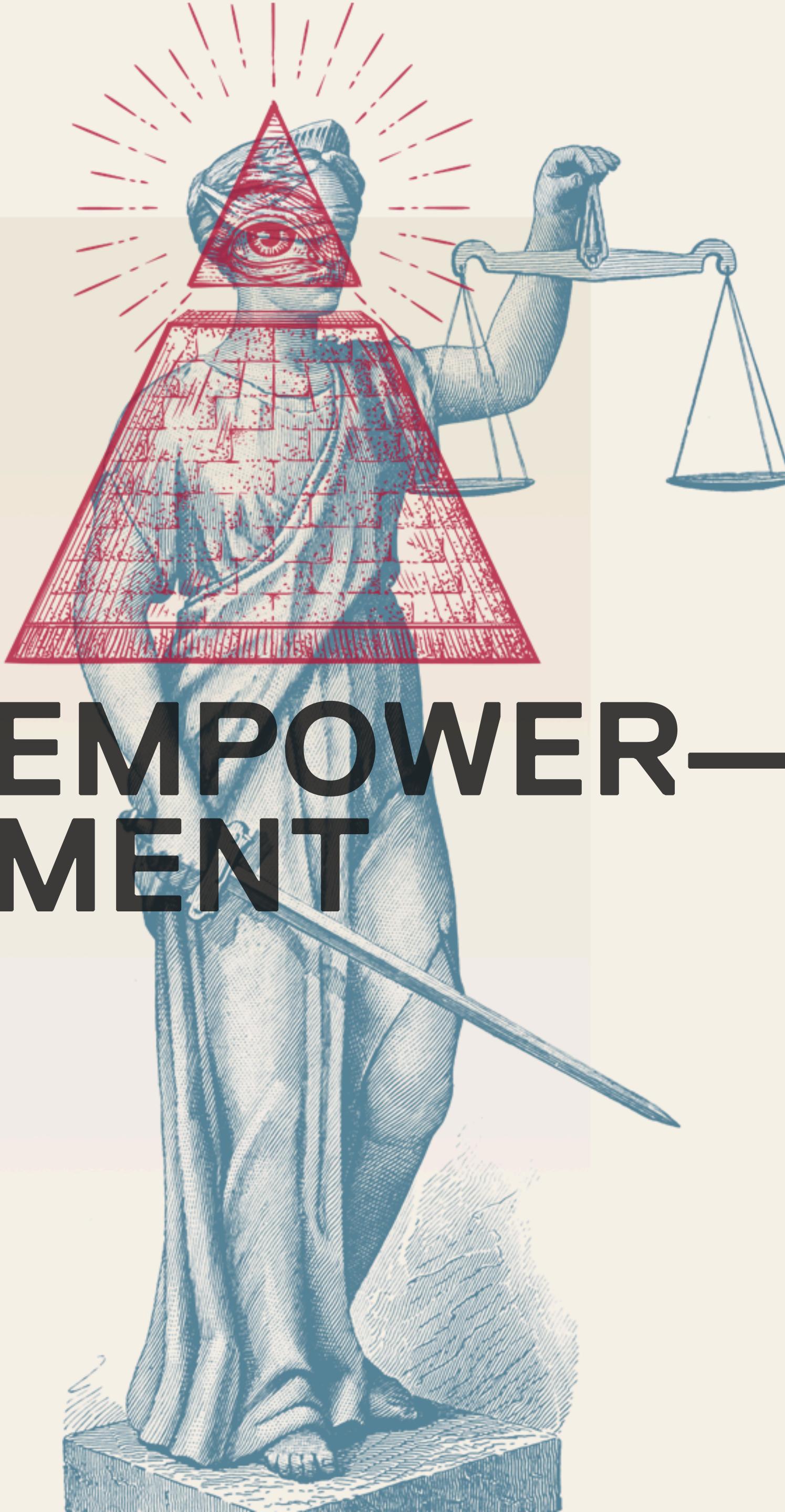
EMPOWER—
MENT



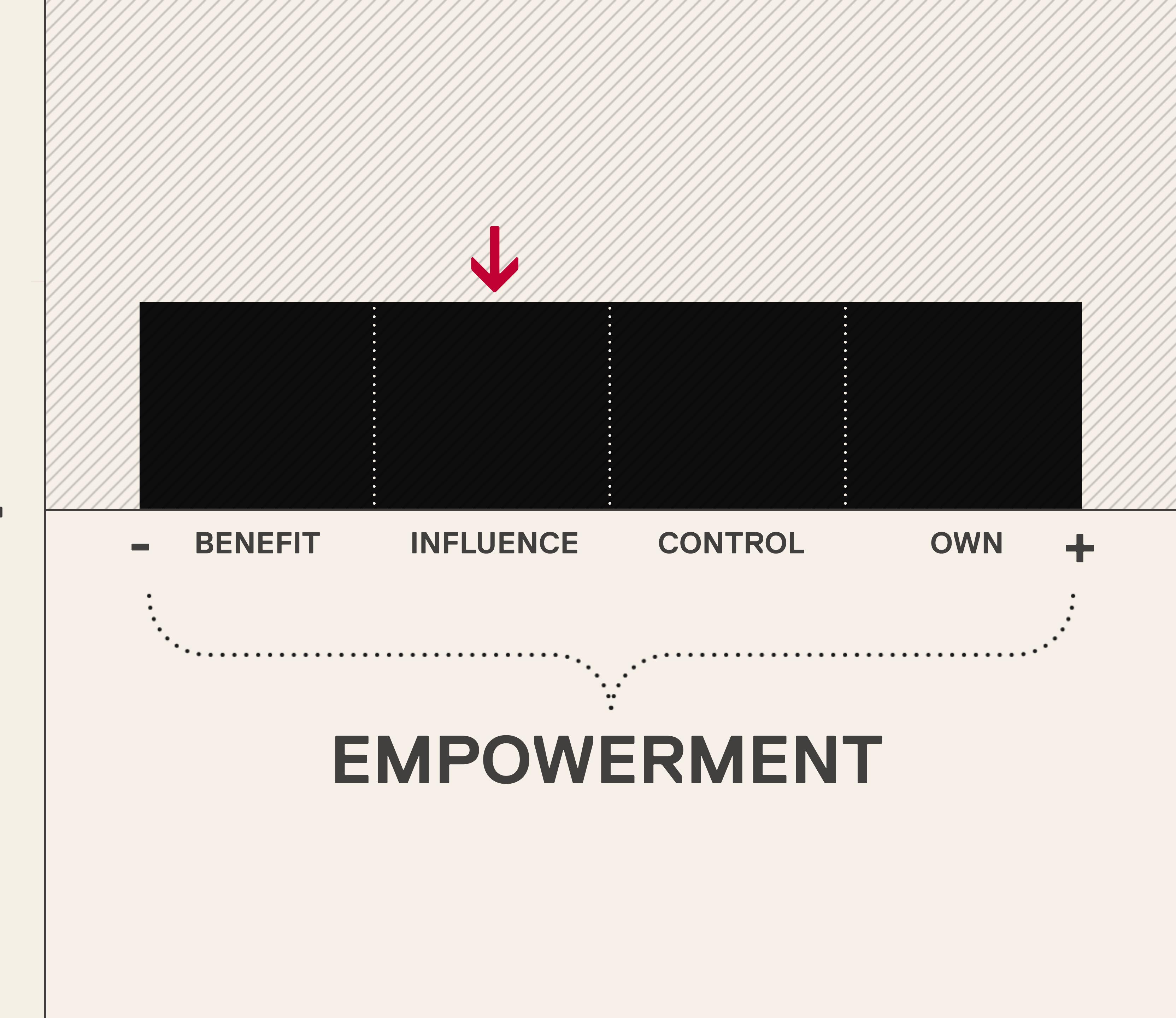


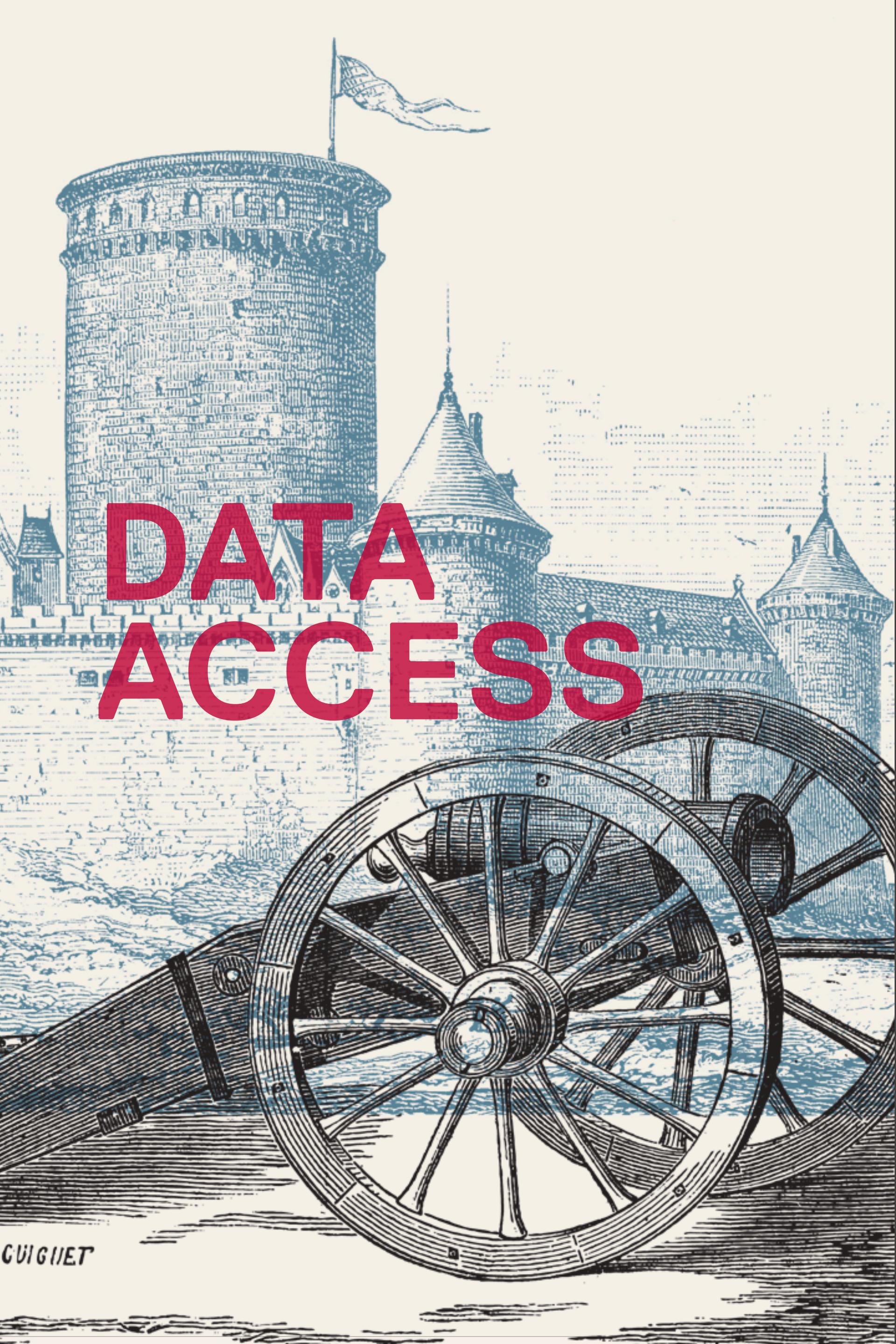
