



AI VS. HUMAN

YOUR SPARRING PARTNER
FOR **BOLD** IDEAS

Bold Insight

If you're holding this book, you're already familiar with our team. You know we plan, manage, and execute user experience and human factors research to uncover insights and recommendations that propel your product forward in a way that aligns with user safety, expectations, delight, and engagement. However, you may be surprised to learn that we have lots of experience and love working on the following:

ACCESSIBILITY



15+ years
150+ projects
2500+ participants

We have been involved in groundbreaking research spanning many products and industries. We've also talked to users around the world with a variety of accessibility needs, including blind/low vision, deaf/hard of hearing, limited mobility, hand dysfunction, cognitive & neurological accessibility needs, and many others.

EXECUTIVE-LEVEL INSIGHTS



In today's market, the stakes are higher than ever. Your executive team wants clear, data-backed recommendations presented in a format suitable for a boardroom. Whether we collaborate in an Executive Insights Workshop or deliver a document that succinctly identifies the key research outcomes with the next steps, we provide the guidance your team needs to design and develop with confidence.



FOUNDATIONAL RESEARCH

Much of our work is early in the product development process. We gather a rich, in-depth understanding of context of use, perceptions, motivations, and thought processes driving user behavior. We offer your team insight into unmet needs to inform the design of the right product.

CHICAGO • LONDON • TOKYO • SHANGHAI • MUNICH • HAMBURG • BANGALORE • PUNE • SINGAPORE
HELLO@BOLDINSIGHT.COM

HOW TO NAVIGATE THIS BOOK

We've created a fun, thought-provoking, and creativity-inspiring activity book for you. Of course, it has your go-to activities like word searches and coloring, but also some surprises that we hope you will enjoy. Unique to this book is that we've weaved in our AI insight throughout so don't stop on page one! Dig in to uncover questions and frameworks to ponder for organizations thinking about building or integrating AI tools, ways to think about AI prompts, and even a pull-out mind map of AI concepts!

Want updates as we continue to learn more about AI? We're kicking off a newsletter on LinkedIn in 2025. [Follow us on LinkedIn to get notified when it's live!](#)

Want more AI insight NOW? Let's schedule a chat - in-person or virtual:
hello@boldinsight.com

You'll find the following categories listed on the bottom of every page for quick access:



AI & UX

This is the good stuff! We drew this content from years of experience and our book on AI and UX.



BRAINSTORM

Be inspired to tackle challenges with a fresh approach! Get ready to spark new ideas with these activities.



SOLVE

We know you love to solve puzzles. Get that left brain working!



CONNECT

Easy, breezy, stress-relieving activities.



CREATE

Time to jumpstart your right brain! Unleash your creativity with these activities.



FIND

Throwback to the last week of school when your teachers would fill your day with Word Searches and Seek And Finds.



COLOR

Destress with some mindless coloring. Use your nifty new pens, or get crazy with some colored pencils.



MATCH

It's a multiple choice, so you don't have to study as hard.



SOLUTIONS

We don't want to leave anyone hanging, so we've provided all the answers - but no cheating!



BE BOLD

We included a couple of pages with Bold Insight info we think you'll find useful.

THE SPARRING MINDSET: HOW TO THINK ABOUT AI IN UX

“How does research and design evolve in an increasingly AI-enabled world?”

“What should I know about AI’s impact on our industry?”

“What’s the knockout combo for understanding these new tools while keeping our human-centered research and design work authentic, responsible, and meaningful?”

We’ve heard these questions from you, our friends, clients, and partners, and we ask ourselves these questions, too. Like you, we believe in the irreplaceable value of direct human research and connection.

As researchers who work across healthcare, consumer technology, and other domains where AI intersects with human needs, we’ve seen this technology from many angles. While we believe the story of AI’s place in these spaces is still unfolding, our years of human-centered research work with you have revealed a few important insights:

- 1 Nothing can replace the discernment that comes from direct human research and lived experience. As UX and HF researchers, we bring that to every project.
- 2 AI needs UX (We wrote a book about that)
- 3 As UX professionals, we believe that the metaphor of AI as a sparring partner is a good model for describing AI’s emerging influence on our industry.

A sparring mindset for understanding AI? Really? Should we approach AI research and concepts like a training partner? Yes, but with important caveats. All of us humans work for the real prize every day. We’re the ones who go twelve rounds, understanding user needs and designing for the people and businesses we care about.

Like any good training session, thoughtful engagement with AI helps us sharpen our skills for designing human-centered products and services boldly and responsibly. We are building our understanding of how this technology can be used to meet user expectations and behaviors through foundational research about AI’s impacts and potential benefits for diverse users (including UX and HF researchers), carefully structured experiments in controlled settings, and strategic dialogues with teams and leadership.

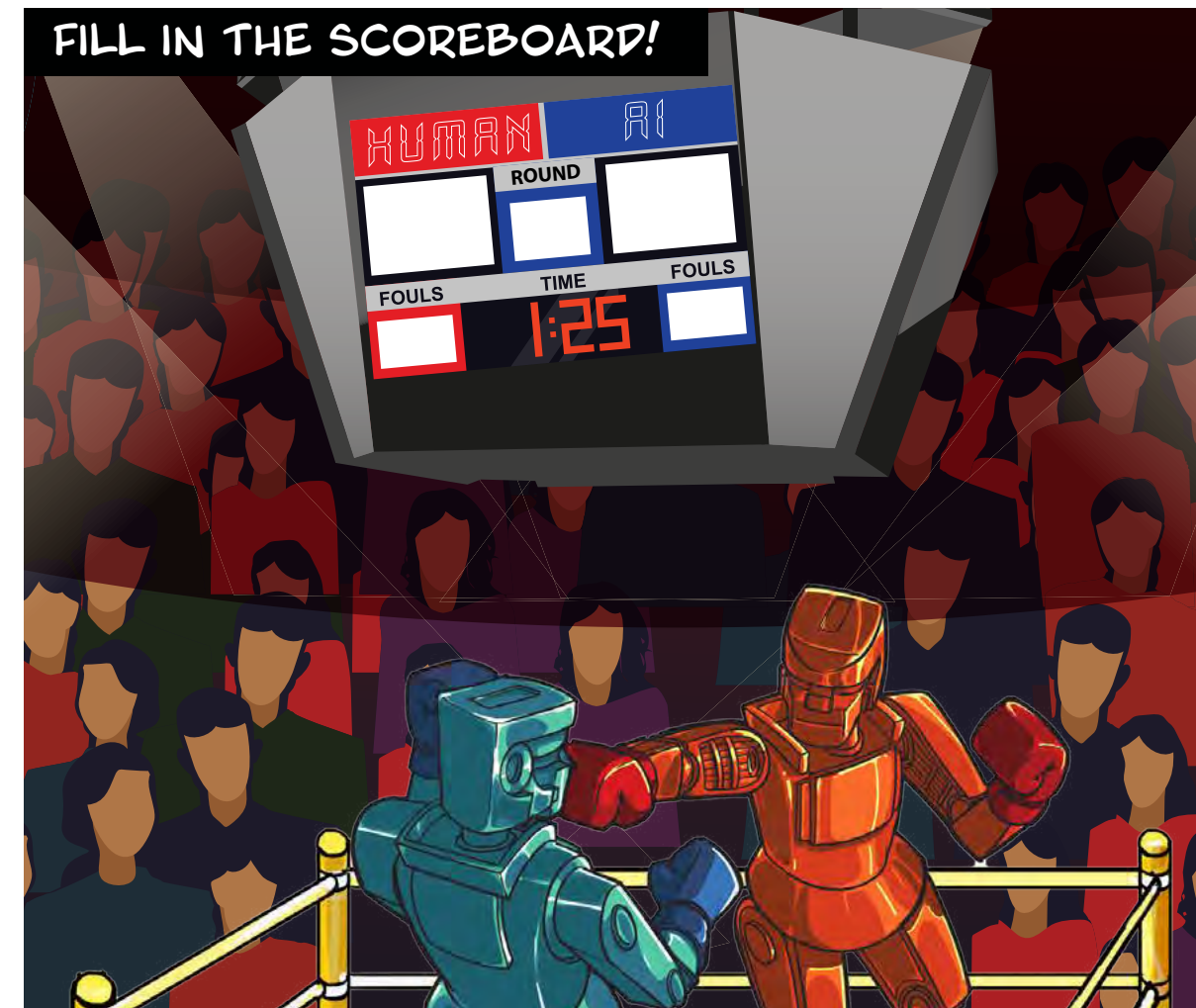
The output of large language models (LLMs) resembles that workout buddy who sometimes gives great advice and sometimes suggests you try to bench press a house. “Garbage in, garbage out” applies here, and sometimes even “gold in, questionable life choices out.”

The value emerges from how we think critically about AI’s capabilities and limitations. Each research study and team discussion becomes a chance to strengthen our discernment, examine our assumptions, and deepen our understanding of human needs. When we study how real people interact with AI systems, we sharpen our ability to spot gaps between technical capabilities and human needs and nuances.

This approach serves everyone exploring AI’s implications, from UX teams developing and evaluating AI-enabled features to human factors researchers studying clinical workflows, from product managers weighing implementation decisions to leadership teams developing AI strategies. The sparring partner mindset gives us a framework for asking better questions, challenging assumptions, and building organizational muscle around AI literacy—all while keeping human insight and research firmly at the center of our work.

Remember, just like in training, the goal is to get stronger. These sparring sessions help us build problem-solving muscles and creative agility that will better serve our clients and users.

**AI WILL NOT KNOCK
YOUR BLOCK OFF. BUT
PUT YOUR GLOVES
ON—IT CAN MAKE
YOU STRONGER.**



AI NEEDS UX FRAMEWORKS

AI is the bright, shiny object spinning on the center of the table. It has the magical ability to divert budgets, restructure teams, and catapult some organizations to new peaks while embarrassing others. What’s a smart, curious person to do?

It’s about the experience

Most people are lavishing their attention on the AI product. However, we believe it’s more productive to focus on the experience that AI provides.

In 2020, years before ChatGPT wrote its first personalized pirate limerick, Bold Insight’s founders wrote a book making the case that AI needs UX. Here are just a few key ideas from that book to keep in mind.

USER-CENTERED DESIGN IS BEST BECAUSE ITS ITERATIVE, RESEARCH-DRIVEN PROCESS MAKES PRODUCTS AND SERVICES BETTER BY FOCUSING ON USERS, ENVIRONMENTS, AND TASKS.

USERS

Define your AI offer’s intended user. Go beyond a market description or segment. Construct a persona describing the user’s knowledge, goals, capabilities, and limitations. Define the experience to be built by including user scenarios, and specify “guardrails” of things to avoid.

ENVIRONMENTS

Where are the places and what are the conditions where the users interact with the product?

It’s great to dream of a bot that will convert speech to text to action, but if the speech is in a crowded bar and the speaker just had dental work, how useful is the bot?

TASKS

What, specifically, does the user want the product to do? Designing around user tasks has always prevented smart teams from going into production on solutions that are in search of problems.

