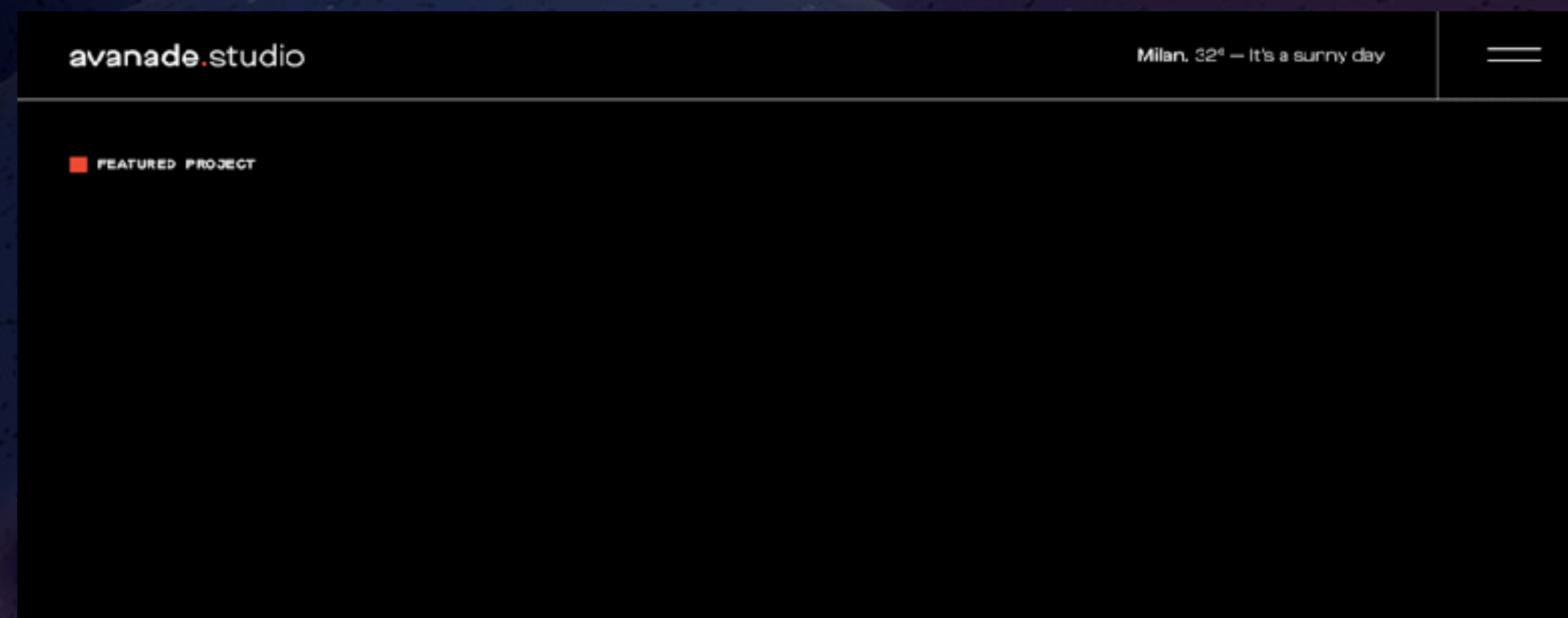
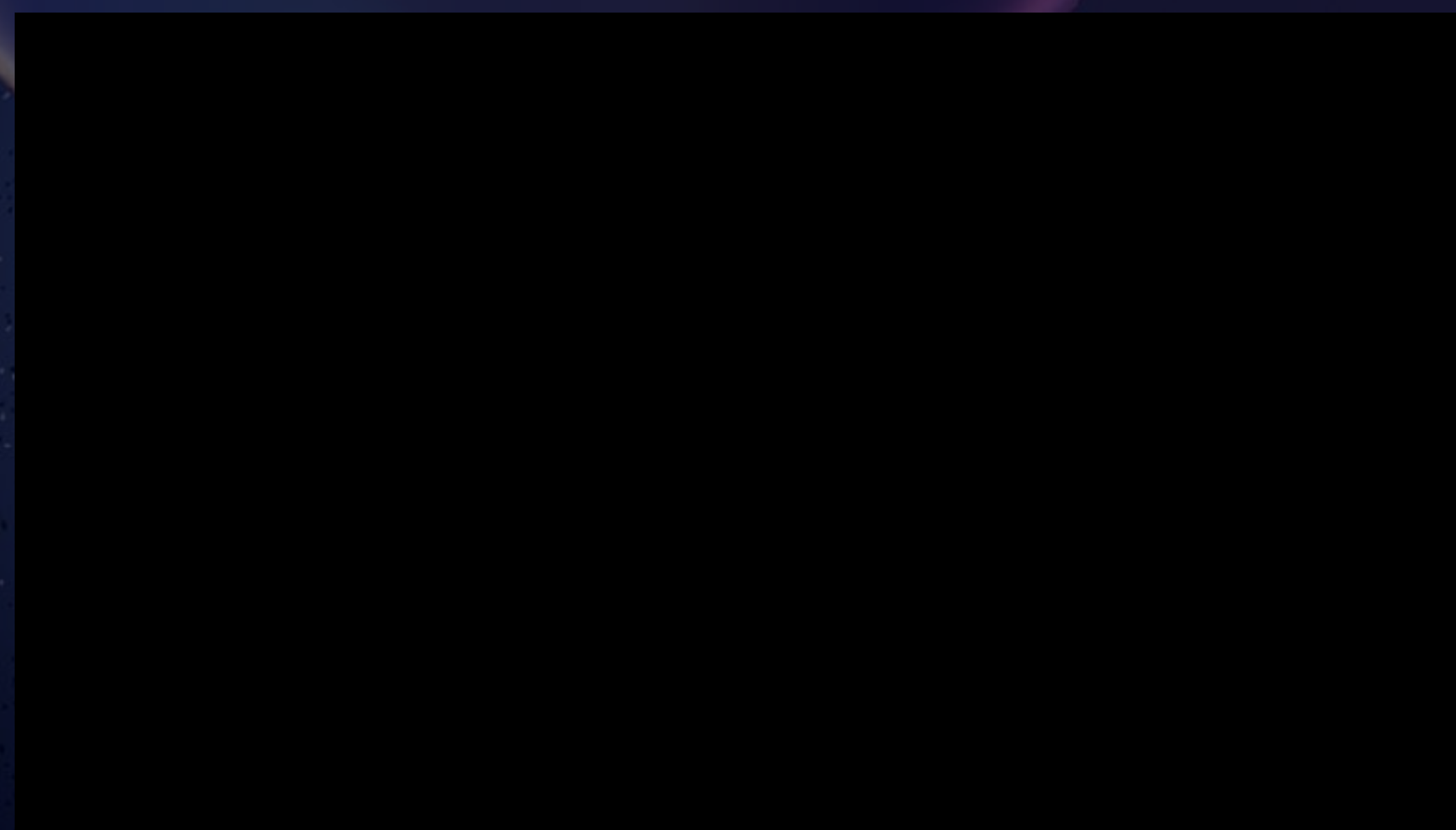


*Sembrava futuro e invece è già  
qui: il Design dell'Esperienza  
Utente con l'AI.*



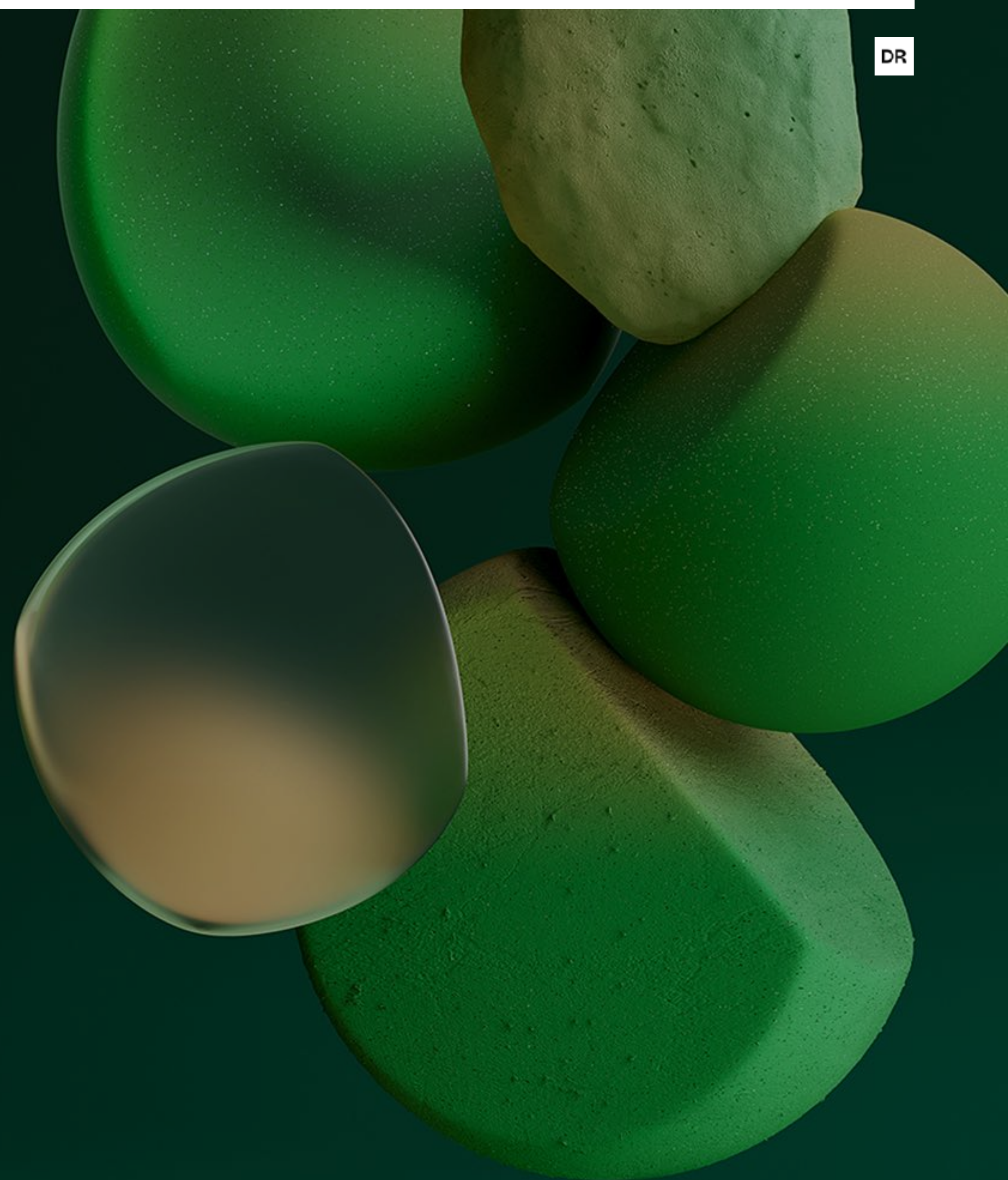
I'm Danilo, a Creative Director and Design Manager with experience in various contexts, from creative agencies to multinational companies and start-ups.

- ◆ Creative Lead & Design Manager @avanade
- ◆ Design Lecturer @accademialigustica
- ◆ Design Mentor @adplist
- ◆ Jury @awwwards



# AI from the User's Perspective.

**Design is solving  
problems for people.**

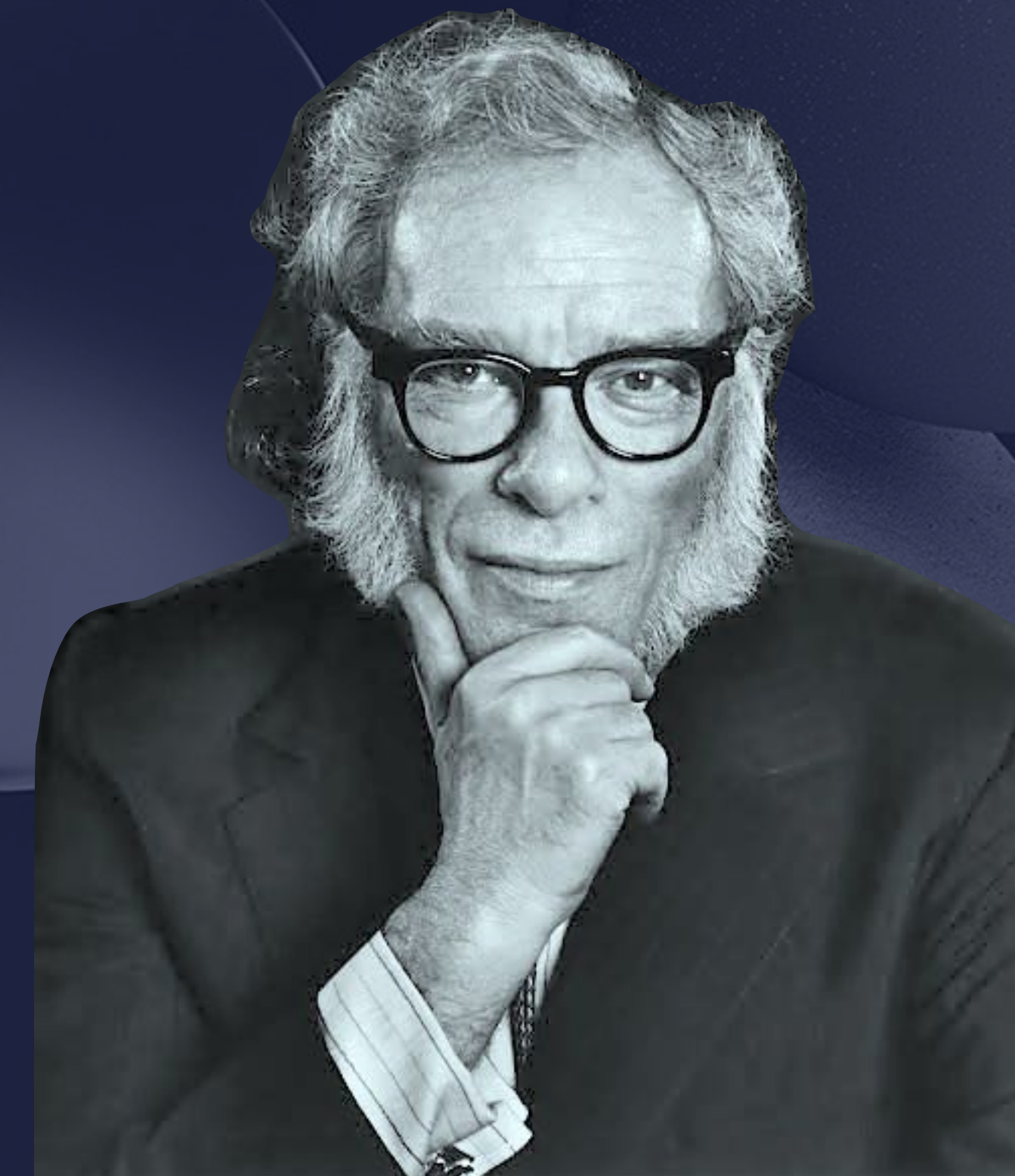


Design evolves alongside  
technology.