**EMPOWER—
MENT**





**EMPOWER—
MENT**





DATA ACCESS

+

INTIMATE

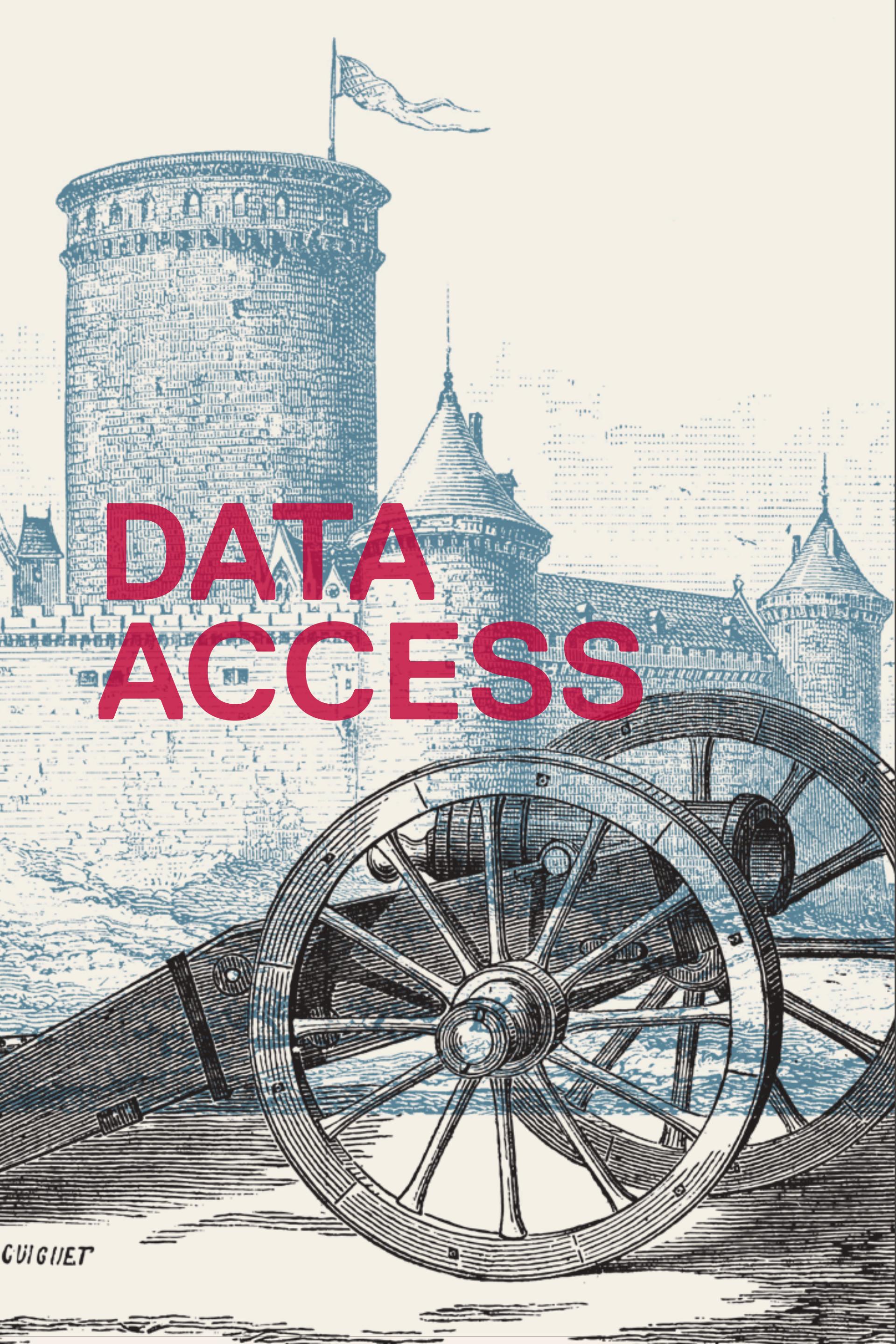
SENSITIVE

GENERAL

-

NON-PII



