Intelligent Design For Artificial Intelligence

Client

Microsoft, is a multinational technology company spanning all things computer software, consumer electronics, PCs, and AI, among many other initiatives.

They approached Filter regarding their Artificial Intelligence division, where they built a powerful set of enterprise-grade tools that clients could use to build conversational AI experiences into their own products and services.

Approach

Filter collaborated with Microsoft to assess their needs, then designed a process and built a veteran UX team to achieve their vision. Filter UX researchers:

- Conducted focus group studies and captured usability data

- Carried out a heuristic evaluation of products to provide expert review feedback to our UX and visual designers.

- Used findings to formulate an AI platform redesign, build mood boards, wireframes, pattern studies, visual language guidelines, and other deliverables

The study results also helped to evolve UX designs and provide a framework for a reworked content strategy. ting a clearer style guide template for future expandability.

Challenges

To drive successful adoption and market growth of the AI product line among technology innovators, the experience of using the toolset itself needed to be just as smooth, smart, and self-explanatory as those it was designed to create.

Lacking the in-house expertise and operational bandwidth to tackle this challenge on their own, the product team at Microsoft turned to Filter for help.

Impact

Filter's UX work was integrated into the client's AI product line and launched as part of Microsoft's product version release/upgrade program. The more clear, consistent, and efficient user experience we developed helped to accelerate platform adoption and lowered user abandonment rates.

The smooth success of this program ultimately led to three additional projects across the Microsoft AI platform to adopt the same process framework that our team designed for this program.