"Artificial intelligence is not a substitute for human intelligence, but a powerful tool that can help us think better."

- Isaac Asimov

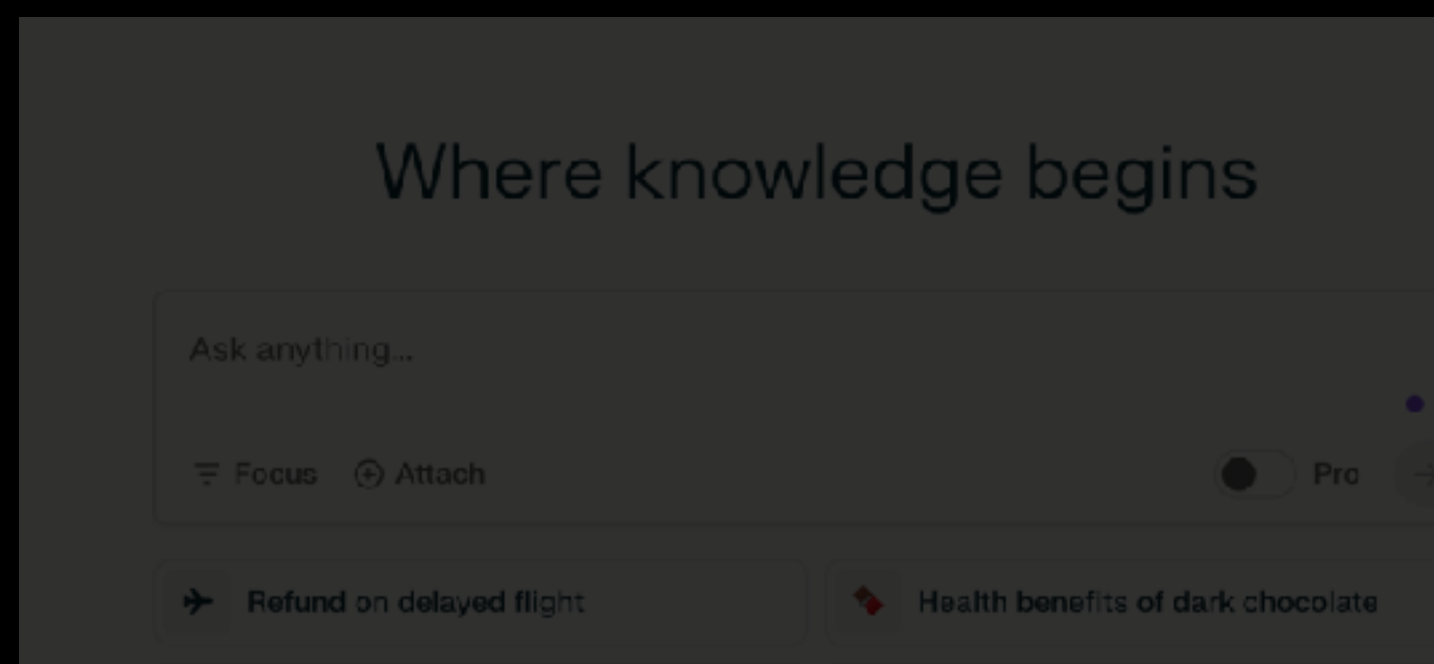
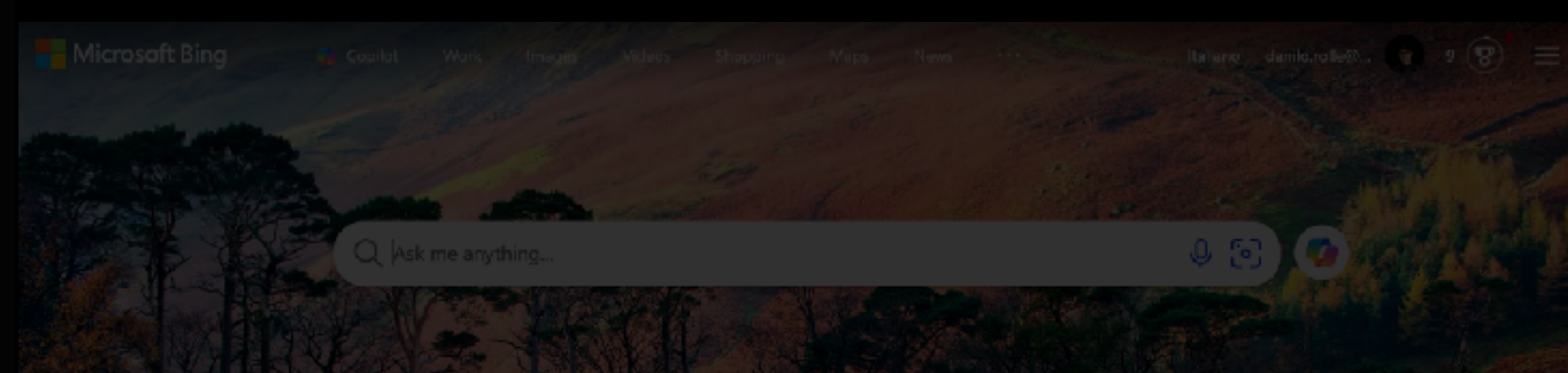
