

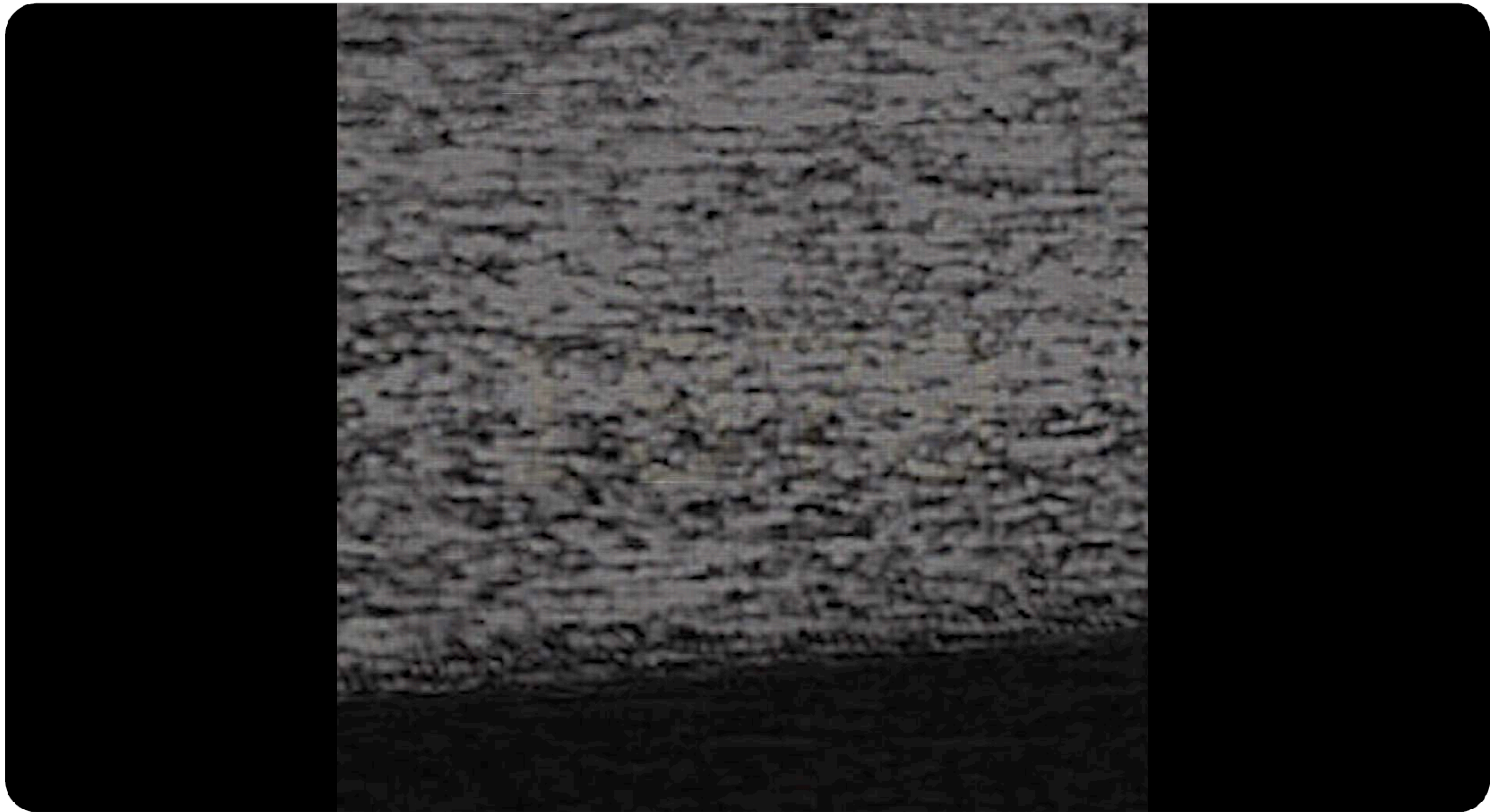


# Optimizer



**Once upon a time...**

**1979**







# TECHNOLOGY EVOLVES AND SPATIAL COMPUTING IS THE NEW FRONTIER

Evolution of Singularity

## EVOLUTION OF COMMUNICATION DEVICES



PSTN  
Voice



1G  
Voice



2G  
MMS



3G  
Internet



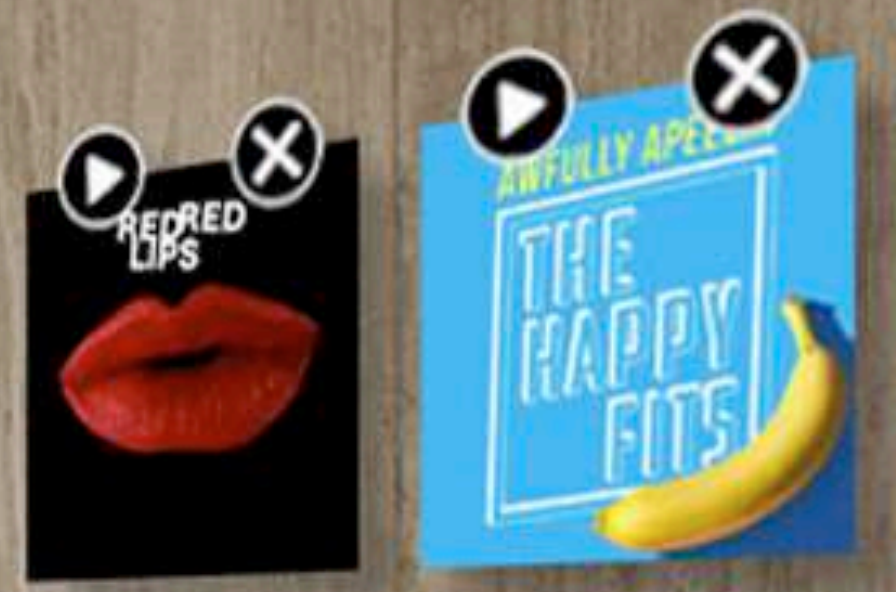
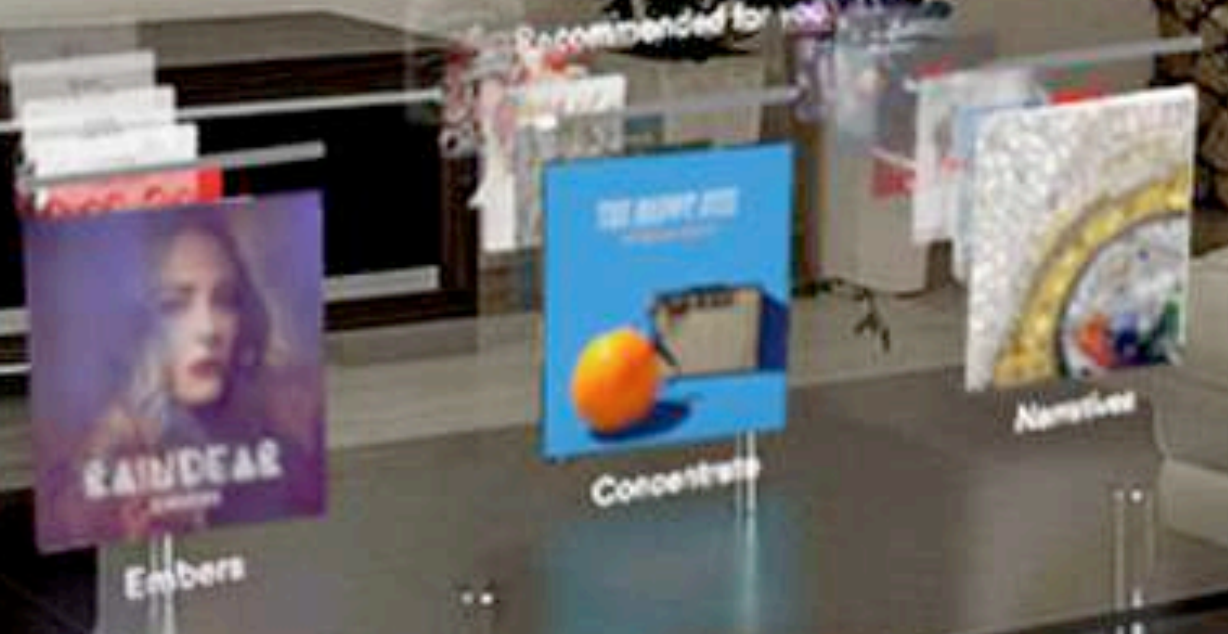
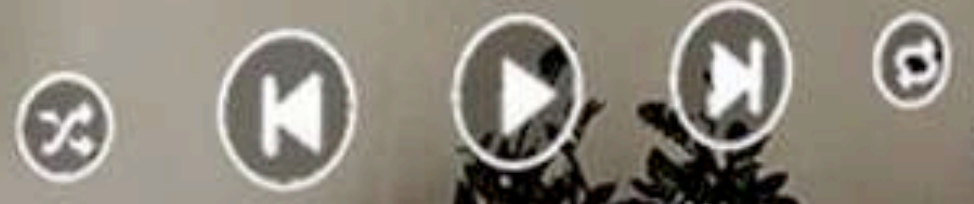
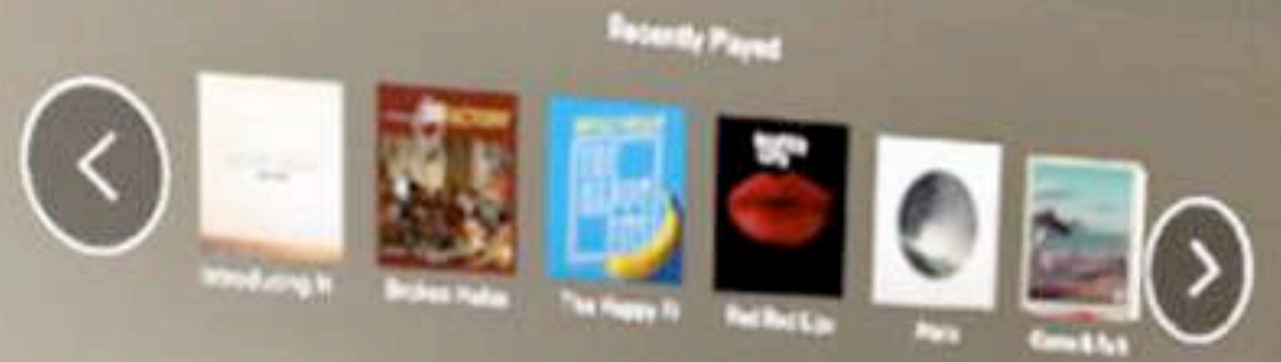
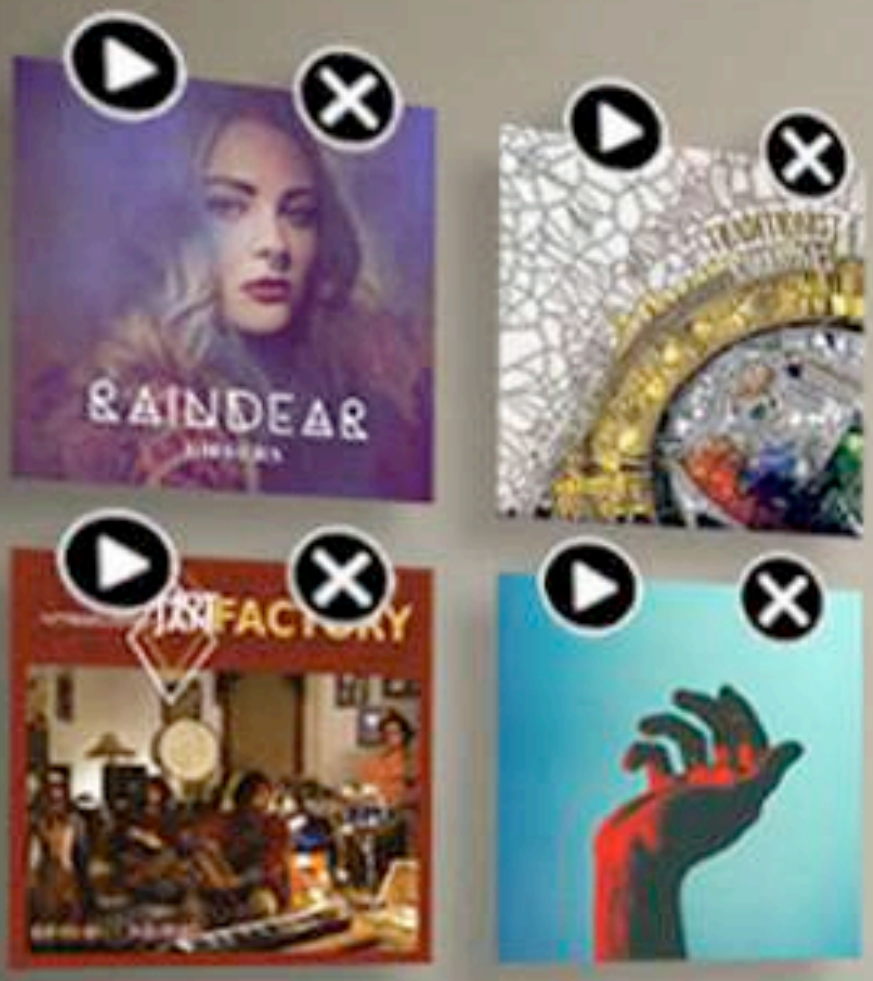
4G  
Video



