



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 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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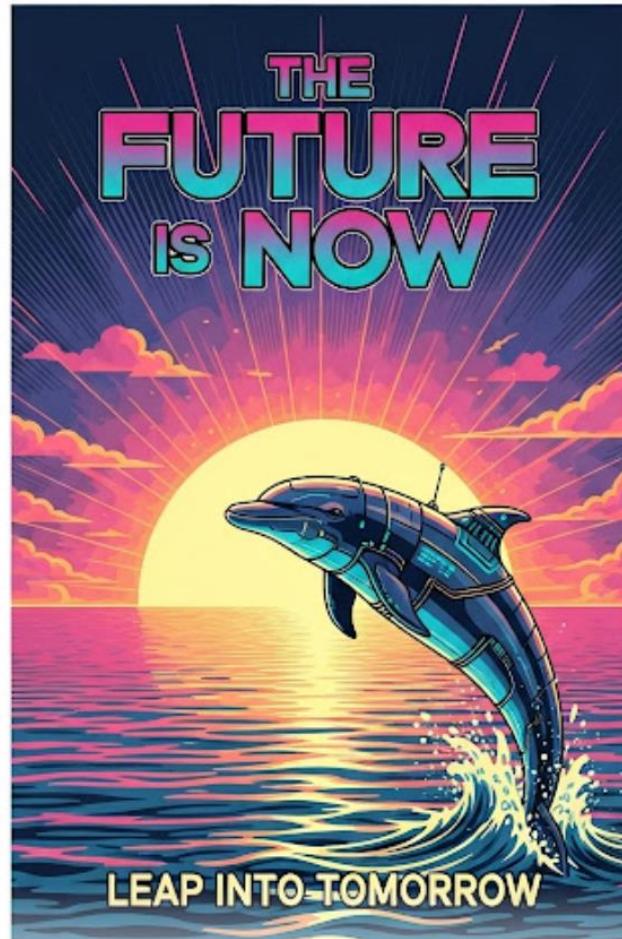
e





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:



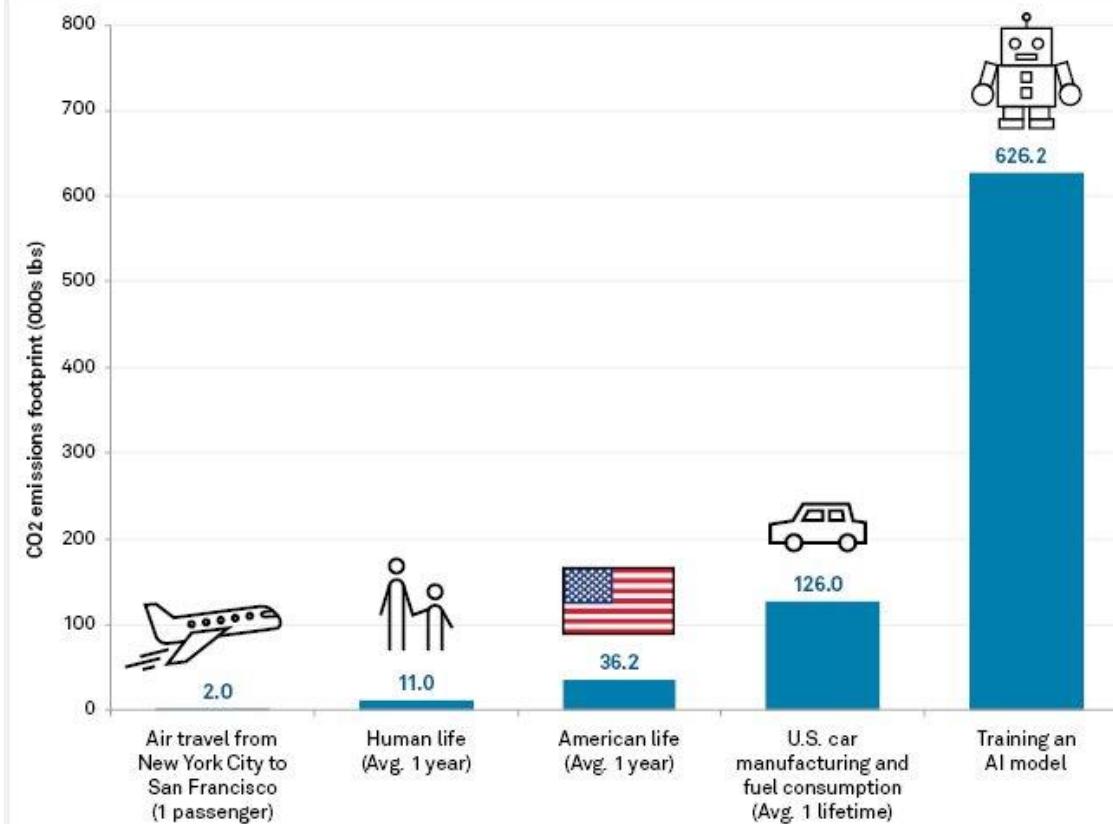


The grouch list



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



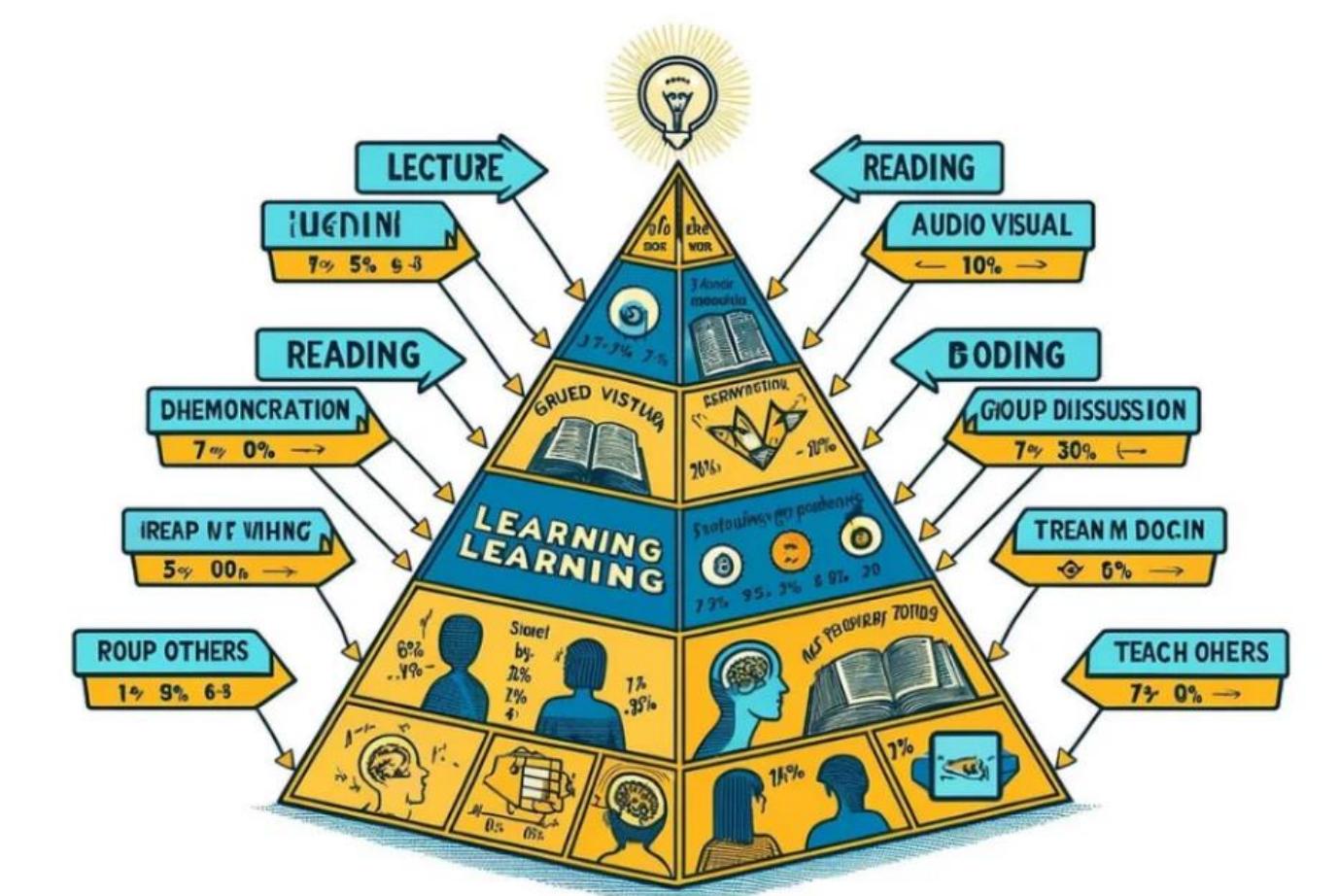
1. **It's sneaky**
2. **It's thirsty**
3. **It's wrong**