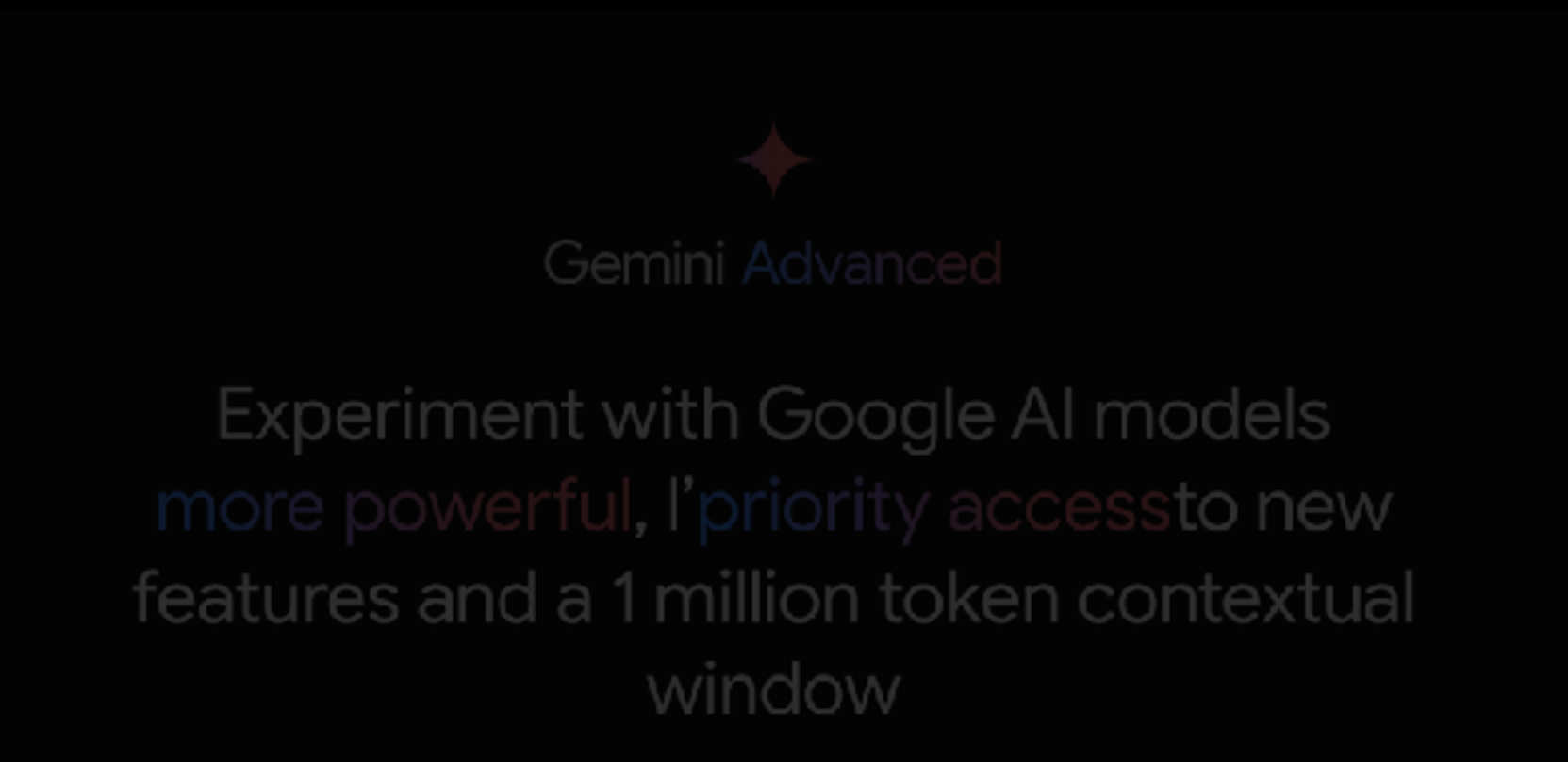
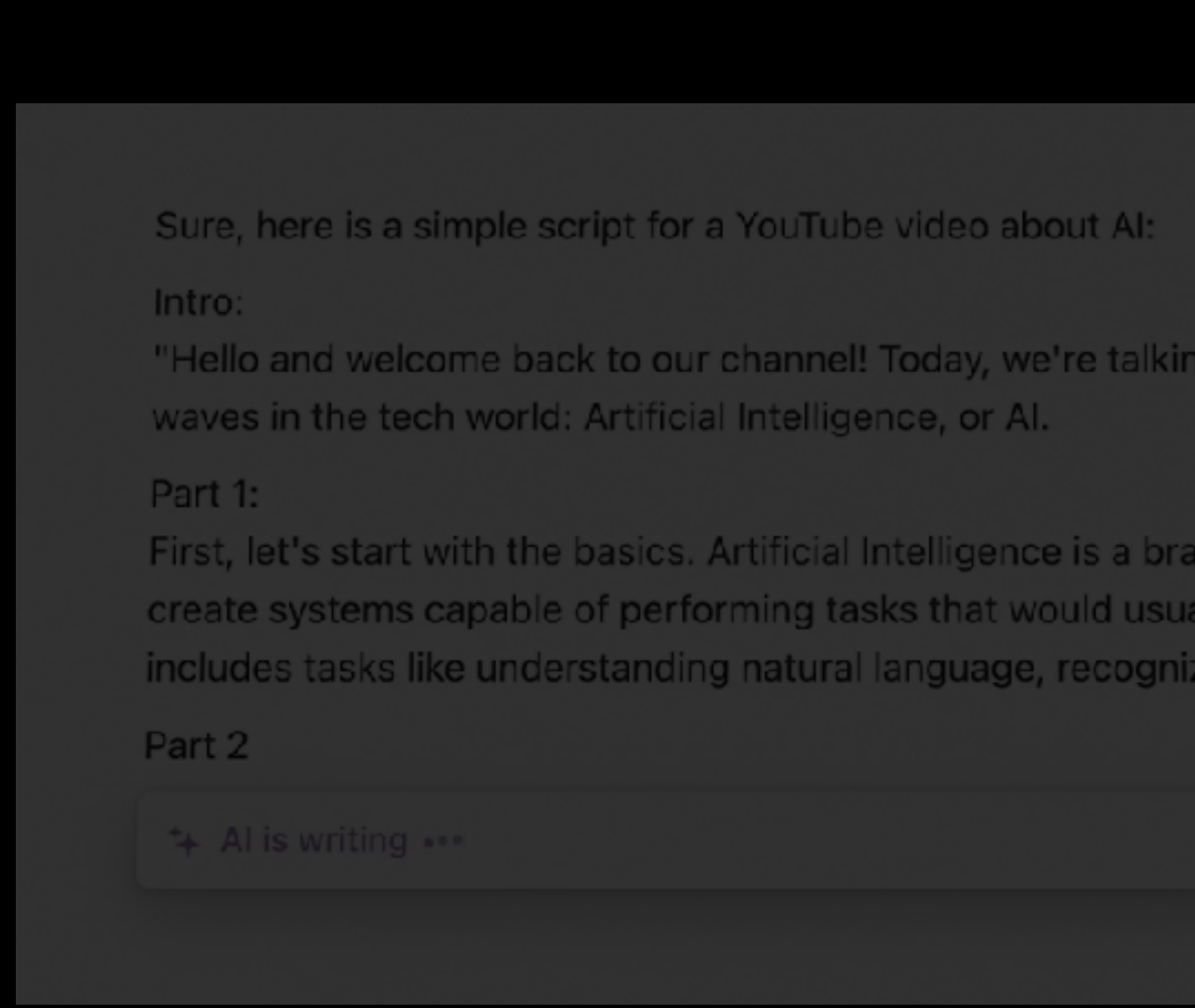
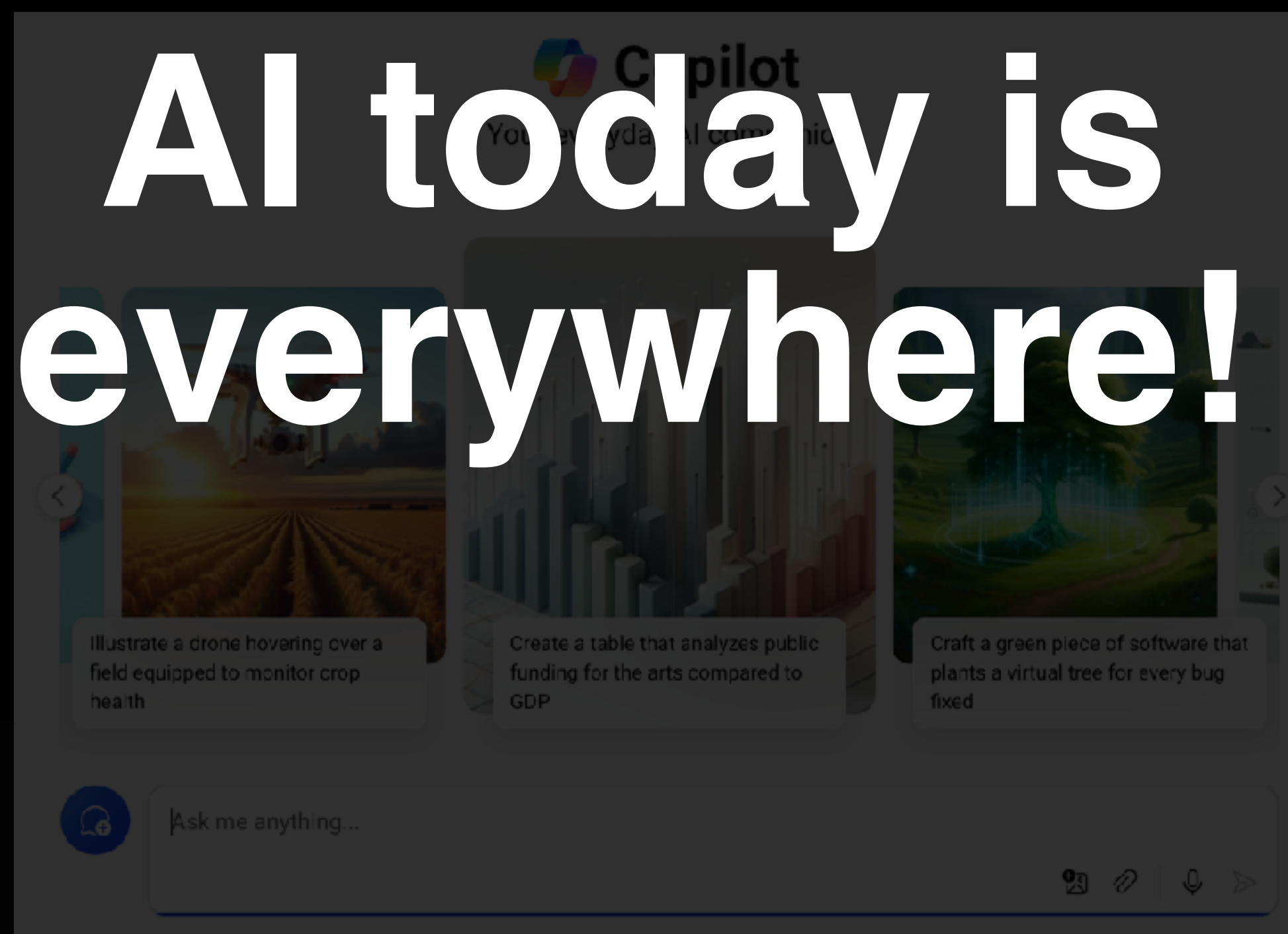
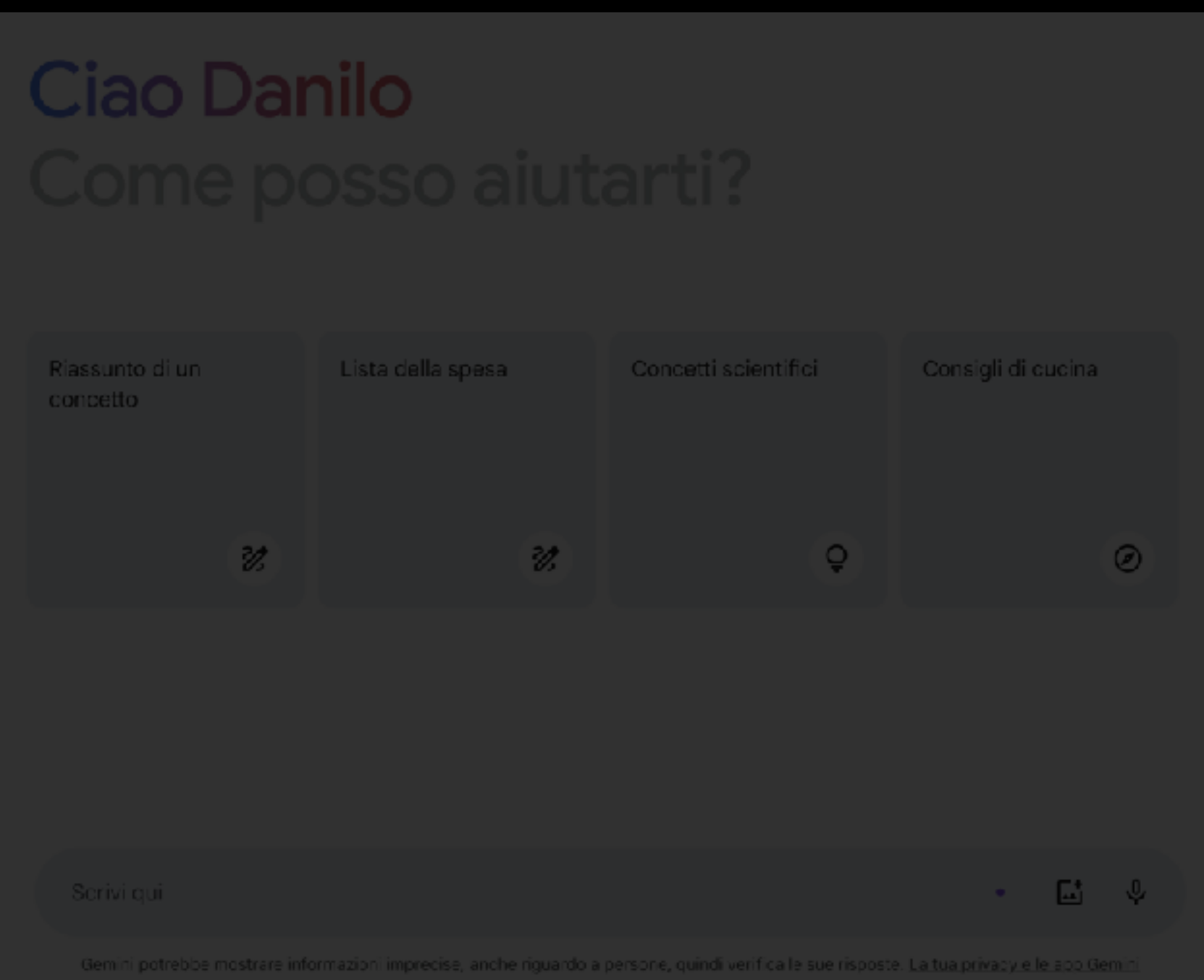
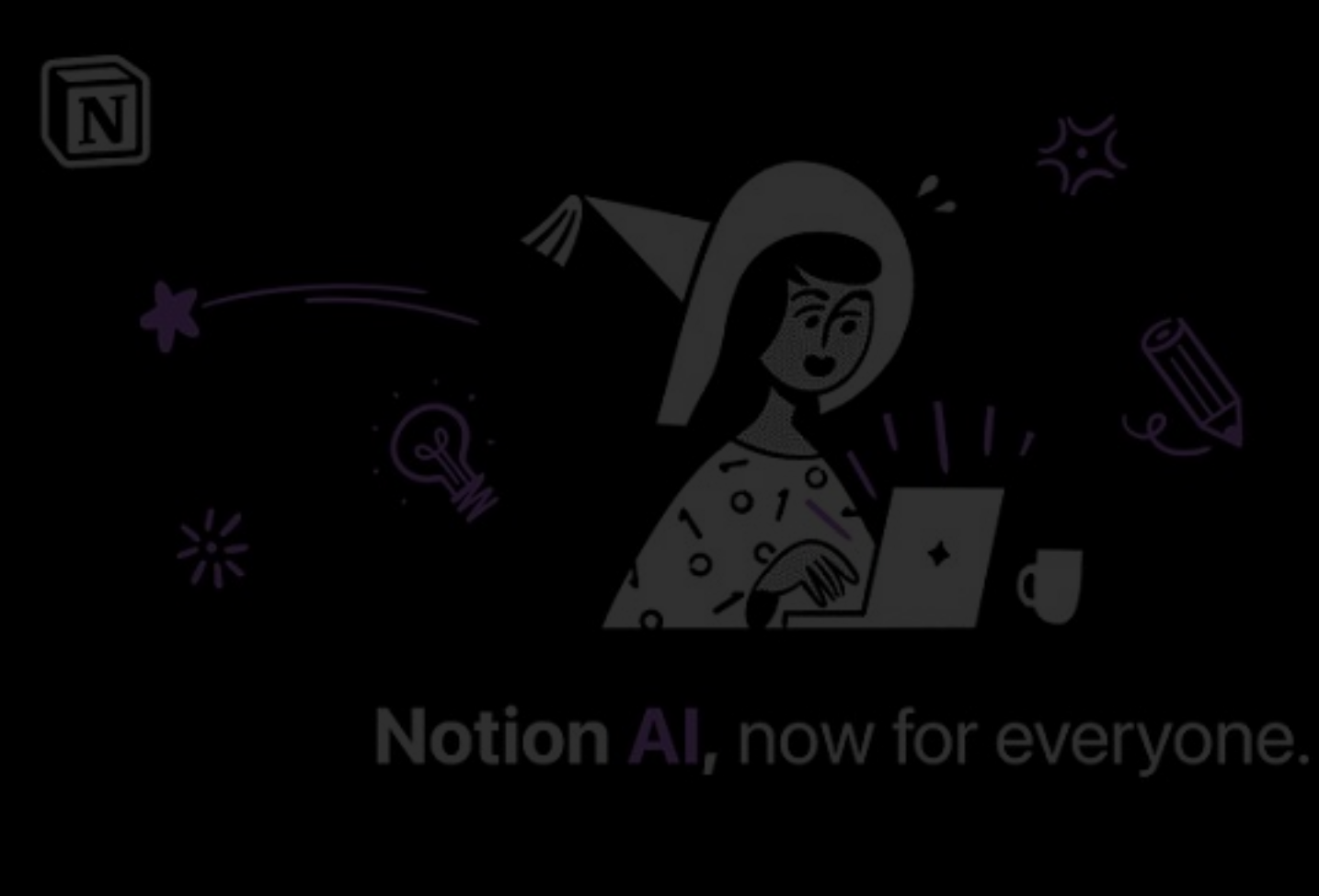
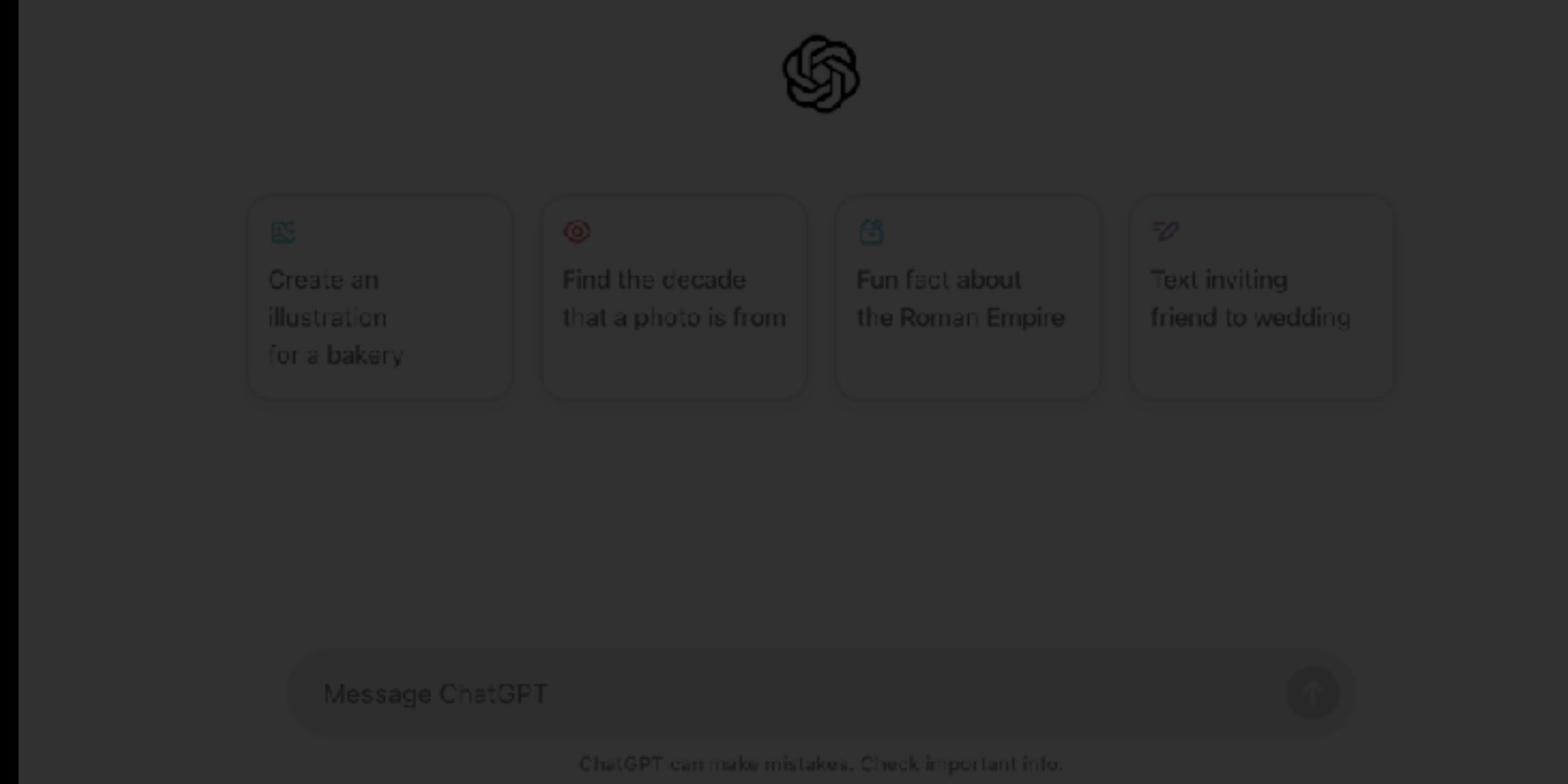