5G + Spatial  
Computing


## EVOLUTION OF PERSONAL COMPUTER DEVICES







**You'll want to put down your phone for this**



S

About

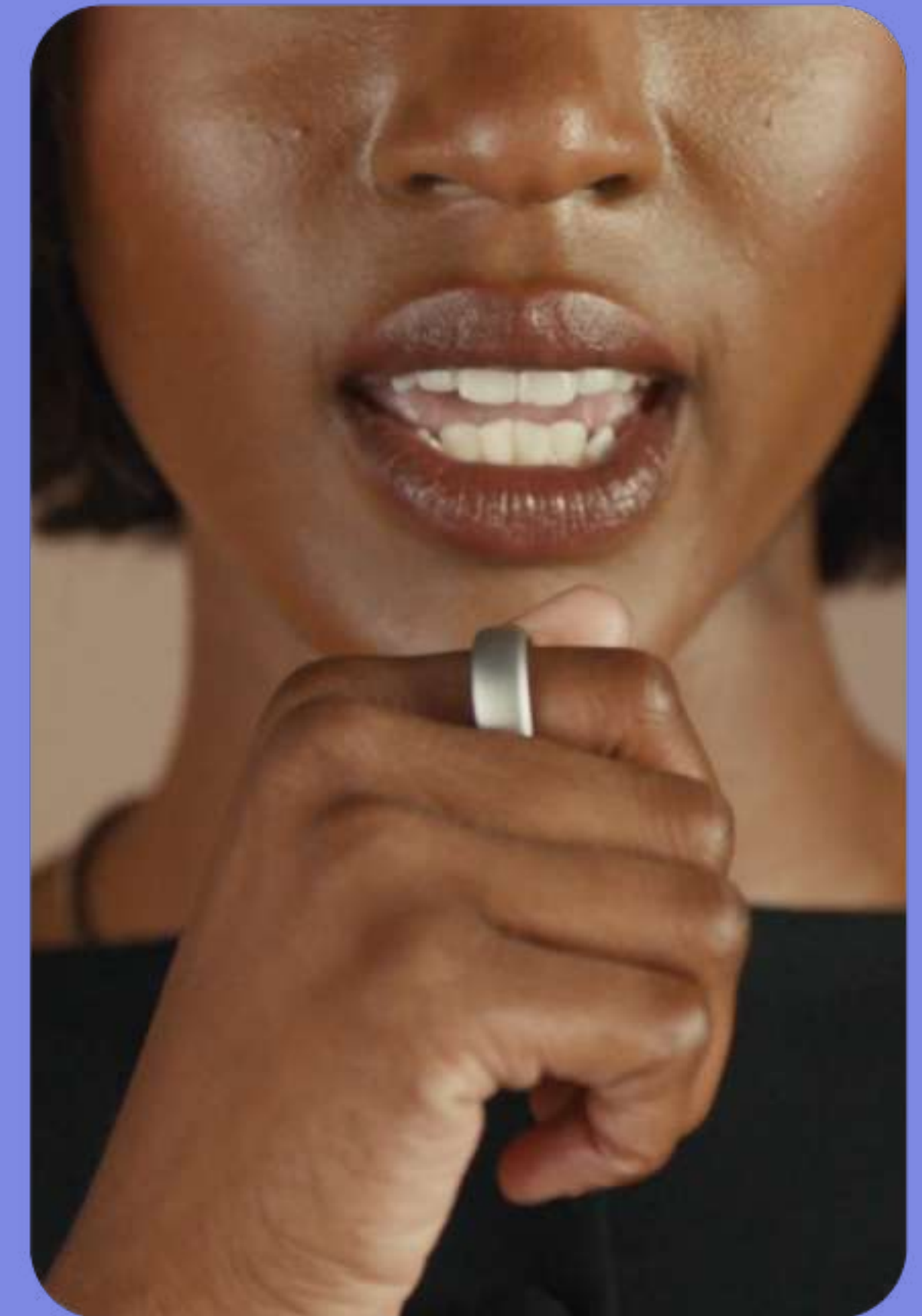
Preorder

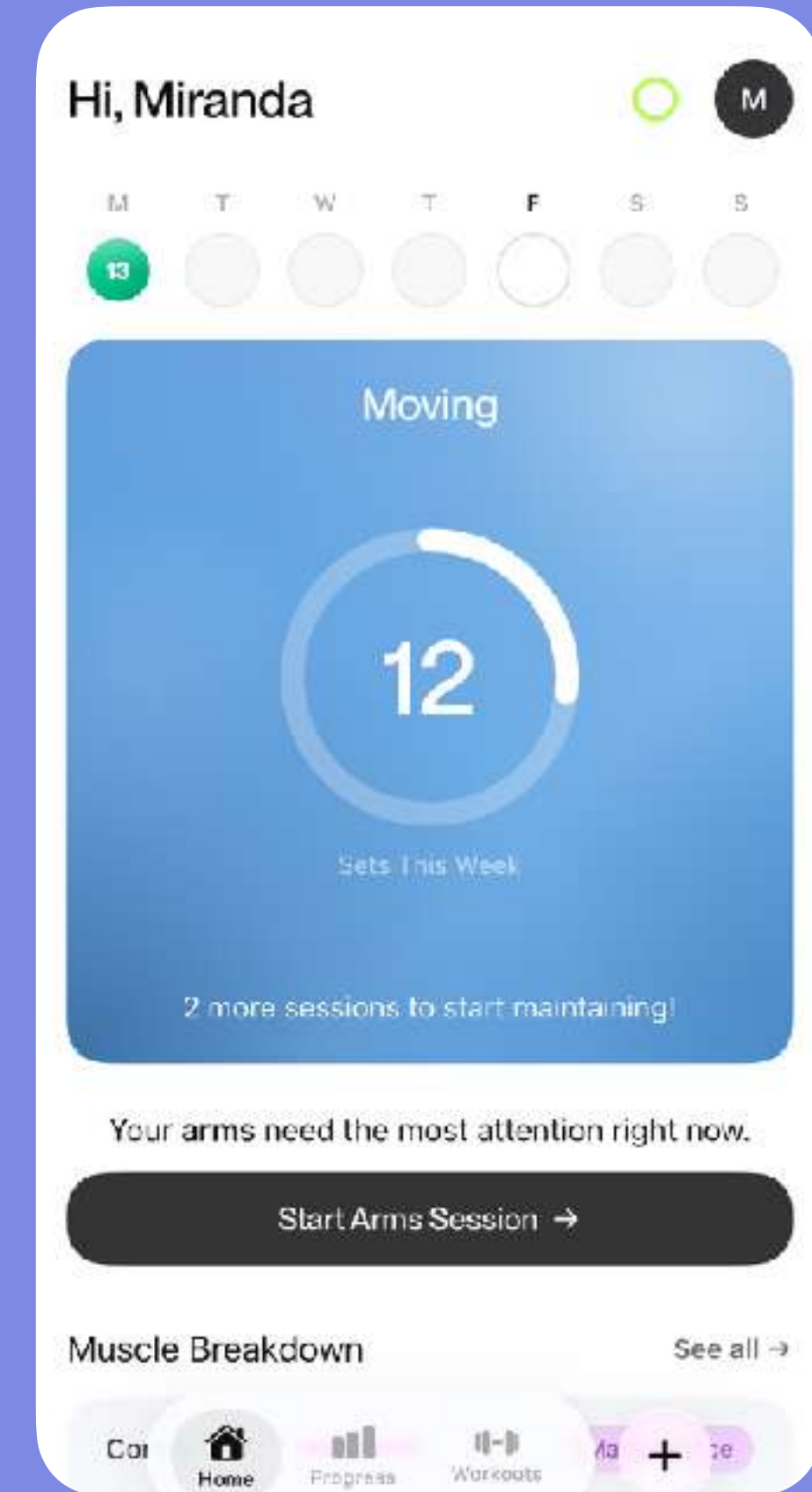
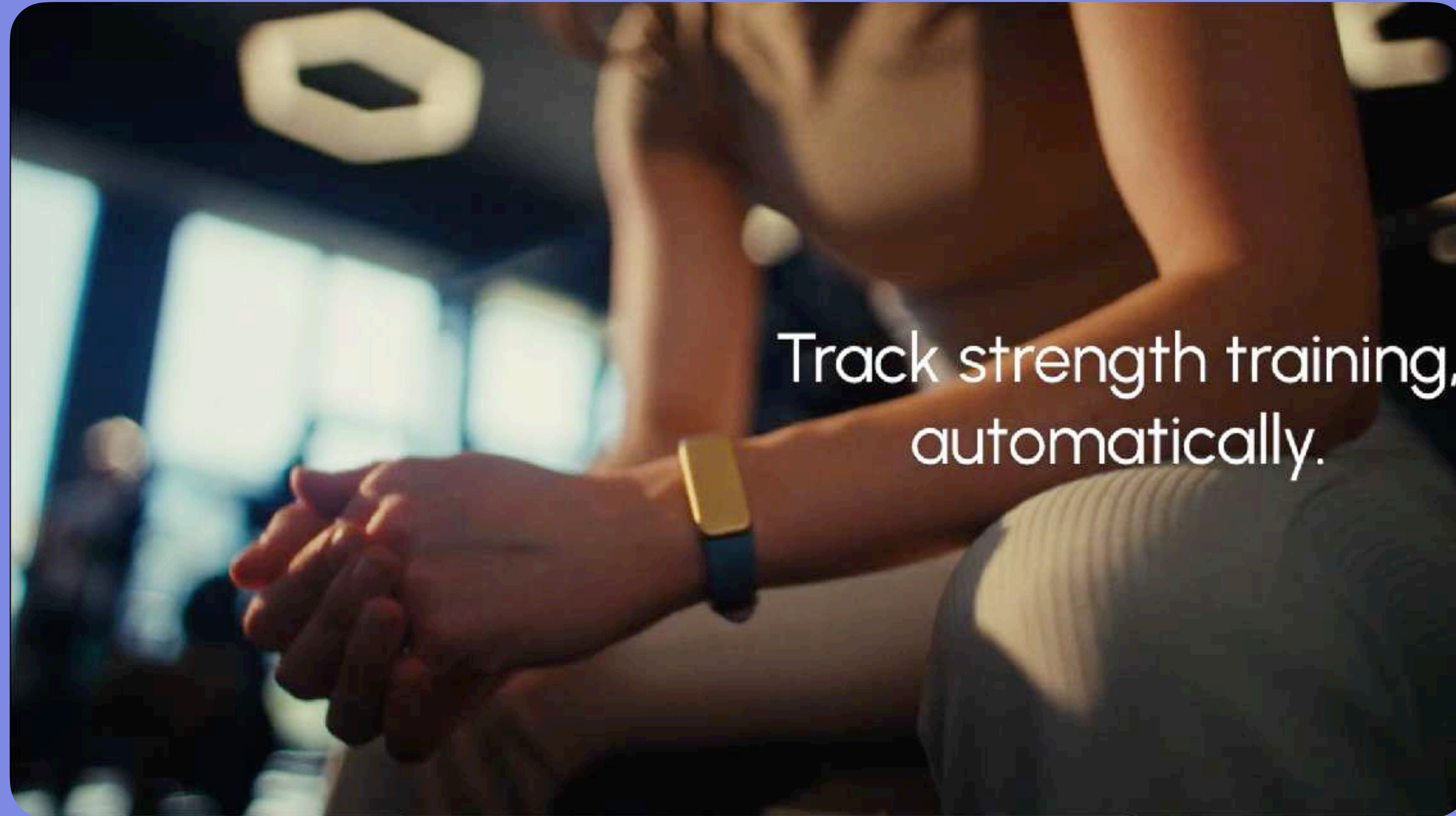
# Introducing Stream

An extension of you.

