



INTELIGENCIA ARTIFICIAL

CÓMO CREAR PRODUCTOS
IRRESISTIBLES

Inteligencia artificial:

Facultad de la mente que permite aprender, entender, razonar, tomar decisiones y formarse una idea determinada de la realidad.

Adriana Alquichire Elkin Jiménez

Es la ciencia de hacer que las maquinas hagan cosas que requerirían inteligencia si las hubiera hecho un humano.

Marvin Minsky



El estudio de cómo lograr que las computadoras realicen tareas que, por el momento, los humanos hacen mejor.

(Rich, Knight, 1991)



Inicios!

Todo comenzó con la finalidad de evitar que el ser humano tenga la necesidad de hacer grandes razonamientos complicados.



Objetivo HOY!

Comenzarán a modelar aplicaciones como: MVP de IA, ML, DT BIG DATA
Para crear productos irresistibles





Características del comportamiento humano inteligente

- Aprender con la experiencia.
- Encontrar sentido a mensajes ambiguos.
 - Entender e inferir en forma racional.
- Responder rápidamente a situaciones nuevas.
- Aplicar el conocimiento para manipular el medio que nos rodea.
 - Aplicar y adquirir conocimiento nuevo.
 - Pensar y razonar.

Aplicaciones de la inteligencia artificial

- Representación del conocimiento
- Planificación autónoma Juegos
 - Control autónomo
 - Diagnósis
 - Redes neuronales
- Planificación logística
 - Robótica
- Procesamiento de lenguaje natural
- Resolución de problemas

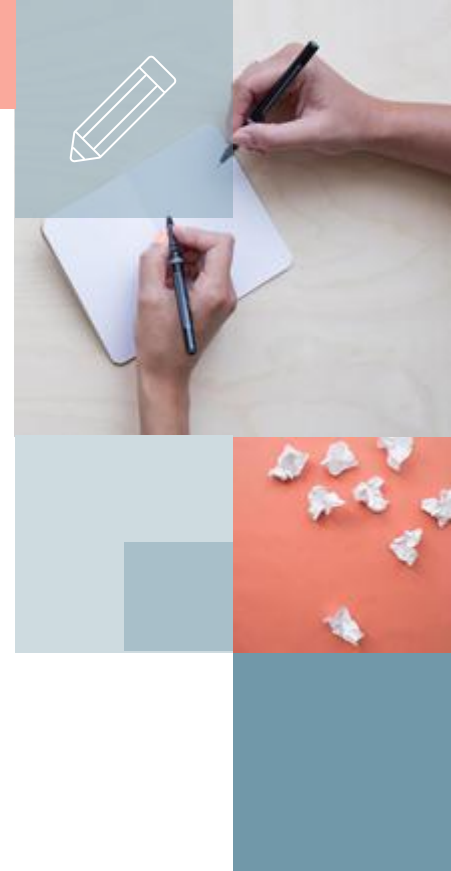
DETECTIVE DE DATOS

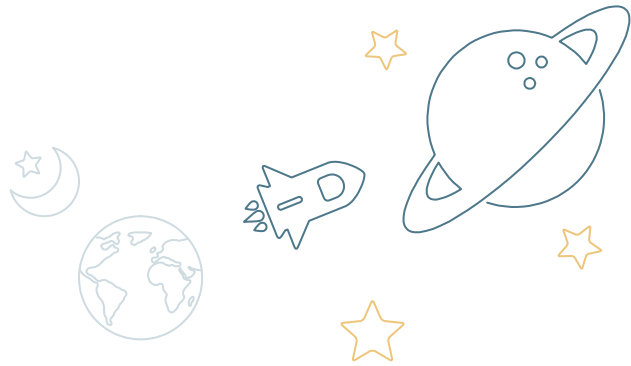


Productos irresistibles

- Crear improntas
- Estrategia de los cinco sentidos
- Comprender los miedos de las personas