# AI today?



# Bard

Enter a prompt here



# Bard

Enter a prompt here

Ciao Danilo  
Come posso aiutarti?

Riassunto di un concetto

Lista della spesa

Concetti scientifici

Consigli di cucina

Scrivi qui

Gemini potrebbe mostrare informazioni imprecise, anche riguardo a persone, quindi verifica le sue risposte. La tua privacy e le app Gemini

Gemini **Advanced**

Experiment with Google AI models  
**more powerful**, **priority access** to new  
features and a 1 million token contextual  
window



Create an illustration for a bakery



Find the decade that a photo is from



Fun fact about the Roman Empire



Text inviting friend to wedding

Message ChatGPT

ChatGPT can make mistakes. Check important info.

## Copilot

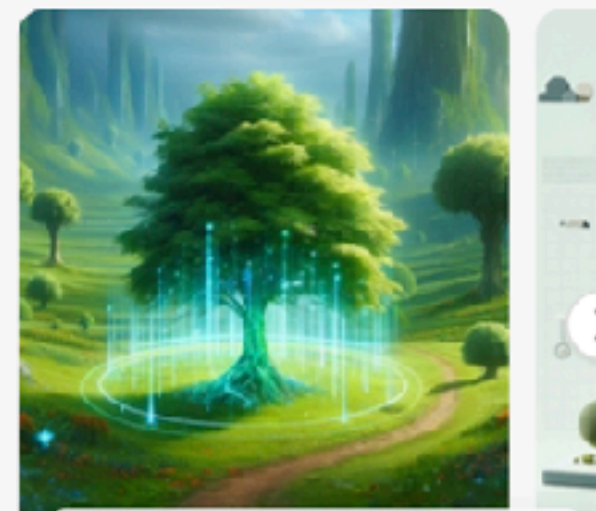
Your everyday AI companion



Illustrate a drone hovering over a field equipped to monitor crop health



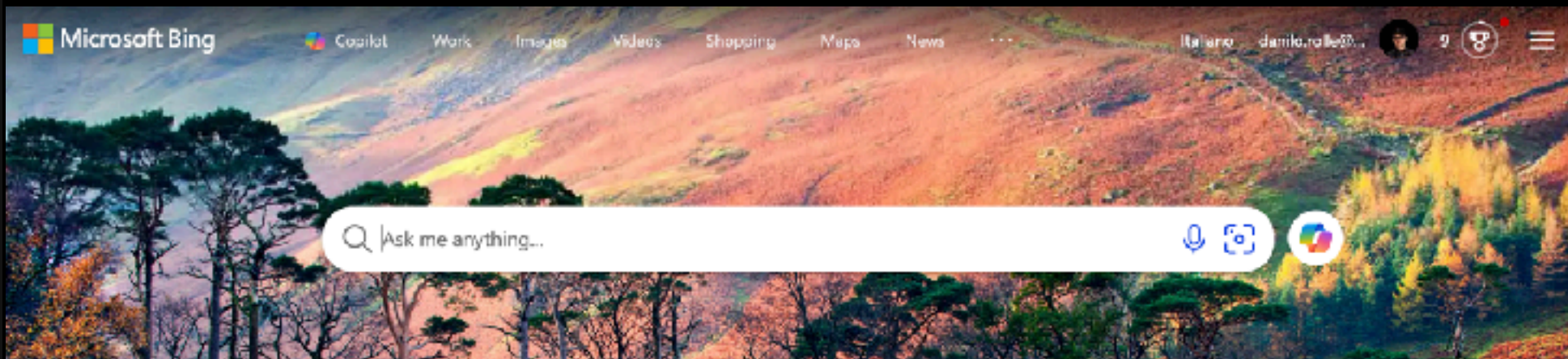
Create a table that analyzes public funding for the arts compared to GDP



Craft a green piece of software that plants a virtual tree for every bug fixed



Ask me anything...



Notion **AI**, now for everyone.

Sure, here is a simple script for a YouTube video about AI:

Intro:

"Hello and welcome back to our channel! Today, we're talking waves in the tech world: Artificial Intelligence, or AI.

Part 1:

First, let's start with the basics. Artificial Intelligence is a branch of computer science that creates systems capable of performing tasks that would usually require human intelligence. This includes tasks like understanding natural language, recognizing

Part 2

AI is writing ...

Where knowledge begins

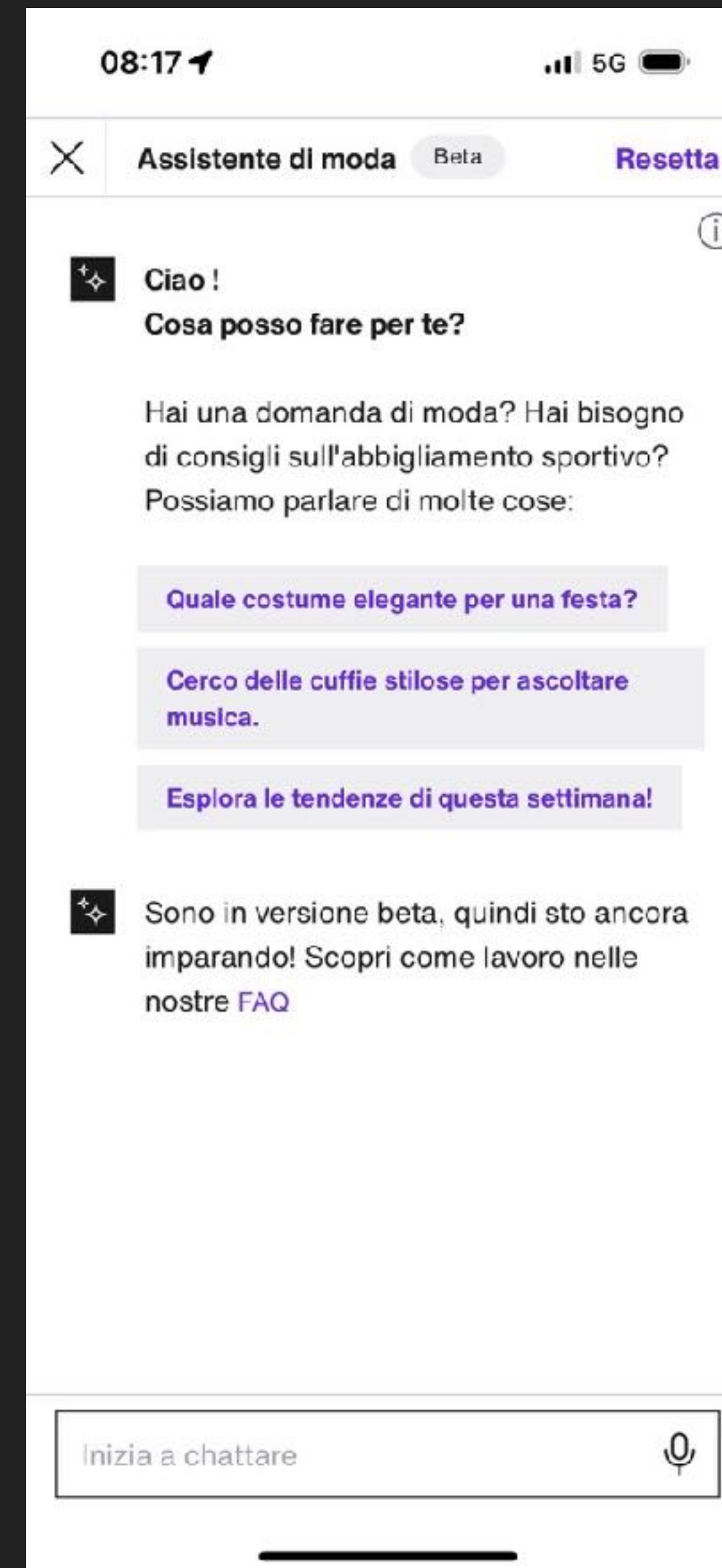
Ask anything...

Focus Attach

Pro

Refund on delayed flight

Health benefits of dark chocolate



**Microsoft introduced the world  
to a PC on every desktop...**

# The Return to the Command Line!

```
LIST
10 HOME
11 LET W = 40: LET H = 24
12 LET X = 20: LET Y = 12
13 HTAB X: UTAB Y
14 PRINT "S"
15 GOSUB 1000
16 GOTO 40
17 LET K = PEEK (49152)
18 IF K = 196 THEN X = X + 1
19 IF K = 193 THEN Y = Y + 1
20 IF K = 215 THEN X = X - 1
21 IF K = 211 THEN Y = Y - 1
22 RETURN
```

Stable Diffusion checkpoint  
v1-5-pruned-emaonly.safetensors [6ce0161689]

txt2img | img2img | Extras | PNG Info | Checkpoint Merger | Train | Settings | Extensions

Prompt (press Ctrl+Enter or Alt+Enter to generate) 0/75

Negative prompt (press Ctrl+Enter or Alt+Enter to generate) 0/75

Generate

Styles

Sampling method: Euler a | Sampling steps: 20

Restore faces |  Tiling |  Hires. fix

Width: 512 | Height: 512 | Batch count: 1 | Batch size: 1

CFG Scale: 7

Seed: -1 |  Extra

Script: None

Folder | Save | Zip | Send to img2img | Send to inpaint | Send to extras

API • Github • Gradio • Reload UI  
python: 3.10.9 • torch: 1.13.1+cu117 • xformers: N/A • gradio: 3.23.0 • commit: 22bcc7be • checkpoint: 6ce0161689

**AI is the right idea, but  
a chatbot is the wrong  
interface.**

- The Verge

# Why Are Chatbots Everywhere?



What would you like to generate? (Optional) ... Cancel Generate

Hi Danilo Rolle! How can I help you today?

Suggested

- Ask a question
- Draft anything
- Brainstorm ideas

Think, ask, chat

- Summarize
- Get help with code

Ask anything or select... All @

Ask anything...

Focus Attach

Message ChatGPT

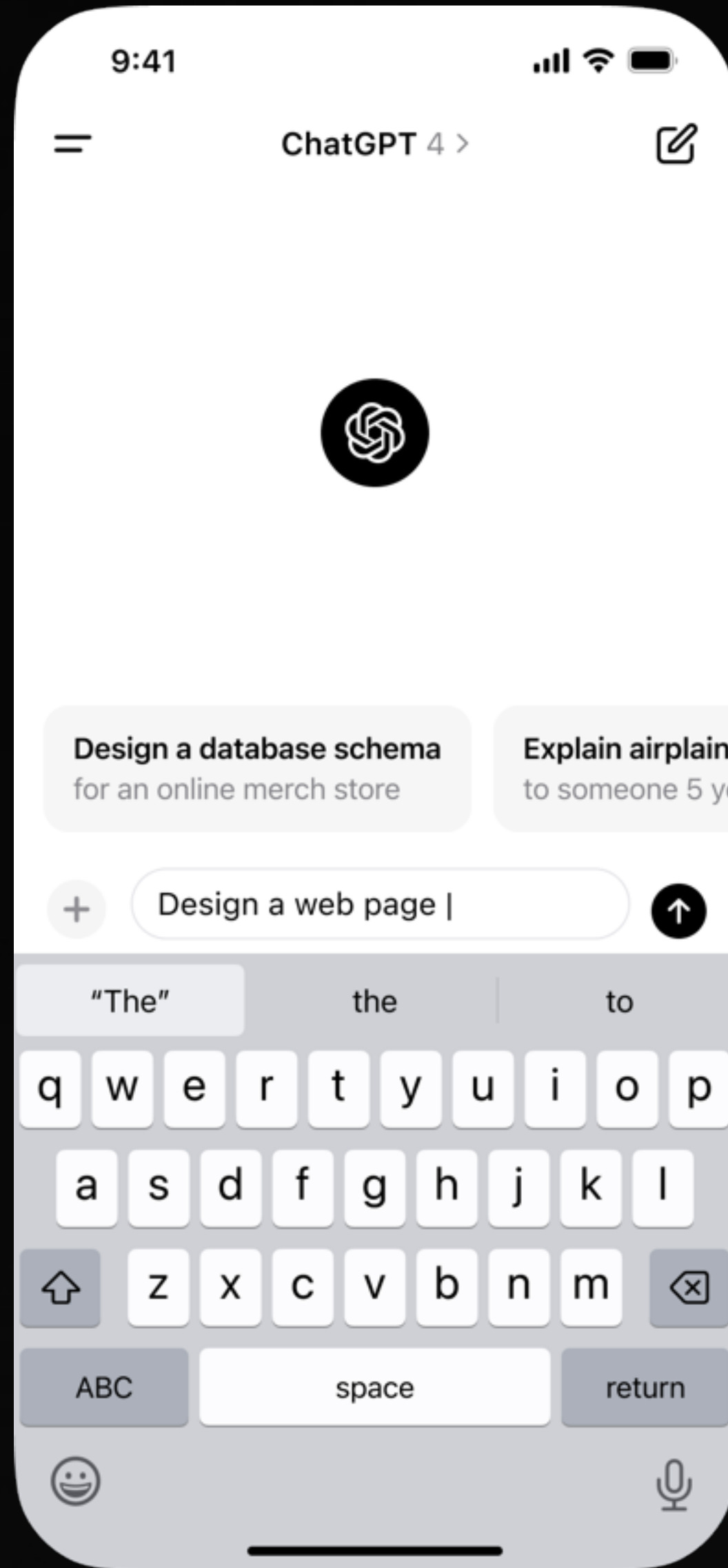
ChatGPT can make mistakes. Check important info.

Ask me anything...