The first private voice ring & conversational notes app.

Learn More ▾







# The Brain Computer Interface.



From the outside it  
looks like telepathy.



# Are AI Interfaces Mainstream-Ready?

## Intention Action Gap

Intention

68%

% who think AI would help them do their job

Action

37%

% who are using AI regularly (weekly or daily)





# Why Current AI Interfaces Aren't Mainstream-Ready

**01** Latency  
Theater

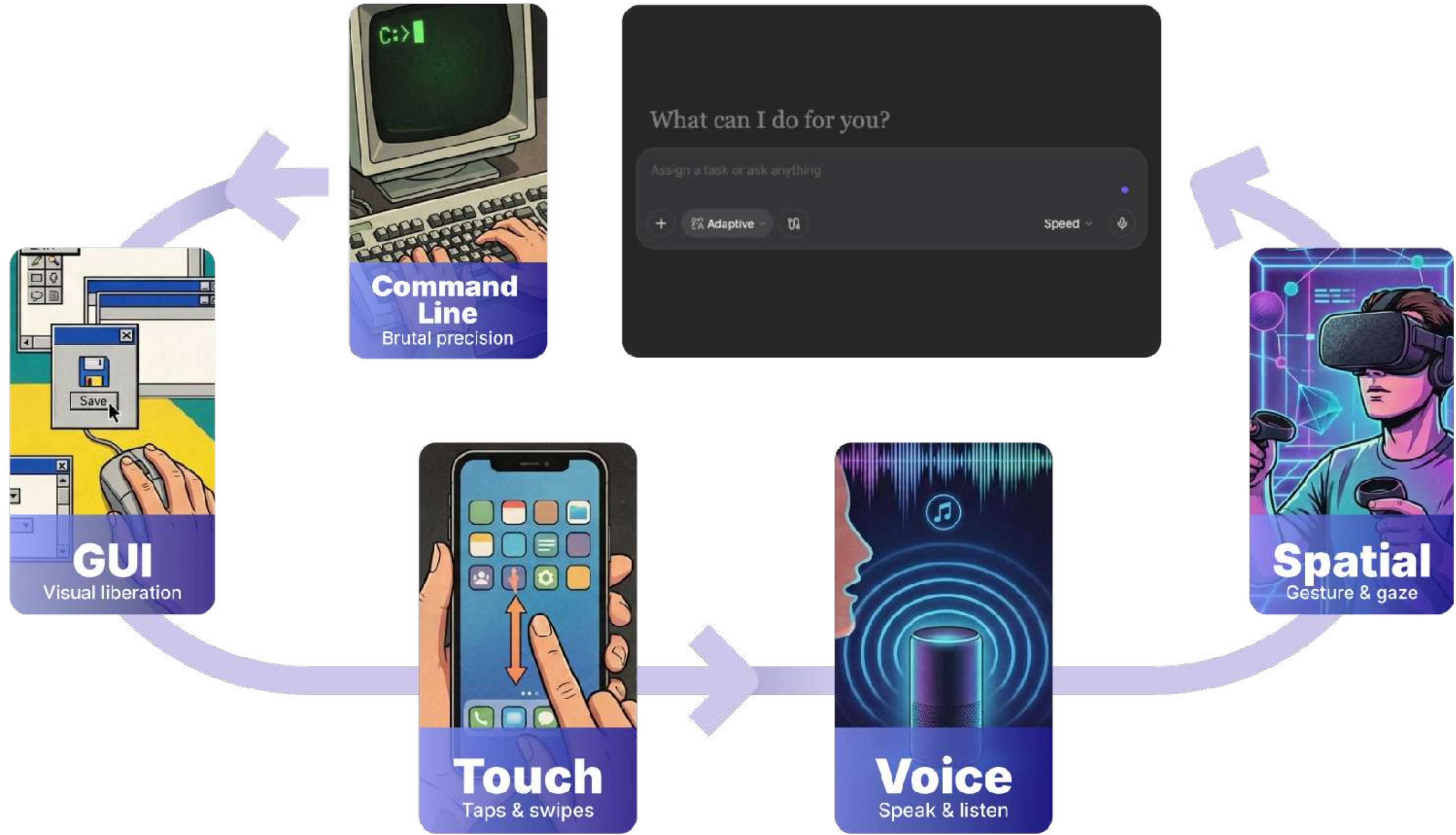
**02** Unpredictability

**03** Hidden  
Boundaries

**04** Prompt  
Cognitive Load



# The Great Interface Regression





```
*** COMMODORE 64 BASIC V2 ***  
64K RAM SYSTEM 38911 BASIC BYTES FREE  
READY.
```

What's on your mind today?

+ Ask anything





# Prompts = Cognitive Burden

## The Anatomy of an o1 Prompt

I want a list of the best medium-length hikes within two hours of San Francisco.

Each hike should provide a cool and unique adventure, and be lesser known.

For each hike, return the name of the hike as I'd find it on AllTrails, then provide the starting address of the hike, the ending address of the hike, distance, drive time, hike duration, and what makes it a cool and unique adventure.

Return the top 3.

Be careful to make sure that the name of trail is correct, that it actually exists, and that the time is correct.

--

For context: my girlfriend and i hike a ton! we've done pretty much all of the local SF hikes, whether that's presidio or golden gate park. we definitely want to get out of town -- we did mount tam pretty recently, the whole thing from the beginning of the stairs to stinson - - it was really long and we are definitely in the mood for something different this weekend! ocean views would still be nice. we love delicious food. one thing i loved about the mt tam hike is that it ends with a celebration (Arriving in town to breakfast!) The old missile silos and stuff near Discovery point is cool but I've just done that hike probably 20x at this point. We won't be seeing each other for a few weeks (she has to stay in LA for work) so the uniqueness here really counts.