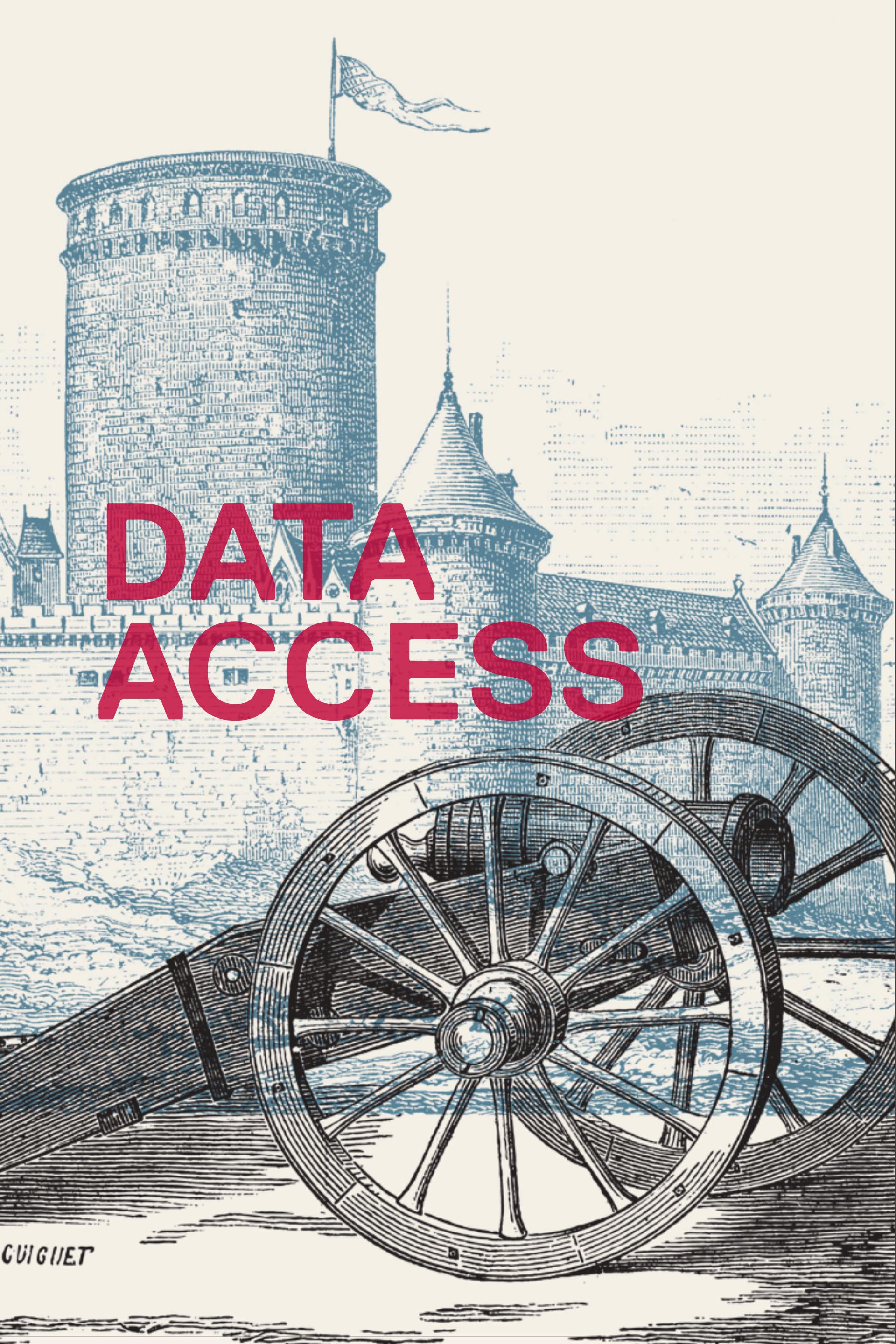


GUIGUET

+

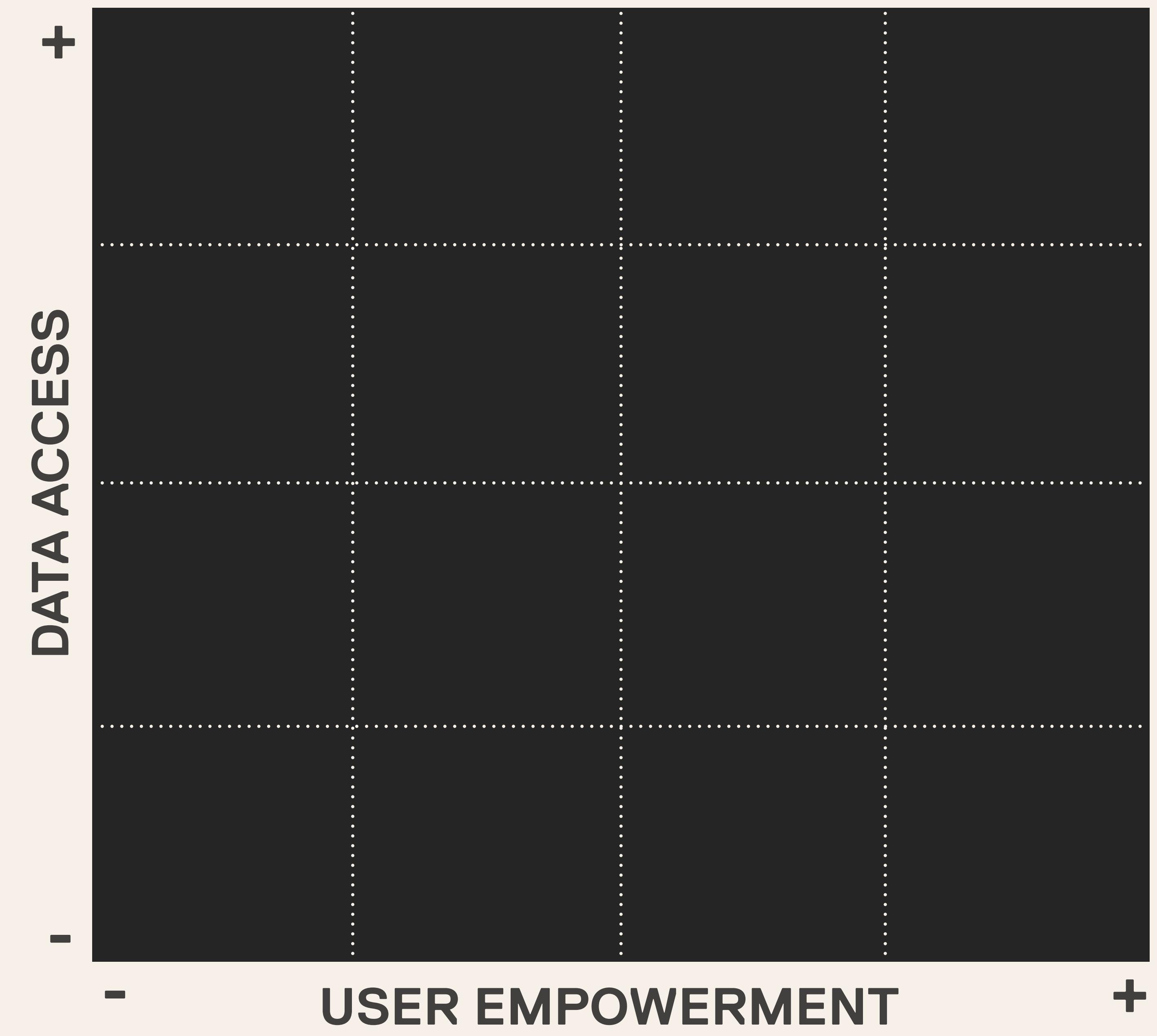
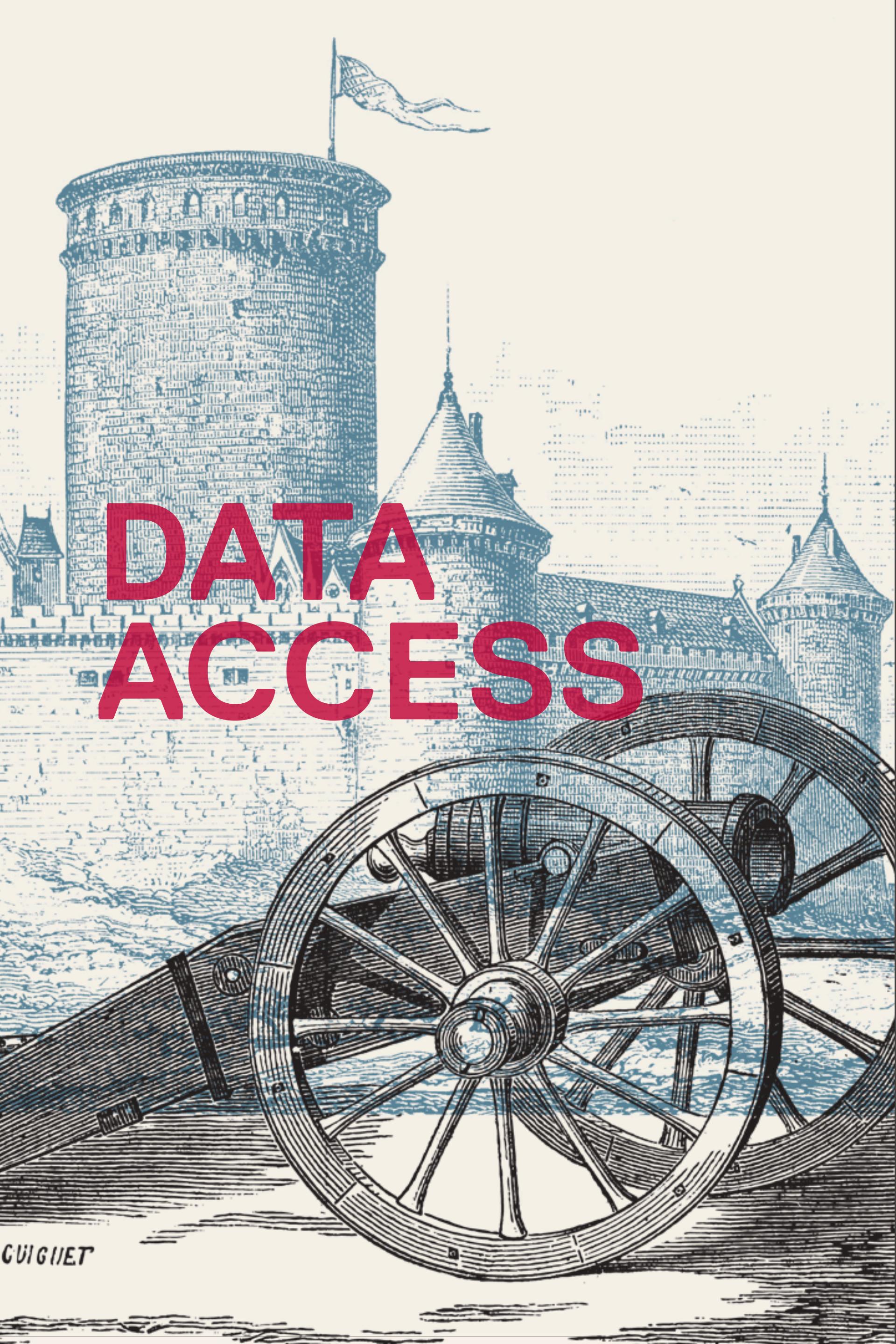