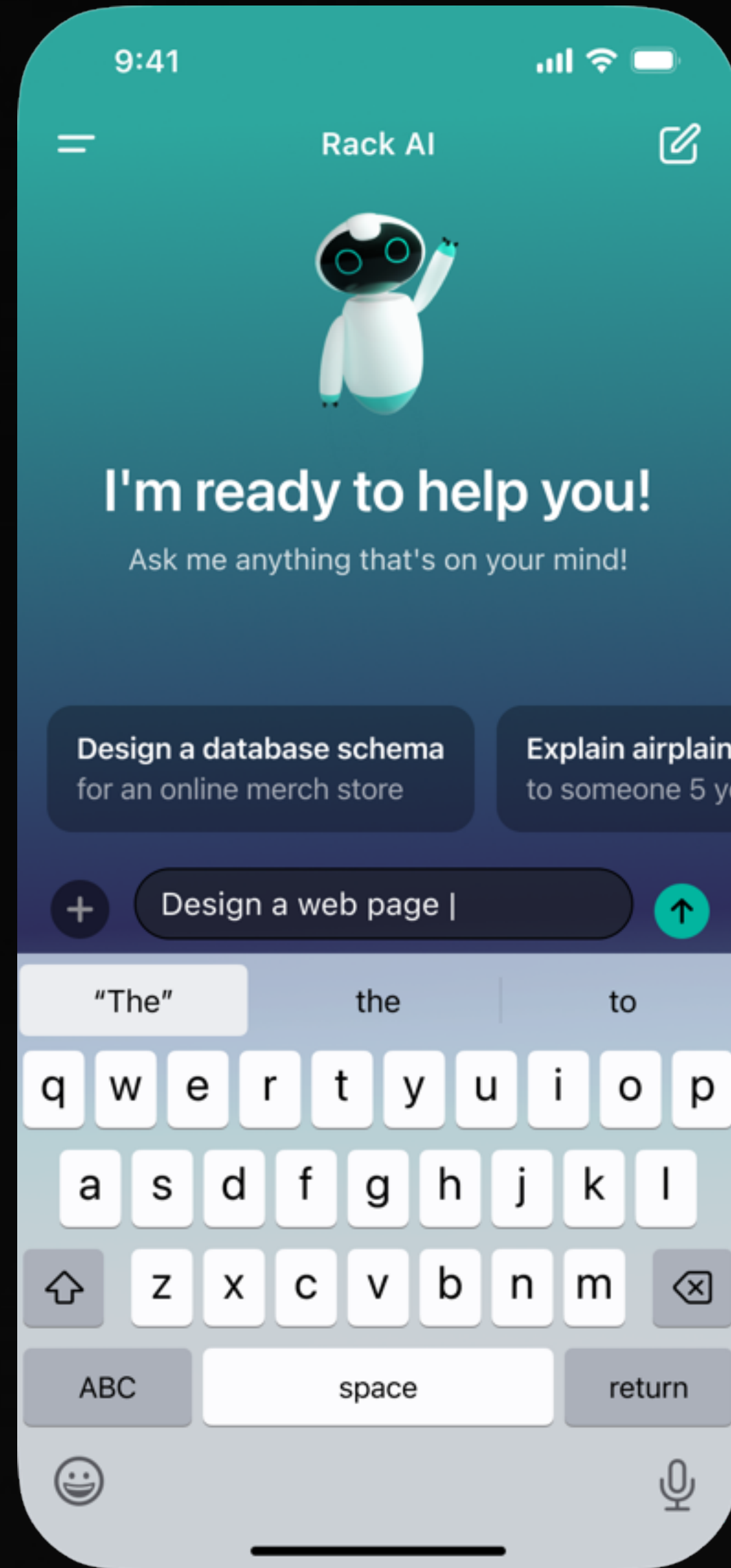
Attach Attach Voice Send

**ChatGPT reaches 100 million users two months after launch!**

# The easiest way to do it?



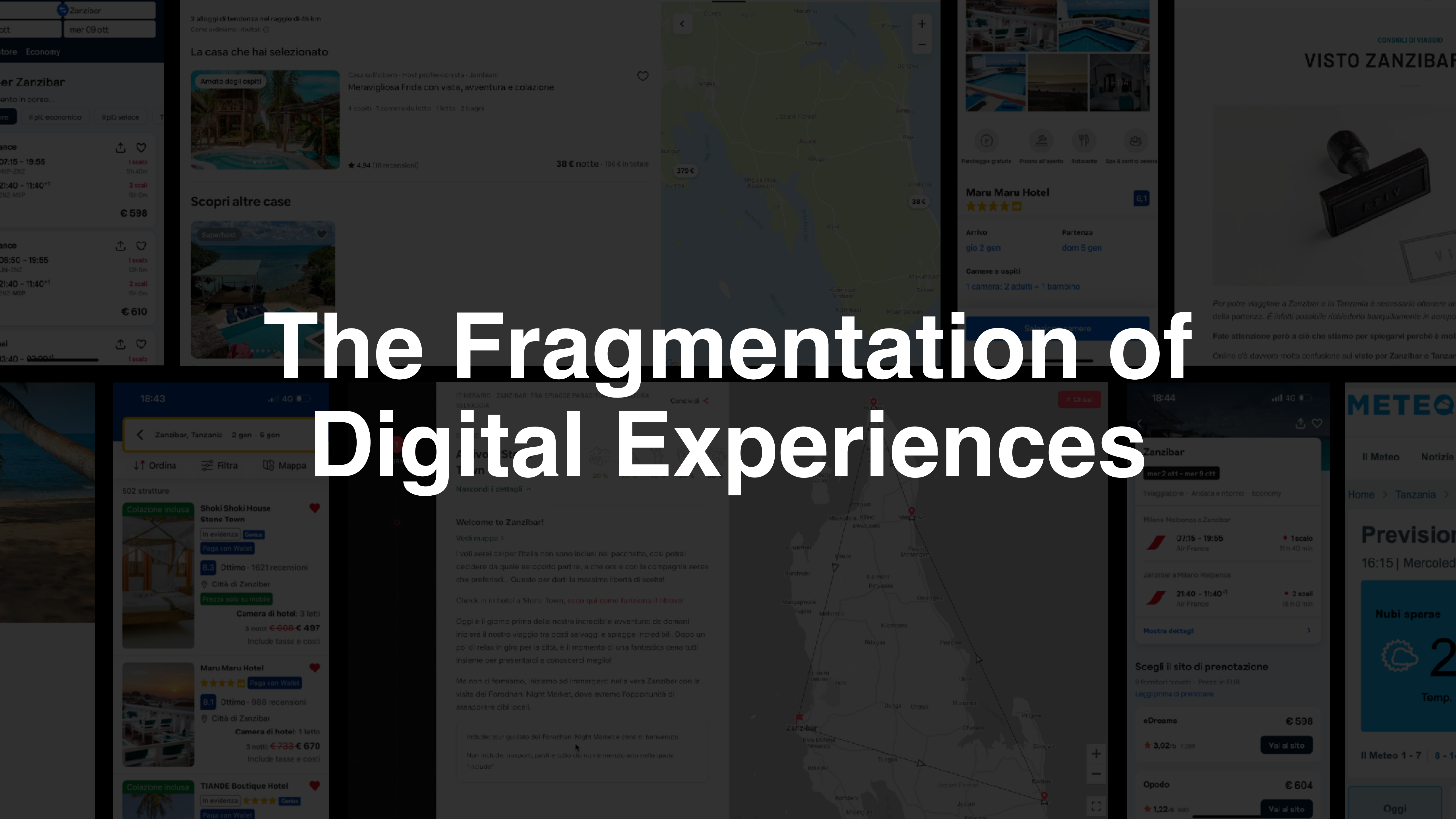
# The easiest way to do it?



Recent research indicates  
that 85% of AI projects fail.

# How AI can truly enhance our digital experiences?

# The Fragmentation of Digital Experiences



Zanzibar  
mer 09 ott

atore Economy

er Zanzibar

ento in corso...

Il più economico Il più veloce

ance

07:15 - 19:55  
MXP-ZNZ  
11h 40m  
1 scalo

21:40 - 11:40\*1  
ZNZ-MXP  
15h 0m  
2 scali

€ 598

ance

06:50 - 19:55  
LIN-ZNZ  
12h 5m  
1 scalo

21:40 - 11:40\*1  
ZHZ-MXP  
15h 0m  
2 scali

€ 610

ai

13:40 - 07:00  
1 scalo

2 alloggi di tendenza nel raggio di 45 km  
Come ordiniamo i risultati

La casa che hai selezionato

Amato dagli ospiti

Casa sull'albero - Host professionista - Jambiani

Meravigliosa Frida con vista, avventura e colazione

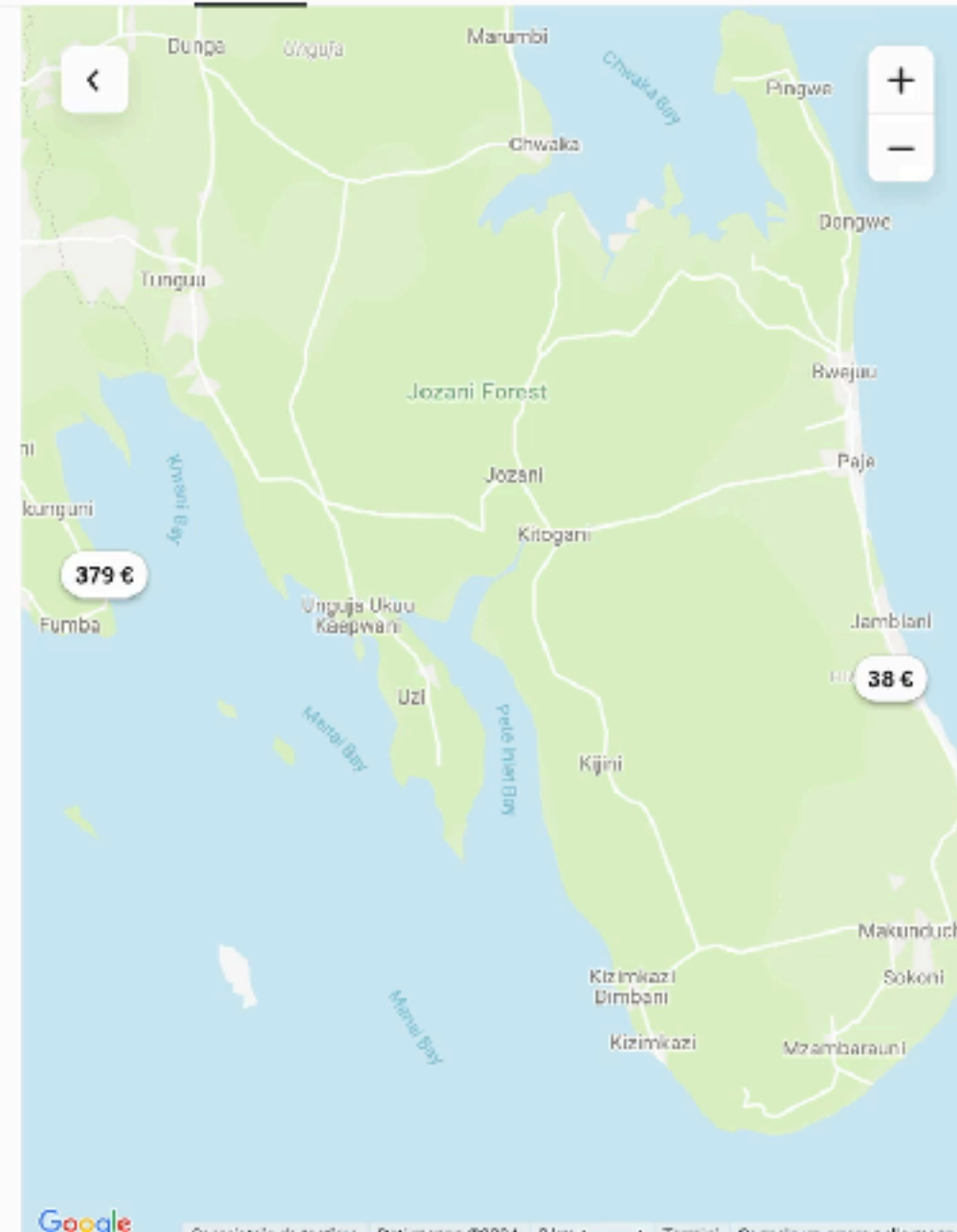
4 ospiti · 1 camera da letto · 1 letto · 2 bagni

★ 4,94 (18 recensioni)

38 € notte · 186 € in totale

Scopri altre case

Superhost



Parchezie gratuite Piscine all'aperto Ristoranti Spa & centro benessere

**Maru Maru Hotel**

★★★★★ 8,1

Arrivo **gio 2 gen** Partenza **dom 5 gen**

Camere e ospiti  
1 camera: 2 adulti + 1 bambino

Scegliona camera

CONSIGLI DI VIAGGIO

VISTO ZANZIBAR

Per potte viaggiare a Zanzibar e in Tanzania è necessario ottenere un visto della partenza. È infatti possibile richiederlo tranquillamente in aeroporto.

Fate attenzione però a ciò che stiamo per spiegarvi perchè è molto importante.

Online c'è davvero molta confusione sul visto per Zanzibar e Tanzania.



18:43 4G

Zanzibar, Tanzania 2 gen - 5 gen

Ordina Filtra Mappa

502 strutture

Colazione inclusa

**Shoki Shoki House**  
Stone Town  
In evidenza Genius  
Paga con Wallet  
8.3 Ottimo · 1621 recensioni  
Città di Zanzibar  
Prezzo solo su mobile  
Camera di hotel: 3 letti  
3 notti: €608 € 497  
Include tasse e costi

**Maru Maru Hotel**  
★★★★★ Paga con Wallet  
8.1 Ottimo · 988 recensioni  
Città di Zanzibar  
Camera di hotel: 1 letto  
3 notti: €733 € 670  
Include tasse e costi

Colazione inclusa

**TIANDE Boutique Hotel**  
In evidenza ★★★★★ Genius  
Paga con Wallet

ITINERARIO - ZANZIBAR: TRA SPIAGGE PARADISIACHE E NATURA SELVAAGIA

GIORNO 1

**Arrivo a Stone Town**

20% 20% 70% 20% 30%

Nascondi i dettagli

**Welcome to Zanzibar!**

Vedi mappa

I voli aerei da/per l'Italia non sono inclusi nel pacchetto, così potrai decidere da quale aeroporto partire, a che ora e con la compagnia aerea che preferisci... Questo per darti la massima libertà di scelta!

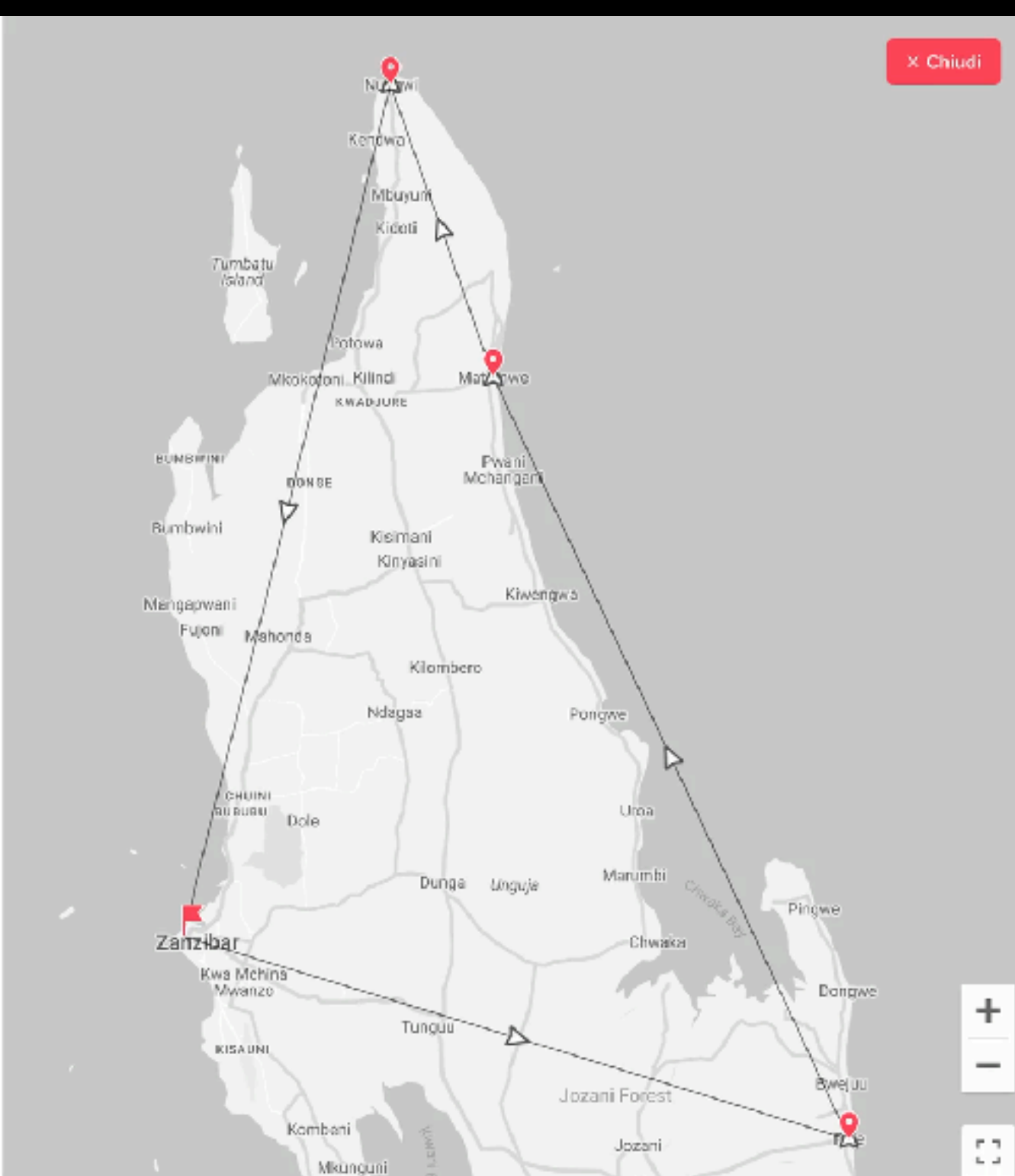
Check-in in hotel a Stone Town, ecco qui come funziona il ritrovo!