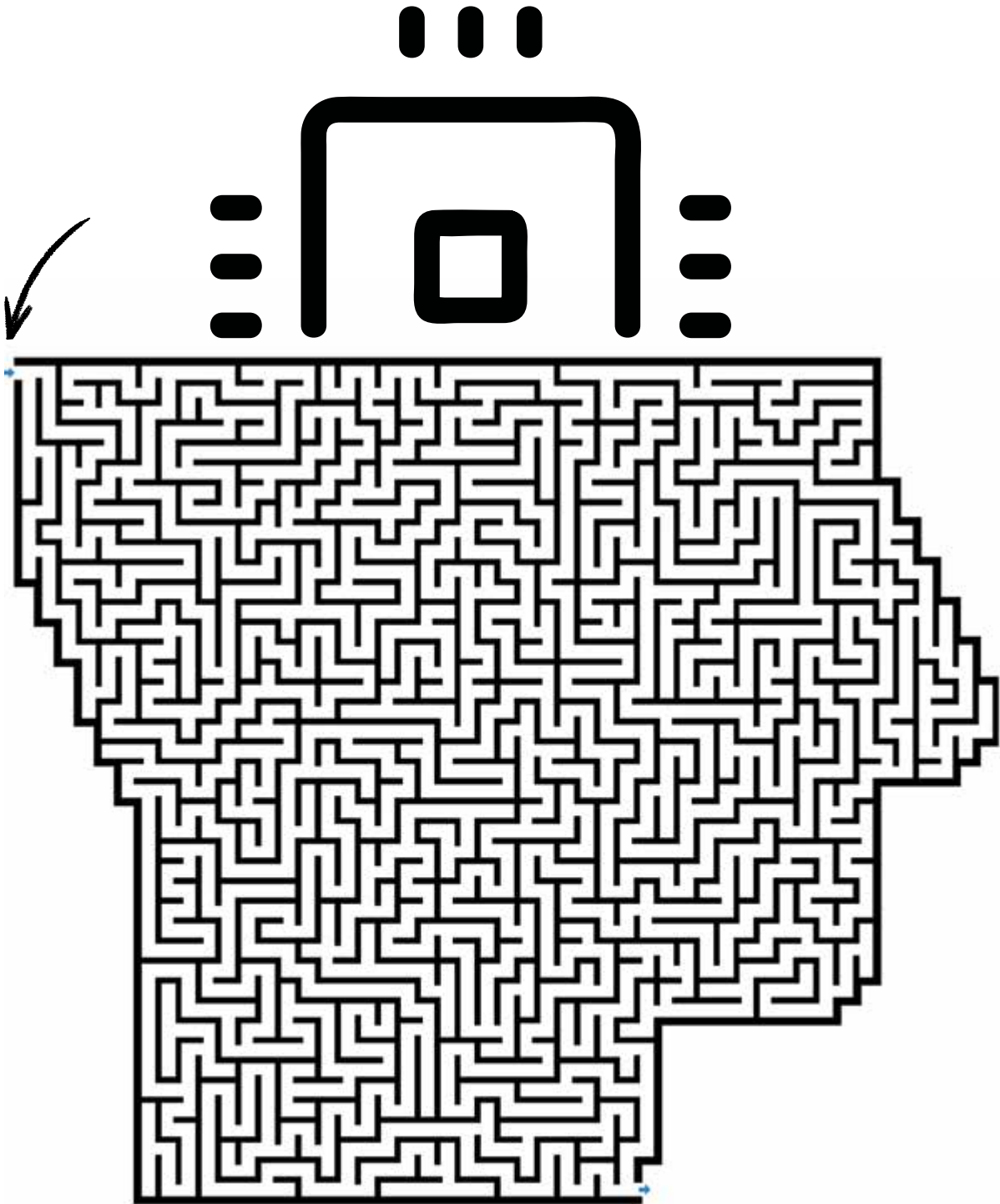
AI adds some interesting wrinkles

- For the tasks in question, which pieces is the human user really interested in delegating to AI? Which pieces does the human want to hold on to, and why?
- And when there is real collaboration between the human user and the AI, how does the user want that to work?

If you get those details right, your AI product may wow. If you get them wrong, you could easily end up on the wrong end of the weirdness scale.

Navigate your way through the AI

Working with AI is like navigating a maze - when you think you’ve reached the end, it takes you in a new direction! Work your way through this AI icon.



CONSIDERATIONS FOR BUILDING A HUMANIZED AI EXPERIENCE

AI products and services need to be designed with a UX framework in mind or risk limited adoption or outright failure. Good UX for AI applications will propel growth. Success depends on three fundamental AI-UX pillars: Context, Interaction, and Trust. Like a well-designed piece of architecture, these principles create a framework that's both solid and inviting.

CONTEXT

UX researchers know their data! But, often, we don't think of enhancing the data with context. It is almost a disservice to AI if the data provided for LLM does not include the rich context that we, as researchers, could add to improve the data source. So, AI success requires a data source with context, so the outputs from AI can be better because context allows for broader implications. It can have information that lends to experiences, motivations, and specific requests. AI can leverage context to have more nuance. The point is that those working on AI-enabled products need to understand the value of context in learning data sources and their output. Enter UX research—the surest way to uncover and document the rich contexts that shape user experiences!

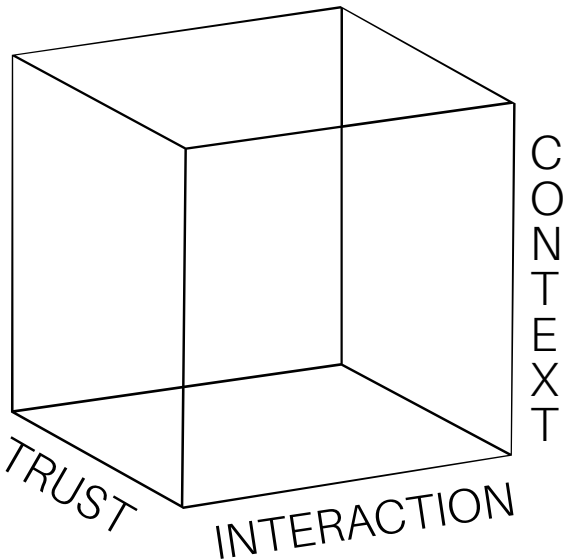
INTERACTION

UX needs to design interactions with AI in mind. AI output can simply provide a correlation coefficient that recommends or suggests doing X or Y. These outcomes are AI-enabled but need well-designed UX interactions. AI must engage users in ways that align with their preferences to make a difference. It's often the deciding factor that supports adoption. Each touchpoint must feel intuitive and purposeful through in-app messages, text notifications, voice exchanges, or video interactions.

Timing and rhythm are crucial—knowing how and when to engage. This is not AI, but well-defined UX interactions. This is how AI can map to how humans want to collaborate. It is how we shape AI to be the partner users need (and not the other way around).

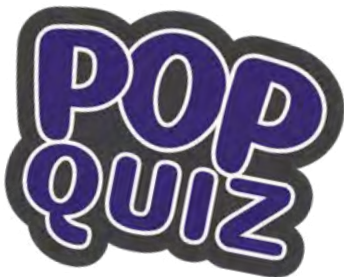
TRUST

Trust is the ultimate keystone: building user confidence through reliable task performance. Trust grows when users feel confident that an AI system will successfully perform their desired task every time. Any unexpected outcomes will shake the foundation, whether unhelpful or unnecessary actions, unanticipated privacy breaches, or something unwanted. Remember, trust is sticky. Established trust is likely to persist. But mistrust tends to linger, too. Users will not give your AI product unlimited tries to get it right, so think of them early and often.



AI - UX pillars form the foundation of successful AI products.

DID YOU READ OUR AI-UX INSIGHTS? TEST YOUR KNOWLEDGE!

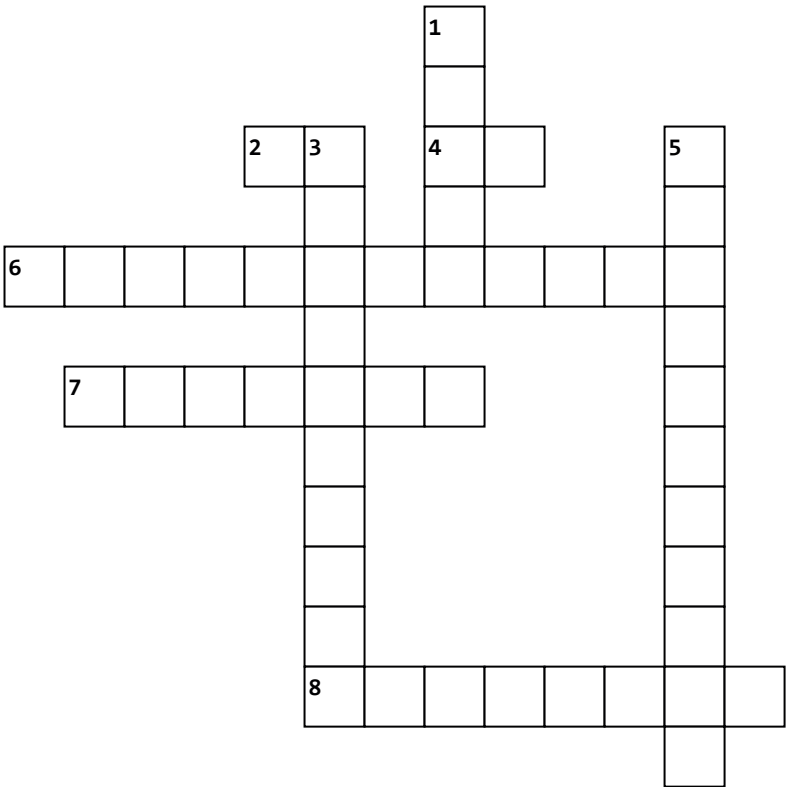


ACROSS

- 2. The field that focuses on human factors
- 4. The field that focuses on user experience
- 6. Design intuitive and purposeful user-AI _____
- 7. AI should be provided with this to improve relevance.
- 8. Type of approach treating AI as a “training partner.”

DOWN

- 1. Essential for building user confidence in AI
- 3. AI needs these to be effective in UX.
- 5. AI can enhance work but cannot replace this

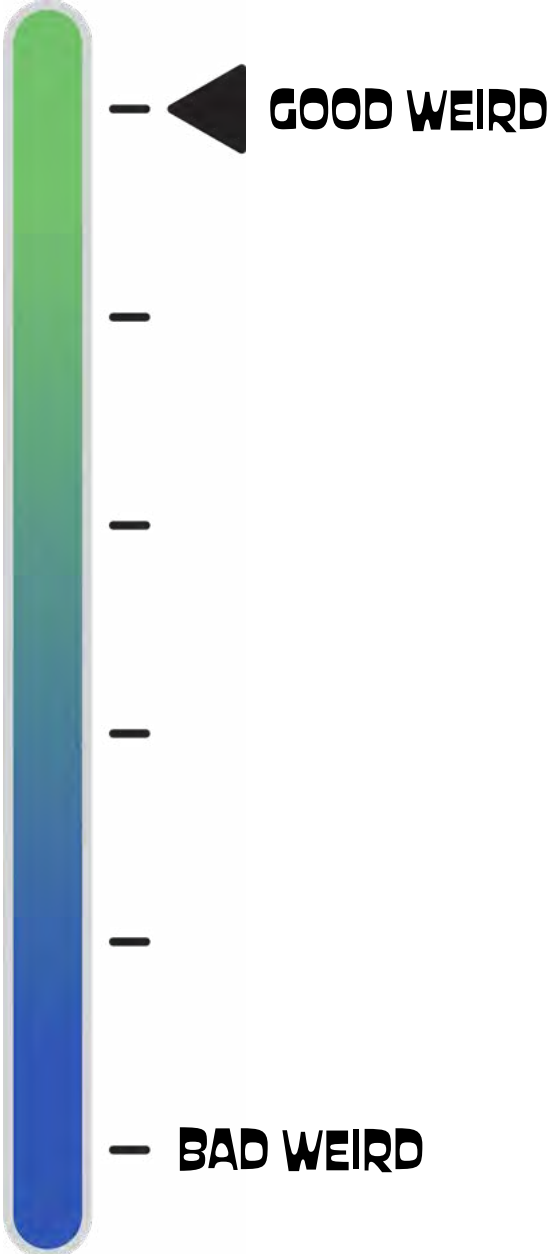


Solution on page 54.

