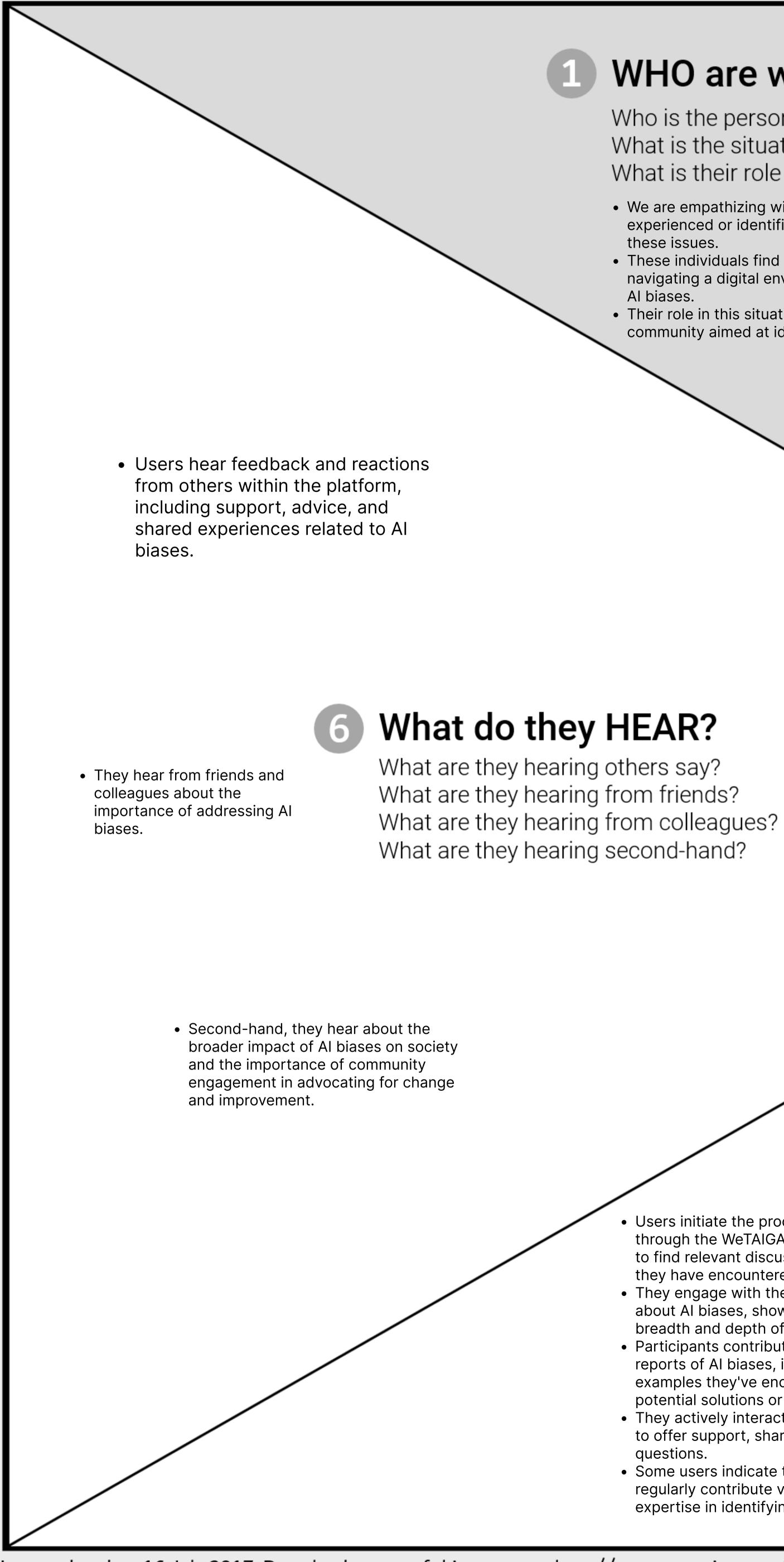
Empathy Map Canvas



Last updated on 16 July 2017. Download a copy of this canvas at http://gamestorming.com/empathy-map/

WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

• We are empathizing with users of the WeTAIGA platform who have experienced or identified AI biases and have chosen to report these issues.