Oggi è il giorno prima della nostra incredibile avventura: da domani inizierà il nostro viaggio tra posti selvaggi e spiagge incredibili. Dopo un po' di relax in giro per la città, è il momento di una fantastica cena tutti insieme per presentarci e conoscerci meglio!

Ma non ci fermiamo, iniziamo ad immergerci nella vera Zanzibar con la visita del Forodhani Night Market, dove avremo l'opportunità di assaporare cibi locali.

Include: tour guidato del Forodhani Night Market e cena di benvenuto

Non include: trasporti, pasti e tutto ciò non è menzionato nella quota "include"



18:44 4G

Zanzibar

mar 2 ott - mar 9 ott

Tviaggiatore · Andata e ritorno · economy

Milano Malpensa a Zanzibar

07:15 - 19:55 Air France 1 scalo 11h 40m

Zanzibar a Milano Malpensa

21:40 - 11:40\*1 Air France 2 scali 15h 0m

Mostra dettagli

Scegli il sito di prenotazione

9 fornitori trovati · Prezzi in EUR

Leggi prima di prenotare

eDreams € 598  
★ 3,02/5 7.389 Val al sito

Opodo € 604  
★ 1,22/5 980 Val al sito

METEO

Il Meteo Notizie

Home > Tanzania >

Previsione

16:15 | Mercoledì

Nubi sparse

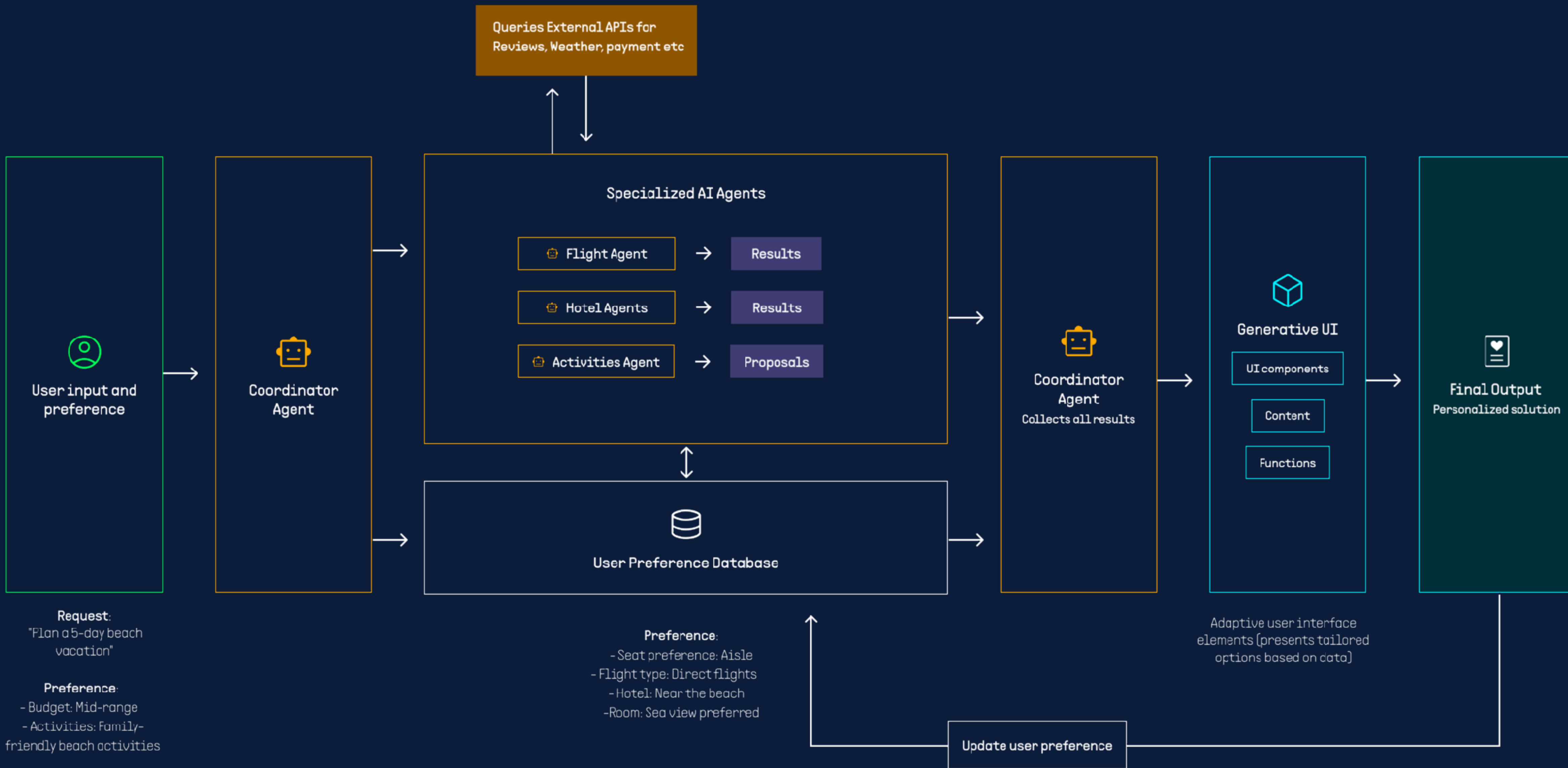
22°C

Temp.

