MIMS Final Project
Captivate AI

Table design inspirations

Vikram Reddy, Mudit Kakkar, Nicolas Mon
Image: text ratio
Font Consistency
Aesthetics
It’s never the user’s fault
This is importaint
Captivate
Keynote: doesn't offer contextual suggestions

Powerpoint

Google Slides

Captivate: offers contextual suggestions
**Magic ideas**

Here are some typefaces that are a better fit for the content you are presenting.

- Times New Roman
- Athelas
- Georgia
- Didot
- Baskerville
- Garamond

---

**Checklist**

<table>
<thead>
<tr>
<th>Typeface</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times New Roman</td>
</tr>
<tr>
<td>Athelas</td>
</tr>
<tr>
<td>Georgia</td>
</tr>
<tr>
<td>Didot</td>
</tr>
<tr>
<td>Baskerville</td>
</tr>
<tr>
<td>Garamond</td>
</tr>
</tbody>
</table>

**Typography**

You are using more than 2 typefaces in your presentation.

It is recommended to keep the style and size limited to two each, for the entire deck.

---

**Quote**

“Don’t cry because it’s over, smile because it happened.”
— Dr. Seuss

The quote seems like a good fit.

---

**Images**

Here are some recommended images that you can use to replace text on some slides:

1. [Image 1](#)
2. [Image 2](#)
3. [Image 3](#)
4. [Image 4](#)

---

**Alignment**

It is recommended that you left align all text that is not a title or a heading.

---

**Quick fixes**

The information on this slide could be presented better. Consider aligning the text on your slide.

There is too much text on this slide. Consider selecting a picture you would like to replace it with.
Live demo
Brainstorm

What are my goals? Who is my audience?

Demo: Fill out brainstorm and onboarding form
Empowering our Users

Design:
At first, we gave out user forms so that we could identify our user personas. Then we developed proto-personas based on the results.

Then we built a front end web design for our product. This entailed several paper prototypes, sketches on the blackboard, and interacting prototypes on sketch.

Human-Centered AI:
We tried to put the human first before the computer. We understand the power of technology, especially its ability to mimic human intelligence. However, we wanted to give our users that control, so that they can learn alongside the tool.

More Intelligent Design Values:
We also wanted to give our users a sense of achievement and learning. This can only happen if they believe that they worked for they’re results. Thus, we give small suggestions but mostly stay out of the way of the user.
<table>
<thead>
<tr>
<th>Servers</th>
<th>Languages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Apps Script</td>
<td>Python</td>
</tr>
<tr>
<td>Cloud SQL</td>
<td>SQL</td>
</tr>
<tr>
<td>Database</td>
<td>Javascript</td>
</tr>
<tr>
<td>Natural Language Processing Server</td>
<td>Materialize</td>
</tr>
<tr>
<td></td>
<td>JQuery</td>
</tr>
</tbody>
</table>
Google Slides Cloud Servers

Google Slides Architecture (Normally)

Google Slides Client Software
# Artificial Intelligence

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
<th>Tools Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>How to give smart content suggestions without much user data?</td>
<td>Extend on pretrained machine learning models to build our own tools!</td>
<td>Google Natural Language API, Word2Vec</td>
</tr>
</tbody>
</table>
Extracting Keywords with Google Natural Language API

Example slide (from demo):

We also wanted to give our users a sense of achievement and learning. This can only happen if they believe that they worked for they’re results. Thus, we give small suggestions but mostly stay out of the way of the user.

Keywords & Entities:

Achievement, Learning, Results, Suggestions
Suggesting Images

Slide Text: Suggested Content:

Extracted Keywords: Google Image Search

Achievement

Learning
“This product started from a small idea”

Mark Zuckerberg: The biggest risk is not taking any risk... In a world that changing really quickly, the only strategy that is guaranteed to fail is not taking risks.
User research

Generative

50 responses
Hypothesis testing
Feature prioritization

Formative

8 tests
UX flow & UI elements
Feature addition/deletion
Privacy policy

- How we handle and secure user data
- Legal terms + Message to users
- http://www.captivate-ai.us/privacy-policy
Any questions?

goo.gl/dVVQ3T
Next steps

<table>
<thead>
<tr>
<th>User Experience</th>
<th>Monetization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dynamic on-boarding</td>
<td>Free and Freemium</td>
</tr>
<tr>
<td>Notification dots</td>
<td></td>
</tr>
<tr>
<td>Narrative</td>
<td></td>
</tr>
</tbody>
</table>
OAuth
Magic ideas

Here are some typefaces that are a better fit for the content you are presenting.

- Times New Roman
- Athelas
- Georgia
- Didot
- Baskerville
- Garamond

"Don't cry because it's over, smile because it happened." — Dr. Seuss

"Two things are infinite: the universe and human stupidity; and I'm not sure about the universe." — Albert Einstein

Quick fixes

The information on this slide could be presented better. Consider aligning the content on your slide.

There is too much text on this slide. Consider selecting a picture you would like to replace it with.