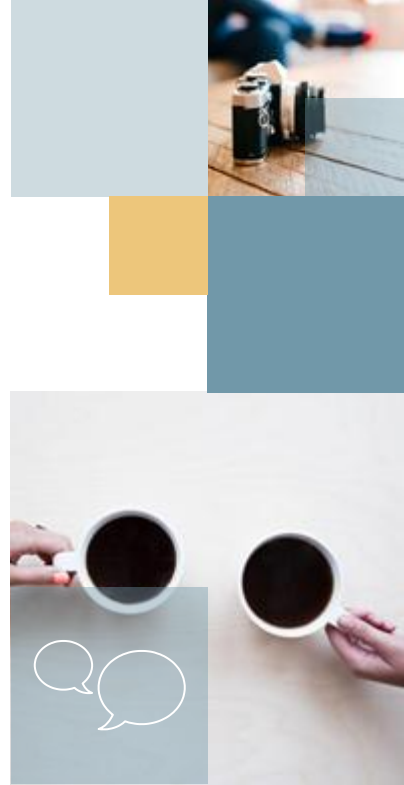
UN PRODUCTO IRRESISTIBLE!!!





MVP

ML DT BIG DATA



Comencemos a crear



MINIMO VIABLE
PRODUCTO

QUÉ?

CÓMO?

PARA QUIÉN?

PRECIO?

VALOR?

MACHINE LEARNING

SIMULACIÓN

APP

VENDER

CONOCER

ENTENDER

VALIDAR





PERFIL DEL CLIENTE

GENERO

Hombres hablan
4000 palabras al
día

Mujeres hablan
15000 y no se
duermen
debiendo

H: Visión túnel
M: Visión
periférica

GENERACIÓN

W o Baby
Boomers, leales
prosumidores.

X o Millennial alto
conocimiento
para innovar

Y o Tecnológicos
nativos, libertad
laboral familiar

Z o NI NI ...

TRIBU

MÚSICA

GAMERS

DEFENSOR

CREYENTE

ESFORZADO

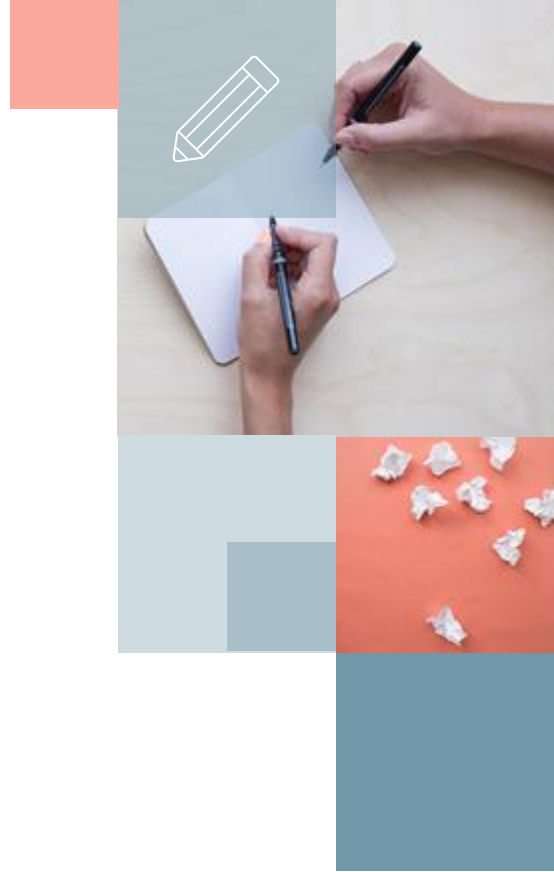
ACADÉMICO

CONSUMO



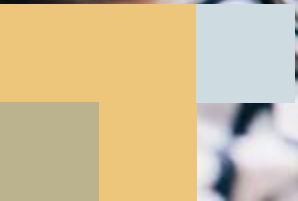


¿POR QUÉ LAS
PERSONAS
COMPRAN MODA
DE TEJIDOS DE
ALPACA?