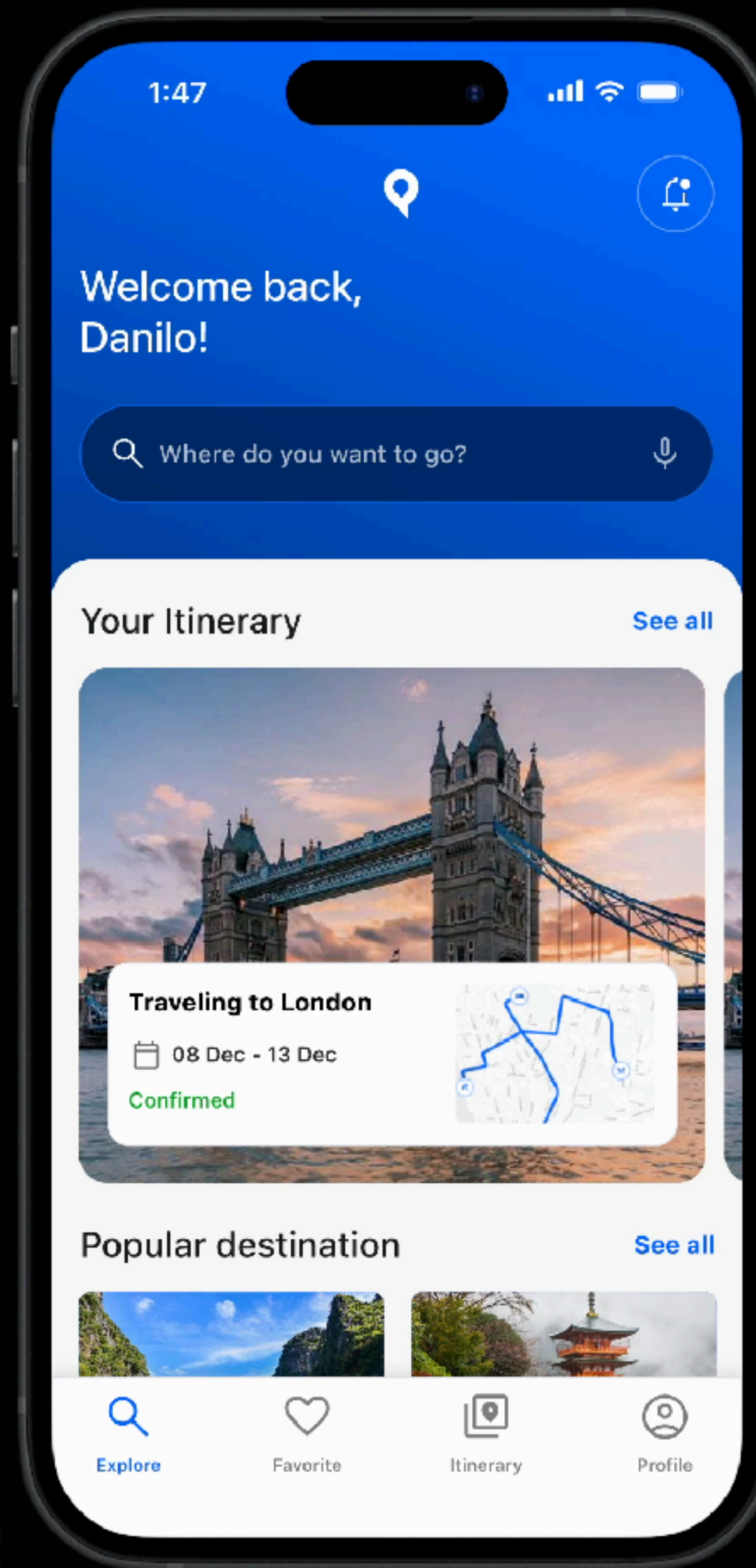
Il Meteo 1 - 7 | 8 - 14

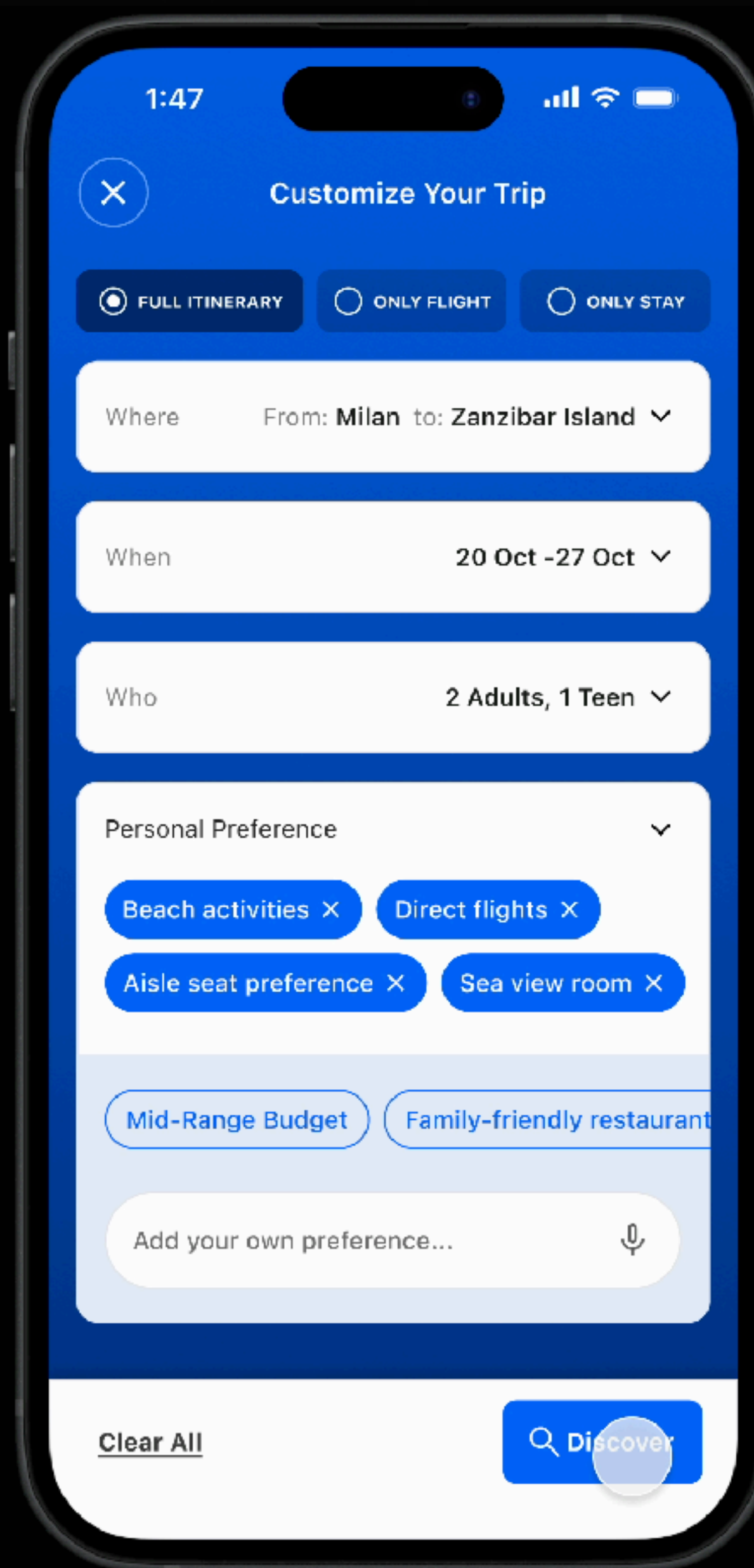
Oggi

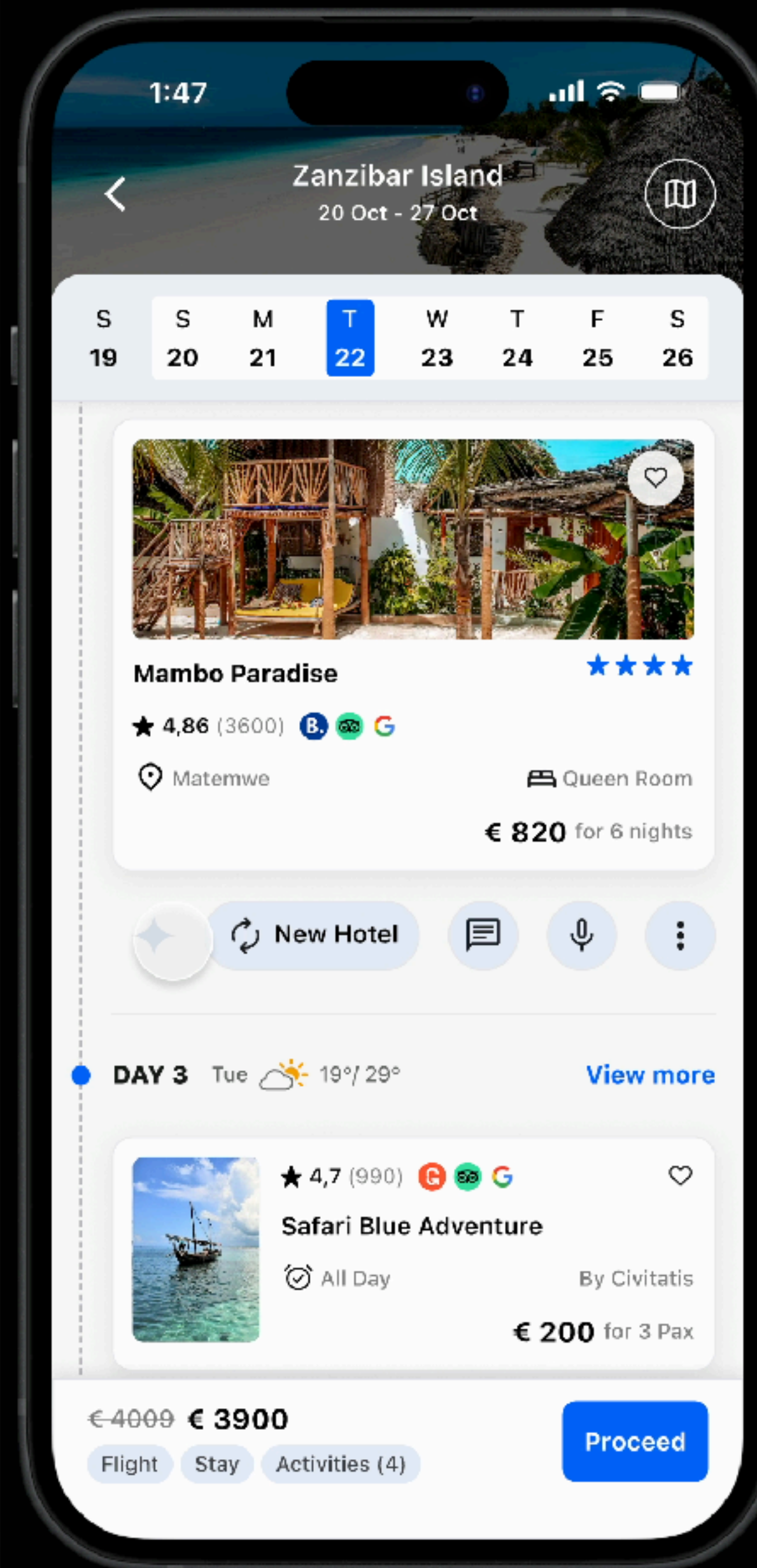
**An experience  
customized to fit the  
user's needs and context.**

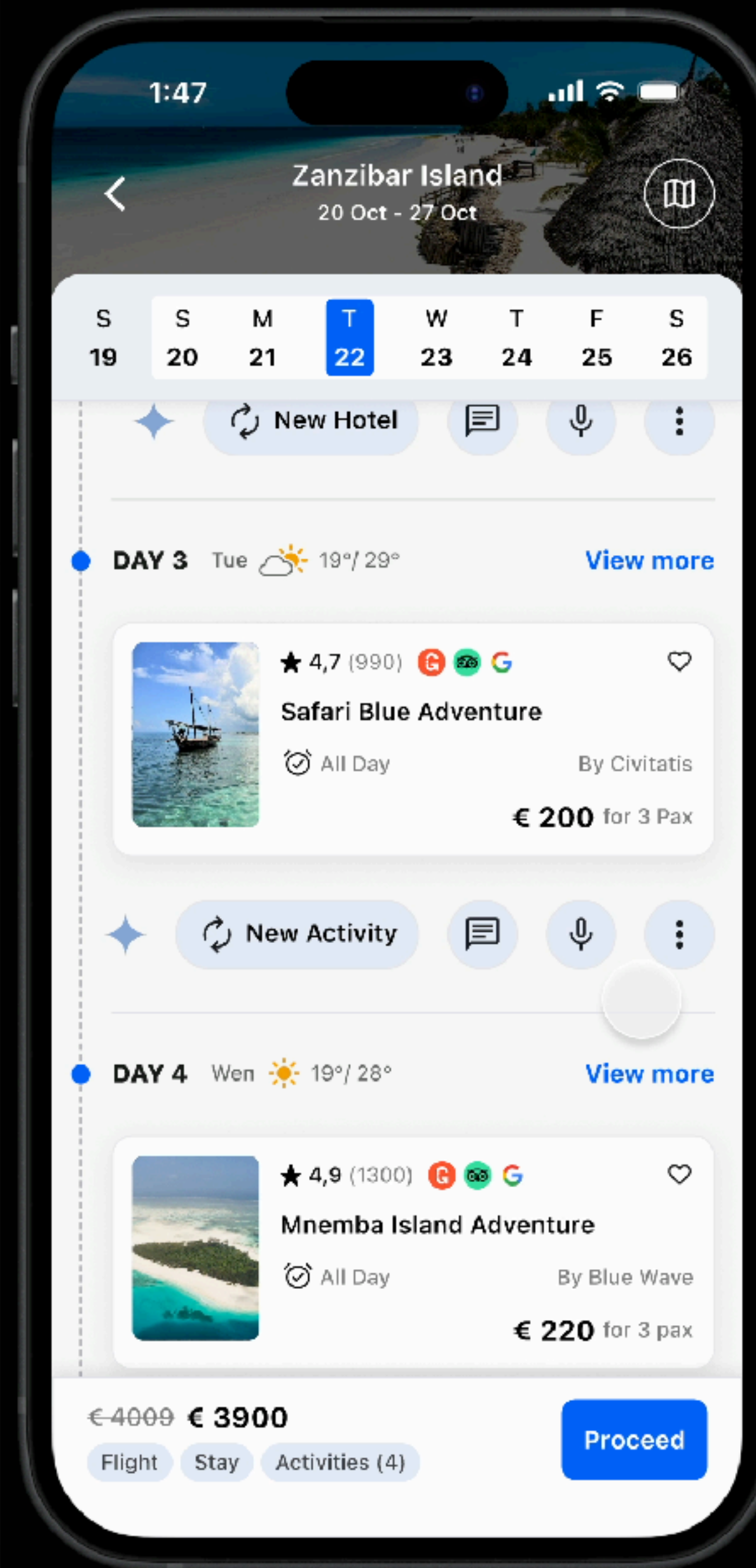


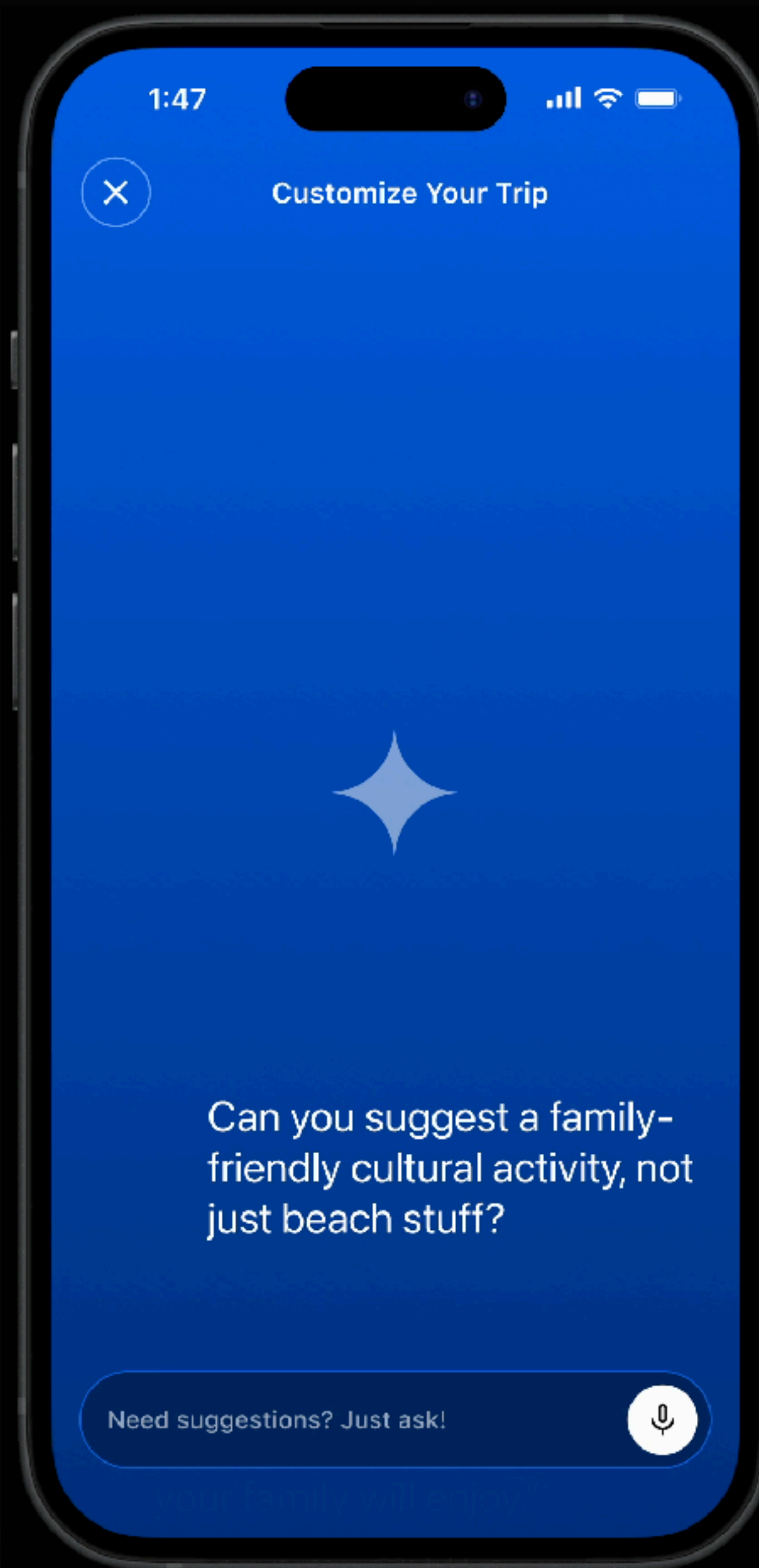
Adaptive user interface elements (presents tailored options based on data)





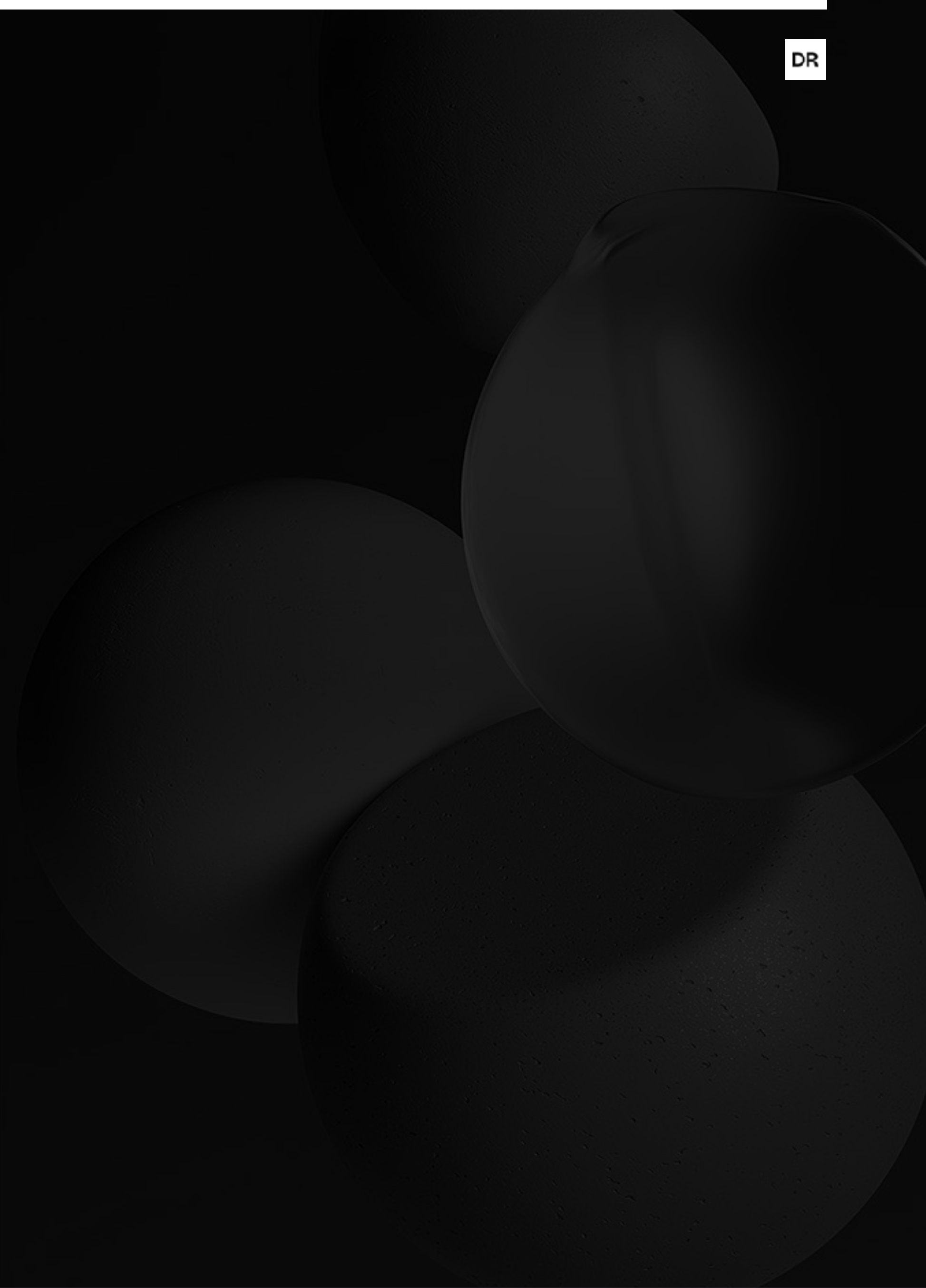
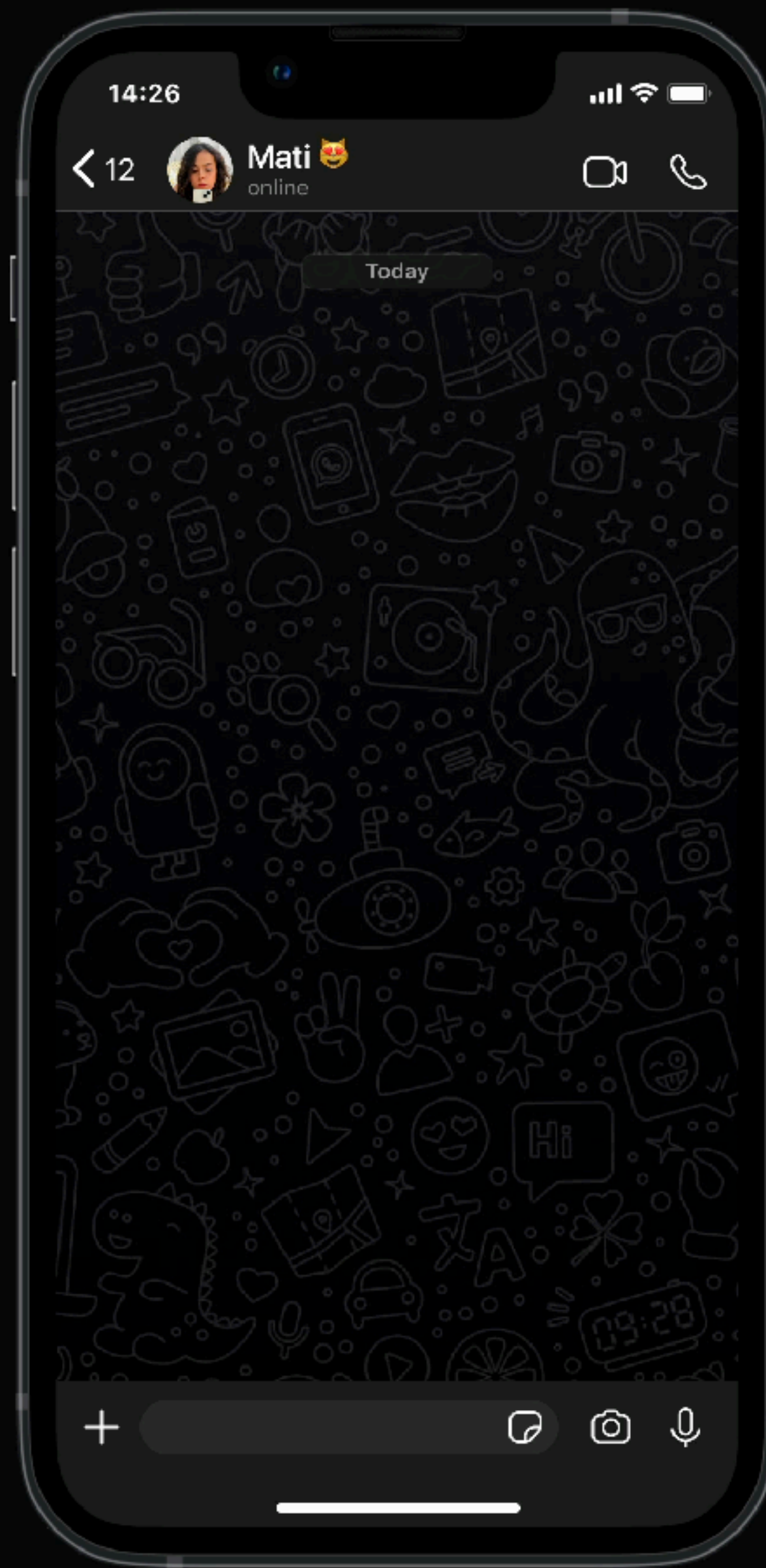