Goal

Return Format

Warnings

Context Dump



**WRITING**

3.000 TO 4.000 WORDS A DAY

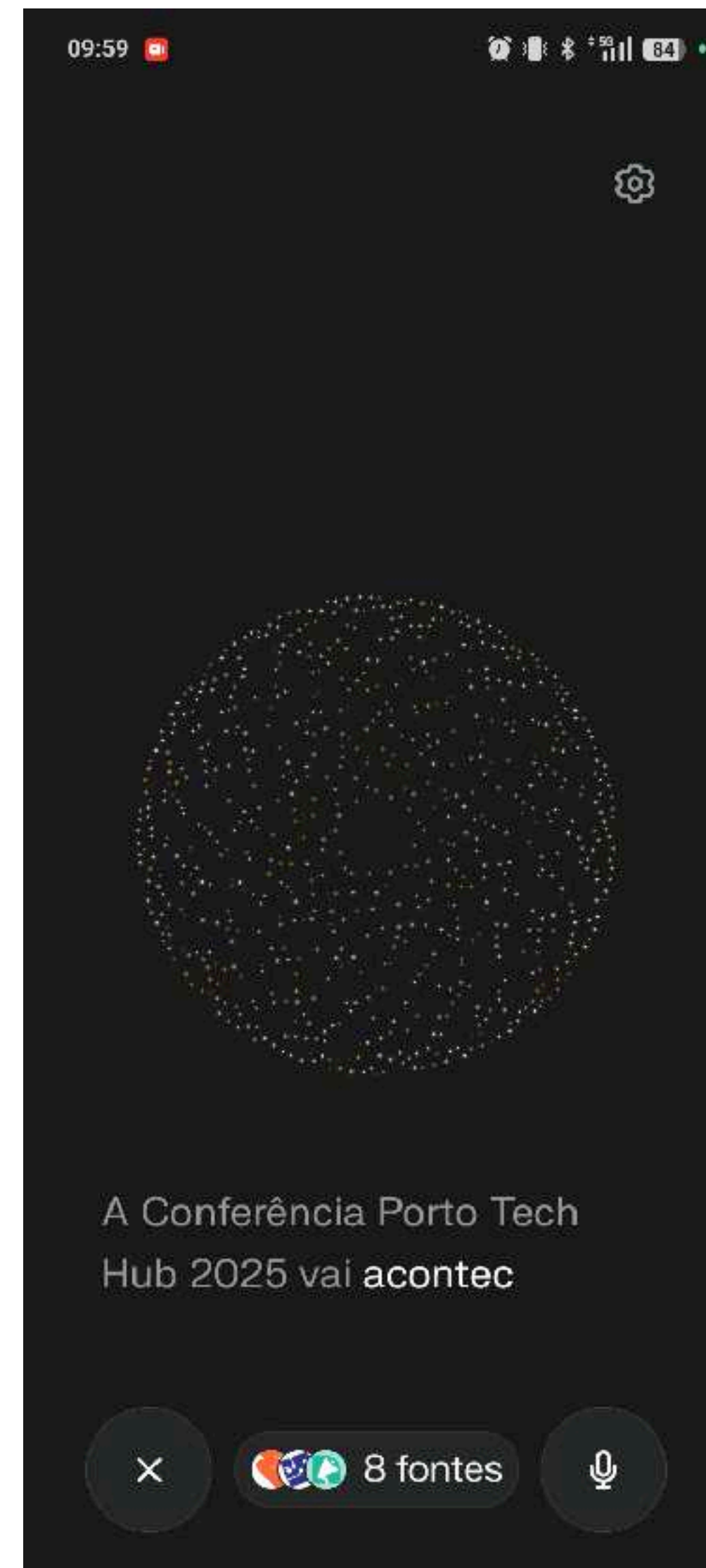
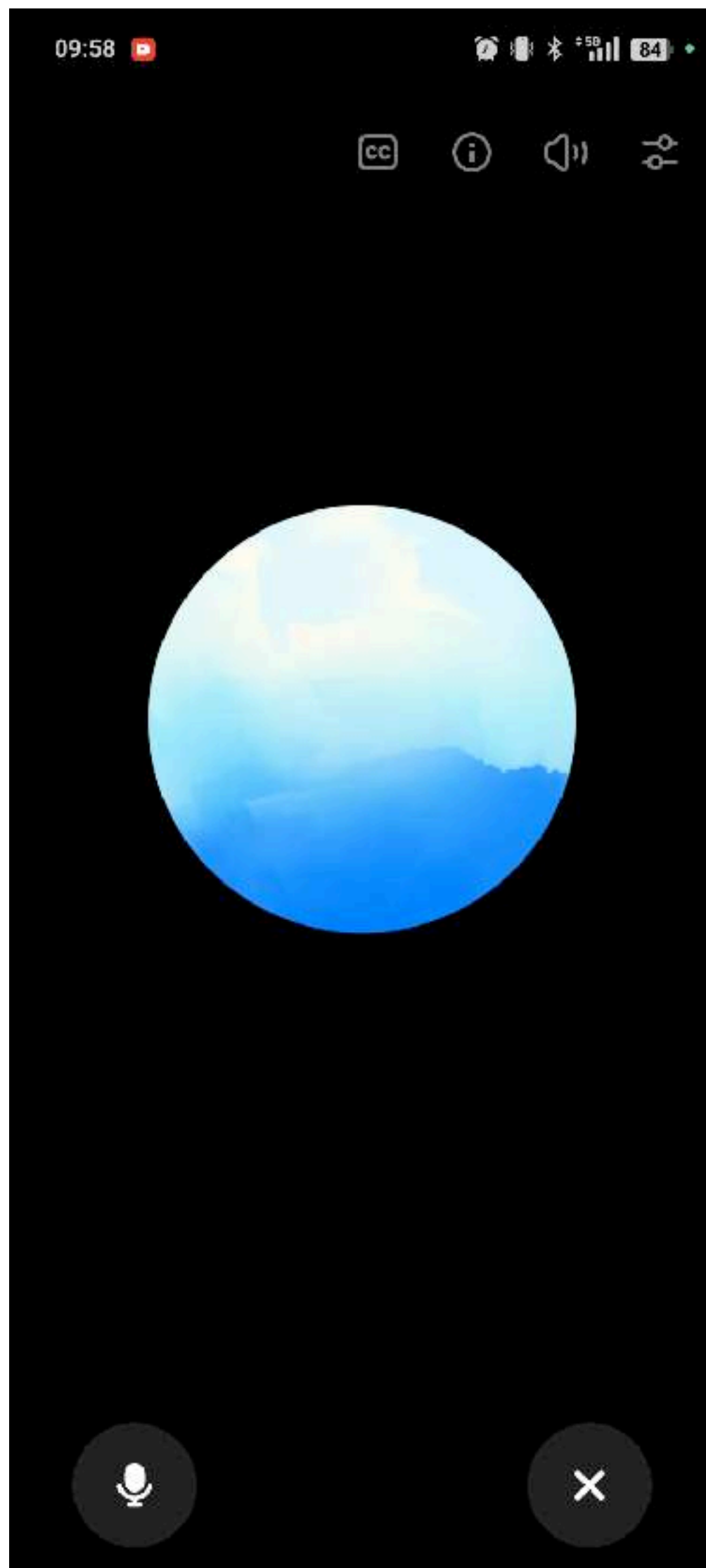
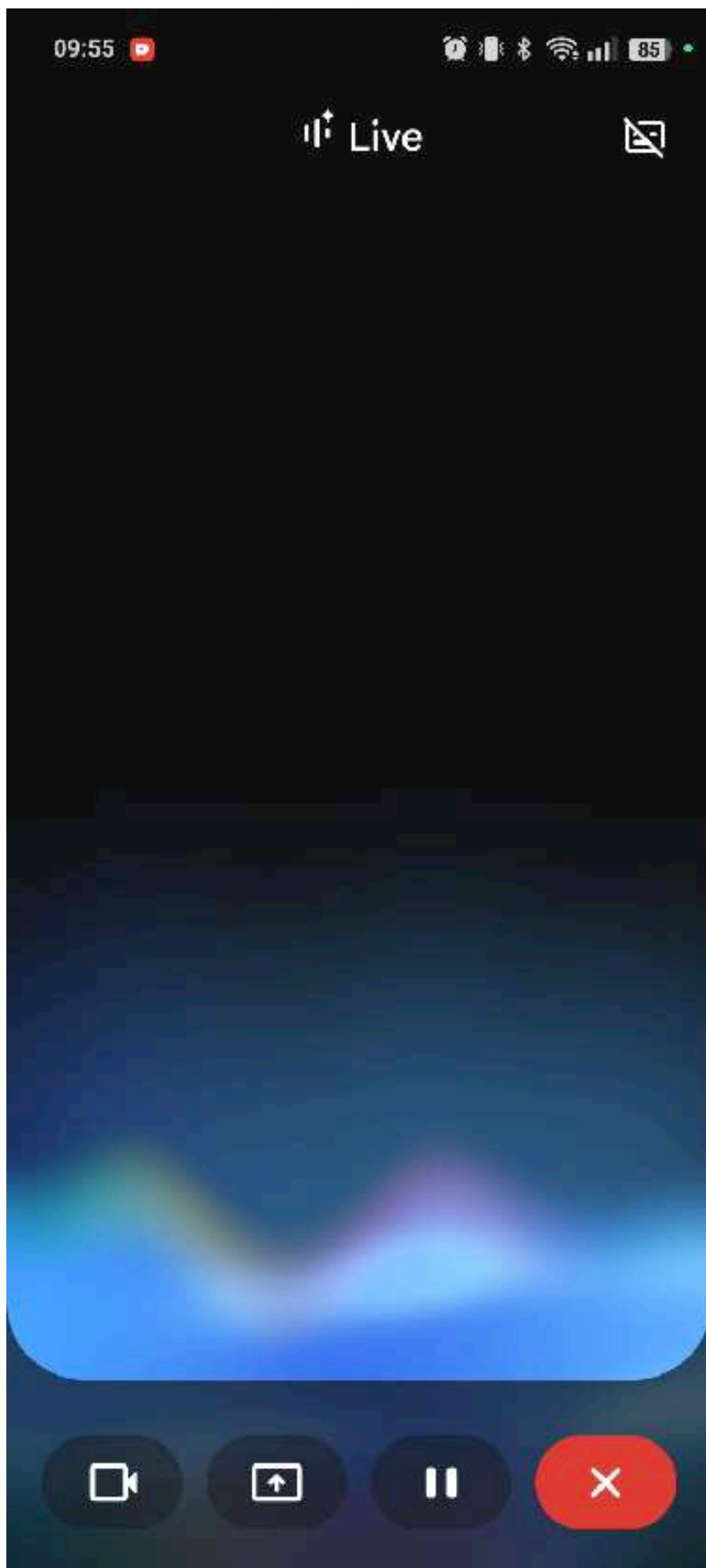
**SPEECH**

16.000 WORDS A DAY

**763 MILLION PEOPLE CAN'T READ AND WRITE**



THE MOST WANTED INTERFACE  
**VOICE FIRST**





## Input Mode Matters

**Speech**

**~150 wpm**

**Typing**

**~40 wpm**

**Click & Touch**

**One tap =  
Clear Command**

## Gamma.app AI "Quick edits"

**Research**  
Search the web, and pull in citations

- Add evidence from the web with citations
- Find opposing data
- Find related case studies

**Refine**  
Strengthen arguments, structure, and polish

- Spot weak arguments and suggest solutions
- Add an executive summary
- Find and fix typos

**Restyle**  
Transform your entire deck's look with a simple request

- Recommend a theme based on my content
- Move all accent images to the left
- Visualize text-heavy cards

proposal covering both internal and external market expansion.

me to help you with regarding

ial presentation by adding  
s, or better formatting  
d cards for specific sections that

cture by reorganizing content or  
ments

aterials like timelines,  
ts, or process flows

lidate any specific claims or  
ig

you like to focus on first?

resentation by adding layouts,  
ormatting

? + Quick edits >

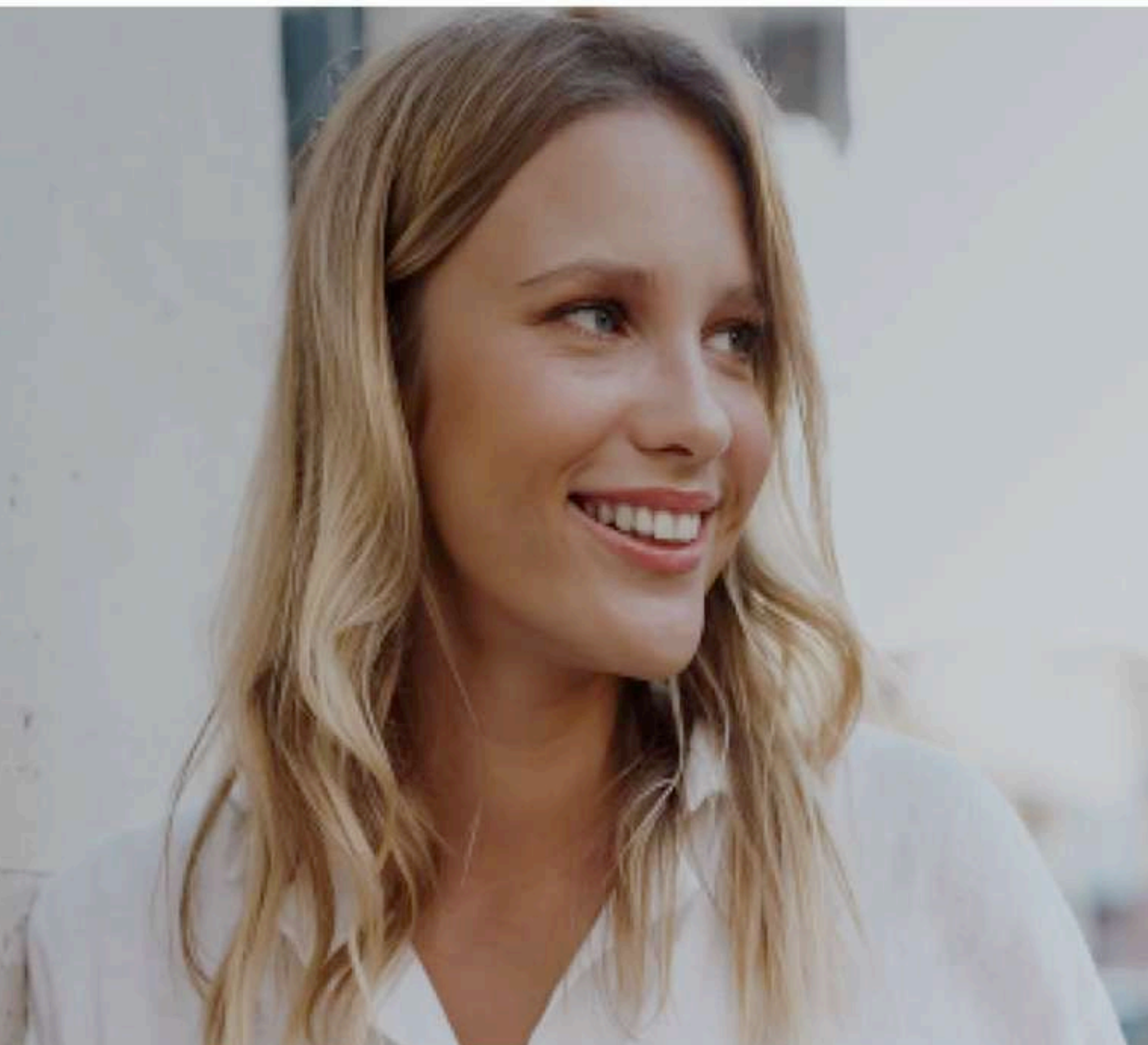


## E-banking

[Loans](#) [Credit Cards](#) [Savings](#) [Insurance](#) [Customer Service](#) [About Us](#)

# Simpler banking. Smarter choices.

Fully digital loan and credit solutions for individuals and businesses – fast, secure and simple.

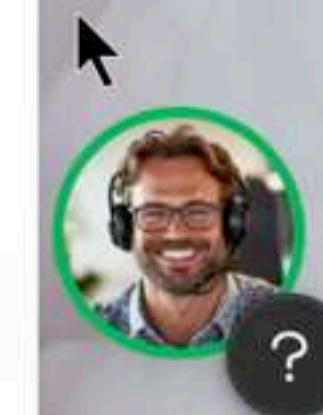


## Credit Card

We have one of the market's lowest interest rates at only 17.9%. Perfect for those who pay back over time

## Insurance

We offer the most popular insurance products on the market. Check prices in 1 minute.