jumpspeak •
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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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AI chatbots unable to accurately summarise news, BBC finds

**Imran Rahman-Jones**

Technology reporter

11 February 2025

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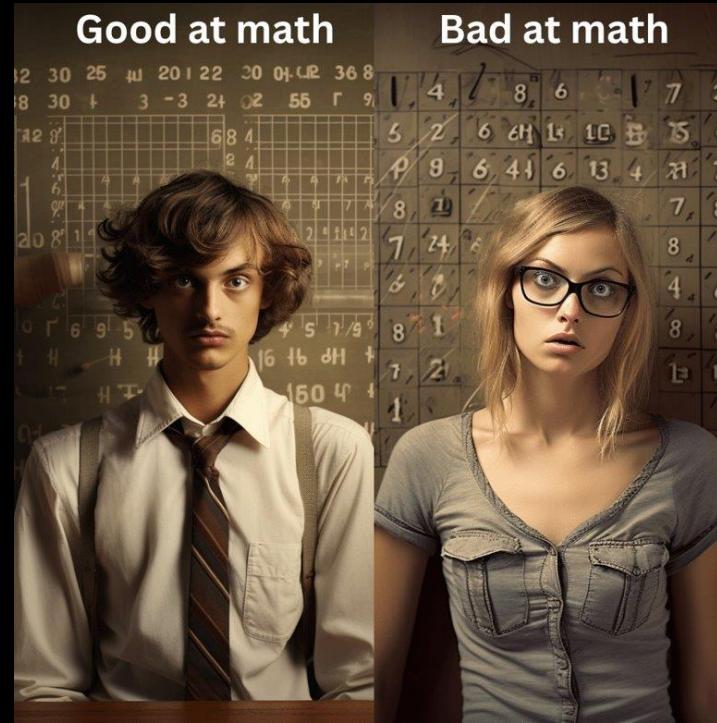
More to explore



The grouch list



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



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

The screenshot shows the homepage of the IS THIS OK? website. The header features the text "IS THIS OK?" in white and blue. The top right corner has links for "HOME", "ABOUT THIS SERVICE", and "INFO AND ADVICE". Below the header, a breadcrumb navigation shows "Home" and "Speak to our confidential chatbot". The main content area has a dark blue background and features the text "SPEAK TO OUR CONFIDENTIAL CHATBOT" in large white letters. Below this, a message reads: "Got something you need to talk about? Are you worried that something in your life doesn't feel right? OKbot is here to help." The website has a pink border.

...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.



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..

Two vintage 7-Up advertisements side-by-side. The left ad shows a young child drinking from a bottle of 7-Up. The right ad shows a woman pouring 7-Up into a glass of milk, with a child watching. Both ads feature the 7-Up logo and the tagline "Nothing does it like Seven-Up!"

Why we have the youngest customers in the business

Nothing does it like Seven-Up!

*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!

...so use it to expose the lies



It shouldn't be biased

UK Parliament

Committees

UK Parliament > Business > Committees > Women and Equalities Committee > News Article

‘Medical misogyny’ is leaving women in unnecessary pain and undiagnosed for years

11 December 2024

A photograph showing the ornate interior of a parliamentary chamber, likely the House of Commons, with wooden paneling and a blue patterned wall.

The image is framed by a dark blue header and a white body, with a thick red border on the right side.