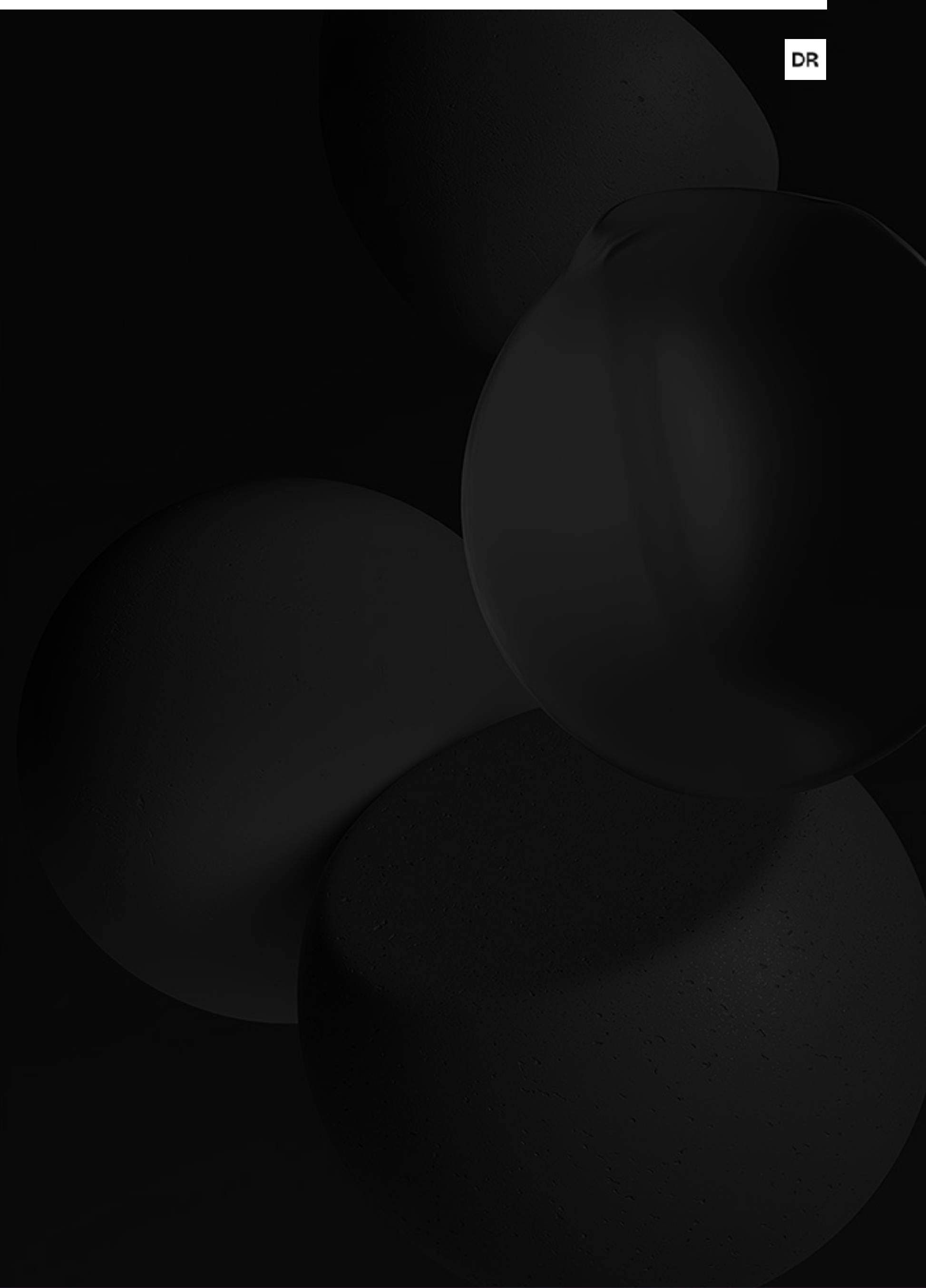
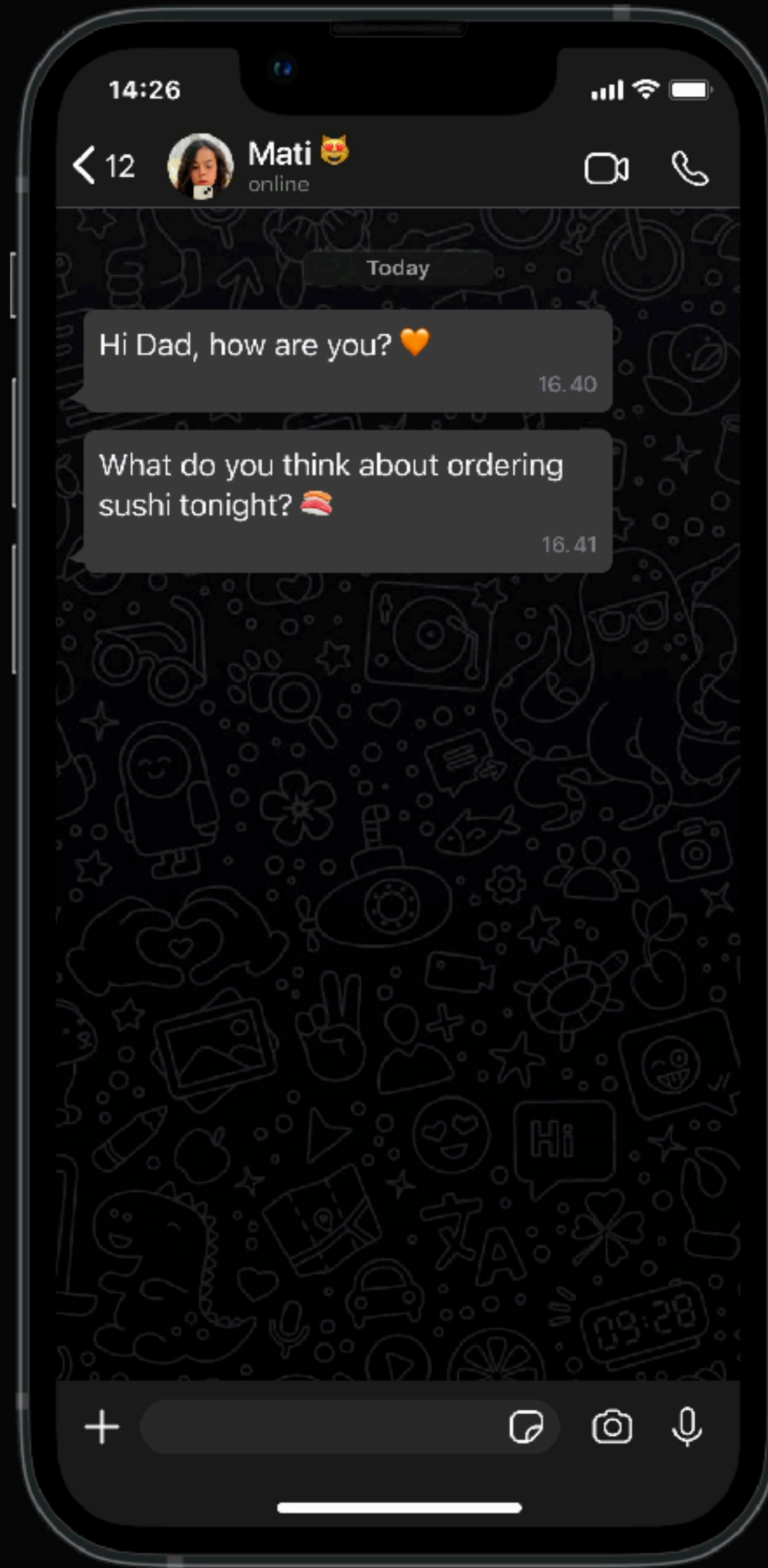


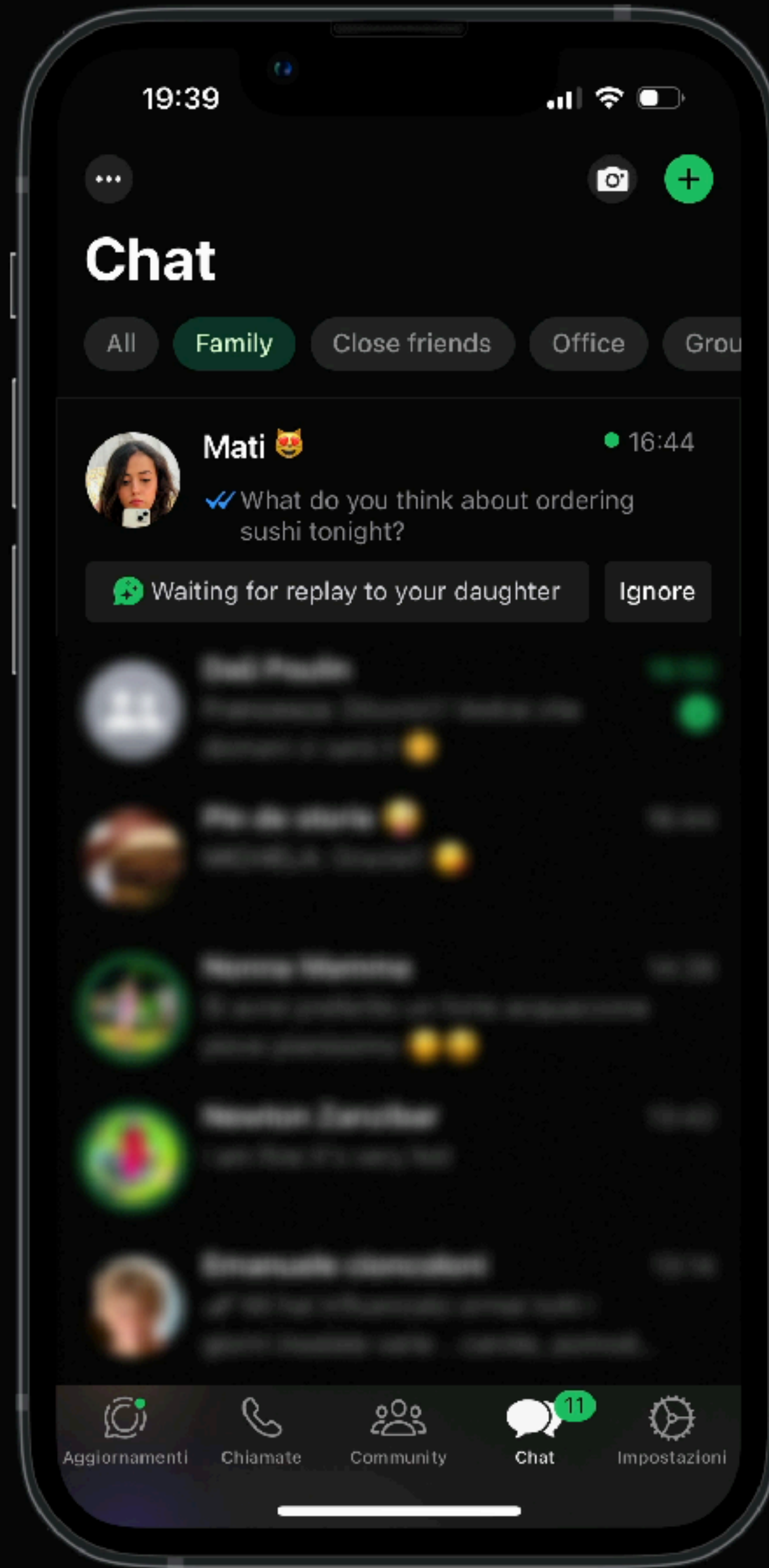












AI that truly matters works quietly to enhance your experience.

# People First, Not Technology.

# Thanks.

→ [www.danilorolle.com](http://www.danilorolle.com)

→ [hello@danilorolle.com](mailto:hello@danilorolle.com)