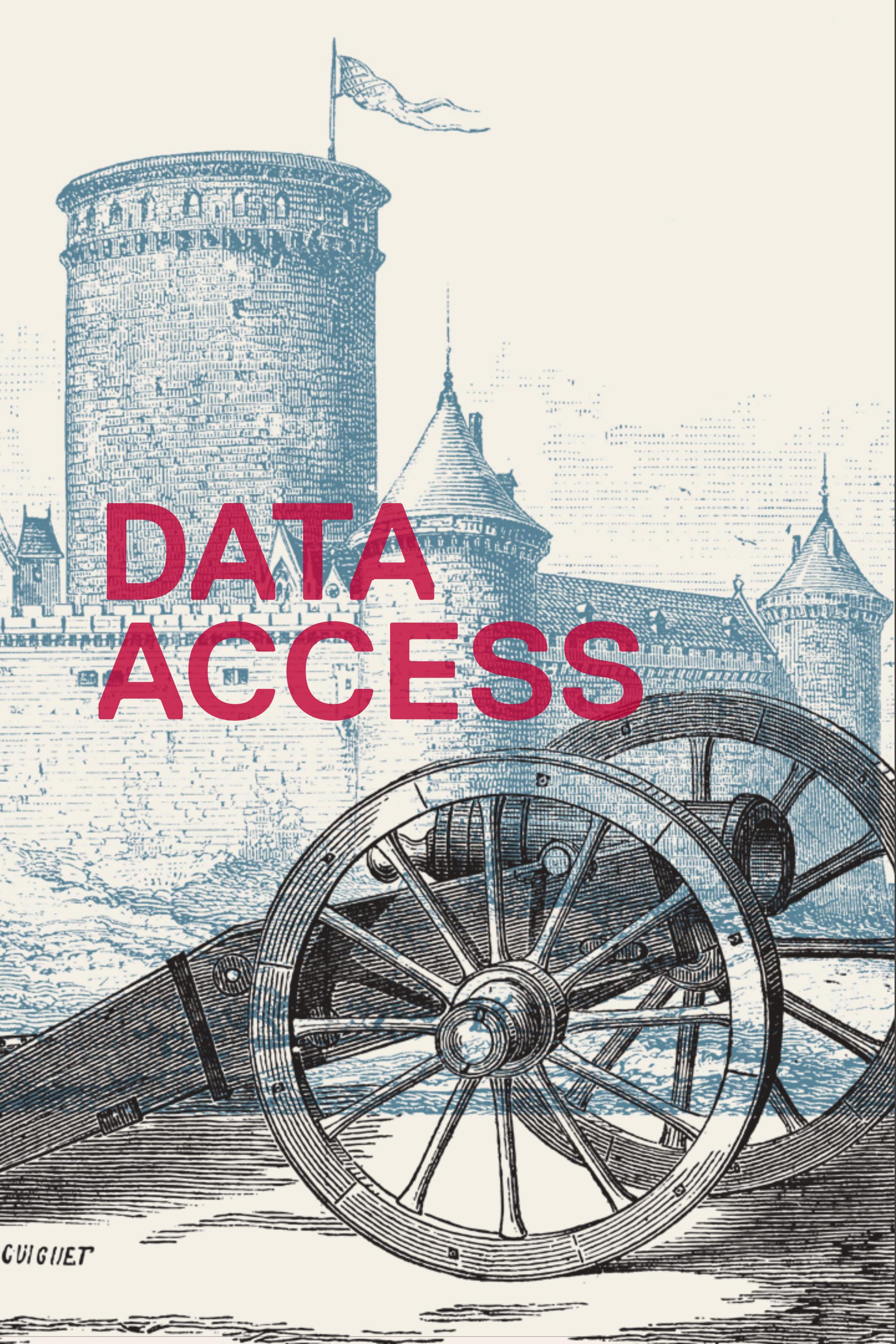
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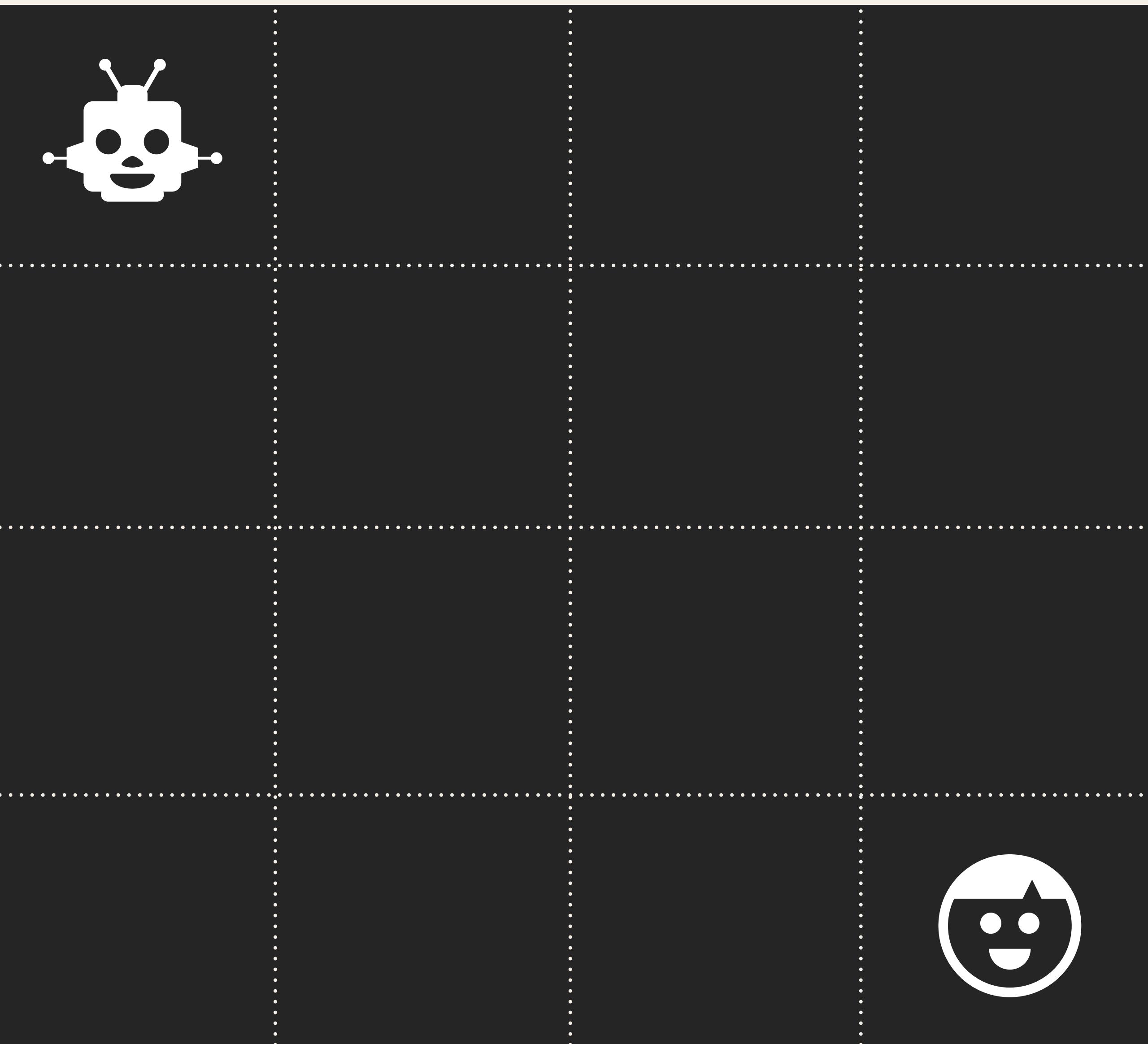