...so use it to fight inequality



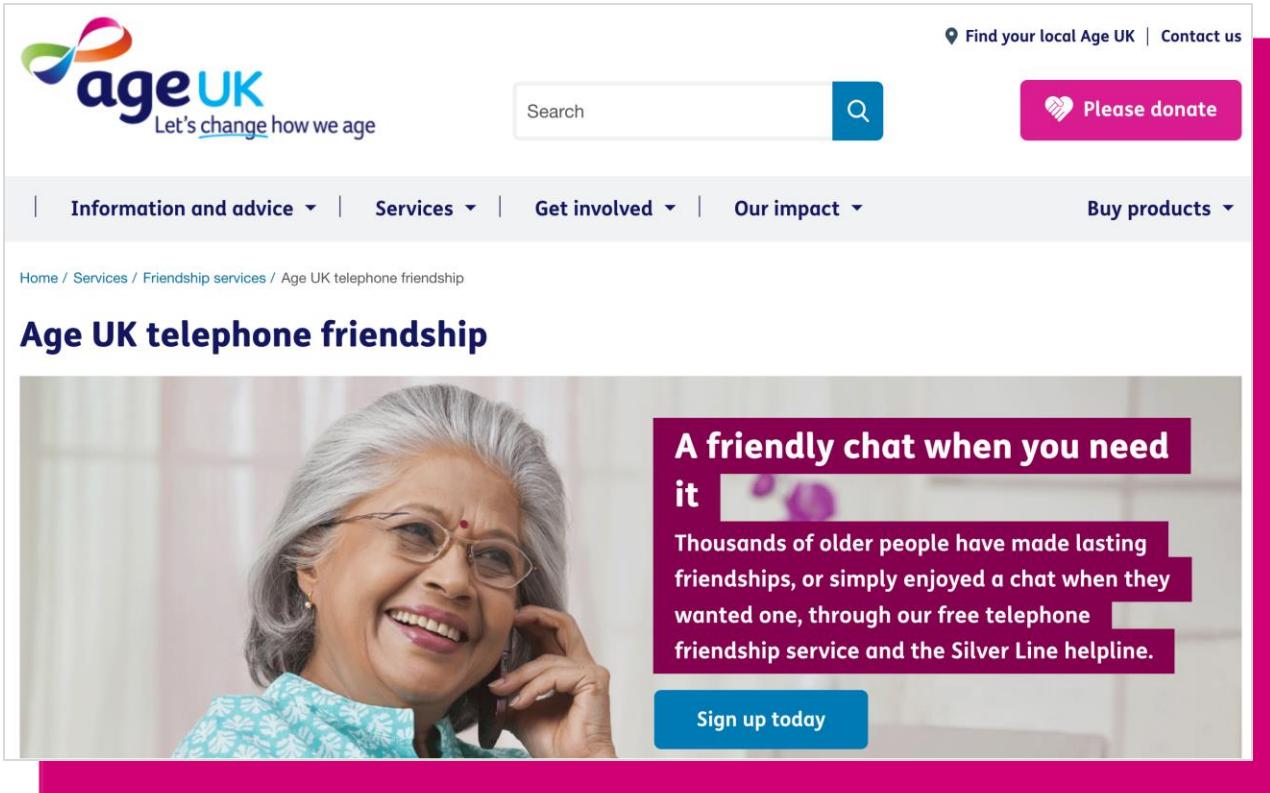
It shouldn't be disempowering



...so use it to empower



It shouldn't be disempowering

A screenshot of the Age UK website. The header features the Age UK logo with the tagline 'Let's change how we age'. A search bar and a 'Please donate' button are also in the header. The main navigation menu includes 'Information and advice', 'Services', 'Get involved', 'Our impact', and 'Buy products'. Below the menu, a breadcrumb trail shows 'Home / Services / Friendship services / Age UK telephone friendship'. The main content area is titled 'Age UK telephone friendship' and features a large photo of an elderly woman with grey hair and glasses, smiling and holding a phone to her ear. To the right of the photo is a purple callout box with the text: 'A friendly chat when you need it' and '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.' A 'Sign up today' button is at the bottom of the callout box. A vertical pink bar runs along the right edge of the screenshot.

...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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