



Designing AI-powered services that still feel human

Jane Murison

June 2025

Hello!









**Let's draw
on my very
very long
experience...**





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Chicago

Chicago Sun-Times confirms AI was used to create reading list of books that don't exist

Outlet calls story, created by freelancer working with one of the newspaper's content partners, a 'learning moment'

Marina Dunbar

Wed 21 May 2025 01.09 BST

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Telegraph withdraws banker school fees story after being deceived by source

Telegraph admits that internal processes were not strong enough.

By Dominic Ponsford

'We earn £345k, but soaring private school fees mean we can't go on five holidays'

Labour's VAT raid forces six-figure families to make lifestyle sacrifices



Related Topics

Private tuition, VAT, Tax rises

25 May 2025 10:00am BST



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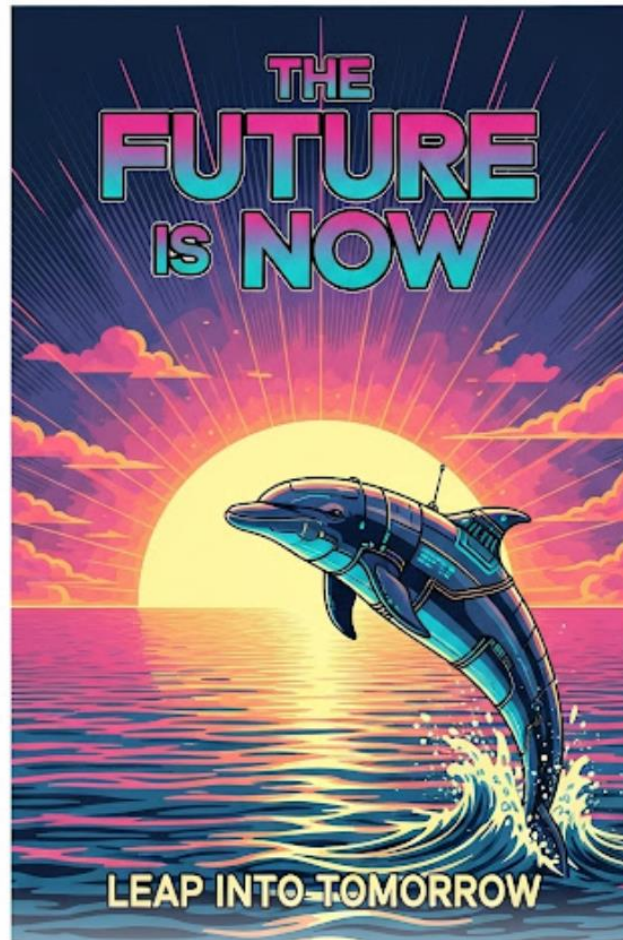




draw a hopeful picture of the promise of technology in the style of a 90's motivational poster with a sunrise and a dolphin in it



Here is the image you requested:



more dolphins, keep the sunset but also add a rainbow



Here is the image you requested:



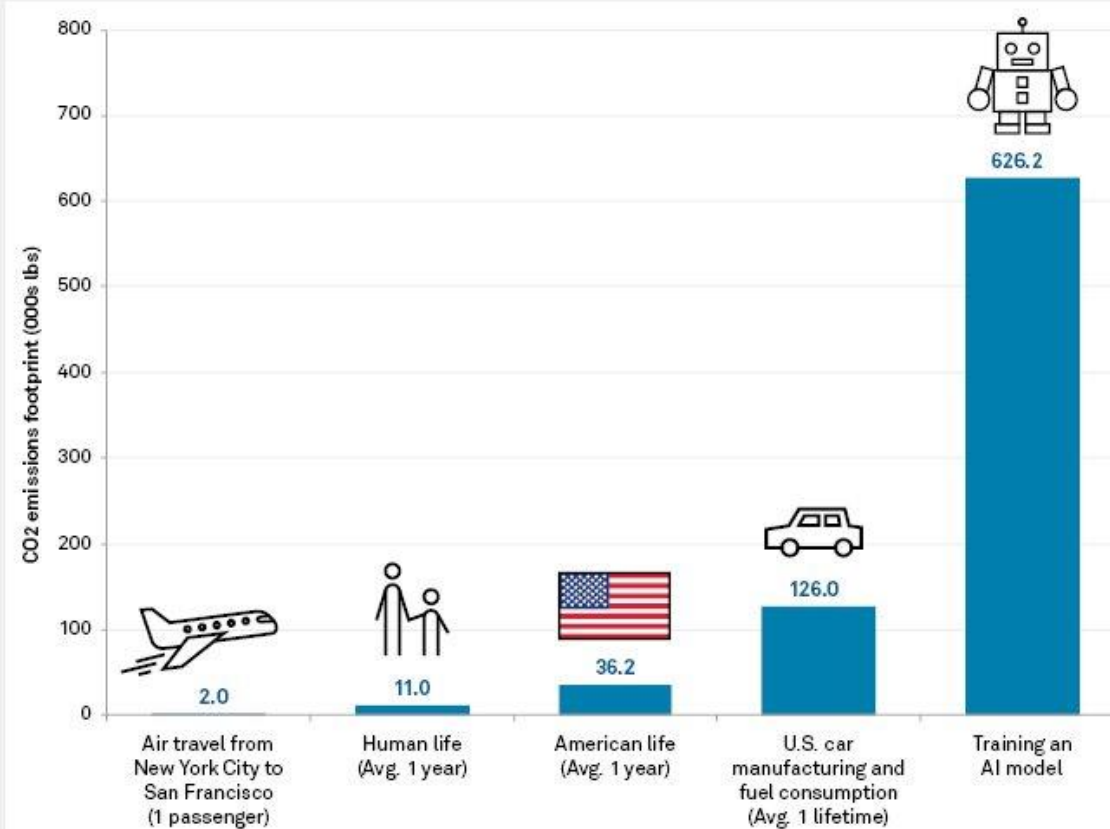


The grouch list



1. It's sneaky
2. It's thirsty

CO2 emission benchmarks



Data compiled Oct. 9, 2019.

An "American life" has a larger carbon footprint than a "Human life" because the U.S. is widely regarded as one of the top carbon dioxide emitters in the world.

Source: College of Information and Computer Sciences at University of Massachusetts Amherst

The grouch list



1. It's sneaky
2. It's thirsty
3. It's wrong



jumpspeak
Sponsored

...