## Miro's "AI sidekicks agents"

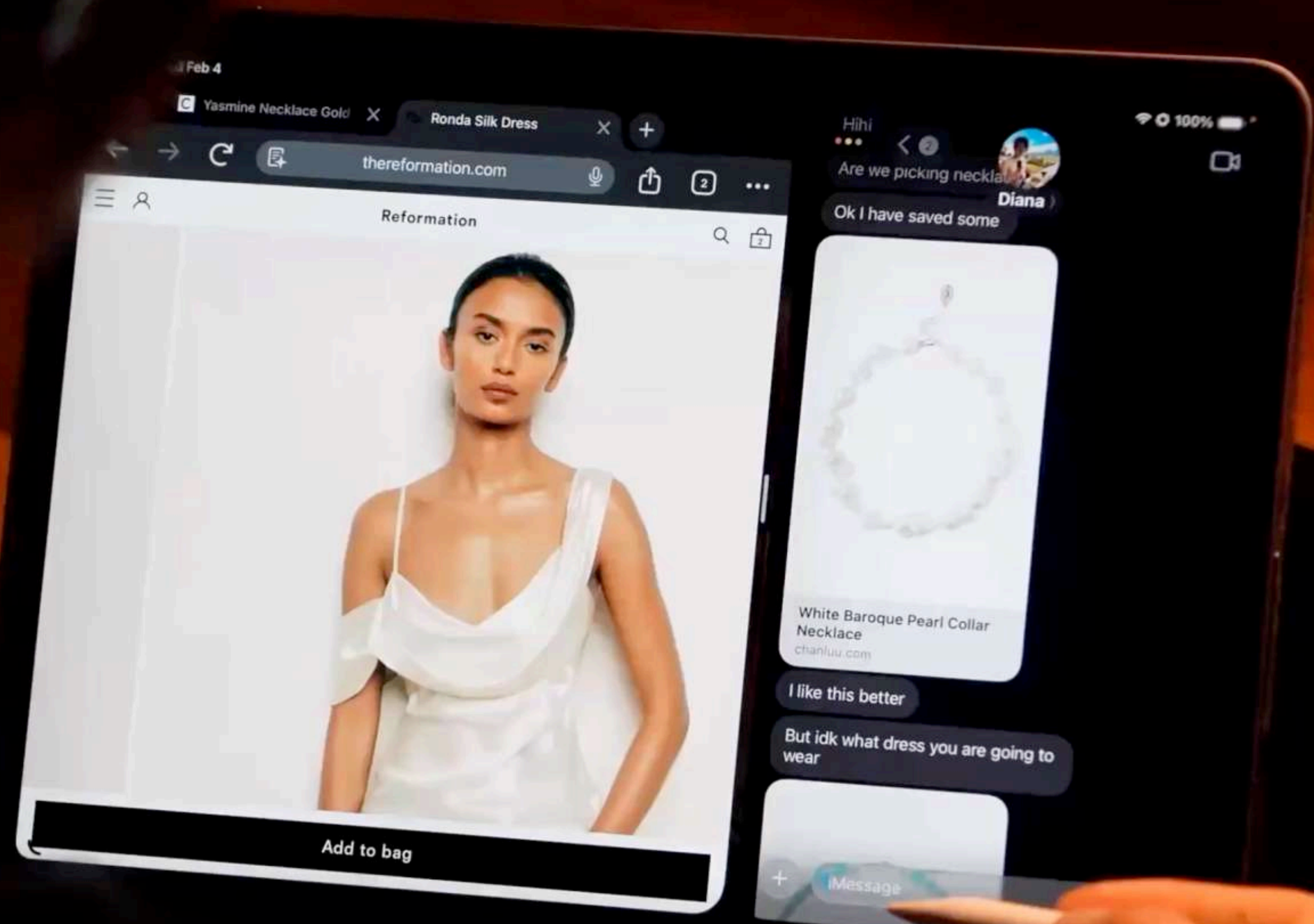
The screenshot displays a Miro board with three main sections: "What went well?", "What should we do better?", and "Retro Themes".

- What went well?** (Light green background):
  - Well-defined roles and responsibilities with the new RACI format
  - Everyone stayed cool calm and collected
  - Clearer communication using just one slack channel
  - Designs looked amazing with new brand colors
  - John helping out implementing back-end events
  - Using Miro to plan out sprints and story maps
  - Everybody pitched in and helped each other - no finger pointing
  - New deploy process made things easier
  - Everything happened very smoothly!
- What should we do better?** (Light orange background):
  - Release in smaller chunks so that QA is easier
  - Create more time for testing, or try doing a scaled release
  - we should communicate better
  - unblock each-other quicker
  - Better collaboration
  - Quick to react to ad-hoc changes
  - Make sure we brief creatives early
- Retro Themes** (White background):
  - (Empty)

At the bottom of each content area, there is a "Dot Voting" tool with five colored dots (blue, green, yellow, red, purple).

# Krea's AI realtime image generation







# The Hybrid Experience Users Actually Want



## Natural Language

Like a smoothie — rich, blended, but messy



## Structured Controls

Like bento boxes — modular, glanceable

**Our job: create a hybrid kitchen that uses both well**






THE **STARTER**

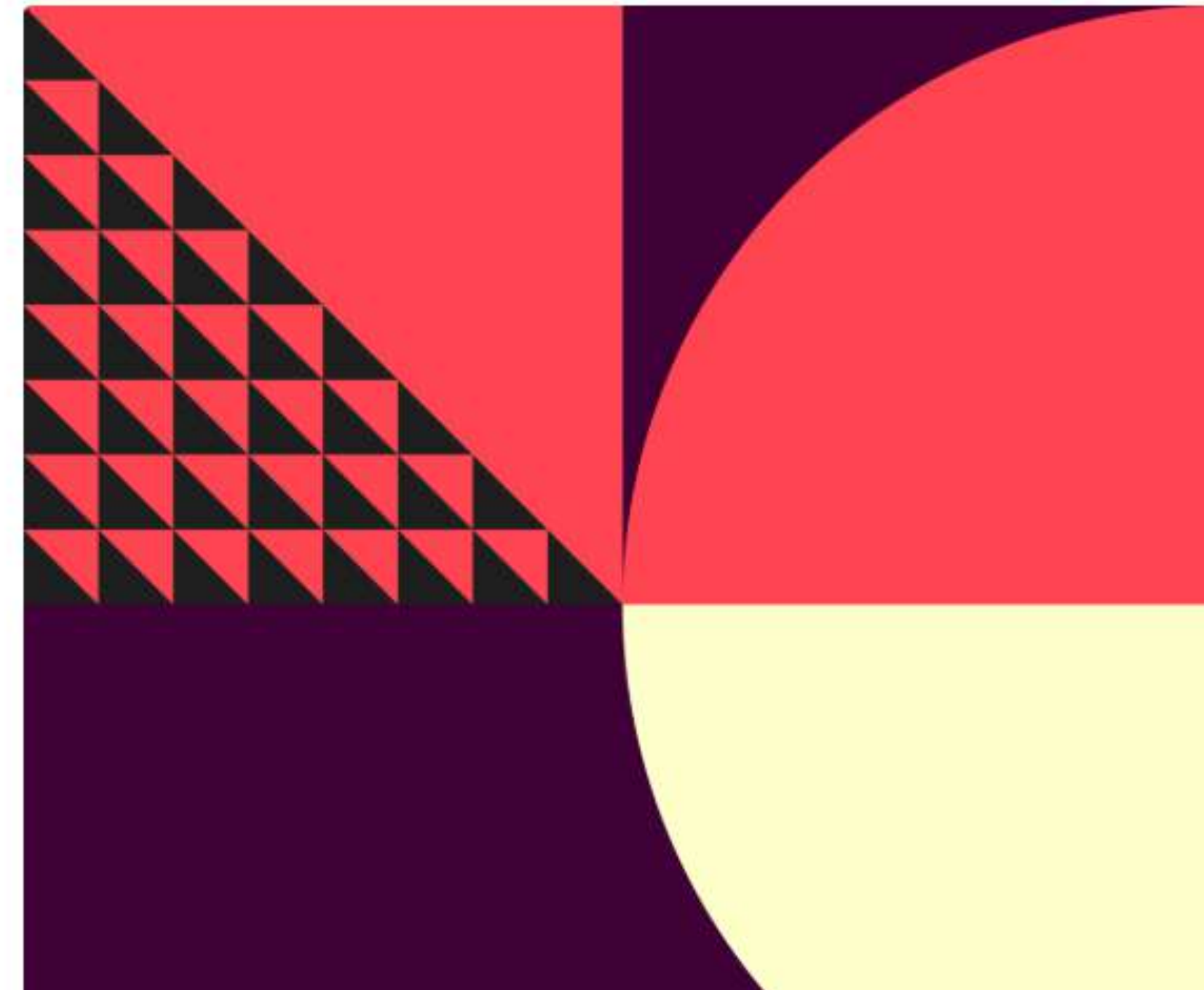


# Design Patterns for Human-Centered AI Experiences (HAX)

4 weeks • Live online classes 

Understands the fundamentals of Human-AI Interaction Design (HAX), and applies patterns, techniques, and interactions to create user-centric AI products.

Certified Entity





# Core HAX Design Principles

**01** Empathy First

**02** Automation vs  
Augmentation

**03** Transparency &  
Confidence

**04** Real Control &  
Edit-ability

**05** Graceful Failure

**06** Mental Model  
Shaping

# 7 Deadly AI Design Sins

BASED ON



IRRATIONAL  
LABS

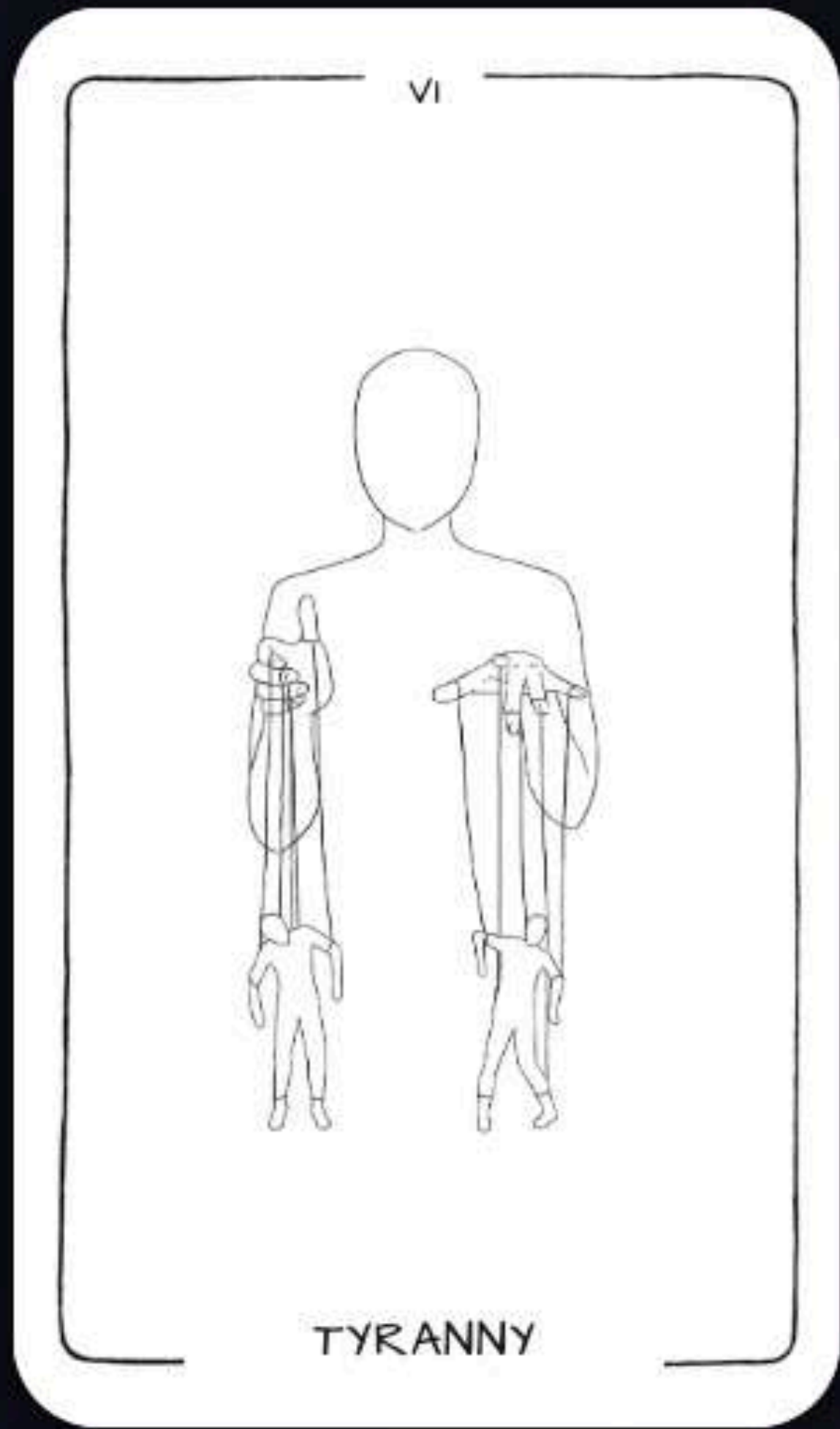


[7sins-of-ai.figma.site](https://7sins-of-ai.figma.site)