+

DATA ACCESS

-

-



USER EMPOWERMENT +

GUIGUET

L4

Intimate level of engagement

L3

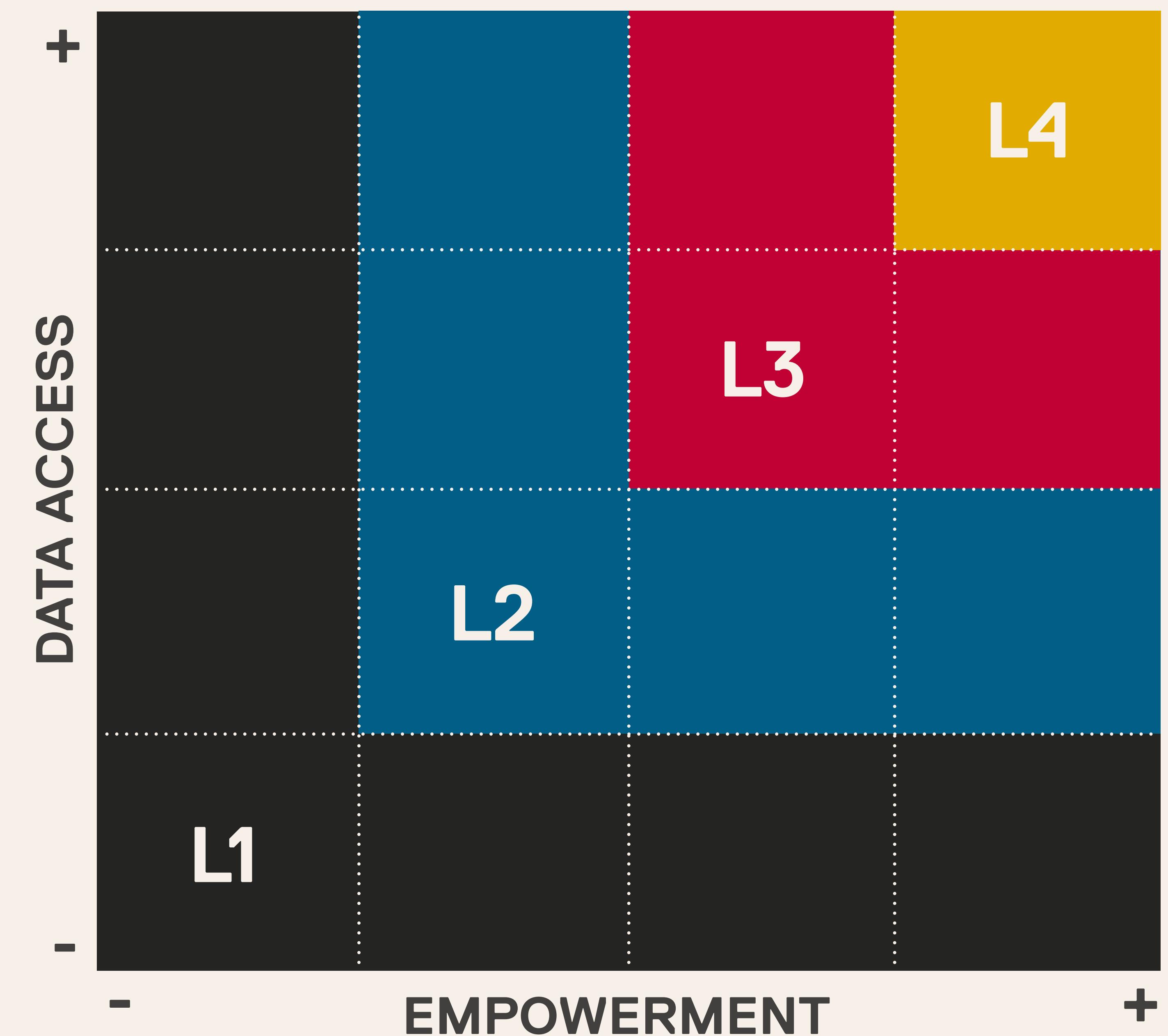
Deep level of engagement

L2

Established level of engagement

L1

Basic level of engagement



L4

Intimate level of engagement

L3

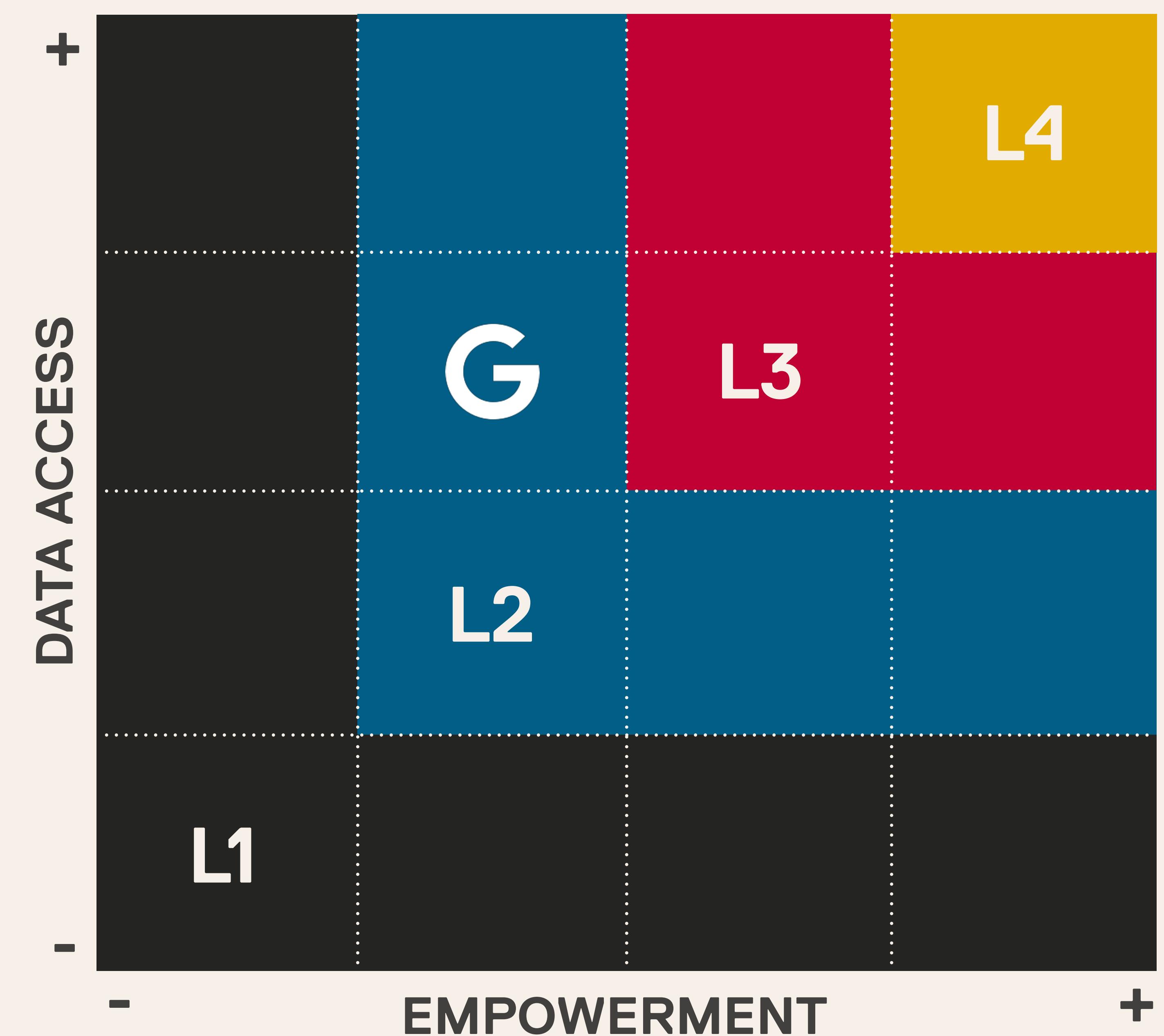
Deep level of engagement

L2

Established level of engagement

L1

Basic level of engagement



L4

Intimate level of engagement