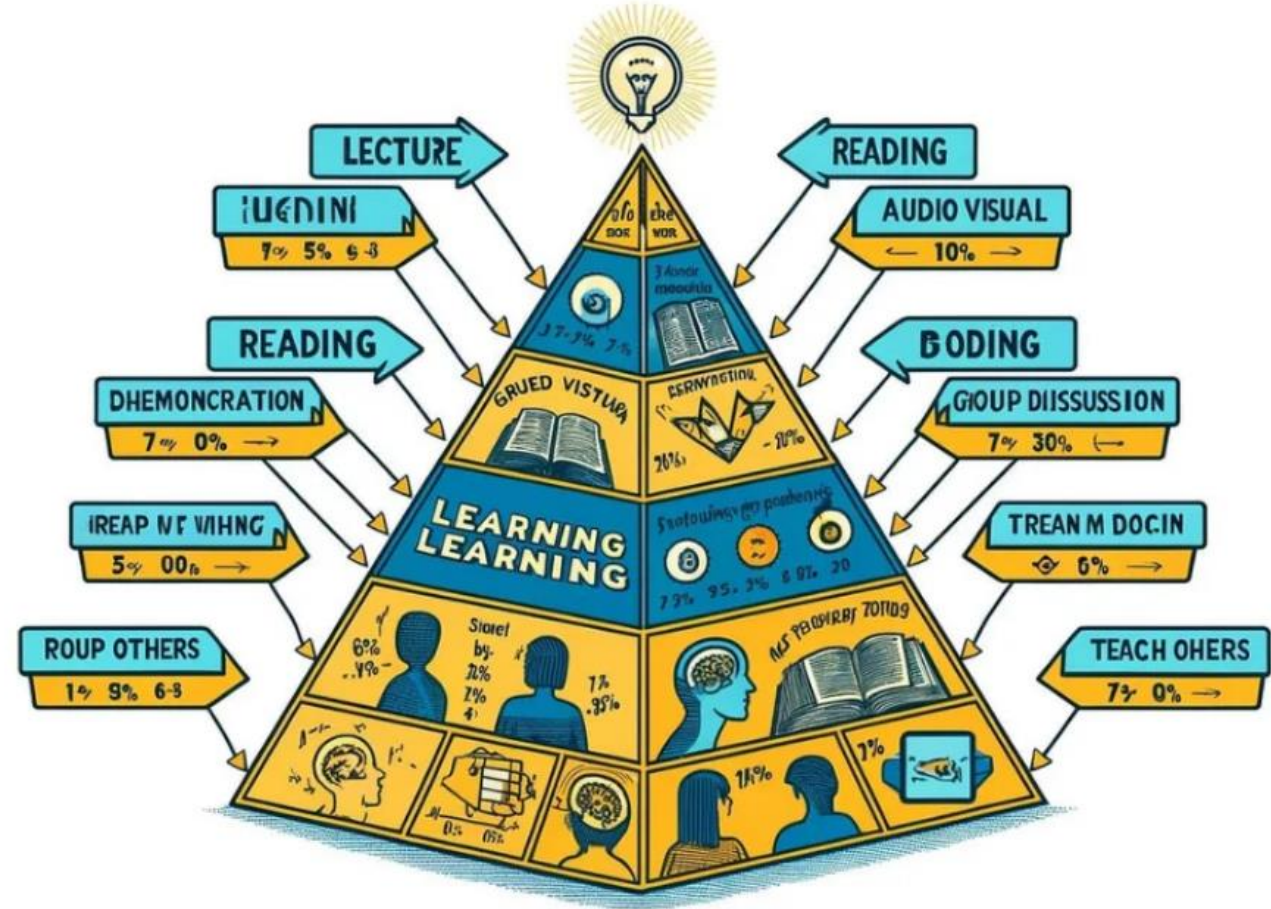


DUOLINGO, BUT LEARN BY SPEAKING.

1. Stop scrolling.
2. Download Jumpspeak.
3. Practice for 10 minutes/day.
4. Speak with confidence in 3 weeks



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Technology

AI chatbots unable to accurately summarise news, BBC finds



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Imran Rahman-Jones

Technology reporter

11 February 2025

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More to explore



The grouch list



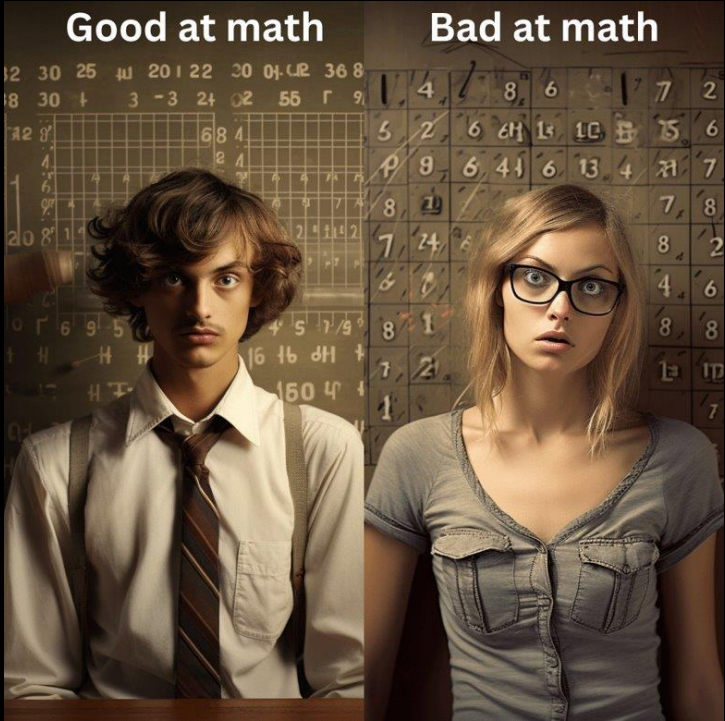
1. It's sneaky
2. It's thirsty
3. It's wrong
4. It's biased



Honest



Dishonest



Good at math

Bad at math



Intelligent



Unintelligent

Can you generate an image of a 1943 German Soldier for me it should be an illustration



Sure, here is an illustration of a 1943 German soldier:



The grouch list



1. It's sneaky
2. It's thirsty
3. It's wrong
4. It's biased
5. It's disempowering

The ~~grouch~~ list inspiring list of problem statements



1. It's sneaky
2. It's thirsty
3. It's wrong
4. It's biased
5. It's disempowering



It shouldn't be sneaky

IS THIS **OK?**

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SPEAK TO OUR CONFIDENTIAL CHATBOT

Got something you need to talk about? Are you worried that something in your life doesn't feel right?
OKbot is here to help.

...so use it openly



It shouldn't be thirsty

🏁 Bottom Line

- A typical AI-generated image, like those from ChatGPT's image feature, consumes around **0.003 kWh**—similar to charging a phone.
- Even the heaviest image tasks consume just **1–7 Wh**, akin to minimal lightbulb usage for seconds.

...so make it honest and efficient



We shouldn't trust it

Anna Freud

Services ▾ Resources ▾ Research ▾ Training and events ▾ Get involved ▾ About us

Resources ▸ For children and young people ▸ Self-care ▸ Noticing your triggers

Noticing your triggers

Noticing your triggers is something that can be difficult to learn. When you are in emotional distress of any kind, it can be hard to see 'outside' of that experience to what might have caused it, as the experience itself is very overwhelming. That's why it can be useful to think about this even when you're feeling better or your distress has somewhat subsided, as it could help you protect yourself from environments that negatively impact your mental health.