AI and the WEIRDNESS SCALE



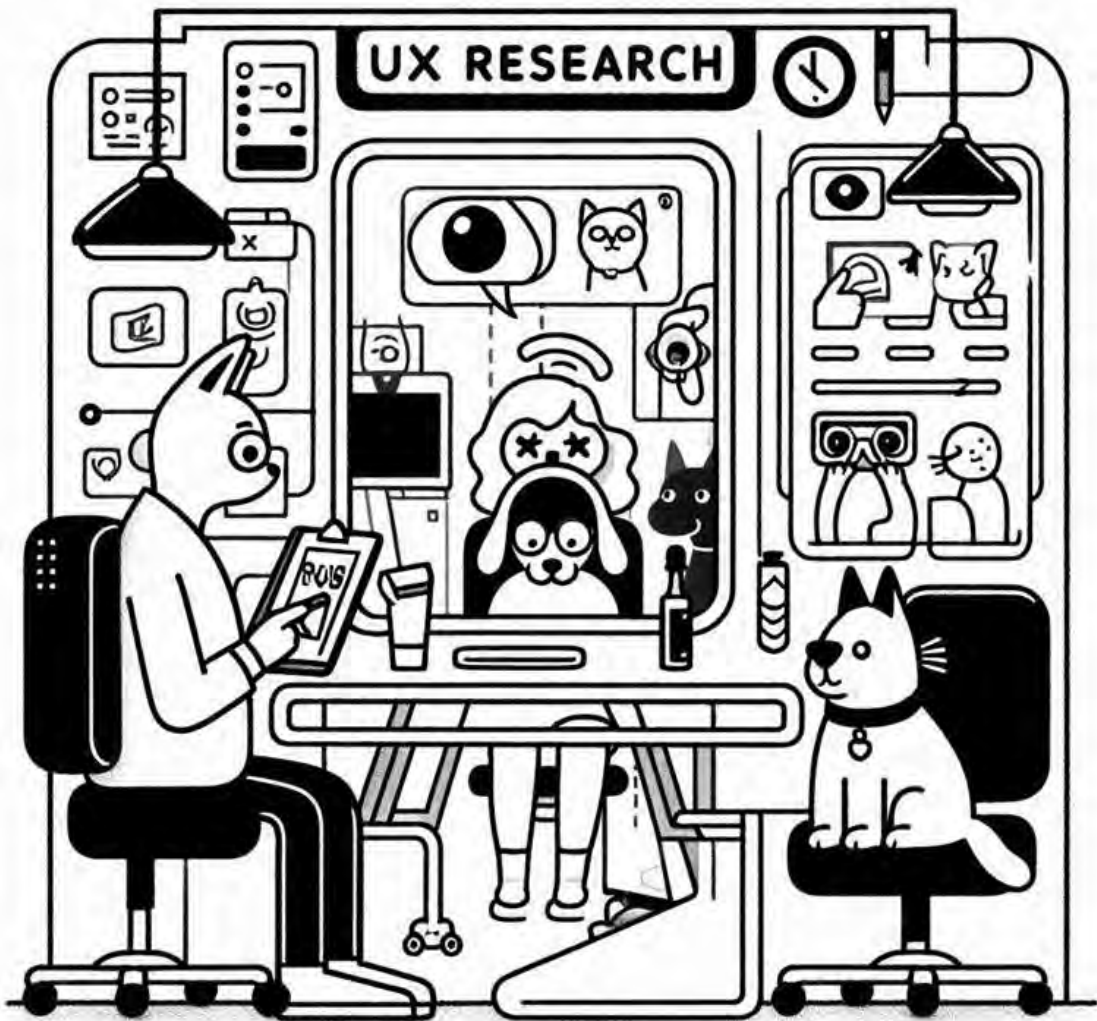
AI's predictive power can generate insight and amazement but also...weird. When we talk about weirdness and AI, we're talking about AI working with humans in a way that avoids interactions that are uncomfortable or awkward, or even unusual in a not-so-good-way. Think of the AI product or service you are designing. Create a continuum of inappropriate and appropriate actions that the AI might take. This helps create a user-centered mindset as to what AI should do and not do.



Speaking of weird, check out these hilarious AI-generated coloring pages!

Welcome to the quirky side of AI creativity. We took images from our pet photoshoot in our UX research labs and tasked various AI tools to transform them into children's coloring pages. The results? A collection of charmingly imperfect and humorous pages that show AI's interpretation of these adorable scenes. We've also identified the AI tool used and prompt for inspiration to try it yourself!

For more cuteness, [check out our research lab pet photoshoot](#) and outtakes to see what happens when we put our furry friends to work!



 **AI tool used**
ChatGPT

 **Prompt**
Create a simple kids' coloring page based on this attached photo.





AI tool used

Bing Copilot



Prompt

Create a simple, black-and-white children's coloring page depicting an in-car mobile UX research lab. Include three dogs conducting user research and cameras and equipment observing the interaction.



AI tool used

Coloring Book Hero by ChatGPT



Prompt

Create a simple coloring page for kids of dogs conducting medical device research in a simulated hospital lab set-up.





AI tool used

Adobe Firefly



Prompt

Create a simple, black-and-white children's coloring page based on the reference image of two cats in a kitchen UX research lab set-up. Include a laptop and camera recording the user interaction with a food dispenser sitting on the countertop.



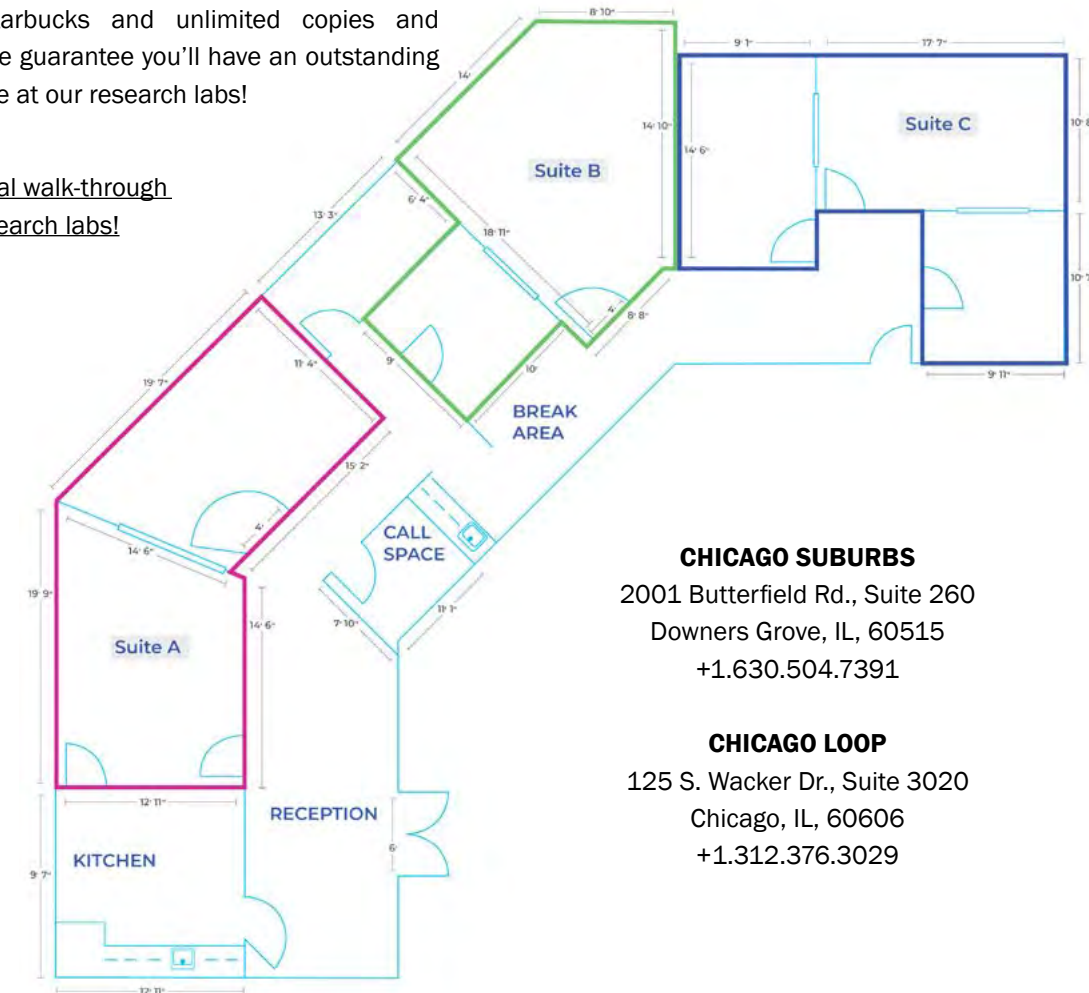
COLLECT HIGH-QUALITY DATA IN CUSTOM-DESIGNED USER RESEARCH LABS!

Over the last 20 years, we've designed and built SIX research facilities from scratch. With every facility build, we add features and flexibility to support a wide range of testing scenarios.

Our Chicago Loop and suburban facilities offer multiple flexible spaces to accommodate your users in various natural-use environments. With a dedicated Client Services Coordinator to welcome participants and amenities like an onsite Starbucks and unlimited copies and snacks, we guarantee you'll have an outstanding experience at our research labs!

Take virtual walk-through
of our research labs!

- Specialized kitchen and automotive testing
- Seamless onsite and remote viewing
- Real-time user interaction capture
- Onsite, covered parking available
- Flexible test suite configurations
- Simultaneous sessions



Spot the difference



Identify 10 objects that generative AI added, changed, or removed in each set of research session pictures below. See answers on pages 54-55.



Curious about these unique lab setups?

We incorporate multiple strategies to encourage natural-use behavior in our testing environments. On the road, in a pharmacy, or in our labs, our goal for in-person or remote research is the same: to capture the best data possible.



AI & HEALTHCARE: CAN IT HELP US DO BETTER WHERE IT MATTERS MOST?

Clearly, much has changed since the 1970s, when AI first began to enter healthcare. While the consumer tech space moves quickly, regulated industries like healthcare move more slowly and deliberately. Regulations governing the development of medical devices struggle to keep up with the speed of AI innovation that we see in other industries today.

But maybe that's not a bad thing. Given the stakes, we're encouraged that we see our healthcare clients (and regulatory bodies like the FDA) maintaining a skepticism of shiny objects and remaining grounded in the principle of First Do No Harm.

Likewise, we think that AI's latest and subsequent manifestations will benefit from an approach that leverages decades of established knowledge in HF and UX:

Know your user's needs and solve a real problem

Just because AI is added to a product doesn't mean it solves a problem for patients or their care teams. Resources are ultimately finite, and development is more efficient when it is grounded in research and the needs of real patients and practitioners.

Data integrity and privacy are crucial

Data transportation, storage, and use should receive extra care and attention. While we consider these non-negotiables in our work in all industries, HIPAA requirements only underscore this.

Beware the black box

HCPs are often skeptical of adopting AI products because they rely heavily on their own clinical experience and expertise. So, to maximize adoption, it's important that any AI product is not a "black box" but instead helps HCPs understand how a diagnosis or conclusion is reached.

Consider human behavior and potential negative consequences of introducing AI

It is important to consider the long-term effects of introducing AI in the healthcare space. Once users become comfortable with the product, will they continue scrutinizing it? As adoption becomes widespread, will users become comfortable and less inclined to check the AI's work? A trained human eye may still be necessary, even with AI. If so, ensure risk control measures are in place to maintain users' attention when using the product.

Maximize the impact of training

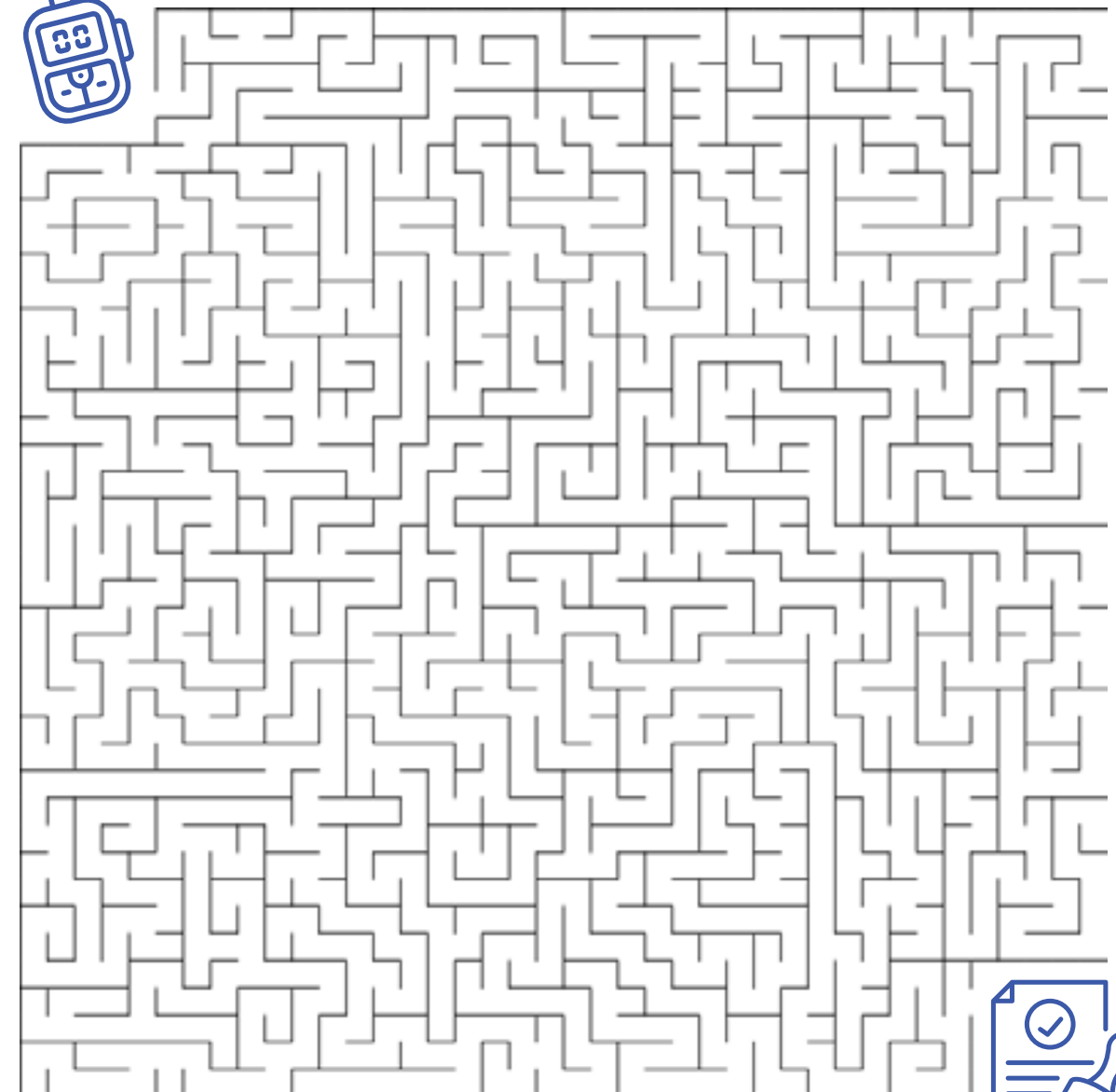
Develop training programs with AI in mind. When developing training as a risk control measure, consider ways to reduce the "black box" effect and help users get the most from their healthcare product. Consider providing training updates as the product's machine-learning algorithms evolve.