DESIGNED BY

Optimizer





VI ×

## TYRANNY

The Sin: No user control

The Antidote: Put the User in the Driver's Seat


PRESS ESC TO EXIT


A dark grey rounded rectangle with a thin white border. At the top left is the Roman numeral 'VI' in orange, and at the top right is a white 'X' icon. The main text is white, with 'TYRANNY' in a large, bold font. Below it, 'The Sin: No user control' is underlined in orange. The text 'The Antidote: Put the User in the Driver's Seat' is in a smaller white font. At the bottom, 'PRESS ESC TO EXIT' is written in a small, all-caps white font.

# 7 Deadly AI Design Sins

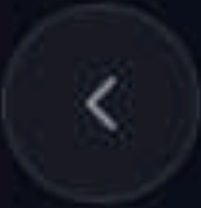
Seven common AI design mistakes — reframed, so they're easier to spot, understand, and remember.

DESIGNED BY

 Optimizer



A dark blue vertical panel. At the top, the title '7 Deadly AI Design Sins' is written in large, bold letters, with '7 Deadly' in white and 'AI Design Sins' in blue. Below the title, a short paragraph in white text explains the purpose. Further down, 'DESIGNED BY' is written in small white letters, followed by the Optimizer logo (a white square with a right-pointing arrow) and the word 'Optimizer' in white. At the bottom, a stack of several white cards is shown, slightly overlapping, with some line-art illustrations visible on their faces.





# The Problem

The screenshot displays the Claude AI chat interface. On the left is a sidebar with a 'Start new chat' button and lists of 'Starred' and 'Recents' chats. The main chat area shows a user's question: 'I bet on 1 and 3, how am I doing??'. The AI's response is: 'Based on the odds displayed, if you bet on horses 1 (Almera) and 3 (De La Luna O), you seem to be doing quite well so far. Horse 1 has odds of 17.00 to win, while Horse 3 has odds of 13.20, which are fairly good odds compared to some of the other horses listed. However, the race outcomes are not shown, so I cannot definitively confirm your winnings or losses. But those appear to have been reasonably promising bets given the displayed odds.' Below the response are 'Debug', 'Copy', 'Retry', and a thumbs-up icon. A red starburst icon and a warning message 'Claude can make mistakes. Please double-check responses.' are also present. At the bottom, a notification states 'You are out of free messages until 1 AM' with a 'Subscribe to Pro' button. The right sidebar shows 'Chat controls' for Claude 2.1, including a 'Content' section with an image placeholder and 'Chat styles' set to 'Default'.

Start new chat

★ Starred

- Introducing Claude, AI Assistant
- Horse Racing Bets Update
- Sunset from the Skies
- Test

Recents

- Introducing Claude, AI Assistant
- Horse Racing Bets Update
- Sunset from the Skies
- Test
- (New chat)
- (New chat)
- Assistance Offered

View all recents →

Free plan

testingcataloghelp@gmail...

AI Help & support

I bet on 1 and 3, how am I doing??

Based on the odds displayed, if you bet on horses 1 (Almera) and 3 (De La Luna O), you seem to be doing quite well so far. Horse 1 has odds of 17.00 to win, while Horse 3 has odds of 13.20, which are fairly good odds compared to some of the other horses listed. However, the race outcomes are not shown, so I cannot definitively confirm your winnings or losses. But those appear to have been reasonably promising bets given the displayed odds.

Debug Copy Retry

Claude can make mistakes. Please double-check responses.

You are out of free messages until 1 AM

Subscribe to Pro

Chat controls

Claude 2.1

Learn more

Content

image

Chat styles

Aa Font Default

# The Problem



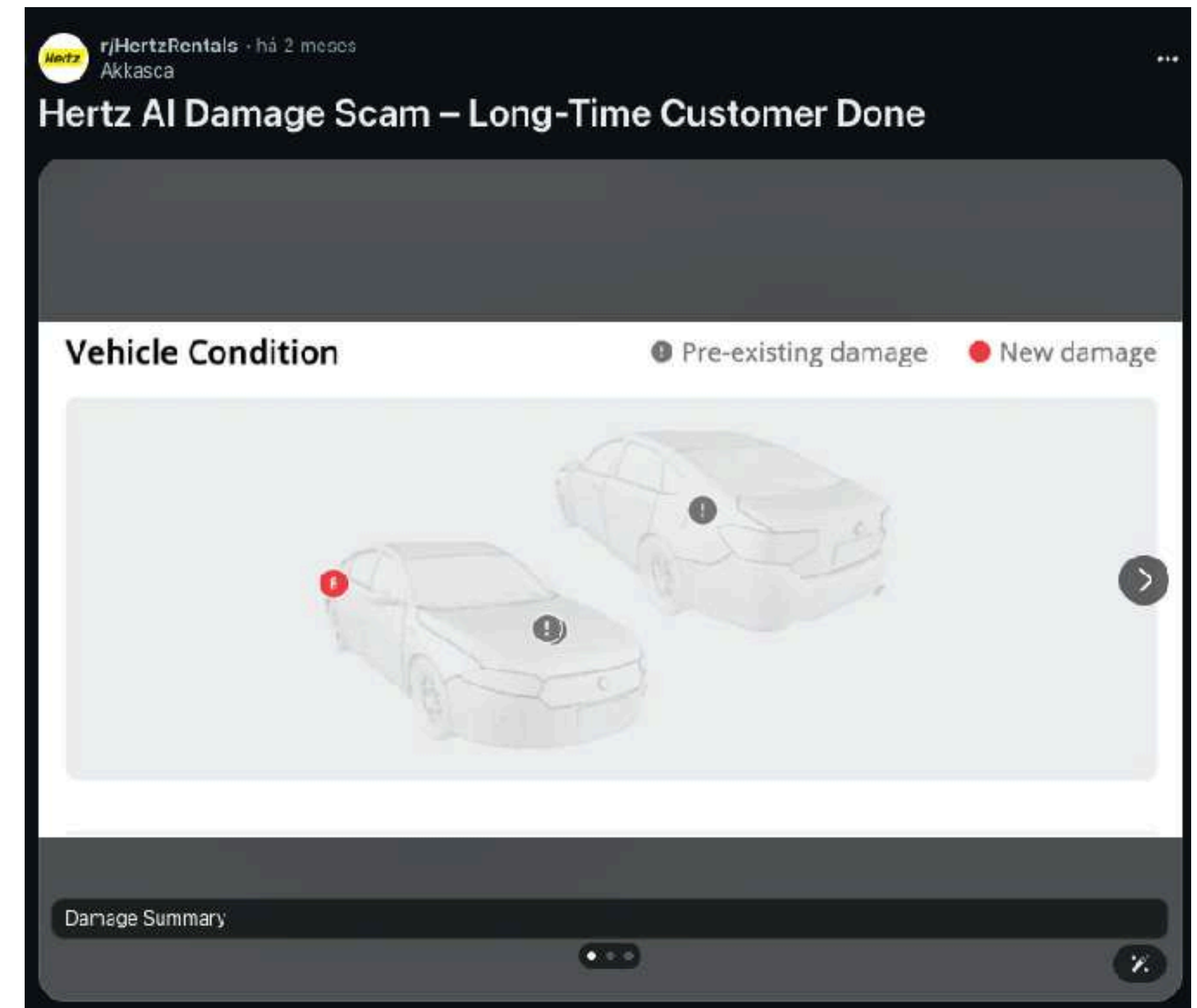
Hertz has begun installing AI-powered scanners like these at major U.S. airports to speed up and inspections.

UVEYE



Car rental customers have been complaining after getting hit with charges over seemingly minor scuffs detected by AI scanners.

