

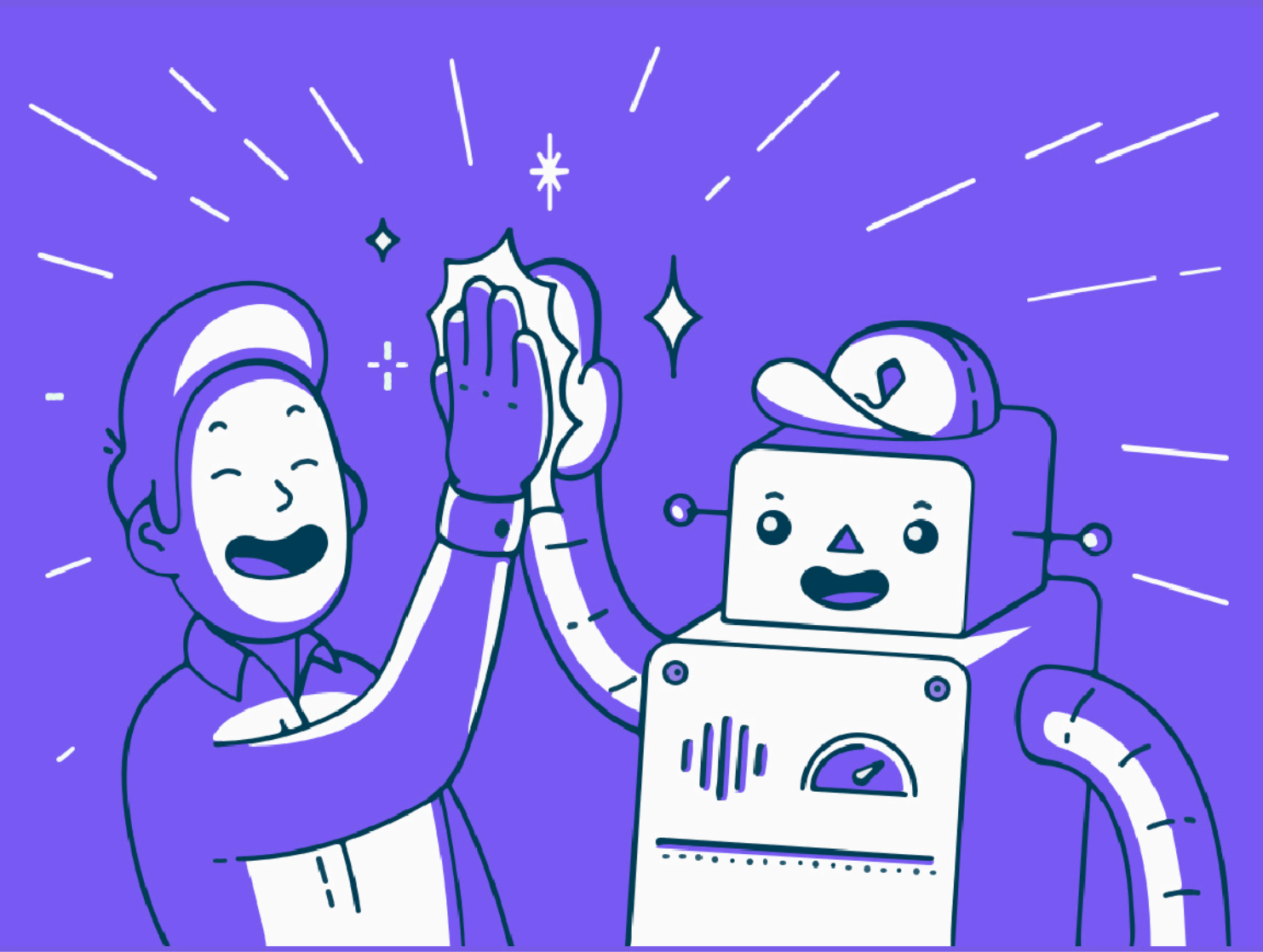
# Trust for Artificial Intelligence

## The Trust Building Journey in Automatic Bookkeeping

### Background

Over the past few years, artificial intelligence (AI) has come to the fore and is now expected to be one of the most disruptive technologies. It is easy to tell that AI will become pervasive in our everyday life. However, people still lack confidence in AI. Since trust is crucial in the development and acceptance of AI, it is essential to design for proper trust in the human-AI relationship to make people benefit from the technological advance.

In this project, the challenge of trust in AI is explored in collaboration with Exact. Exact is one of the market leading business software companies in the Netherlands. Following the trend of automation in the business software industry, Exact comes up with the future vision of Robotic Accounting and integrates AI into their product Exact Online. However, the users seem to stay behind in adopting these automatic features. For example, the usage data shows based on 55-60% accuracy in all the entry proposals that Exact Online automatically create, only 5% of the proposals are accepted by users. Through initial interviews, they find that the lack of trust is one important reason behind the low adoption.