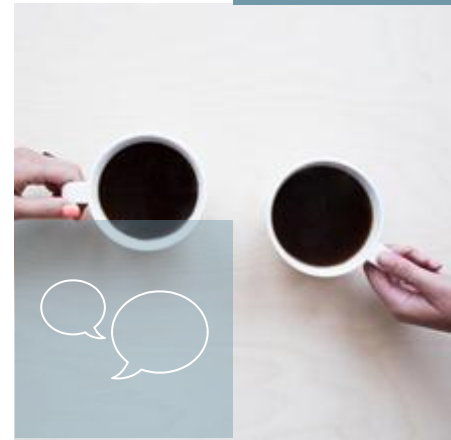
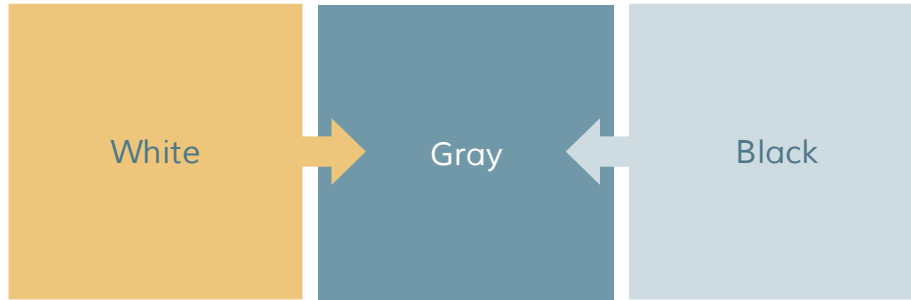