Navigate the regulatory maze

We support successful submissions by helping manufacturers navigate industry standards and regulatory guidelines related to the application of human factors engineering to the development of medical and drug-delivery devices.

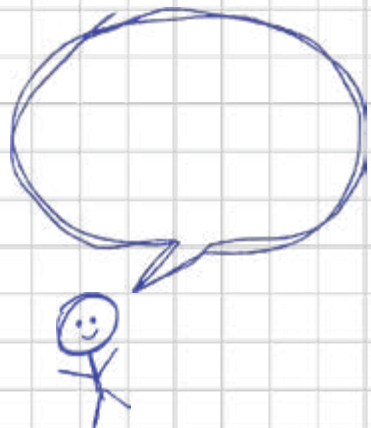


Can you guide the product to a successful submission?



7 essential questions to guide AI in your organization

→ Reflecting on our clients' questions about generative AI and the projects that followed, we've identified key questions you can apply to your organization and work. Use the grid to brainstorm, bullet, sketch, and create action items!



#1

What does your customer expect from AI?
What do they expect from humans? Are you thinking of internal as well as external customers?

#2

Can customers even conceive of the possibilities, or must you educate them? How will you do that?

#3

How will workflows, teams, and roles change as AI enters your organization? Can AI eliminate pain points while preserving livelihood, productivity, and individual fulfillment? What does this mean for retention and the composition of your workforce over time?

#4

How will Gen AI impact your business in both the obvious and less obvious areas, from customer service reps to specialized creatives like video content creators and podcasters?

#5

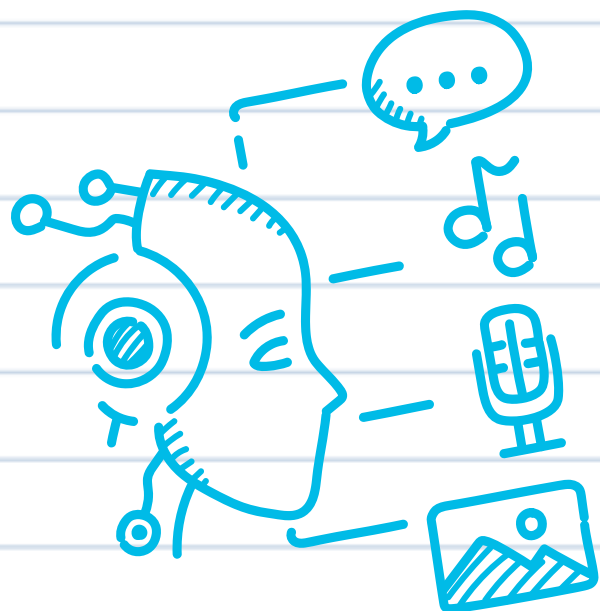
How does AI impact responsible data collection?

#6

How should your organization think about culture and bias as you deploy AI?

#7

How can you anticipate the future of AI and take action now to prepare and stay ahead?



10
things
AI should
do for me
in 5 years

Think BIG! Fill out this list:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.





The UXalliance is a global network of leading user experience (UX) companies. Celebrating our 20th anniversary in 2025, our established network, with headquarters in 27 countries, enables our clients to reach users with local UX experts at scale. Find these 27 hidden countries in the word search below! *Answer on page 55.*

M R L A I Y L A T I P V I M L X G F P O S U K
S P A I N I N D O N E S I A A D A N A C S G N
I N D I A T H E N E T H E R L A N D S U I B A
K N Q P M D A H F H P O R T U G A L T Q N S P
J A M H Y S W I T Z E R L A N D S V P G G B A
H C E I F M O D G N I K D E T I N U Y V A M J
M Q X L R X L A I B M O L O C F U T G A P U D
T C I I A O U Q A E R O K H T U O S E I O E L
T Q C P N X P G E R M A N Y M N L S A H R Q B
H B O P C L U T R O T F J L C S D V A V E N E
T R Q I E M E L I H C P R T R E W L W J V W L
V A X N K R E Y S O U T H A F R I C A Q H Q G
X Z P E J I B V J O R R V U I L M L F B C B I
Y I N S A S O Y J A J A I L A R T S U A H T U
U L Y V D N A L O P N H D A N I H C I Q B T M
E W N F U N I T E D A R A B E M I R A T E S T

Australia
Belgium
Brazil
Canada
Chile
China
Colombia
Egypt
France

Germany
India
Indonesia
Italy
Japan
Mexico
Philippines
Poland
Portugal

Singapore
South Africa
South Korea
Spain
Switzerland
The Netherlands
United Arab Emirates
United Kingdom
USA

Global testing tips matching game



Are you working on a global AI-enabled product roll-out? Test your knowledge by matching the country to the UX research testing tip! *Solution on page 55.*

1. ARGENTINA
2. SOUTH KOREA
3. NIGERIA
4. FINLAND
5. INDIA
6. EGYPT
7. AUSTRALIA
8. INDONESIA
9. SOUTH AFRICA
10. JAPAN

- _____ Testing during the monsoon season (June-October) can be unpredictable. Participants often offer refreshments during in-home visits. Accepting the offer is recommended, even if you don't partake.
- _____ The northern part of the country is loosely inhabited, so remote testing may be more favorable. Due to transportation and extreme weather, expect late arrivals in winter.
- _____ Many observed regional holidays vary by state. Check with local teams before testing. January, July, and December are holiday months and may require longer test schedules. Assume English for all sessions.
- _____ Home visits can be a challenge because most people live in small apartments. Consent forms are usually sent to participants ahead of time. They bring the signed consent form to the interview.
- _____ Plan for a longer mid-day break to compensate for 'siesta' hours in Northern states. Build participant tardiness into your test schedule. Participants generally run 10-15 min late.
- _____ On Friday, plan for a two-hour lunch to respect prayers. Heavy traffic causes participants to be late or not show. Participants are open to weekend and evening sessions. Testing in remote cities will likely be more expensive than in major cities.
- _____ It is difficult for participants to take time off during the day. Participants with jobs prefer evening (6:00PM-7:00PM) or weekend sessions. Participants prefer cash or gift cards to minimize sharing personal information.
- _____ Business week is Sunday through Thursday. Approximately 90% of the country uses Android devices. Traffic causes participants to be late. Double recruit to meet participant quotas and account for Islamic prayer times when scheduling sessions.
- _____ Technology is a big part of this country, and people are tech-savvy. Most have a low-end Android (or knock-off brand) smartphone. Most people have their own business and more than one side job.
- _____ When testing in rural areas, electricity, cellular signal, and internet connectivity can be issues. Specific moderators must be used when testing different participant groups; some are gender-specific, and some are race- or culture-specific.

ux alliance

-
- A blank map of the world showing the outlines of continents and countries. The map is oriented with North at the top. It includes the outlines of North America, South America, Africa, Europe, Asia, and Australia. The map is a simple line drawing with no text or other markings.

Hunt for the ideal research method



T G V C S S N O I T A U L A V E C I T S I R U E H
R I S T N E M S S E S S A T P E C N O C P N E U M
C S E T T I D S P O H S K R O W N G I S E D E R T
T Q U A N T I T A T I V E A P E G S G W V O D M N
I U G O U R B O X S S H N E E S N L C A I G M I N
M E N E H T O E S S F E R A A E H O T E T E R M U
E E I Q T T T E N V X S S E O E M I T R A Y N S G
A F T U E I S O A C O R S X A P E H U E M E T P C
N S S S H T A L S N H D I E A N N A A E R E U U M
D N E T S Y I T A Y S M H R S O K T C Q O D S O S
M S T N O D I S N L C S A V G U S T U N F K P R S
O T Y T A M G E H L X T U R T M D A E N R H O G T
T E T T G S K A C M I E A M K E L E A D A N C S N
I T I M A U U O A V N P C H M I A N T M T S V U E
O O L R K U E C E T H P L M T A N U E A E S R C M
N R I M A H E T O Y N T A A M L T G I I L E G O S
S U B D L L E I S I S M T N N O D I S U I U S F S
T U A I T S Q A N S R I V V C I I U V S P O M T E
U R S N T P M R S S V O T A S L N N I E E V R I S
D A U I I C O N T E X T U A L I N Q U I R Y T I S
I I N E O F T M N I R S E I D U T S Y R A I D L A
E G L O N G I T U D I N A L S T U D Y U E I S I A
S N G N I K C A R T E Y E K E I G G G R N U M N I
T K I Q R P H C R A E S E R R E S U A R U T O L I
T O L E W E I V E R T R E P X E X U T A I T S E I

UX Expert Review
Ethnography
Contextual inquiry
Time and motion studies
Concept assessments
Focus groups
Diary studies
Personas

Formative
Eye tracking
Qualitative
Quantitative
Simulated use
Usability testing
Design workshops
Heuristic evaluations

IA assessments
Summative
HF validation
Comparative testing
Benchmarking
User research
Longitudinal study

Solution on page 56.

Draw a line to match our books to their titles!



H is for Human Factors



The Handbook of Global User Research



AI and UX: Why Artificial Intelligence Needs User Experience



U is for UX

Solution on page 56.

Check out all our publications!

Beyond conducting UX and human factors research, [our team](#) has published work on a variety of related industry topics.

Bonus fun:

[Watch our music videos](#) based on our children's book series!

THESE BOLD BEATS HIT

M V M S O F R N Y I Q T L J P M Q Z Z U A K E
 E X H I S F O R H U M A N F A C T O R S Y C R
 T U S A B I L I T Y P A R T Y A N T H E M M S
 H T X U X M A R K S T H E S P O T G G T B K X
 O Y R O R R I M E H T N I S K C A N S E E R F
 D G S Y M Y B D Z H O Q B C H T R G Z R D V M
 S O W M A N I K I N X X O V K H R V A L V R I
 I T B D S A R E Y O U B O L D E N O U G H K I
 N O Q T Q M X L A T E M E H T O T L A D E P O
 M U N S E H S A R C E V O L N E H W A R H Y A
 O V B S M A E R D N E K O R B W S W M F K Z Z
 T S O N G S U P Z E T M X U R O F S I U I X F
 I S J Y U Y N W X L O O U I Z X I G D W Q P N
 O N O I S I V L A B O L G M D E B C C M L M O
 N I D Q U X R E S E A R C H A N T H E M L Y F
 Y T H E M I S S I N G P I E C E T F L D C A K

- | | | | |
|---------------------------|--------------------|-------------------|-------------|
| Free Snacks in the Mirror | UX Research Anthem | When Love Crashes | U is for UX |
| Usability Party Anthem | Pedal to the Metal | UX Marks the Spot | Manikin |
| H is for Human Factors | Methods in Motion | Broken Dreams | |
| Are You Bold Enough | The Missing Piece | Global Vision | |



Find the song titles
 in the word search.
 Solution on page 57.

