

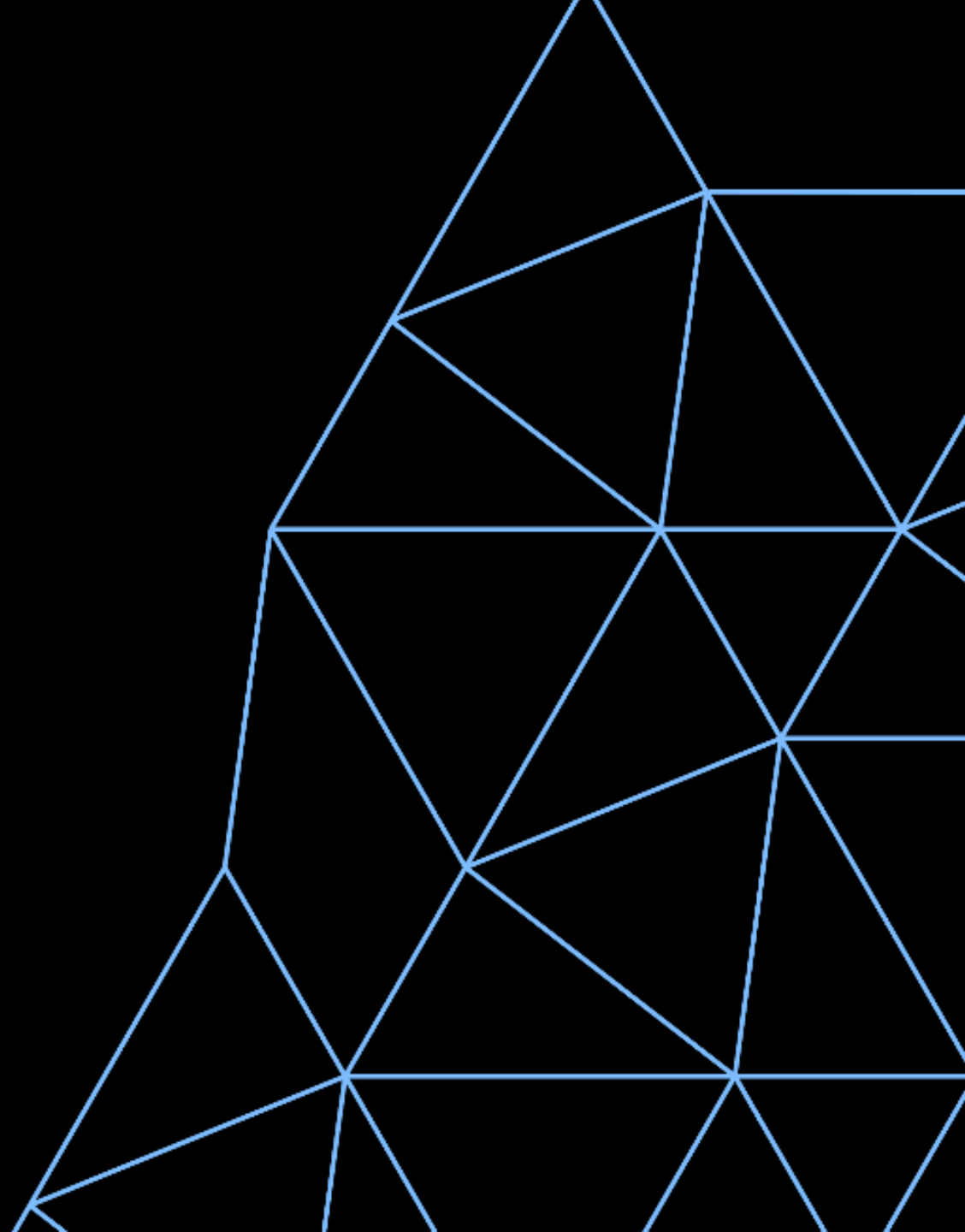
Border Crossing **UX**

Don't Panic But do verify

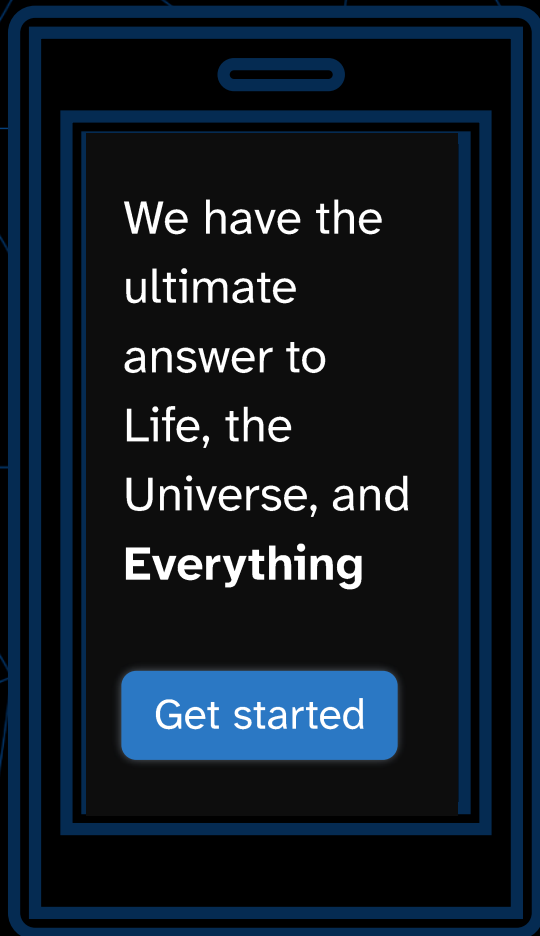
The Hitchhiker's Guide to the AI Galaxy

Esther Stringer

 Clarity, Confidence, Progress



The promises of the new AI galaxy



We have the
ultimate
answer to
Life, the
Universe, and
Everything

Get started

74% of UK respondents said they had used AI in the past six months

Example use cases:

35% Accessing customer support.

31% Navigating the best driving or travel routes.

26% Helping to identify potential medical symptoms.