BIG DATA

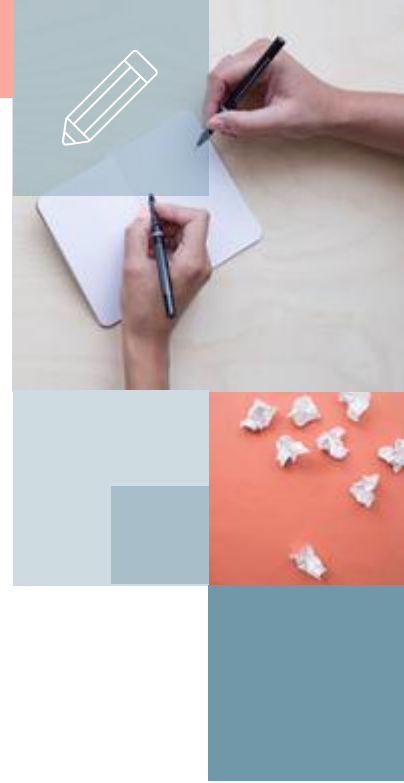


Use charts to explain your ideas

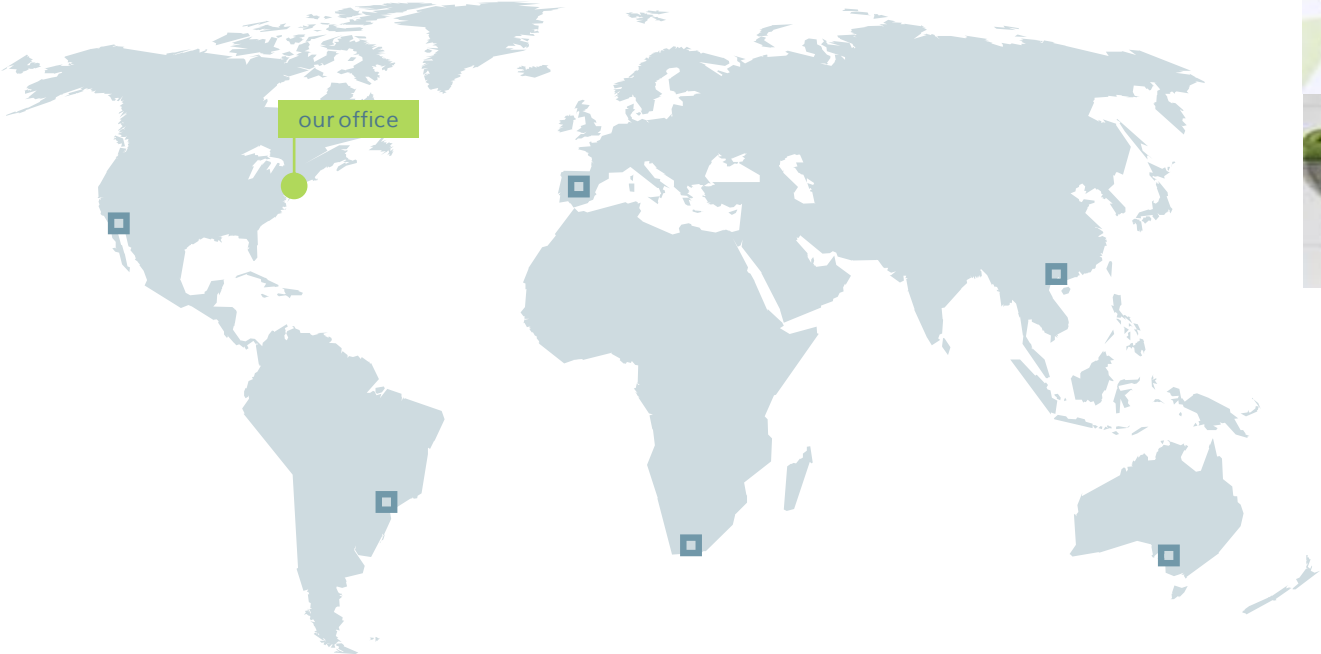


And tables to compare data

	A	B	C
Yellow	10	20	7
Blue	30	15	10
Orange	5	24	16



Maps



89,526,124

Whoa! That's a big
number, aren't you proud?

DRIVE
PASSION
AND



89,526,124\$

That's a lot of money

185,244 users

And a lot of users

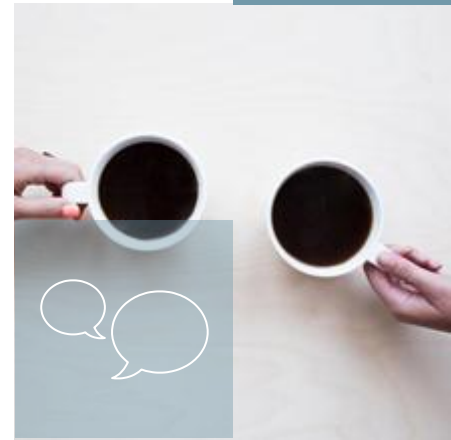
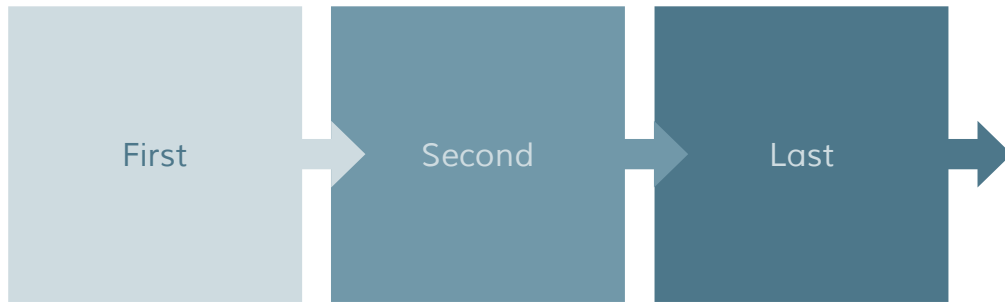
100%

Total success!