L3

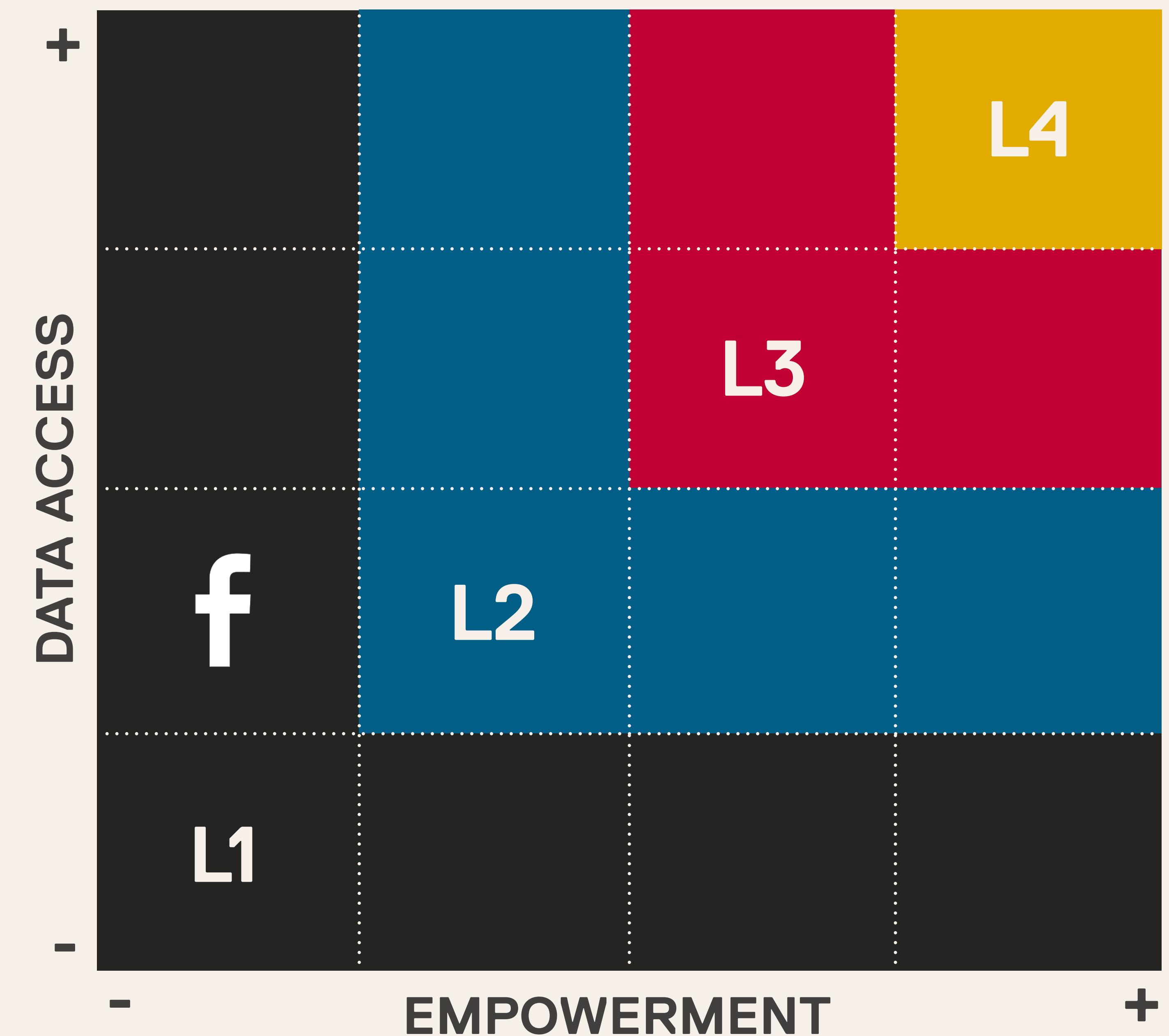
Deep level of engagement

L2

Established level of engagement

L1

Basic level of engagement



L4

Intimate level of engagement

L3

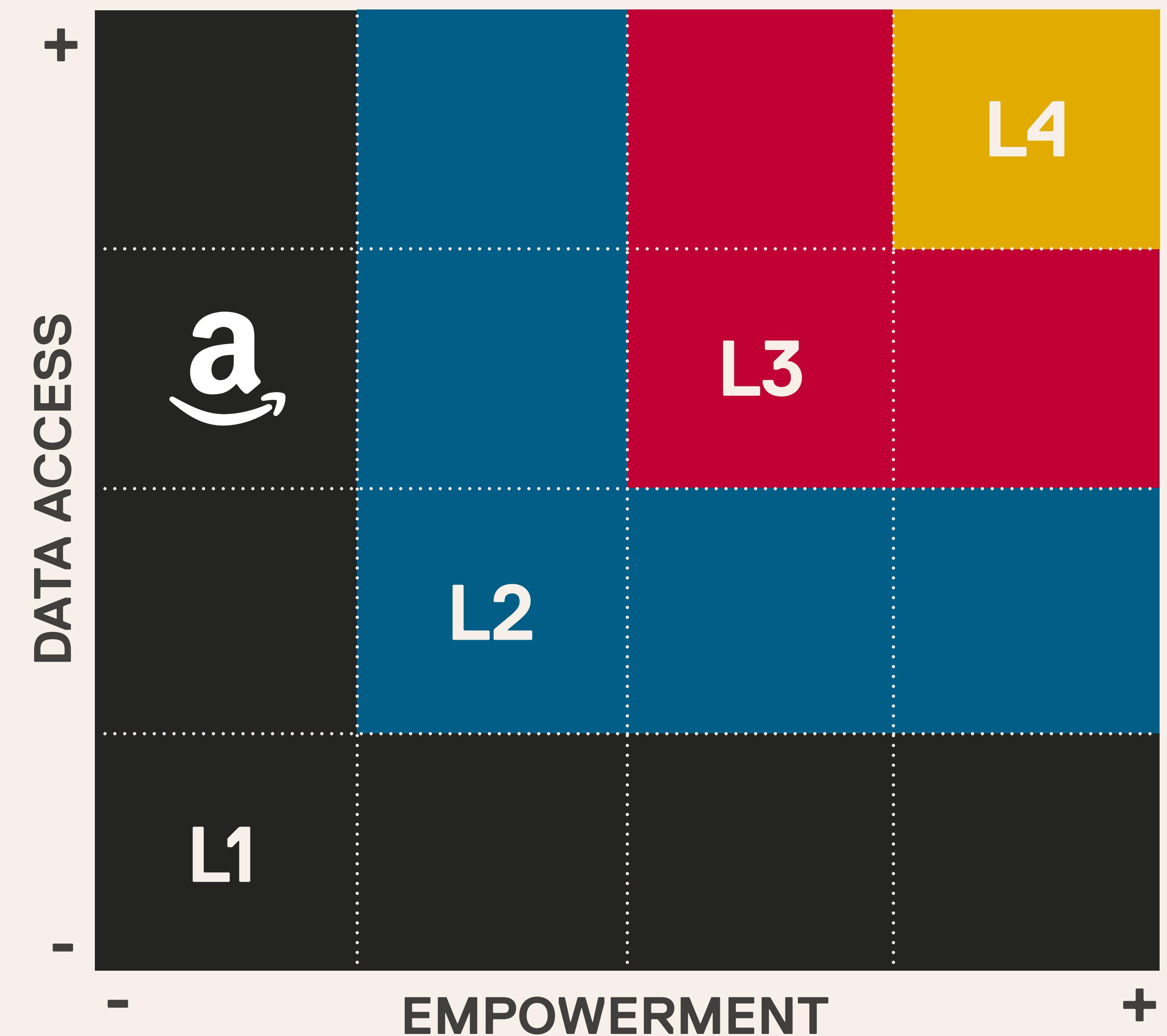
Deep level of engagement

L2

Established level of engagement

L1

Basic level of engagement



L4

Intimate level of engagement

L3

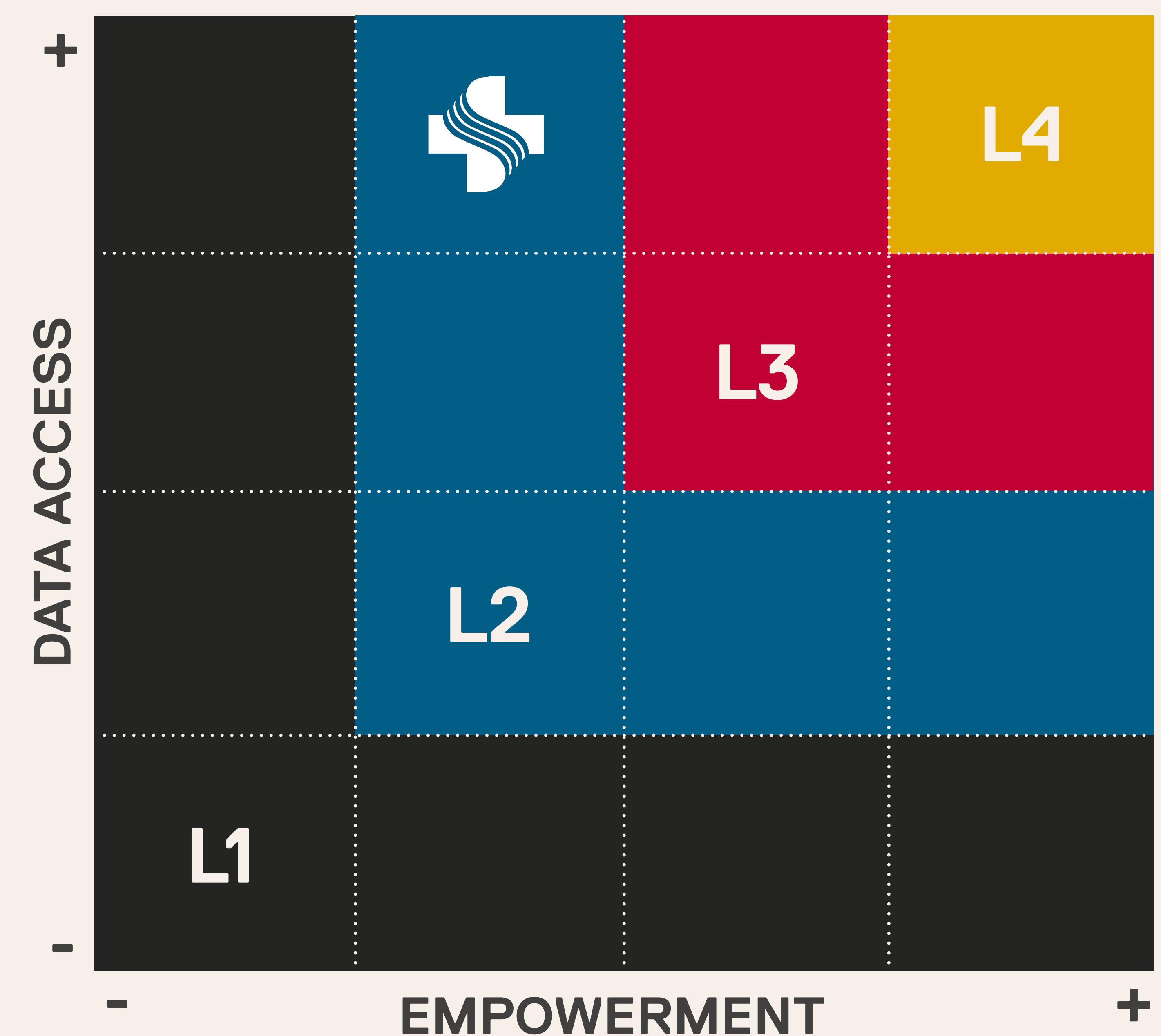
Deep level of engagement