• These individuals find themselves in a situation where they're navigating a digital environment to share, discuss, and learn about Al biases.

• Their role in this situation is as contributors and participants in a community aimed at identifying and mitigating AI biases.

What do they THINK and FEEL?

PAINS

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What are their fears, frustrations, and anxieties?

- Fears: Users might fear the perpetuation of biases in AI and the impact this could have on society; they also fear their reports may not lead to actual change.
- Frustrations: Encountering a user interface that isn't intuitive or finding the reporting process cumbersome can be frustrating, as can a lack of engagement from other community members.
- Anxieties: There might be an underlying anxiety about confronting biases, potentially facing opposition or criticism from others in the platform, or doubting their own understanding of AI biases.

What other thoughts and feelings might motivate their behavior? • Curiosity: A genuine interest in understanding how AI works and the

- various ways it can manifest biases. • Empowerment: Feeling empowered by the ability to make a
- difference through reporting and discussing AI biases.
- Validation: Seeking validation from the community for their observations and the efforts they put into reporting AI biases.
- Justice: Driven by a deeper commitment to fairness and justice,

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 Users initiate the process of reporting AI biases by navigating through the WeTAIGA platform, leveraging search functionalities to find relevant discussions or to report new instances of bias they have encountered.

• They engage with the platform by reading through various posts about AI biases, showing an active interest in understanding the breadth and depth of biases reported by others.

• Participants contribute to the platform by creating detailed reports of AI biases, including their personal experiences, examples they've encountered, and sometimes suggesting potential solutions or improvements.

• They actively interact with other users' content by commenting to offer support, share additional insights, or ask clarifying questions.

• Some users indicate that they want to follow individuals who regularly contribute valuable insights or who have demonstrated expertise in identifying and discussing AI biases.

What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

GOAL

What do they need to DO? (2)

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

- Users need to effectively identify, report, and discuss AI biases they encounter in various technologies.
- They want to navigate the platform easily, find relevant posts, interact with other users' reports, and make informed decisions about engaging with content.

(3)

(4)