DRIVE
PASSION
AND



Our process is easy



Let's review some concepts

Yellow

Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

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Blue

Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

Blue

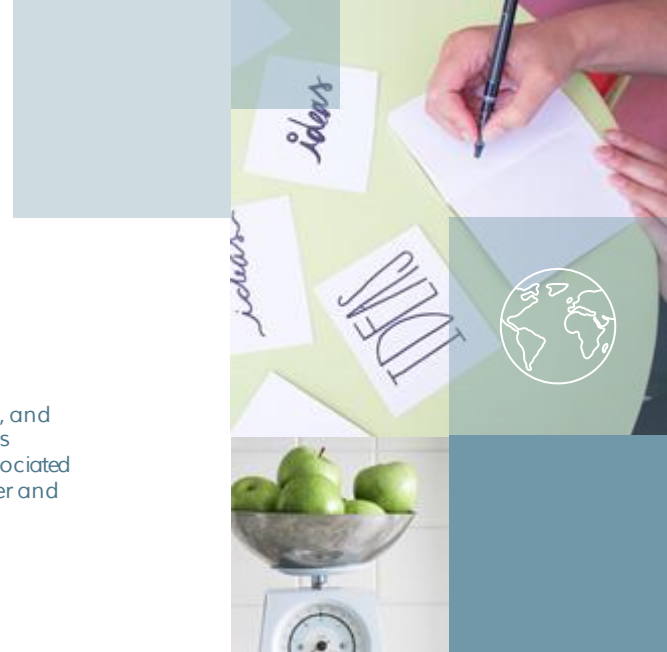
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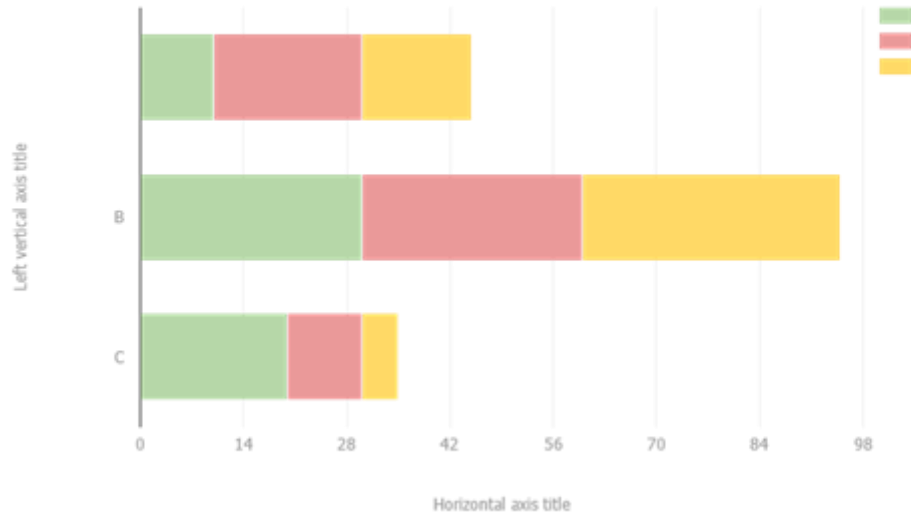
Red

Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.