Listen to our AI-generated songs
 in your favorite music app!

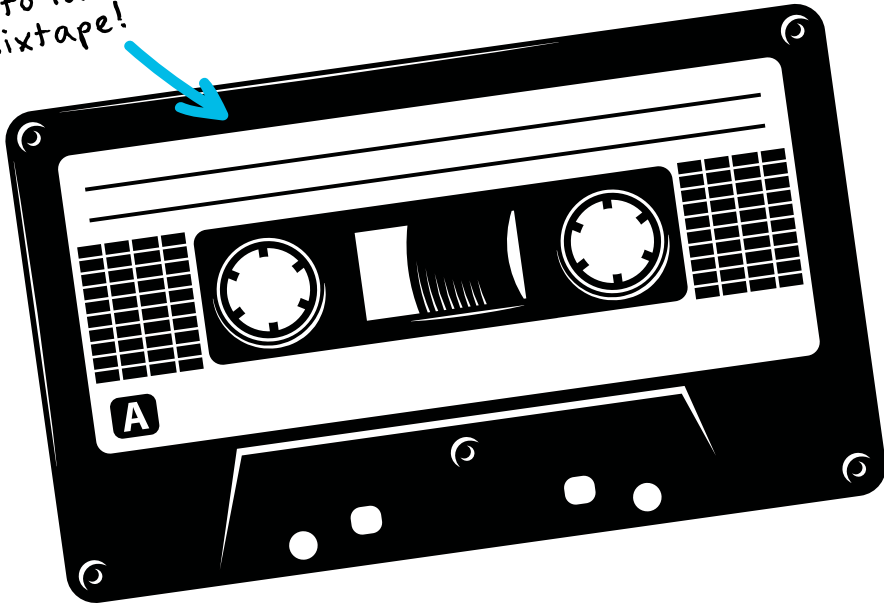
Bold Beats on
[Amazon Music](#)

Bold Beats
[on Spotify](#)

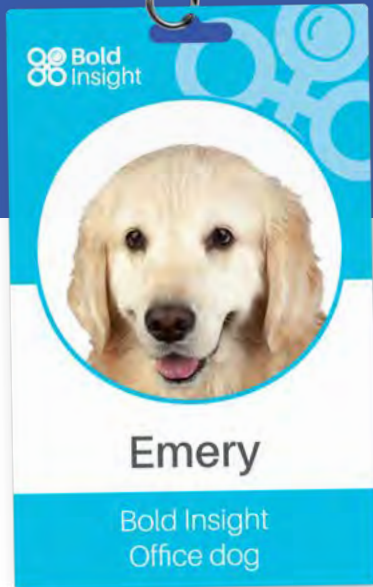
Bold Beats
[on iTunes](#)

Create your ultimate playlist

Be sure to label
 your mixtape!



- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____



OFFICE DOG

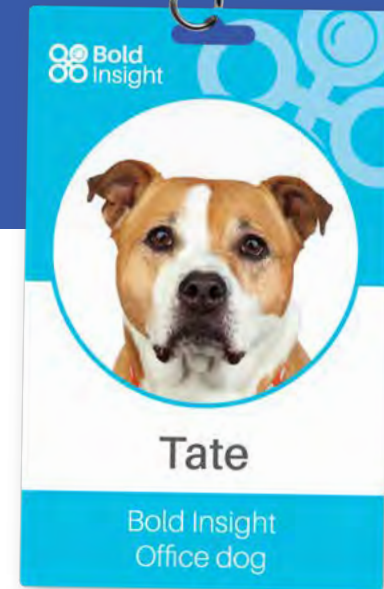
connect The dots

JOB TITLE:
HR Director of Paw-licy

[Learn more Bold facts about Emery!](#)

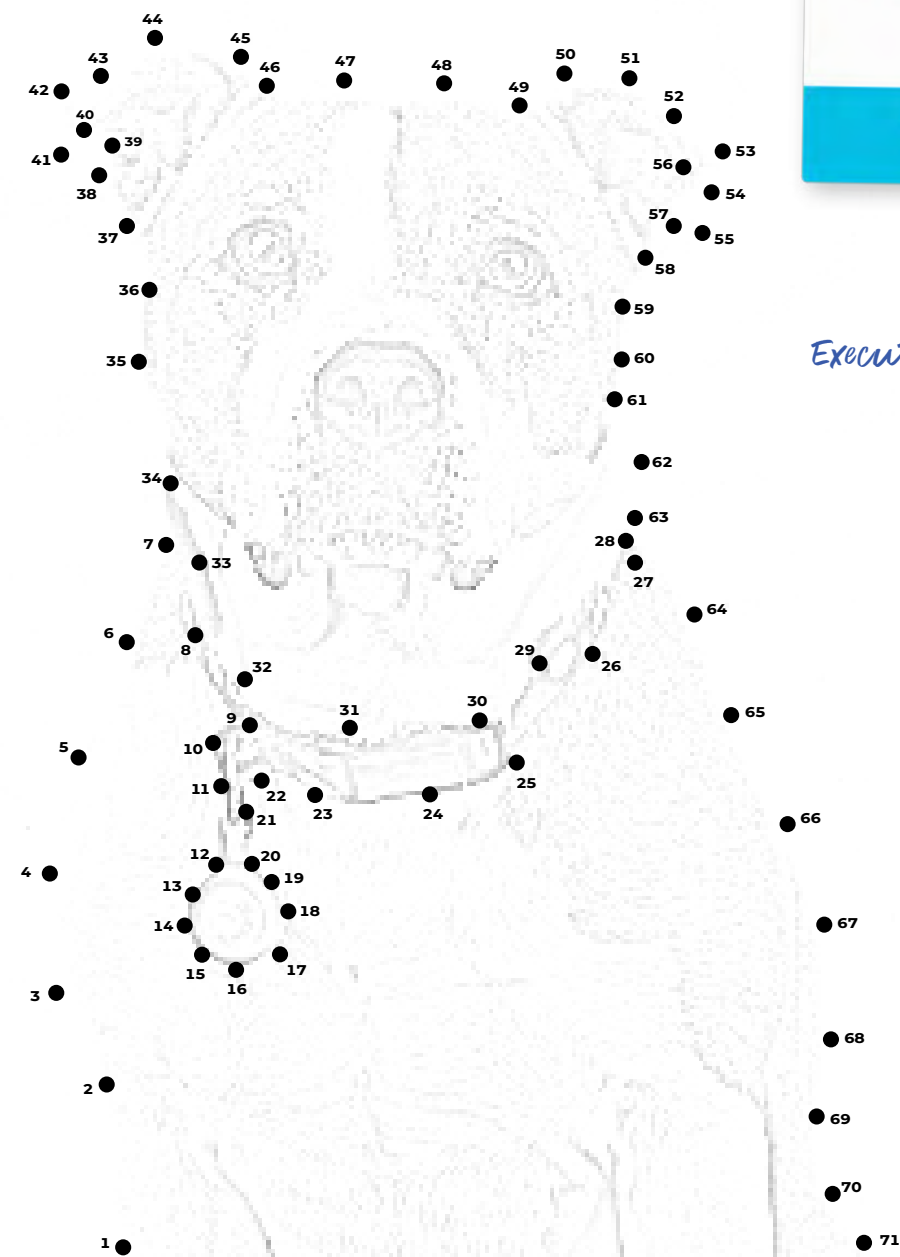


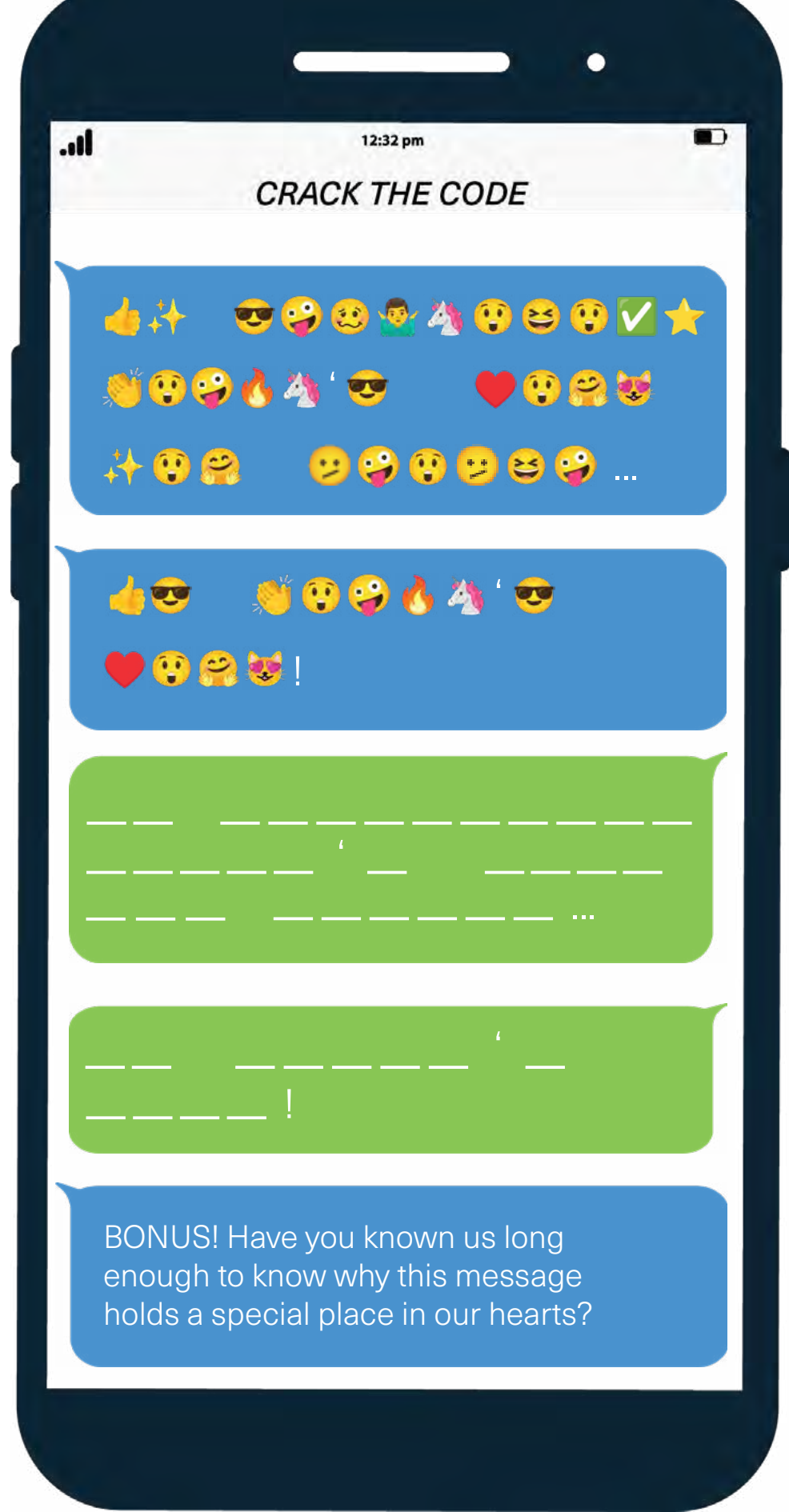
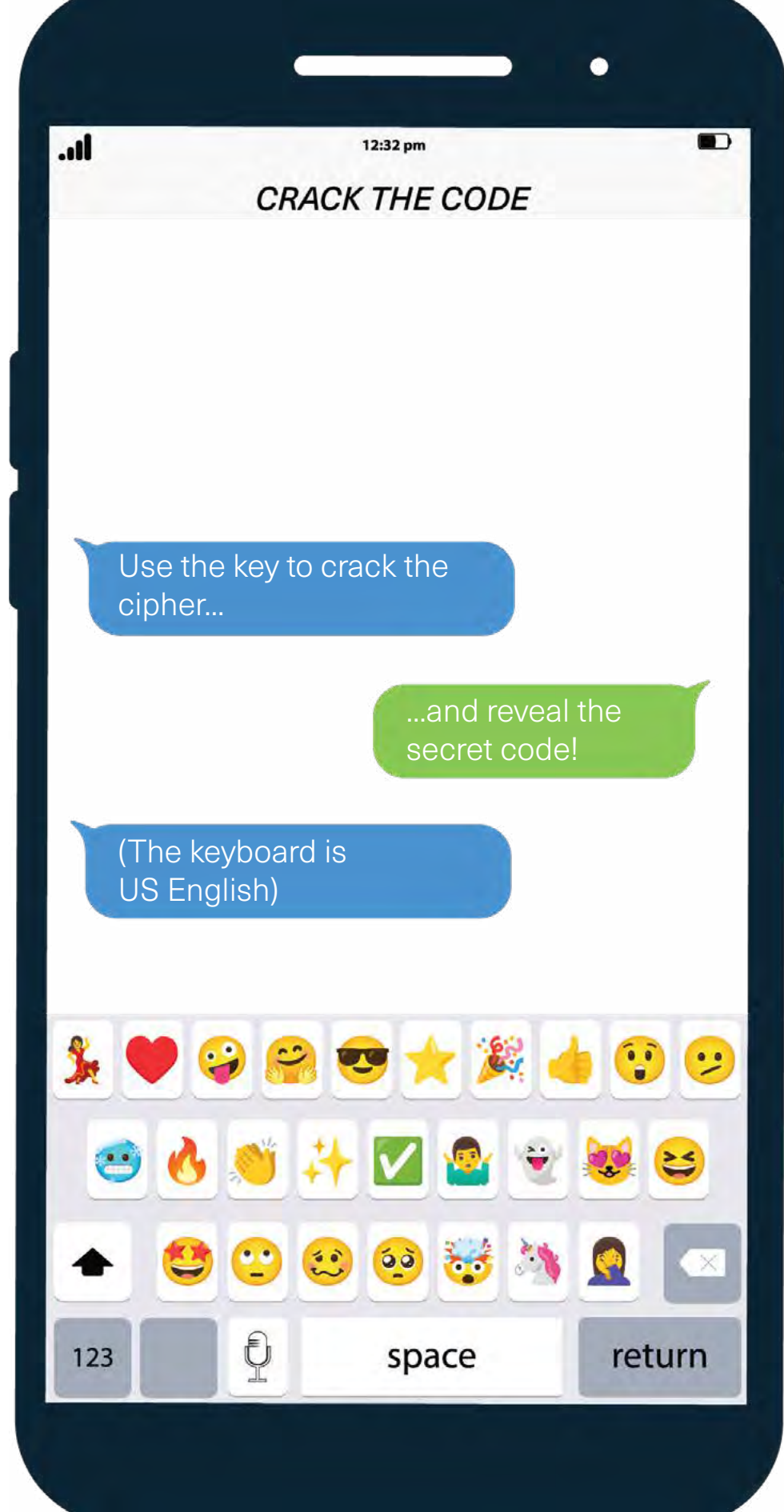
Meet two of our furry office friends! Our pups are always around to bring extra joy to our workplace (and maybe steal a snack or two!). Connect the dots to reveal the real MVPs of the Bold Insight team!