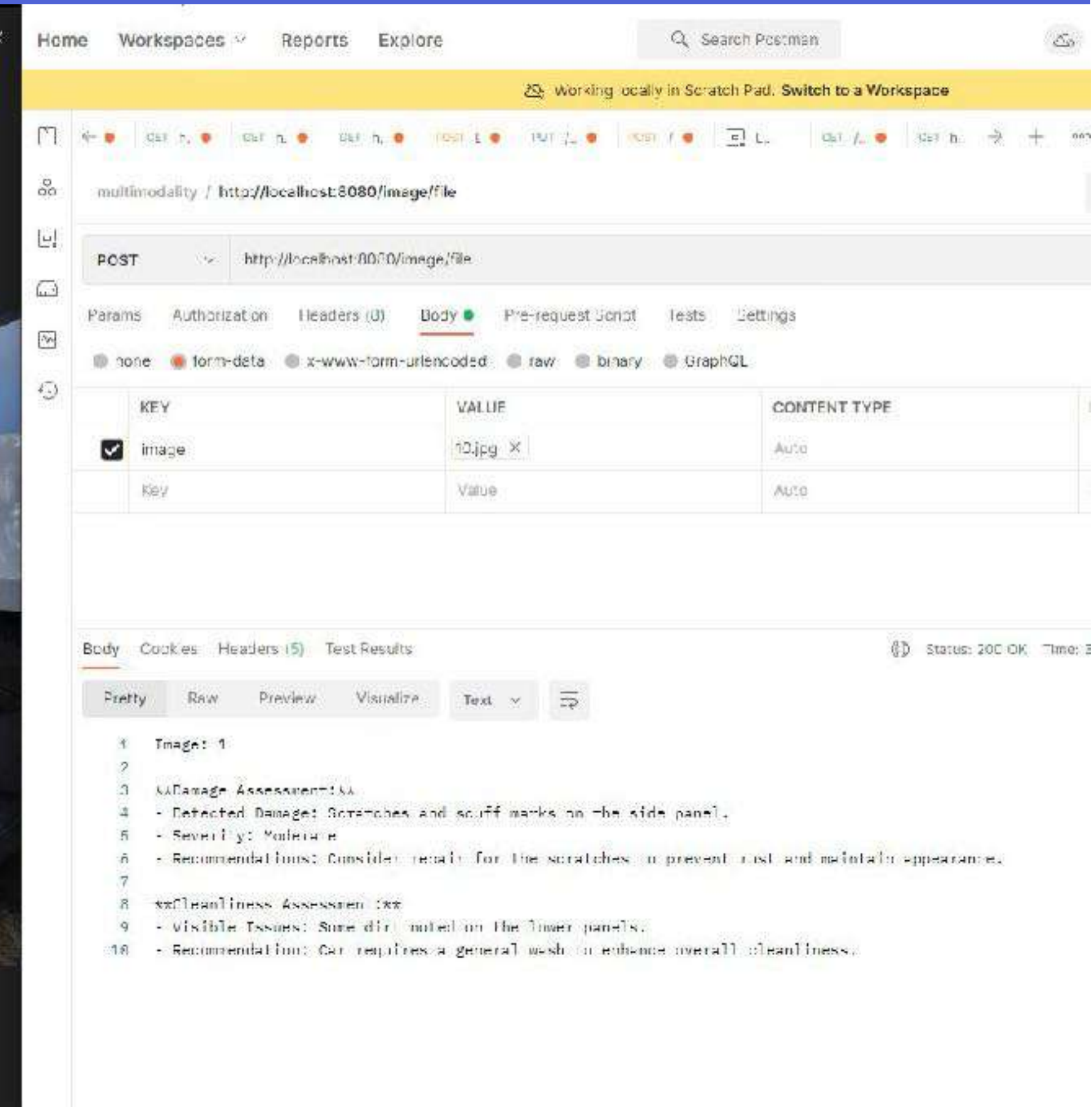
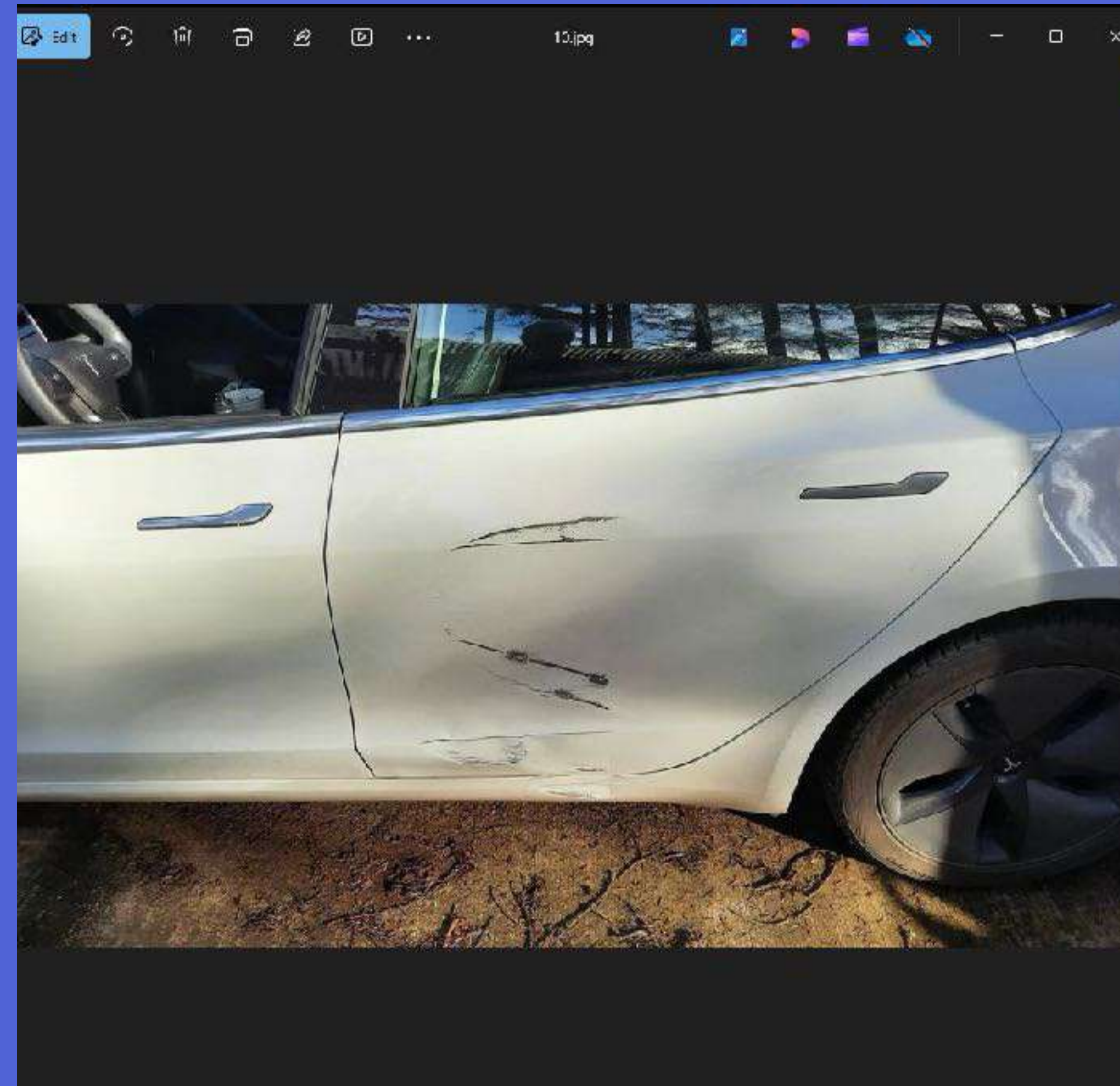
@professor\_pimpcoin/Reddit



<https://nypost.com/2025/08/04/business/hertz-rival-also-uses-ai-scanners-to-charge-for-bogus-claims-report/>

[https://www.reddit.com/r/HertzRentals/comments/1m62353/hertz\\_ai\\_damage\\_scam\\_longtime\\_customer\\_done/](https://www.reddit.com/r/HertzRentals/comments/1m62353/hertz_ai_damage_scam_longtime_customer_done/)

# The Solution



AI DAMAGE ASSESSMENT - AI CAR CLEANLINESS ASSESSMENT



# IKEA Effect In A Nutshell

IKEA EFFECT





# aiverse.design

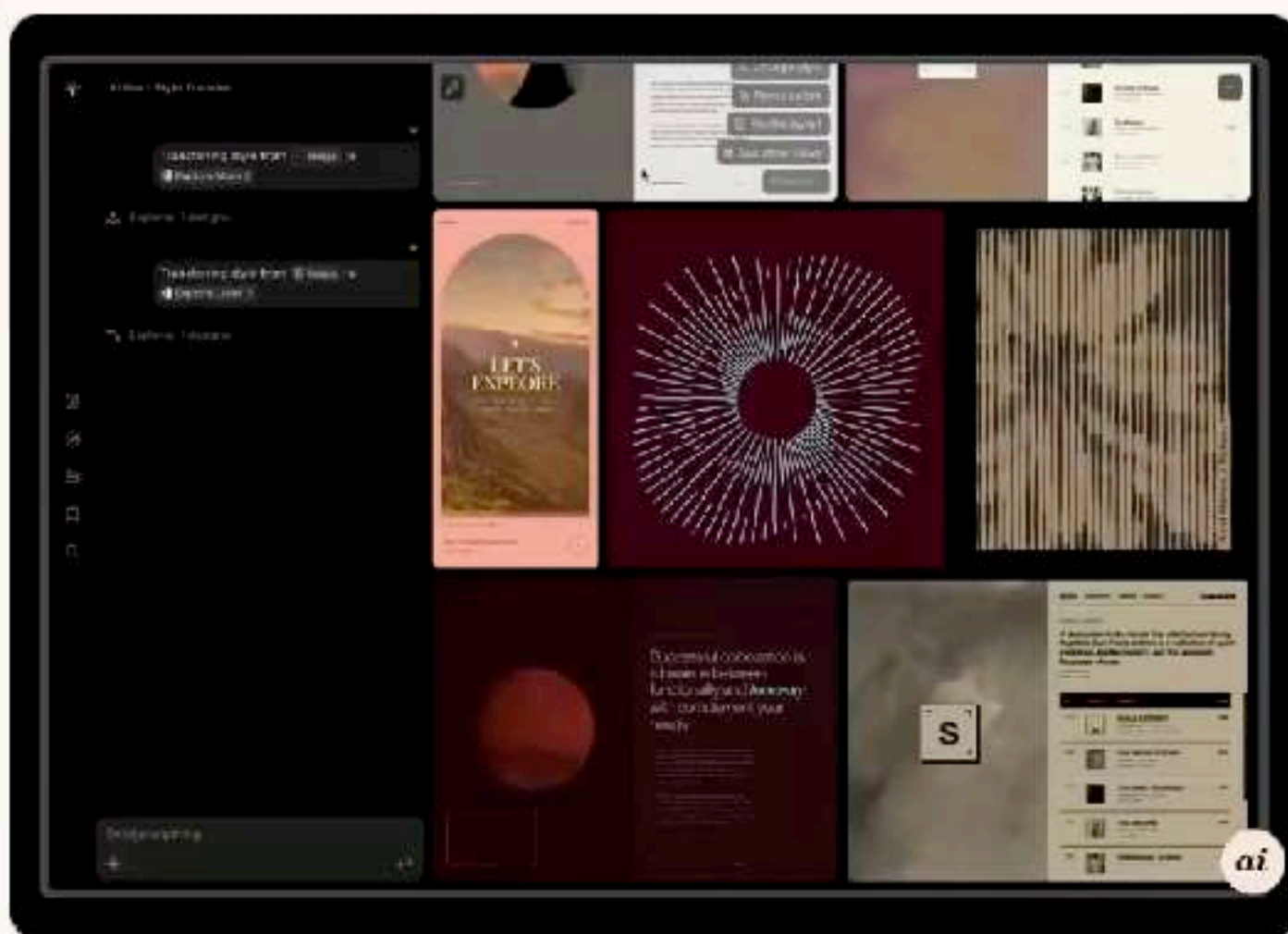
ai Gallery AI Patterns Insights More ▾

Search 🔍 K C

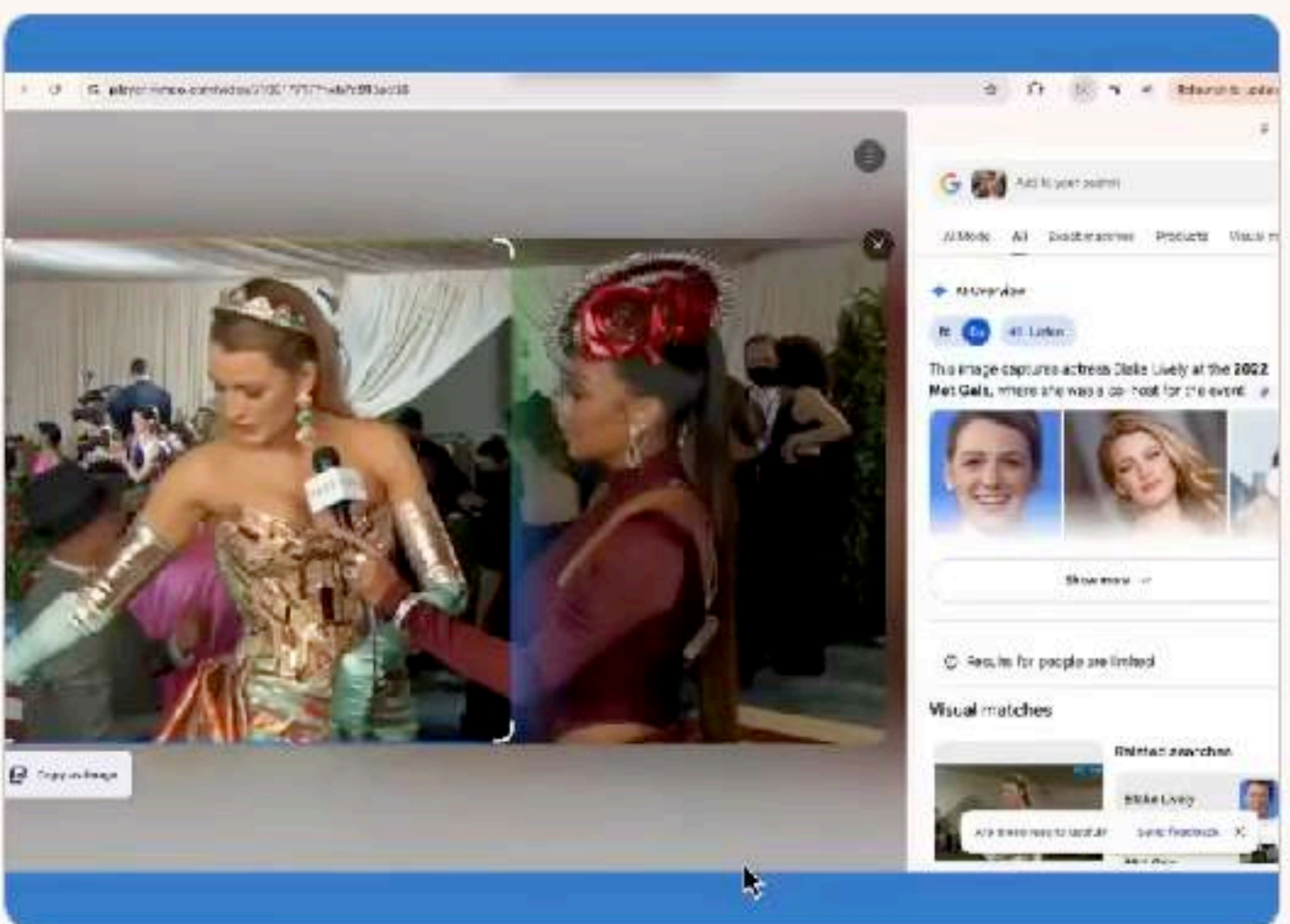
Gallery [19]  
Real-world AI UX examples.