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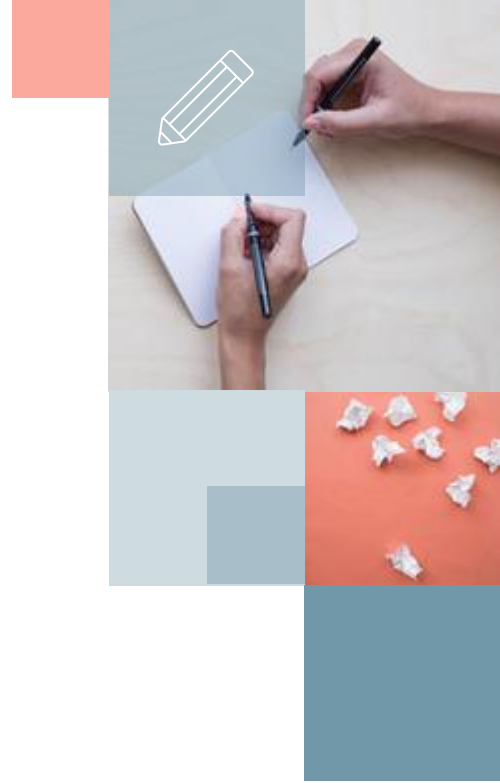
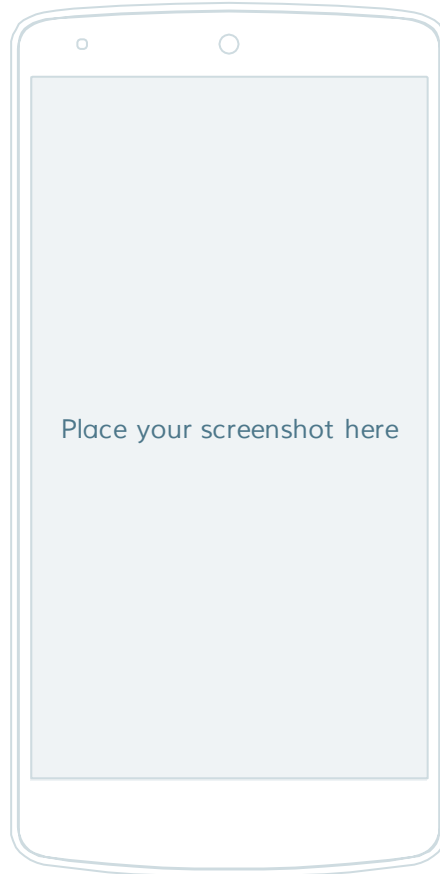




You can copy&paste graphs from
[Google Sheets](#)



Android project
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using these gadget
templates.