L2

Established level of engagement

L1

Basic level of engagement



L4

Intimate level of engagement

L3

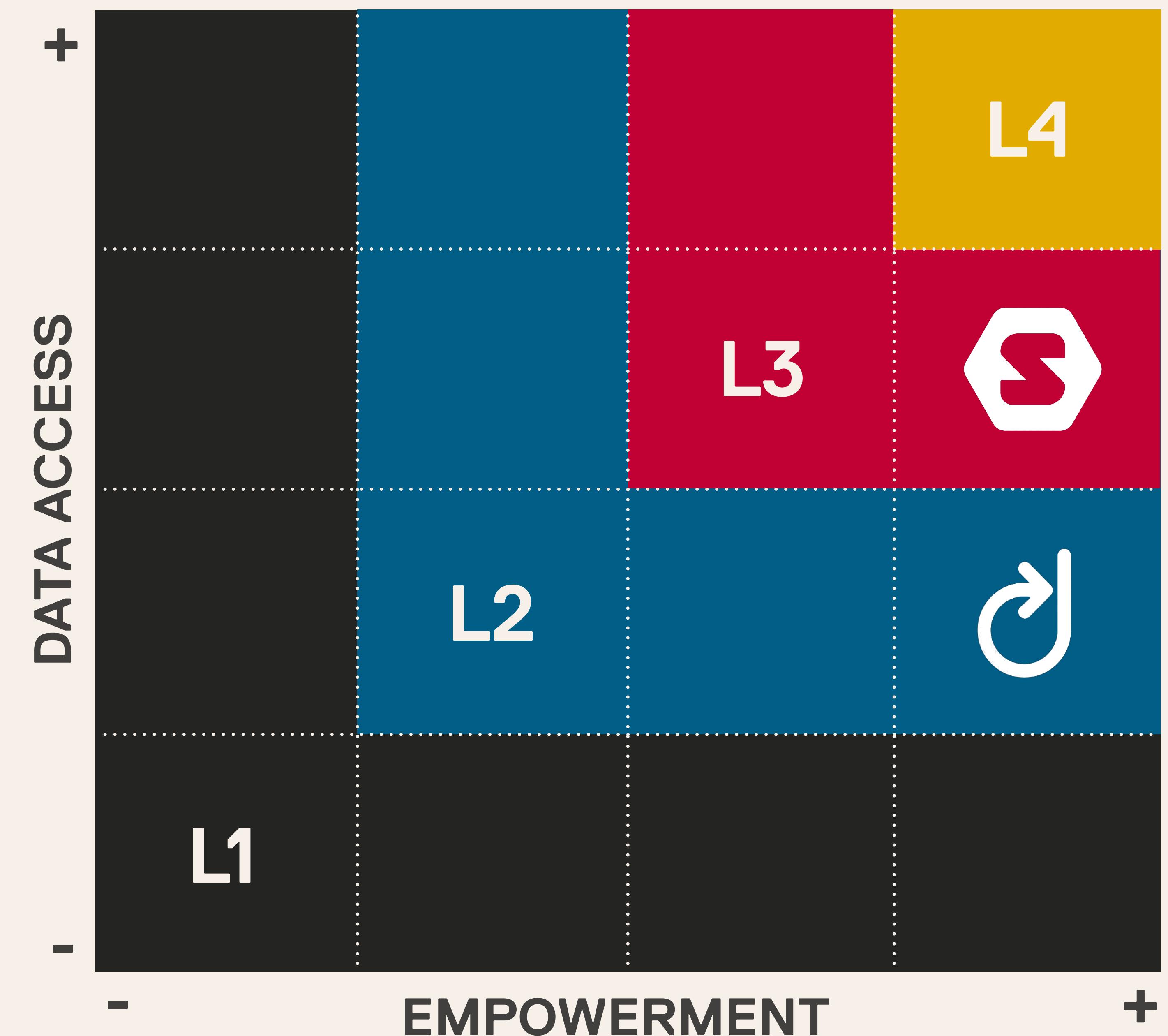
Deep level of engagement

L2

Established level of engagement

L1

Basic level of engagement



L4

Intimate level of engagement

L3

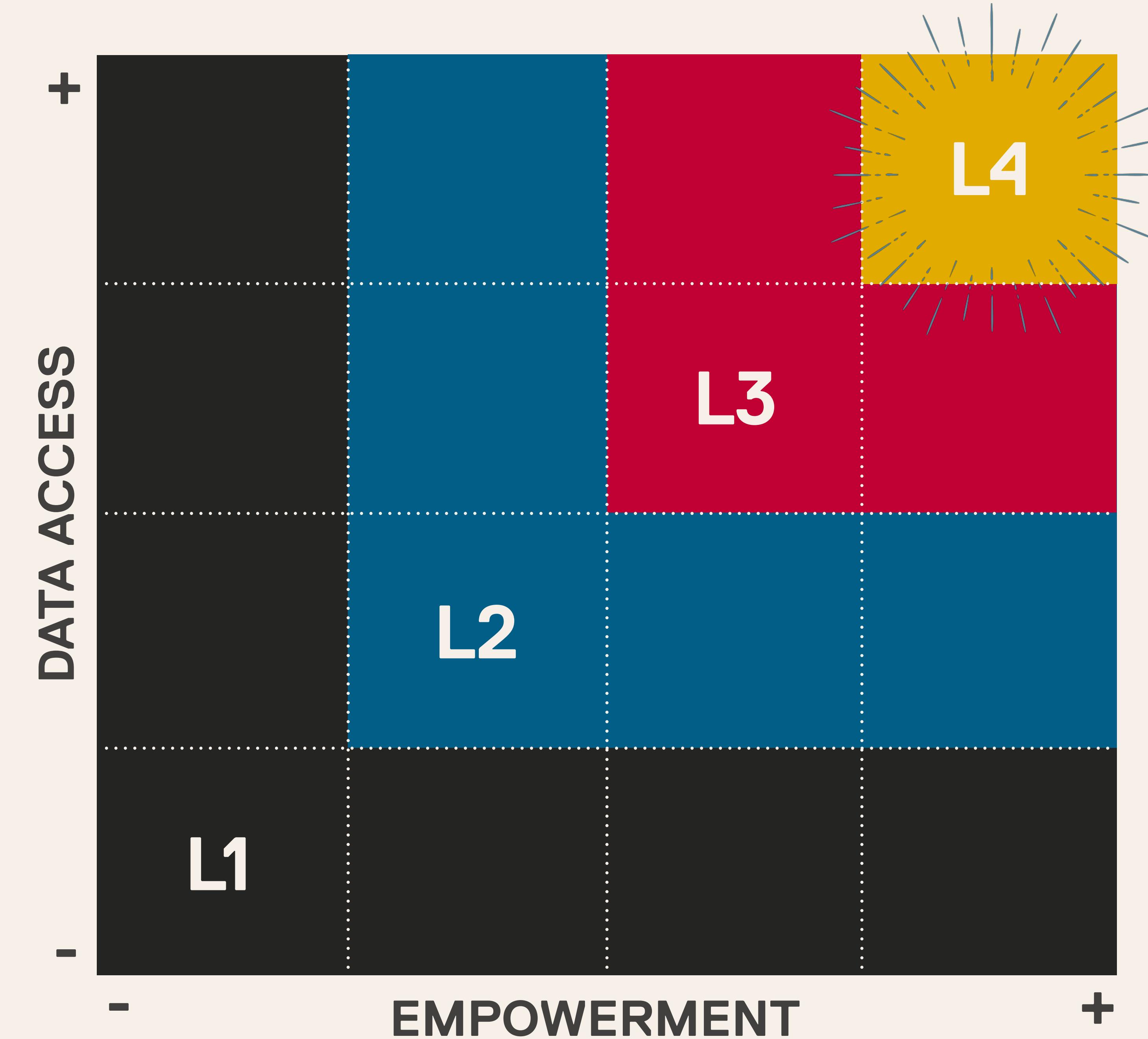
Deep level of engagement

L2

Established level of engagement

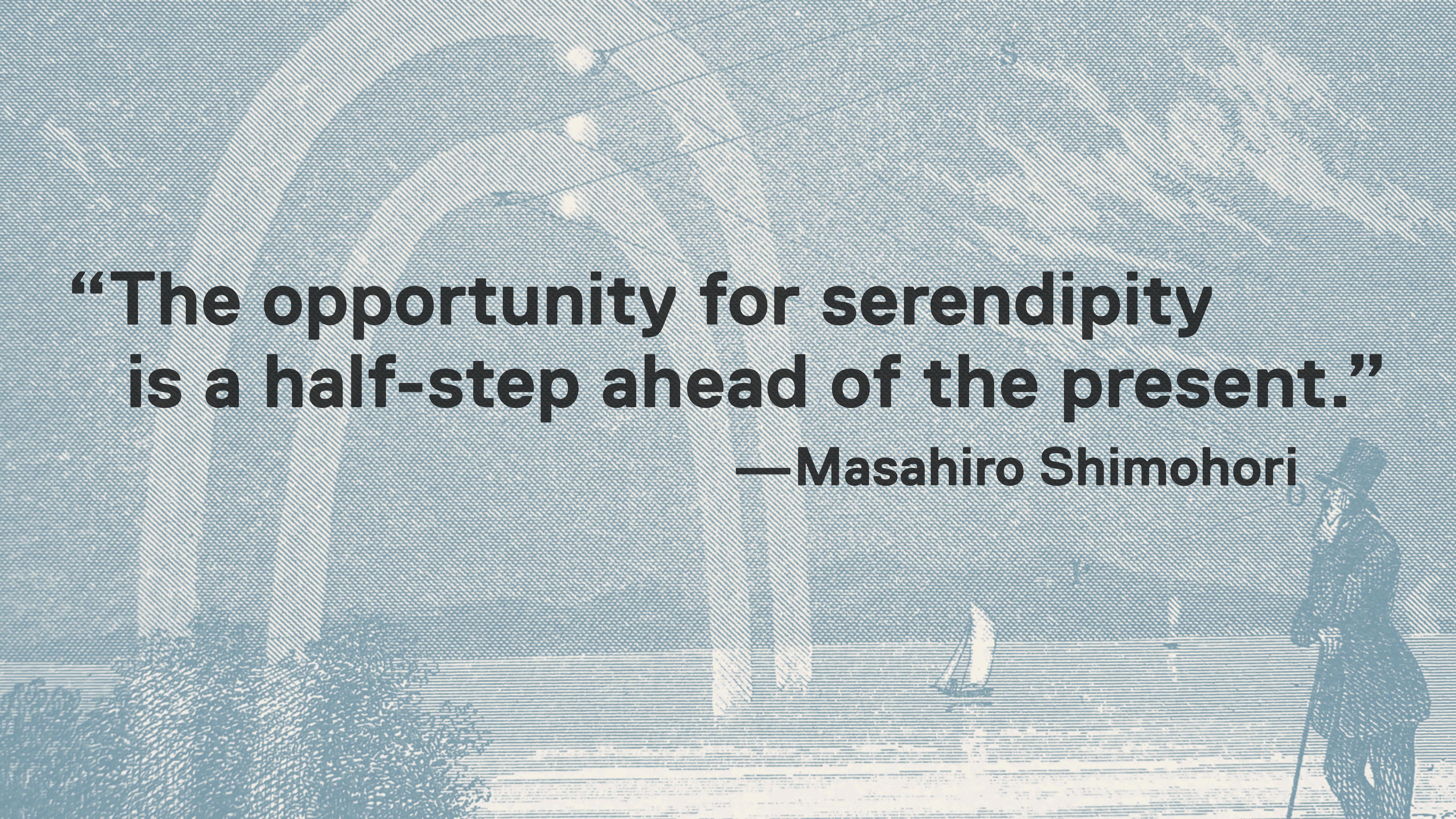
