Discipline

AI design

Designs how people use, understand and correct products powered by artificial intelligence, whose answers can vary and be wrong.



In Spanish

Diseño para la IA

Origin

Amershi et al. (2019); Google's People + AI Guidebook (2019); Yang et al. (2020)

What it deals with

An AI system does not always answer the same way or get it right, and it is hard to know in advance what it will be able to do. You have to design for error, doubt and trust that matches how often the system is right.

Principles

Say what it can do

Also explain how reliably it does it, from the first use.

Design the error

Whatever the system suggests can be corrected, undone or ignored.

Keep people in control

The person decides and can tell the system what went wrong.

Applications in design

✓ Use it like this

Test the idea with real outputs from the system, including the bad ones, not just the ideal ones.

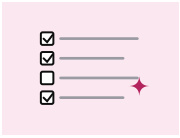
✗ Avoid

Promising more than the system does well.

👁 Don't fall for it

A system that does well in testing won't necessarily do well with real data: keep measuring after launch.

Models



Model

Guidelines for Human-AI Interaction

Eighteen guidelines for designing AI products, ordered by the moment of use.

Methods and tools



Approach

Human-centered design

Designing from the needs, context and participation of the people who will use something.



Approach

Value sensitive design

Taking into account the values of everyone affected throughout the design of a technology.



Method

Wizard of Oz

Testing a system that doesn't exist yet, with a hidden person acting as the machine.



Artifact

Design principles

A few rules, born from research, that guide every decision in a project.

Connections

Builds on

- Cognitive psychology
- Mental model

Related to

- Computational design
- Conversational design
- Interaction design

Authors and works

2019	**Saleema Amershi et al.**	Proposed 18 guidelines for human-AI interaction and tested them with 49 practitioners on 20 products.
2019	**Google PAIR**	Published a guide for teams: user needs, data, mental models, explanations and trust, control and errors.
2020	**Qian Yang, Aaron Steinfeld, Carolyn Rosé and John Zimmerman**	Explained why designing with AI is so hard: it is unclear what it will be able to do, and its outputs can be very complex.
2024	**European Union, AI Act**	Since 2 August 2026, its Article 50 requires telling people when they are talking to an AI system, unless it is obvious, and marking the audio, images, video or text it generates in a machine-readable way.
2026	**European Union, Digital Omnibus on AI**	Gave generative AI systems already on the market before 2 August 2026 until 2 December 2026 to comply with the marking requirement.

Sources

Original sources

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Last reviewed: October 29, 2026

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