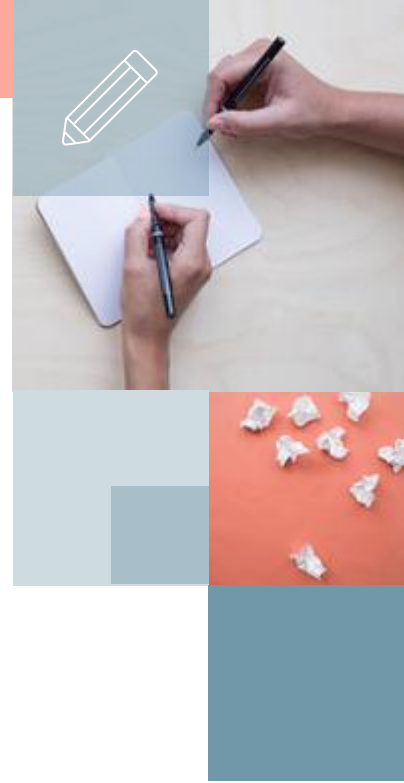
POP 2.0

ESQUEMA DE
PANTALLAS

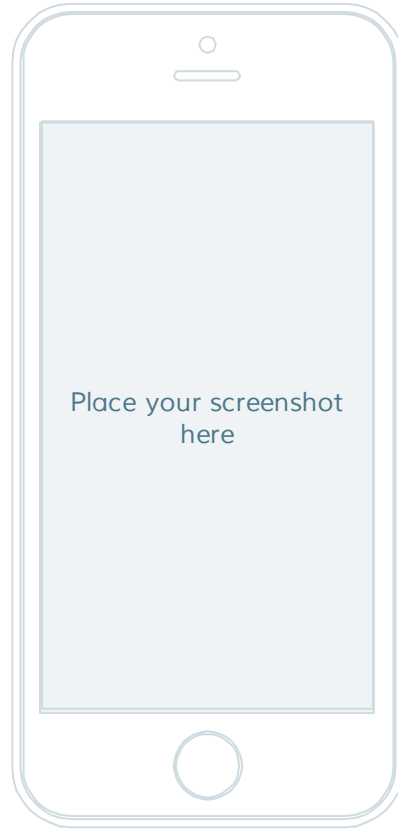
HIPERVICUL
A

PRUEBA

ANALIZA



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DRIVE
PASSION
AND



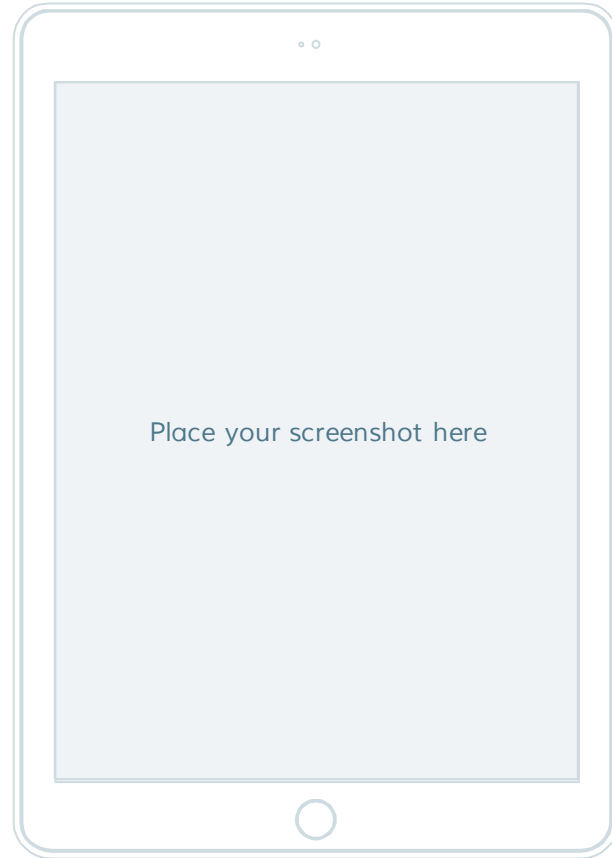
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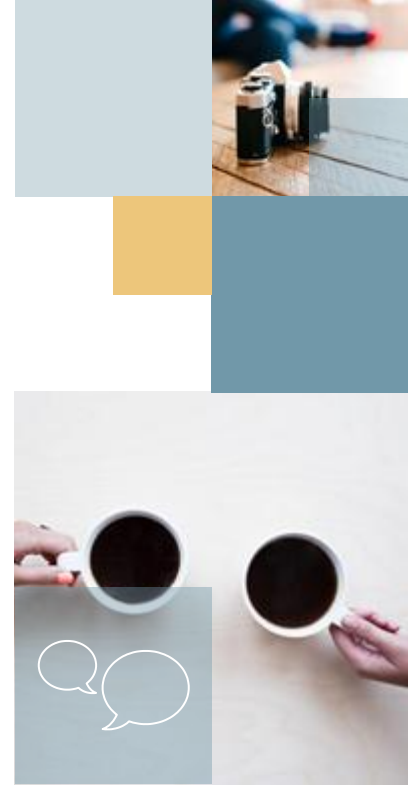
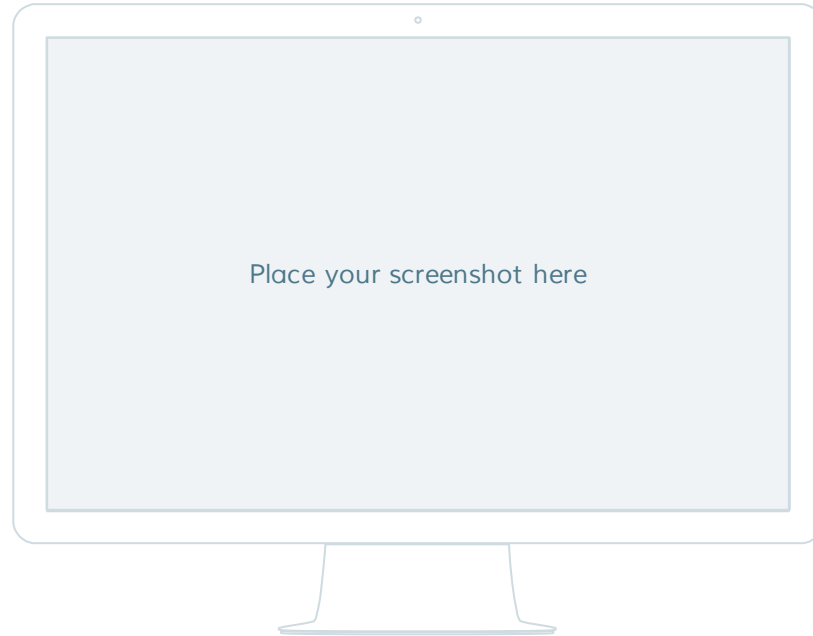
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Tablet project
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software projects
using these gadget
templates.



