

**KU LEUVEN**

# Human-centered AI From code to connection

6 December 2024 from 10 until 12h  
Online



## Balancing AI innovation with human-centered design

This online session on human-centered AI explores how to design Artificial Intelligence systems that prioritize user needs and ethical principles, ensuring technology enhances rather than diminishes our humanity. You will learn:

**Understanding the core principles of human-centered AI:** Participants will be able to identify and explain the four key principles of human-centered AI -transparency, human agency and control, trust, and interruptability - and understand how these principles contribute to the creation of AI systems that prioritize user needs and ethical considerations.

**Applying human-centered design in AI development:** Participants will learn practical strategies for incorporating human-centered design methods into the development of AI-based applications. They will be able to apply these strategies to ensure that AI systems are user-friendly, ethically sound, and aligned with human values.

**Evaluating and improving AI User Experiences:** Participants will develop the ability to critically evaluate AI systems from a user experience perspective, identifying potential areas where the design may fail to meet human needs. They will also gain insights into how to iteratively improve these systems to enhance user satisfaction and trust.

### Target audience

Profiles possibly benefiting from this training are AI Developers and Engineers, User Experience (UX) and Interaction Designers, Product Managers and Tech Entrepreneurs, Researchers and Academics in AI and HCI (Human-Computer Interaction), Business Leaders and Decision-Makers in Tech Companies, Ethicists and Policy Makers, ...



## Programme

In just a couple of decades computers have evolved from single machines being used by a skilled operator in a work context to highly networked devices using artificial intelligence that promise to make our lives easier. However, **if we lose sight of the humans using them when designing and developing AI-based applications, we also risk losing our humanity in the process.** In this introductory webinar, David Geerts will explain how artificial intelligence in its broadest sense is impacting several key principles of **good user experiences**, and why we should actively design human-centered AI if we want to benefit the people using it - and therefore also the developers and companies creating and selling AI-based products. David will discuss **four principles** that are key to human-centered AI: transparency, human agency and control, trust and interruptability, illustrating each of these principles with several examples. Achieving these four principles of human-centred AI doesn't happen by itself, so finally he will explain how human-centered design can be used to **make sure AI-based systems are developed with human needs in mind.**

### About the lecturer

**Dr. David Geerts** is a freelance proposal manager, human-centered designer and trainer. He was Senior Research Manager of the KU Leuven Digital Society Institute (DigiSoc) in Belgium for three years, for which he organized and managed various events, facilitated internal and external collaborations, supported the submission of project proposals, and created national and international visibility. Before, he managed the Meaningful Interactions Lab (Mintlab) at KU Leuven for 17 years, while specializing in human-centered design and user experience of new technologies, including social media and interactive TV. David has published in various international conferences and journals and regularly gives presentations, tutorials and guest lectures on topics related to Human-Computer Interaction. In 2007, he co-founded u-sentric, an SME that provides CX and UX consultancy services.

## Practical

### Date and location

- The training is held online via Teams on 6 December 2024 from 10 until 12h.

### Registration

- Register online before 29 November 2024. The fee for the session is 100 euros.

### kmo

- Save on your participation costs via the kmo-portfolio.
- Click here for more information. Our approval number is DV.O102270. When submitting your application, you choose the theme Innovation and the Artificial Intelligence advice with reference 400/0026/43994.

### PUC - KU Leuven Continue

KU Leuven Kulak  
E. Sabbelaan 53 bus 7643 - 8500 Kortrijk  
+32 56 24 61 84 - puc@kuleuven.be  
puc.kuleuven.be

Door mij in te schrijven, verklaar ik mij ermee akkoord dat de gegevens die ik verstrek gebruikt worden om mij te contacteren in de context van deze opleiding en voor alle nuttige opvolging ervan.