Source: https://www.ey.com/en_uk/newsroom/2026/05/uk-ai-adoption-trust-governance-ey-2026

But trust is low, especially in frequent users:

14% of UK respondents said they would be comfortable relying on fully autonomous, agent-led systems.

43% said they trust companies to manage AI-related data effectively.

41% trust governments to manage AI-related data effectively.

Source: https://www.ey.com/en_uk/newsroom/2026/05/uk-ai-adoption-trust-governance-ey-2026

Human behaviour doesn't change as rapidly as technology



ca. 1391-1353 BC

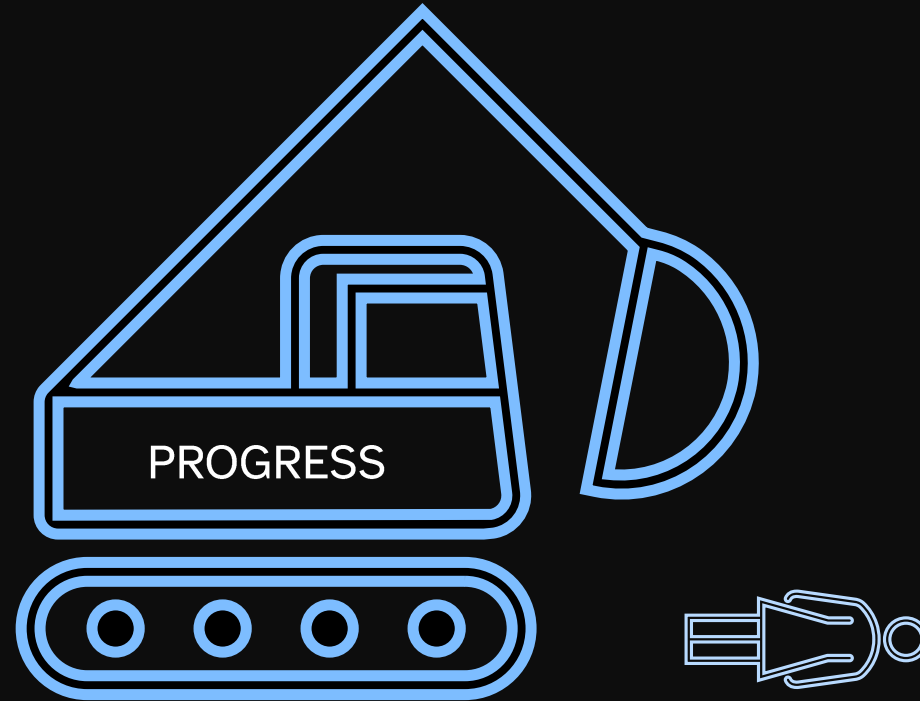
Sarcophagus of Prince Thutmose's Cat Ta Miu