GAINS

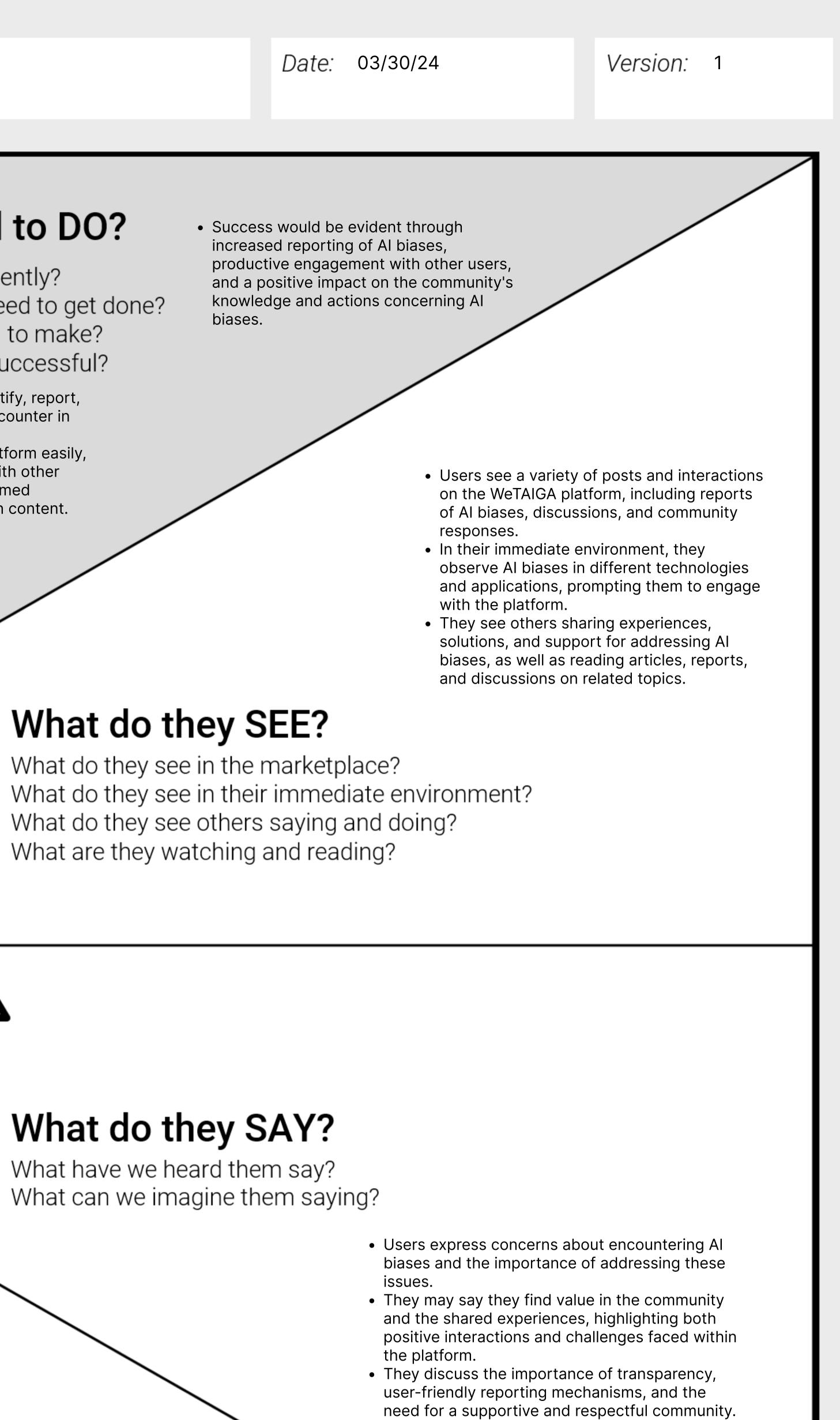
What are their wants, needs, hopes and dreams?

- Wants: Users want a streamlined process for reporting AI biases, with clear guidance and responsive feedback mechanisms.
- Needs: They need a supportive community that validates their concerns and contributes to a collective effort in combating Al biases.
- Hopes and Dreams: They hope to contribute to a future where Al is fair and unbiased, and dream of being part of a movement that drives substantial improvements in how AI systems are created and audited.

especially in technological advancements and their applications.

• They express interest in joining communities or groups within the platform that are focused on specific types of AI biases or sectors where AI bias is particularly problematic, such as algorithmic decision-making in hiring.

- Users also show a willingness to learn from the platform looking for new strategies or methodologies in identifying and reporting AI biases by engaging with content that goes beyond their existing knowledge.
- In addition to interacting with the platform's content, users may also explore moderation tools or report inappropriate behavior, showing a concern for maintaining a respectful and productive community environment.
- They might also express their motivations and the emotional impact of engaging with the platform, sharing how their interactions influence their willingness to continue identifying and reporting AI biases.