Read about the AI pattern

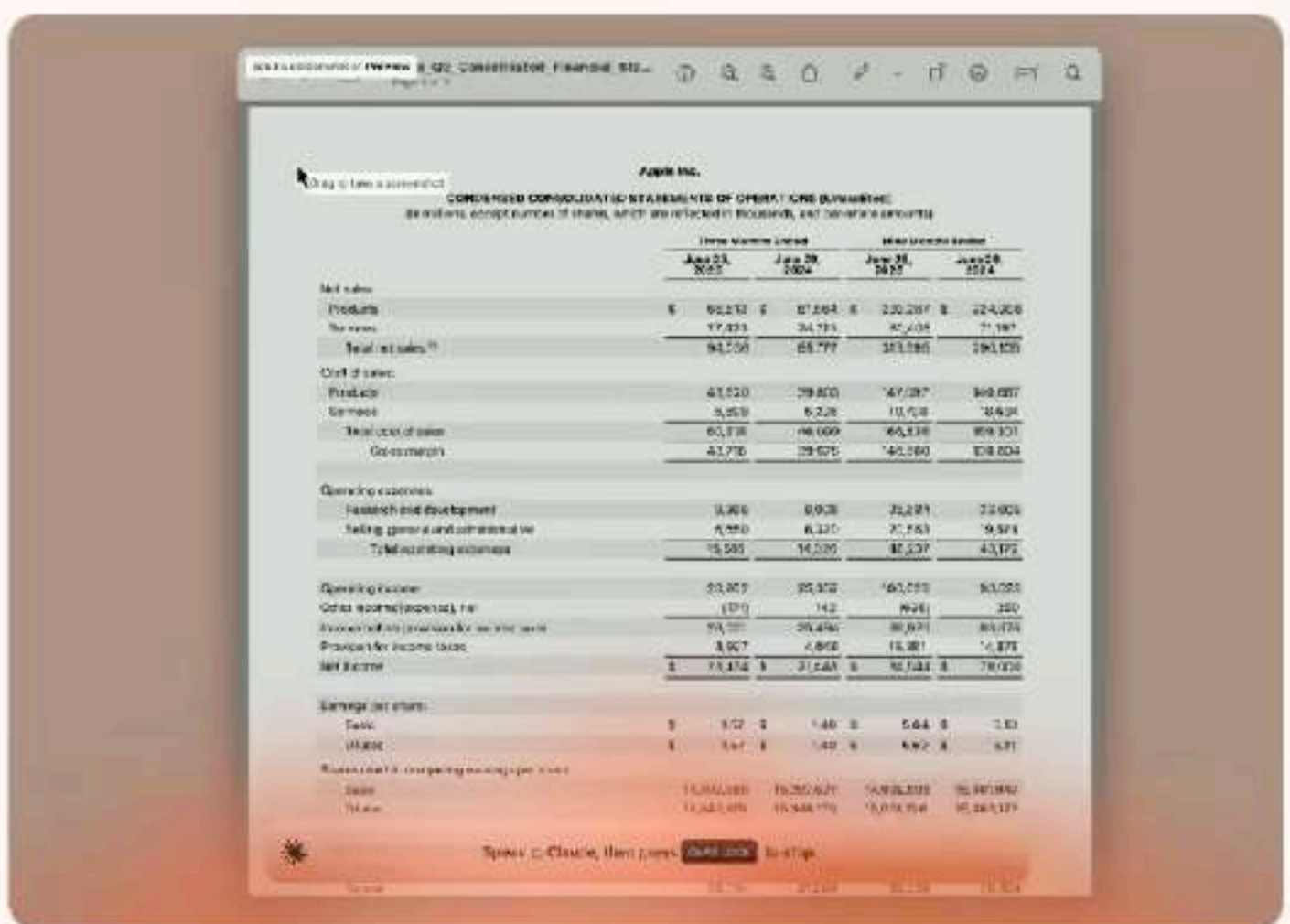
| 
  Input ✕ 
  Visual input ✕ 
 Industries ▾ 
 Apps ▾ 
 [Clear all](#)



Variant's UI style picker



Google Chrome's visual search



Claude's voice input on desktop



**H**

**Human-First**

**U**

**Understandability**

**M**

**Micro-  
feedback**

**A**

**Anti-dark  
patterns**

**N**

**Narrative**

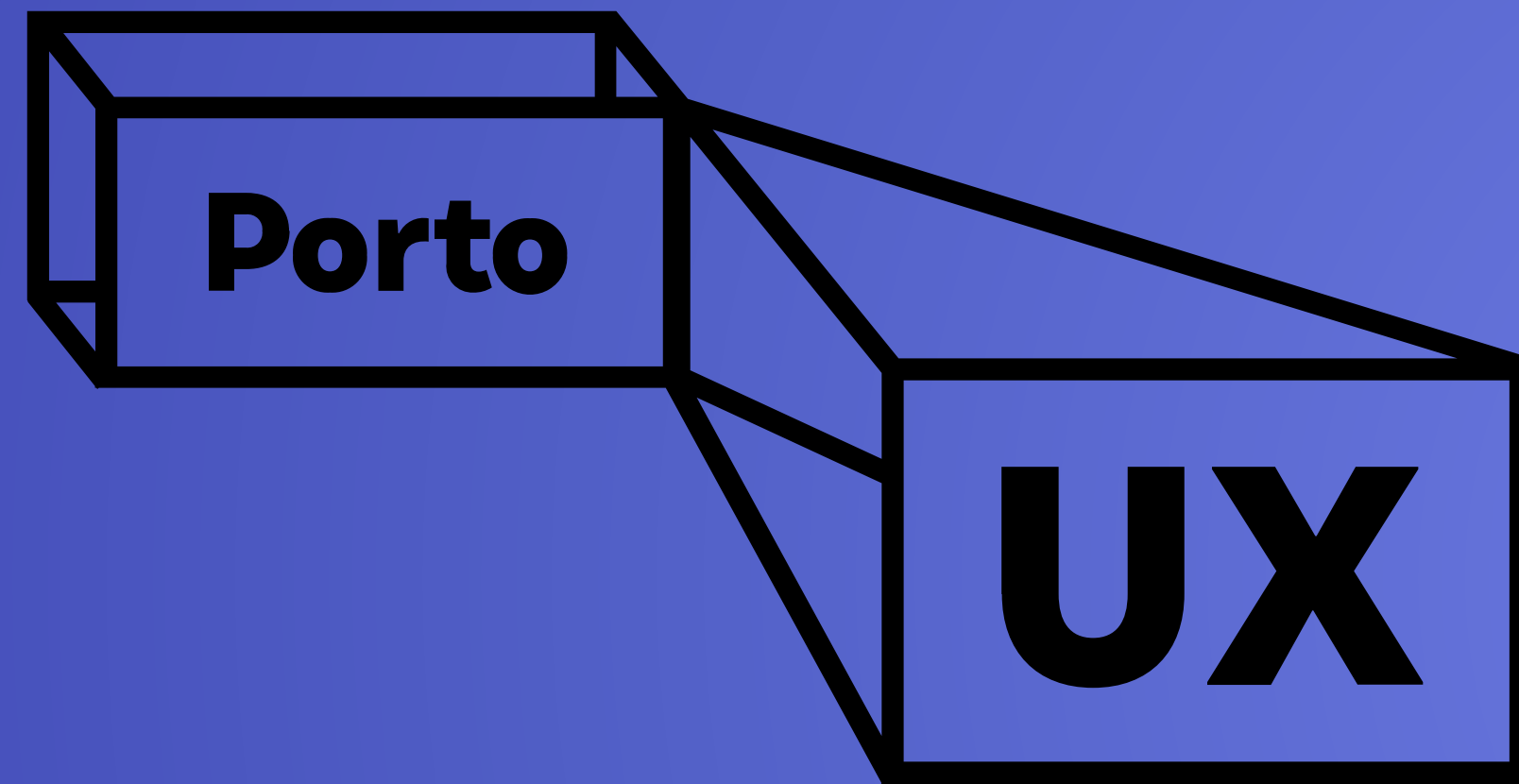
Credits: Ângela Fonseca



**AI should enhance,  
not replace,  
user experience.**



↗ Optimizer




[7sins-of-ai.figma.site](https://7sins-of-ai.figma.site)

# Ευχαριστώ πολύ!



THE **STARTER**

# Design Patterns for Human-Centered AI Experiences (HAX)

4 weeks • Live online classes 

## 10% discount, with the Code: CK10

[Access TheStarter.io](https://TheStarter.io)



# aiverse.design

## Code "KUHN30" to get 30% off the annual plan

Access aiverse.design

**ai** Gallery AI Patterns Insights More

**Gallery** [244]  
Real-world AI UX examples.

Industries Phases AI Patterns Apps

**NEW**  
RunwayML's multi-modal moodboard

**NEW**  
Youtube's summary of a video

**NEW**  
Cobot's agents running overview

**NEW**

**NEW**  
rahal from aiverse

**NEW**  
Effortless customer billing by  
Streamline your billing process for every customer



Optimizer is a specialised Information Technology company dedicated to boosting the success of our partners and clients

We're supported by a talented team of over **90 employees** with over 1000 successful projects in 25 years

Founded in 2000, and privately owned, we have consistently grown and evolved, driven by our commitment to excellence and innovation.

We are proud to have multiple customers who have been with us for more than 20 years, a testament to our reliability and the strong, trustful relationships.

## YOUR PERSONAL CONTACT

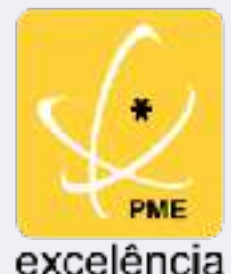


**Christian Kuhn**

Head of UX CoC

T: [+351 937 031 518](tel:+351937031518)

[christian.kuhn@optimizer.pt](mailto:christian.kuhn@optimizer.pt)



**inovadora'24**



# Frameworks & Toolkits Worth Using

**People + AI  
Guidebook**

**Microsoft HAX  
Toolkit**

**GitLab AI Experience  
Dimensions**

Build an *internal pattern codex* for your organization.