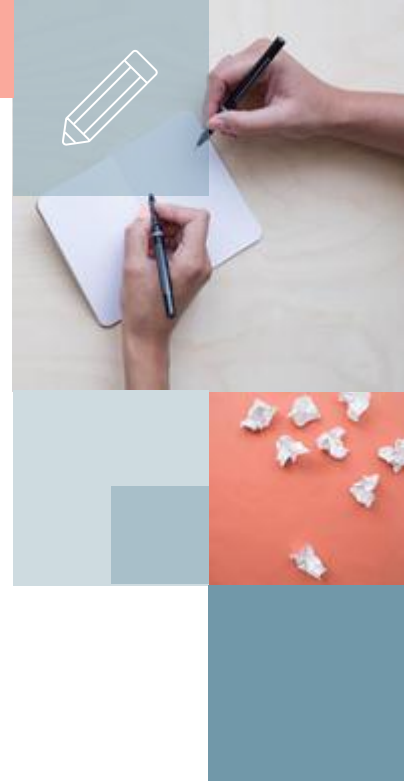
Desktop project
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Gracias por su atención!

Any questions?

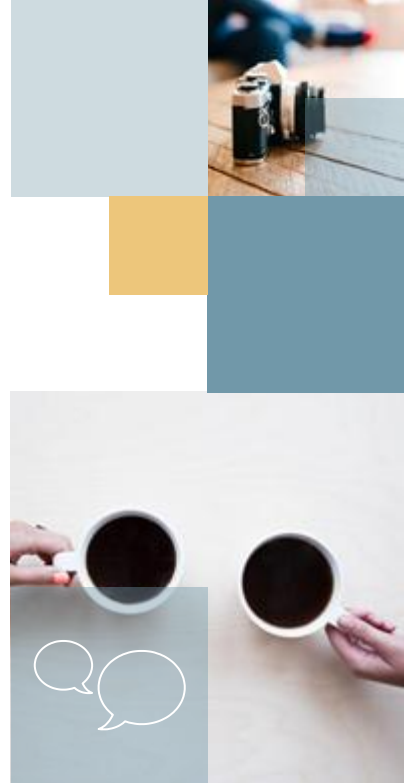
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- Body copy: **Muli**

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Click on the “arrow button” that appears on the top right

Dark gray #4d778a

Light gray #cedbe0

Salmon #faa99c

Lime #b0d85b

Sky #37a9dd

Medium gray



Sand #edc67b



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SlidesCarnival icons are editable shapes.

This means that you can:

- Resize them without losing quality.
- Change line color, width and style.

Isn't that nice? :)

Examples:



DRIVE
PASSION
AND



Now you can use any emoji as an icon!

And of course it resizes without losing quality and you can change the color.

How? Follow Google instructions

<https://twitter.com/googledocs/status/730087240156643328>



and many

more...