1. Seeks ways to audit Al bias online

2. Finds TAIGA Online as the social platform to audit and discuss Al biases

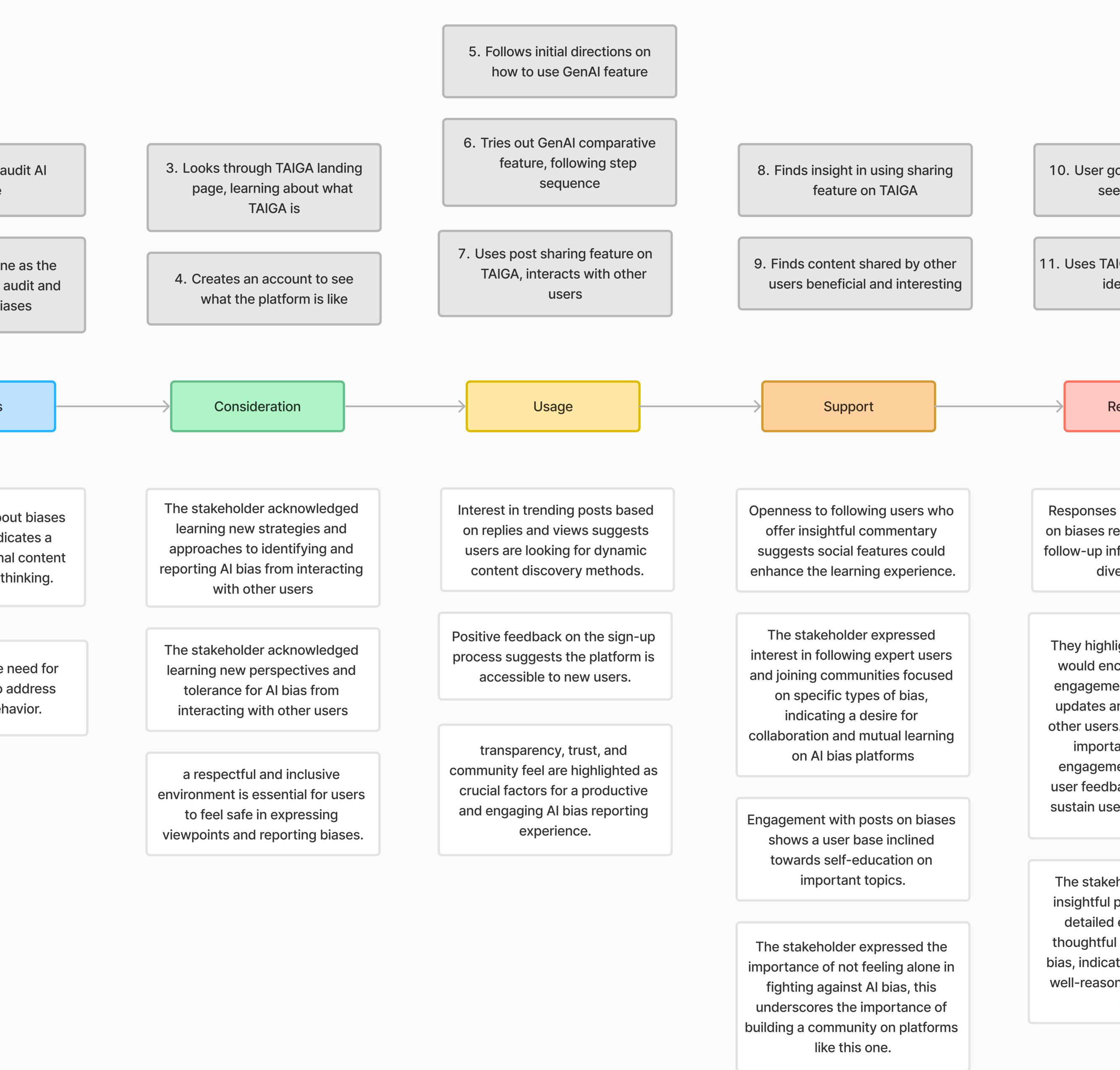
Awareness

Interest in learning about biases and their origins indicates a demand for educational content focused on critical thinking.

They suggested the need for moderation tools to address inappropriate behavior.

Customer Journey Map

Supporting Research



10. User goes back to TAIGA to see other new posts

11. Uses TAIGA to investigate new idea for GenAl bias

Repeat Usage

Responses to educational posts on biases reveal a user desire for follow-up information and deeper dives into topics.

They highlighted features that would encourage long-term engagement, such as regular updates and interaction with other users. This highlights the importance of ongoing engagement strategies and user feedback mechanisms to sustain user interest over time.

The stakeholder appreciated insightful posts that provided detailed explanations and thoughtful perspectives on Al bias, indicating a preference for well-reasoned and informative content.