L1

Basic level of engagement





**PLAY-
FULNESS**



**“The opportunity for serendipity
is a half-step ahead of the present.”**

—Masahiro Shimohori

Unknown future

**Opportunity
for serendipity**

Time

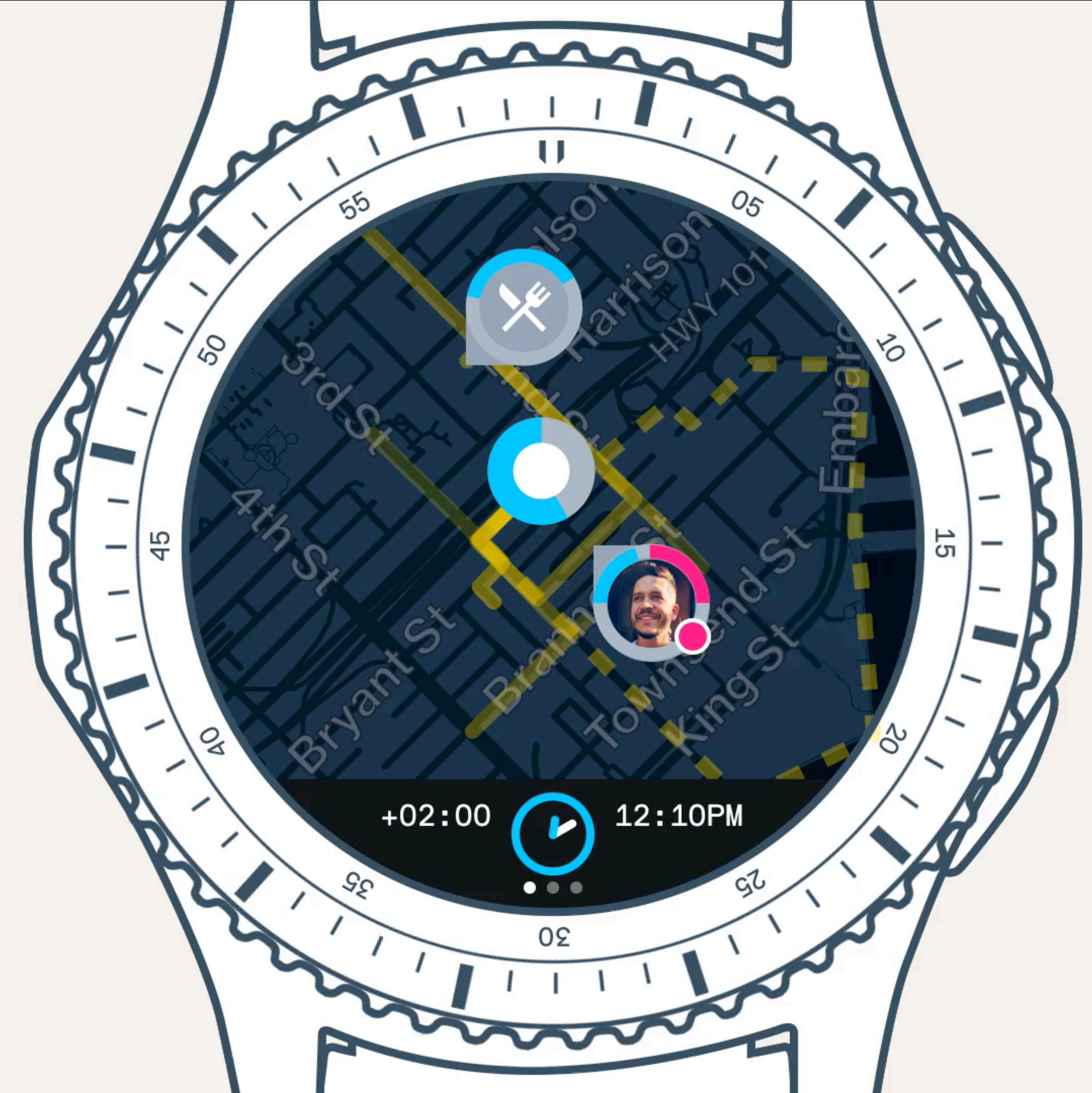
**Converged
reality**

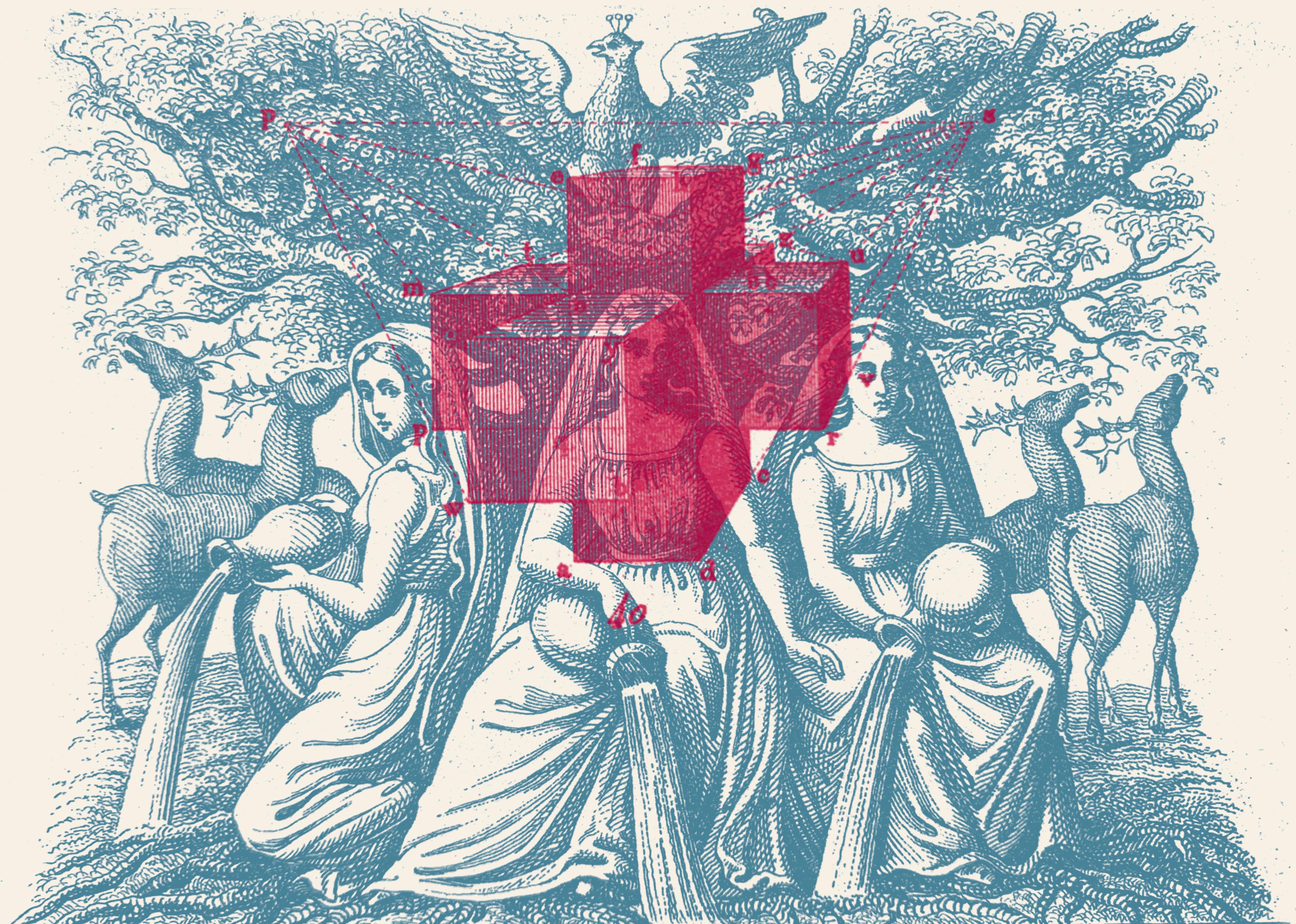














Thank you
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qaswa.com
formation.ai