### Design Assignment

*Find out the reasons that cause a low trust and adoption of users for automation within Exact Online, and design a solution to promote the trust and usage towards Exact existing and to-be designed AI features.*

#### Vision

Trust AI like trust your best assistant

#### Strategy

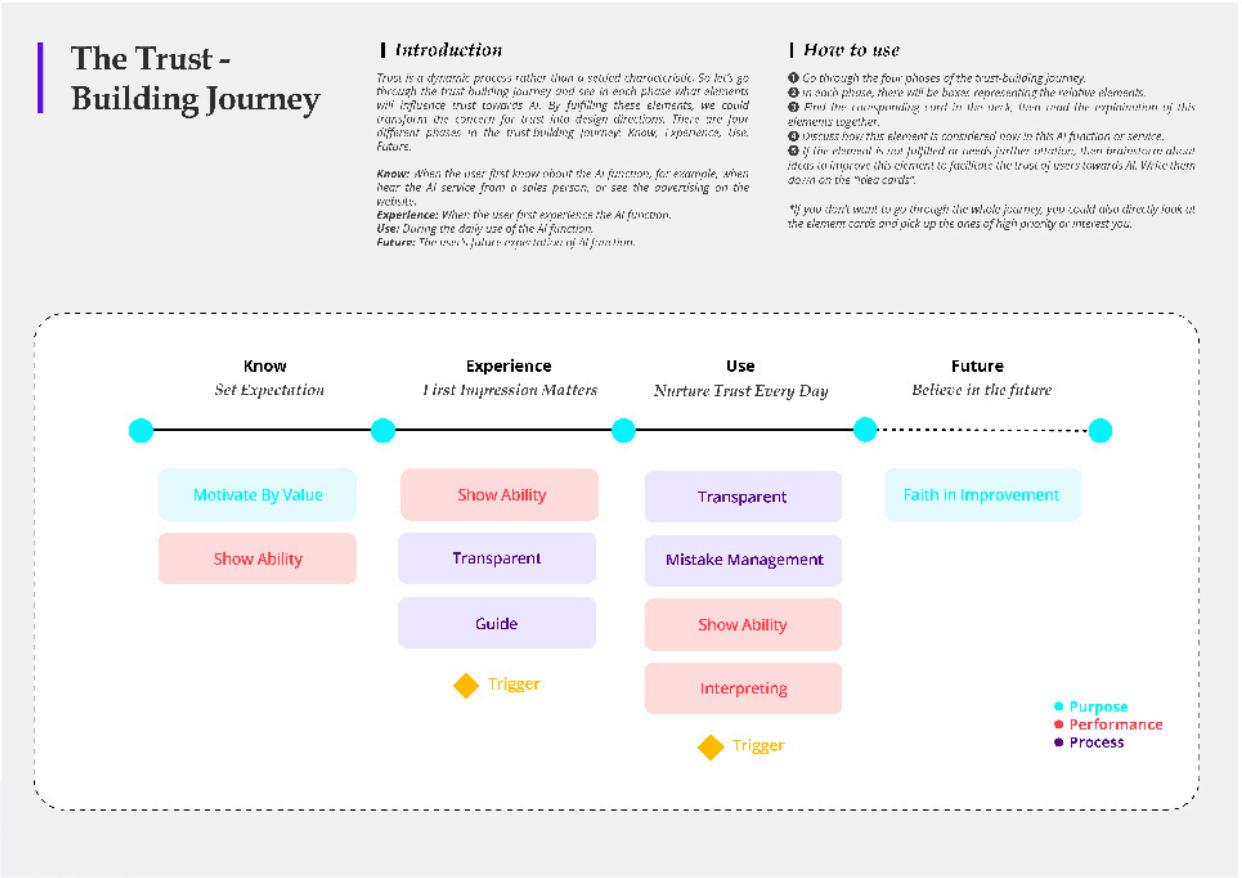
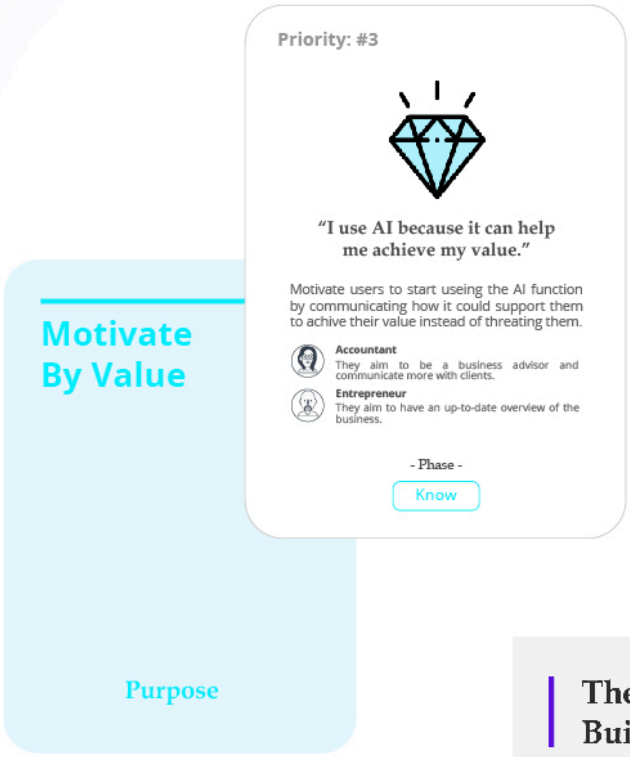
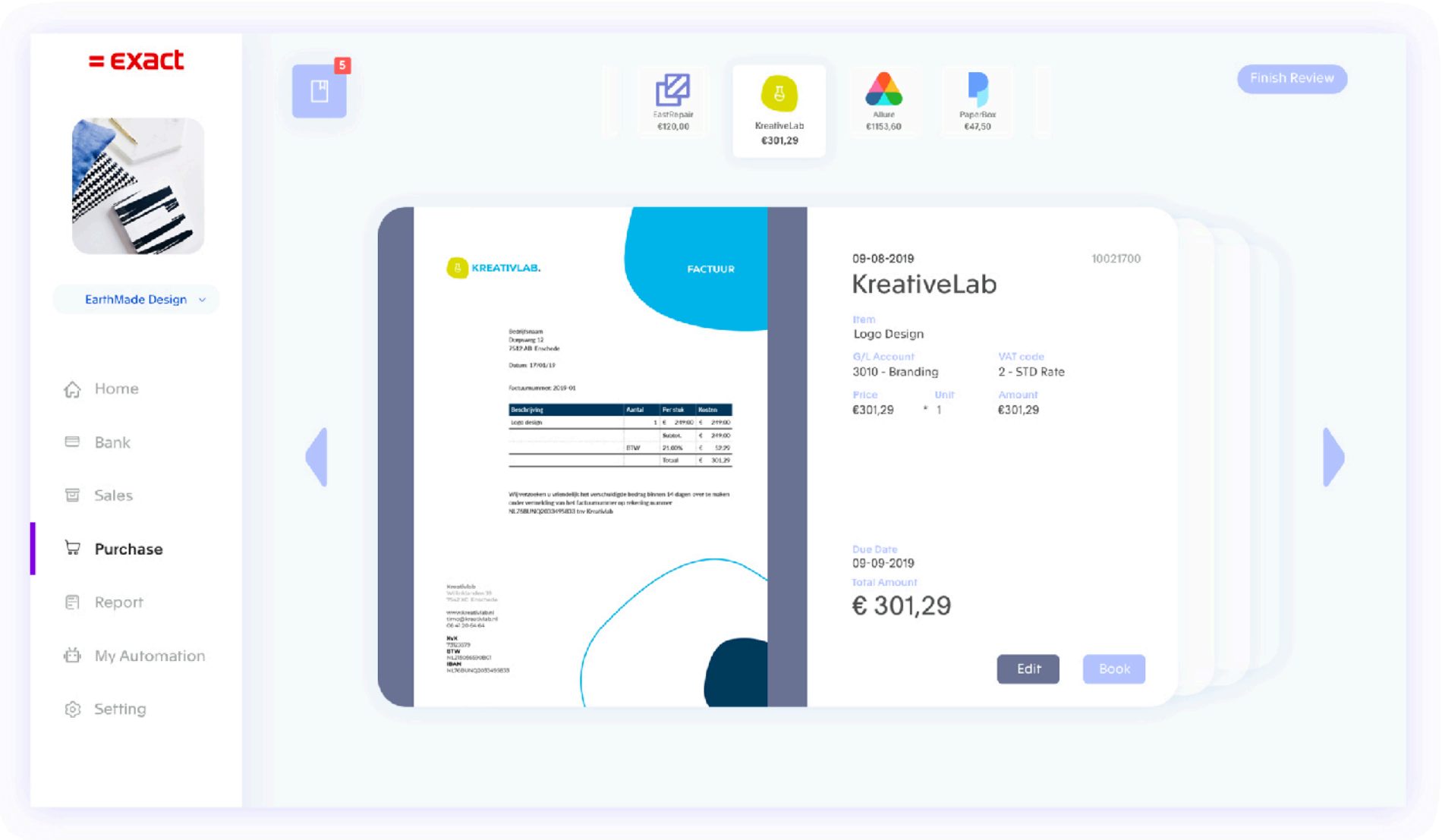
Take care of trust for the whole journey

### The Trust-Building Journey Toolkit

A toolkit for Exact that could work as a design guideline and facilitate the consideration of trust in the development process of AI functions.

### Envisioned Product

An envisioned version of Exact Online that could help users build proper trust towards the AI functions.



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