JOB TITLE:
Executive Snack Captain

[Learn more Bold facts about Tate!](#)

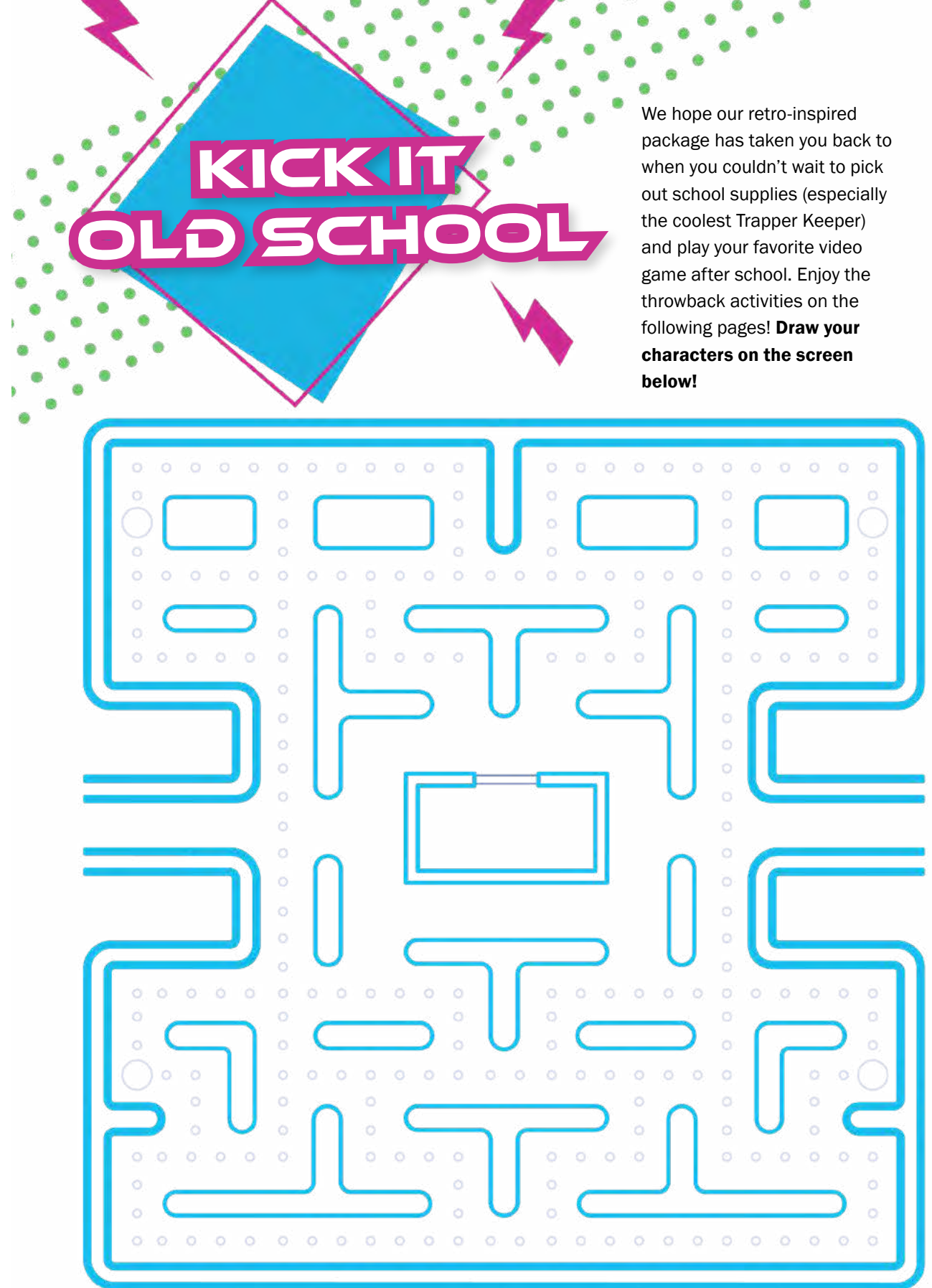






How quickly can you unscramble these Bold Insight and user research-related words?
 Solution on page 56.

1. DLBO GHTINSNI _____
2. CIHACGO _____
3. NNODOL _____
4. CIPARTINAST _____
5. LIEFDWRKO _____
6. CSEHREAR _____
7. ISNGDE _____
8. FFOCEI SGDO _____
9. RESU XCENERPEEI _____
10. NUHAM SCTORAF _____



We hope our retro-inspired package has taken you back to when you couldn't wait to pick out school supplies (especially the coolest Trapper Keeper) and play your favorite video game after school. Enjoy the throwback activities on the following pages! **Draw your characters on the screen below!**

DEFINE THESE PIXELS

Desktop icons have changed a lot over the years. Do you remember (or can you guess) what these icons meant? (And yes, they really were this pixelated!)



THROWBACK TECH WORD SCRAMBLE

Unscramble the words below to reveal old-school tech gadgets and trends.
Let's see how many you can solve! *Solution on page 56.*

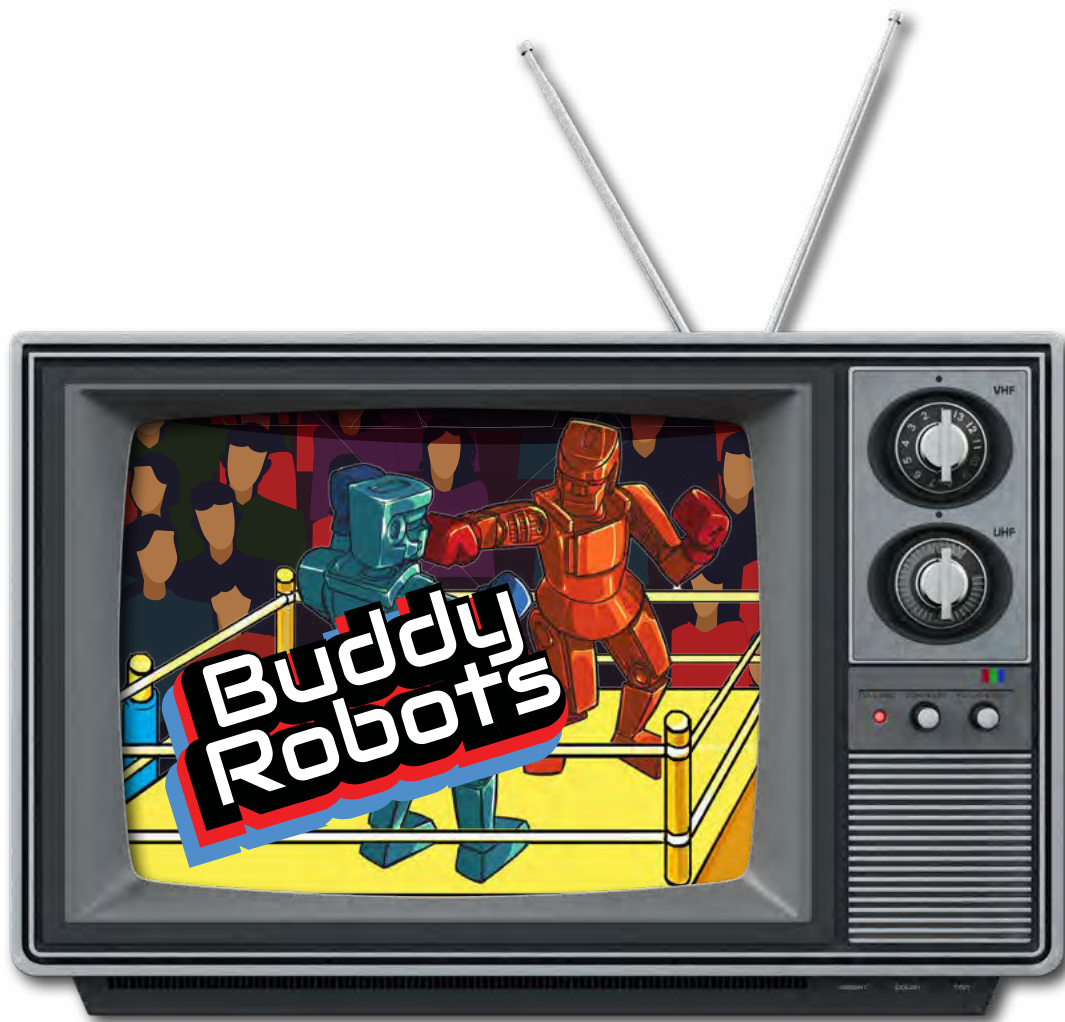
- 1. FPLOKYSID _____
- 2. LPAUDI _____
- 3. PRAGE _____
- 4. RCV _____
- 5. OMEGABY _____
- 6. AWLKNMA _____
- 7. GMAHITOACT _____
- 8. HSV _____
- 9. ACMODNCER _____
- 10. WN5DIOWS9 _____

Can sparring robots become best friends?

What if the robots spent so much time together sparring
that they decided to hang out outside of the gym?
This seems like an 80s sitcom in the making!

CUE SITCOM THEME SONG

[Listen on Spotify!](#)



Is all this talk about AI making you go **MAD?**

Grab a friend and write the origin story of how our sparring robots became best buddies!