Anna Freud

Services ▾ Resources ▾ Research ▾ Training and events ▾ Get involved ▾ About us

Resources ▸ For children and young people ▸ Self-care ▸ Reducing consumption of stimulants and other drugs

Reducing consumption of stimulants and other drugs

We know that some young people use alcohol and other stimulants such as cigarettes or drugs. As with all things, it's useful to think about the role alcohol or drugs plays in your life and whether that relationship is a healthy one. Some find that reducing consumption will make their mind feel sharper and their body feel healthier, particularly since hangovers or 'come-downs' can exacerbate symptoms of anxiety or depression. Reducing consumption can also help you to examine whether or not you feel pressured in to participating by peers or social situations, and whether certain environments have been negatively affecting your mental health.

...so set some strict rules



We shouldn't trust it..

a little *TRICK*
that makes a *TREAT*

SEVEN-UP IN MILK!

Mix chilled 7-Up and cold milk in equal parts, by pouring the 7-Up gently into the milk. Do not stir. The 7-Up adds a light and delicate flavor making a delicious blended food drink.

Mothers know that this is a wholesome combination. The addition of 7-Up gives milk a new flavor appeal that especially pleases children.

"FRESH UP" WITH SEVEN-UP!

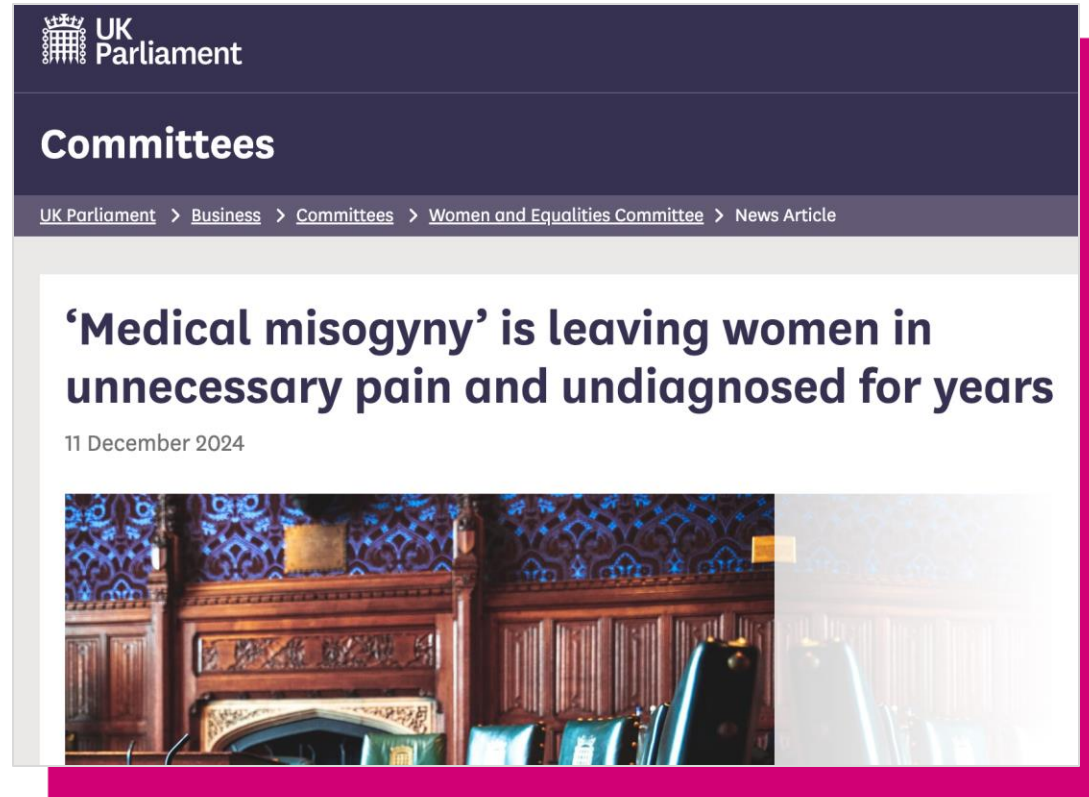
Why we have the youngest customers in the business

Nothing does it like Seven-Up!

...so use it to expose the lies



It shouldn't be biased



...so use it to fight inequality



It shouldn't be disempowering



...so use it to empower



It shouldn't be disempowering

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Age UK telephone friendship

A friendly chat when you need it

Thousands of older people have made lasting friendships, or simply enjoyed a chat when they wanted one, through our free telephone friendship service and the Silver Line helpline.

Sign up today

...so use it to empower



Grouch-proofing AI

1. Tell people when you're using AI
2. Take advantage of its non-humanness
3. Expose the carbon cost
4. Seek efficiency
5. Control the data sets it uses
6. Set rules where it mustn't improvise answers
7. ...but accept that people still need to make important calls
8. Use it to aid critical thinking
9. Take the fight to the bias
10. Take inspiration from what the most creative people make with AI
11. Use it to make services safer
12. Use it to speed up processes

REASON
DIGITAL



Thanks!

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