• Tempo Smart Calendar surfaces information “believed to be” relevant to each event in your calendar and makes it actionable

• Designing 95% UI (Recommendation systems)
  – What if the suggestion was wrong?
  – How does the user train the system?
  – What if there are too many results?
  – How do you indicate intelligence?

• Anticipatory design
  – Can you predict the next action?
  – UI with endless possibilities?
AI Is the New Smartphone Layer

Many flavors of assistants

- Siri: No context
- Google Now: Search context
- Tempo: Calendar context
Recommendations Are Everywhere

Pandora

FourSquare

LinkedIn
• Netflix
  – Suggests videos based on previous viewing patterns and broader segmentation data

• Mint
  – Suggests coupons and potential savings based on buying patterns

• Zite
  – Suggests news of interest based on article reading patterns

• Google
  – Arguably the biggest recommendation system of them all?
Certain categories of apps have a higher tolerance to wrong suggestions (No right or wrong answer)

Other categories have right answers and suggestions are used to save clicks

User expectation to train the system and/or correct the system

Language matters
• How do you determine the balance?
  – User testing doesn’t always work
• Constrain the domain
  – Segment the users via cohort analysis
  – What is the right number of segments?
• The “More” button can be your best friend
  – Infinite scroll
• Train the system
  – Tempo user testing indicated less than 3% would train
  – Thumbs up/down, ratings vs implicit learning?
• Animations work most effectively
  – But if it takes too long, it hinders the UX
• Speed of application directly correlated to retention rate
  – 15 search results vs 10 search results (Google Search Results)
• In Tempo, we numbered the results

Numbered Results to Indicate Smarts
• False starts are very common
  – Introduce recommendations and anticipatory actions through use

• Keep on-boarding as light-weight as possible
  – Too much time between on-boarding and first-use will cause problems
  – Can you collect data as you go along

• First 3-Day usage will be heavy experimentation to see what the system does
  – Siri users experiment by asking a lot of Qs
  – Tempo users create 10s of mtgs in the first few days
• Anticipate without the noise
  – Push notifications drive repeat usage but if noisy result in bounced users

• Notifying you when to leave in Tempo
  – We wanted to be very anticipatory but we’re not 95% yet
  – False notifications result in angst and a lost user