_____ and _____ weren't your average boxing robots in the
(person's name) (person's name)
"_____ League." One was a _____ powerhouse, while the
(sports team) (adjective)
other was a _____ on legs. They fought daily
(adjective) (noun)
until one fateful night when both _____ at the same time and ended
(adjective)
up in the same _____.
(place)

In their downtime, they discovered a shared love for _____ shows and
(genre of TV show)
_____. Soon, they took their friendship beyond the
(adjective) (noun)
ring—hitting _____, getting _____ tattoos, and
(place) (adjective)
backpacking through _____. They went _____, helped each
(city) (verb ending in -ing)
other _____, and even belted out _____ classics together.
(verb) (music genre)

"Buddy Robots" became the hottest show in town, with everyone tuning in to watch
these two metal pals living their best lives.

Buddy Robots go on a ride!

In search of thrills, our fearless duo set out for an amusement park, their mechanical laughter echoing as they raced down the tracks of their favorite roller coaster. **Draw in the sky and background of the park!**



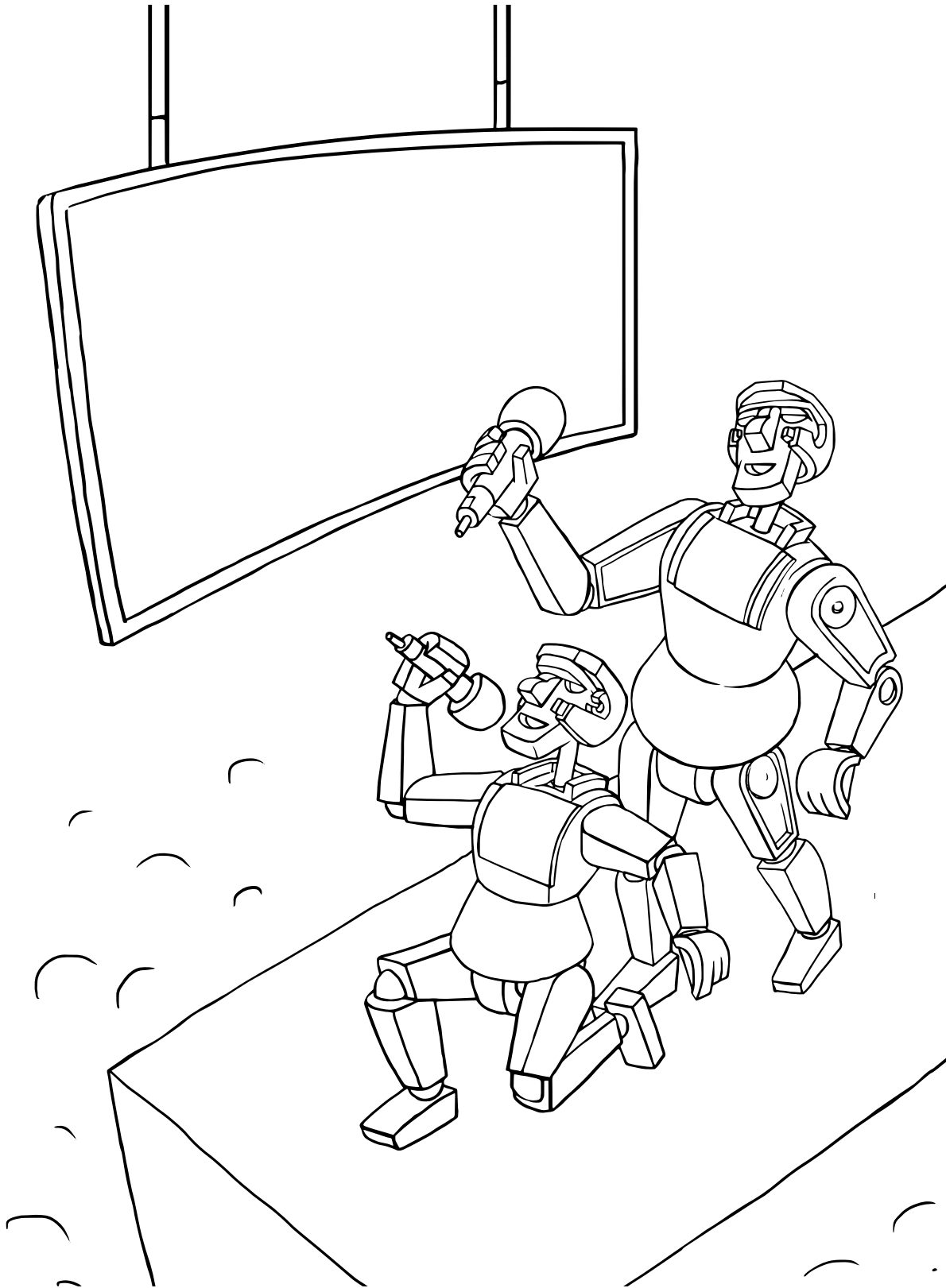
Buddy Robots go camping!

The buddy robots gathered around a campfire, sharing stories of old tech and reminiscing about how far they've come. **Add speech bubbles to their conversation and draw the nature scene surrounding them.**



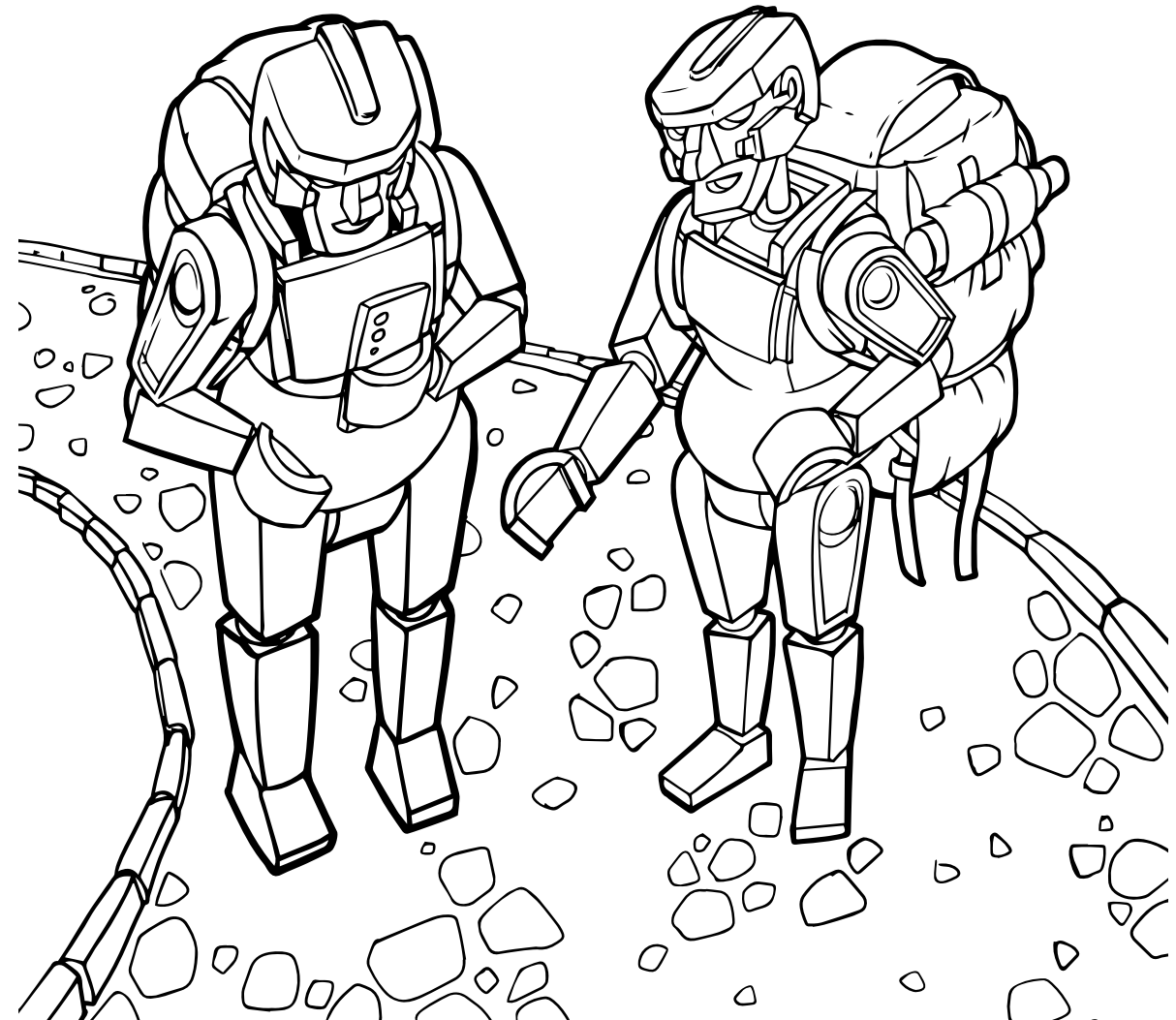
Buddy Robots karaoke!

Under the spotlight, the buddy robots' voices harmonized as they sang 80s and 90s hits! **Write the song lyrics on the screen!**



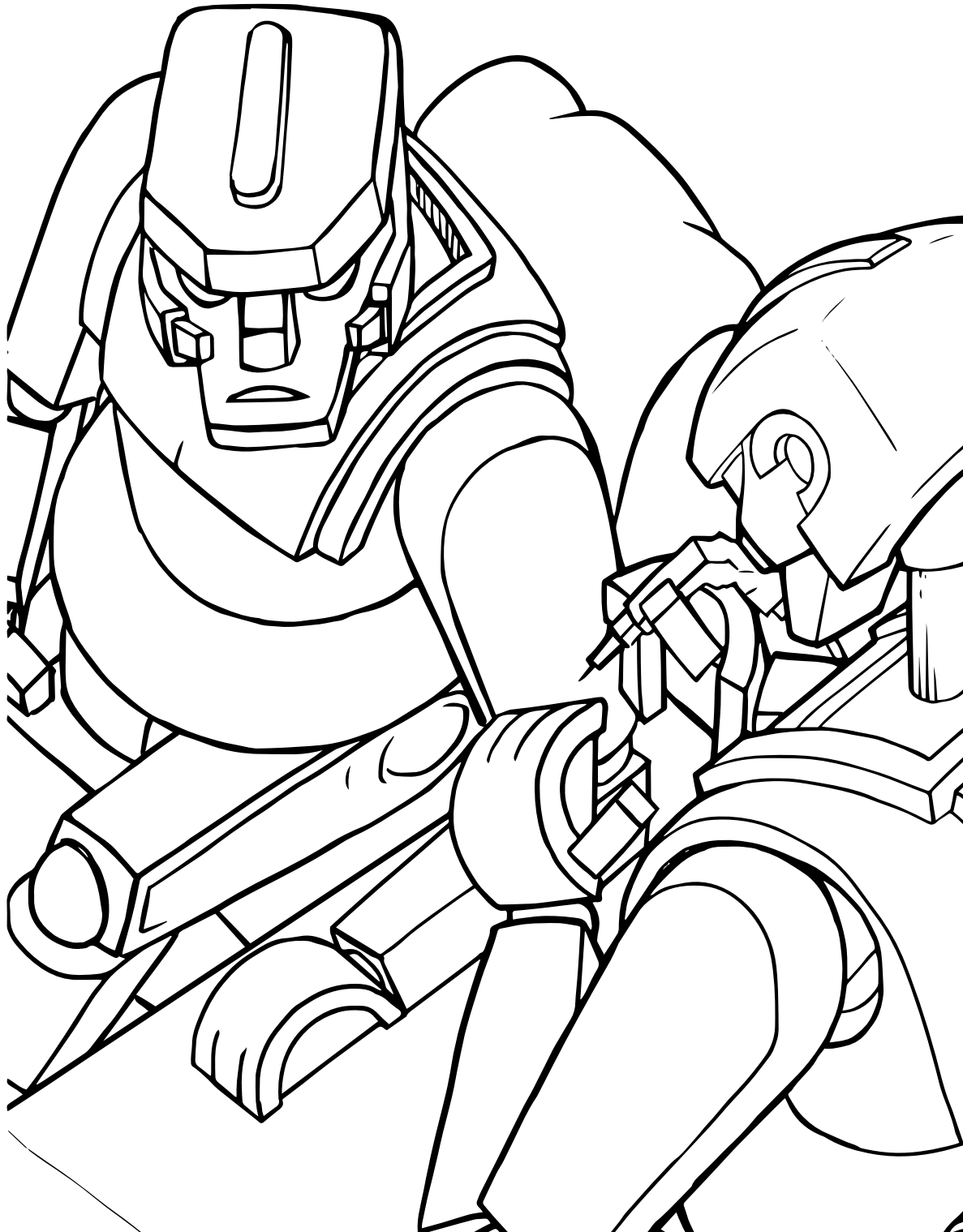
Buddy Robots backpack through Europe!

Wanderlust led the friends to Europe, where they explored historic cities and embraced the vibrant culture around them. **Draw the city of your choice in the background!**



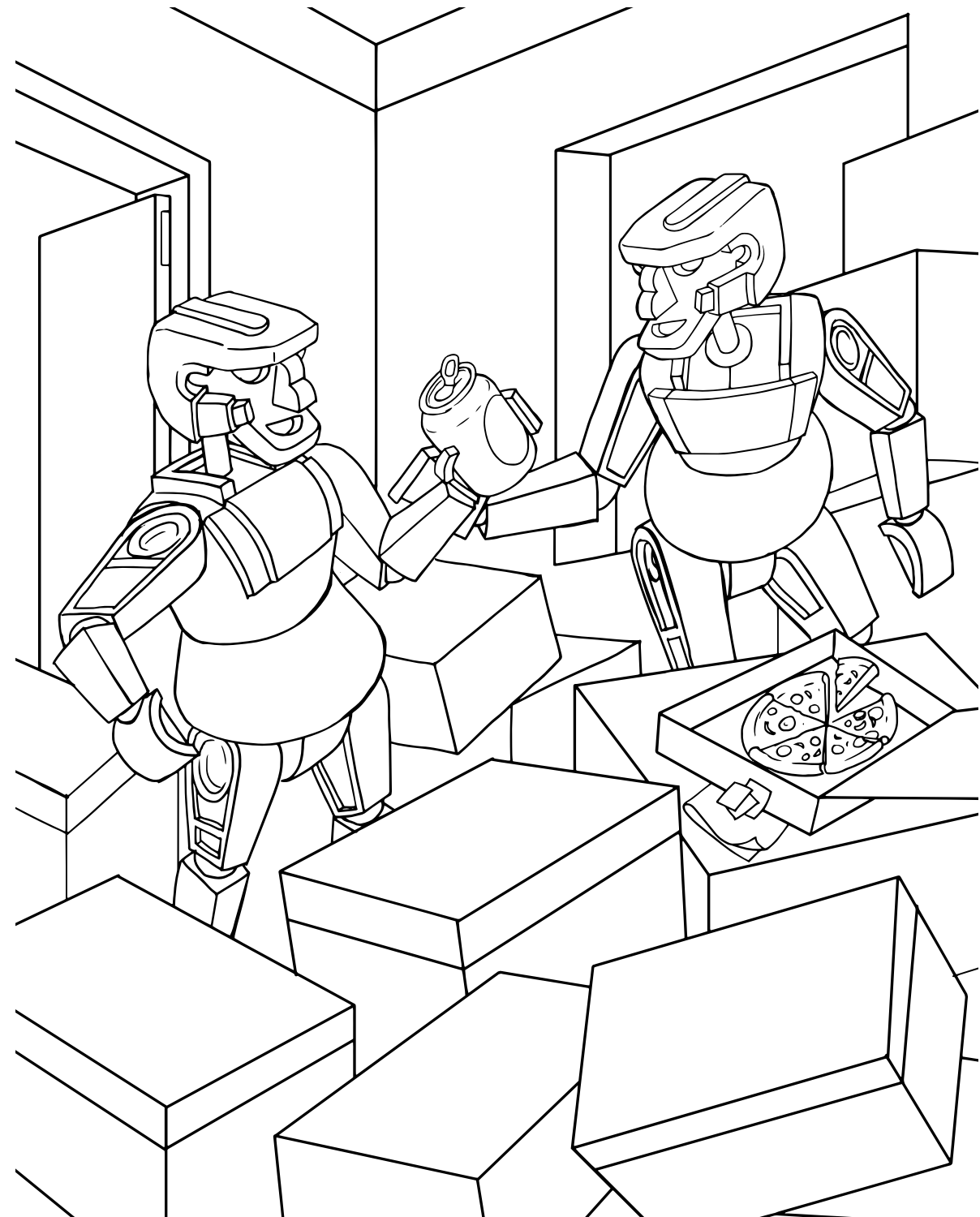
Buddy Robots get matching tattoos!

Inspired by their adventures, the buddies made their bond permanent with matching tattoos, symbols of their friendship. **Draw in the tattoo design.**



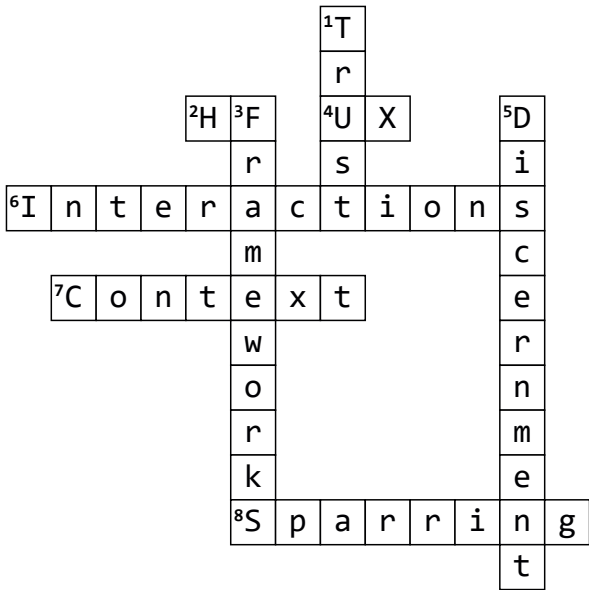
Buddy Robots help each other move!

As they packed up for their next adventure, they pondered, 'Where will they go next as sparring partners?' The future is yours to explore. **Label the moving boxes with your ideas.**



AREN'T WE ALL JUST LOOKING FOR ANSWERS? WE'LL HELP YOU OUT!

Page 7
AI-UX insights crossword
pop quiz



Page 16
Spot the difference



Page 17
Spot the difference

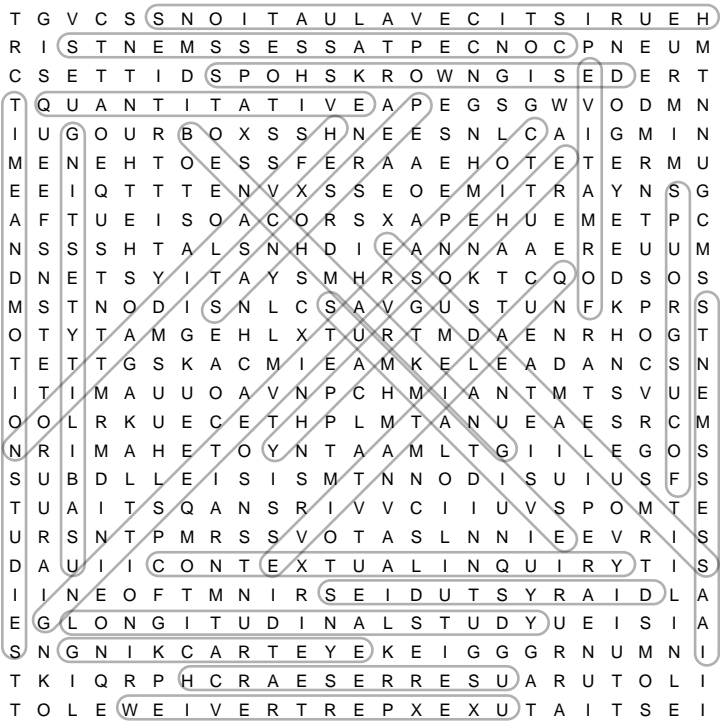


Page 30
UXalliance word search



Page 31
Global testing tips
matching game
ORDER FROM TOP TO BOTTOM: 5, 4, 7, 10, 1, 8, 2, 6, 3, 9

Page 34
 Research method
 word search



Page 35
 Match our books!



Page 42
 Bold Insight
 word scramble

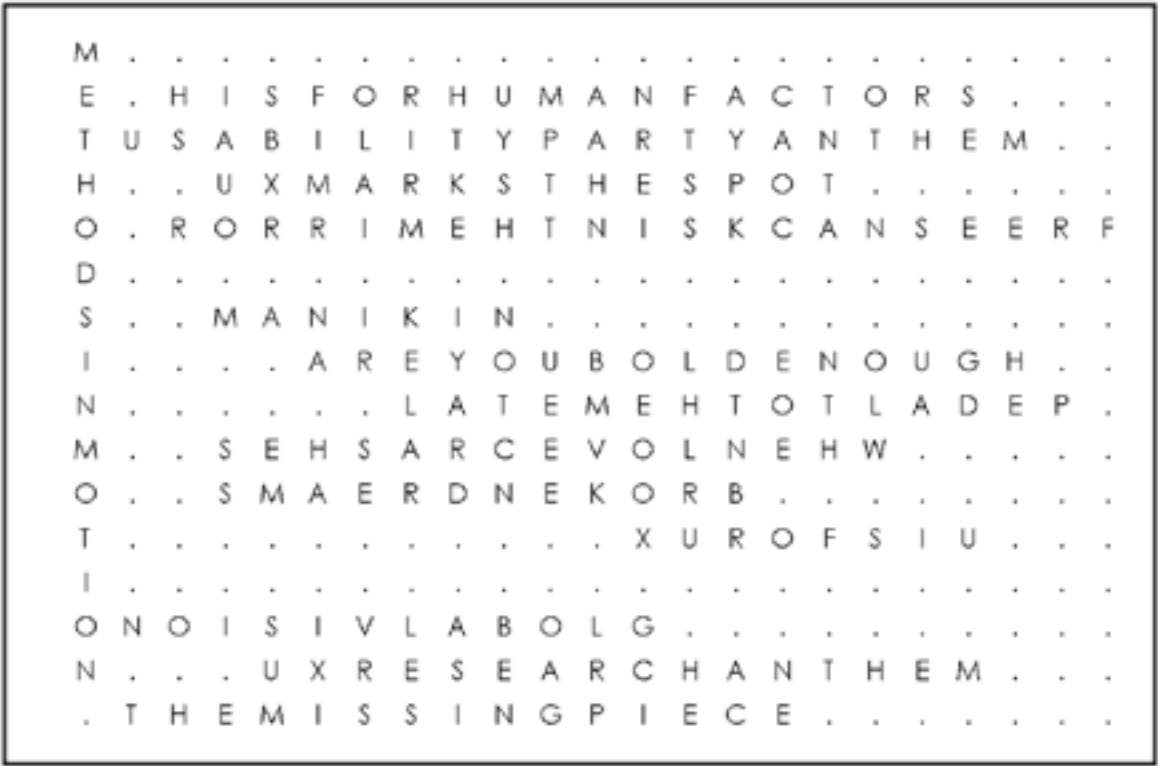
- 1. Bold Insight
- 2. Chicago
- 3. London
- 4. Participants
- 5. Fieldwork
- 6. Research
- 7. Design
- 8. Office dogs
- 9. User experience
- 10. Human factors

Page 41
 Crack the code

 If technology doesn't work for
 people...it doesn't work!
User Centric tagline
(circa 1999-2012)

- Page 45**
 Throwback word
 scramble
- 1. Floppy Disk
 - 2. Dial-up
 - 3. Pager
 - 4. VCR
 - 5. Gameboy
 - 6. Walkman
 - 7. Tamagotchi
 - 8. VHS
 - 9. Camcorder
 - 10. Windows 95

Page 36
 Bold Beats
 word search



Page 44
 Define these pixels





resight
global

180+

ReSight Global is a team of **180+ USER EXPERIENCE AND HUMAN FACTORS RESEARCHERS AND DESIGNERS** with offices in seven countries. We offer a broad set of tools and methods, seamlessly extending your reach to understand users across borders and reducing the challenges often associated with global user research. We also maintain an ISO-9001 certified quality system to ensure excellence in service delivery across all locations.

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INDIA (BANGALORE, PUNE) • PEEPAL DESIGN
JAPAN (TOKYO) • UISM
SINGAPORE (SINGAPORE) • XPLUSX
UK (LONDON) • BOLD INSIGHT
US (CHICAGO) • BOLD INSIGHT

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