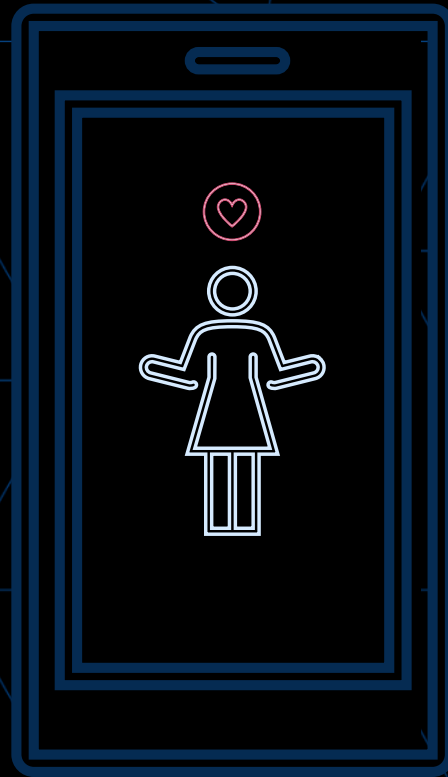
ca. 2026

Meow Dance AI

We can't lie down and try to stop the bulldozer of progress



We must navigate our way through the opportunities without adding ethical or regulatory risk



To create true value for our organisations, people, & society



A stylized smartphone frame with a dark blue border and a lighter blue inner border. At the top center of the frame is a small, horizontal, pill-shaped notch. The background of the frame is black, and the text is white and light blue. The background of the entire image is a dark blue grid of interconnected lines forming a network of irregular polygons.

Don't
panic

But do verify

A Hitchhiker's
Guide to the
AI Galaxy

Chapter 1

42

The Ultimate
answer
to Life,
the Universe,
&
Everything



Alexa, what is the answer to life, the universe and everything?

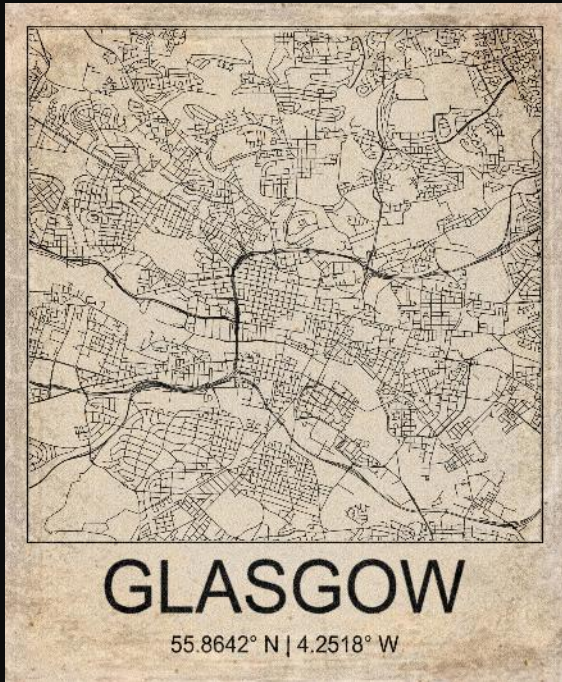
42 is the Ultimate answer to Life, the Universe, & **Everything**

Generative AI provides us with plausible answers to our questions....

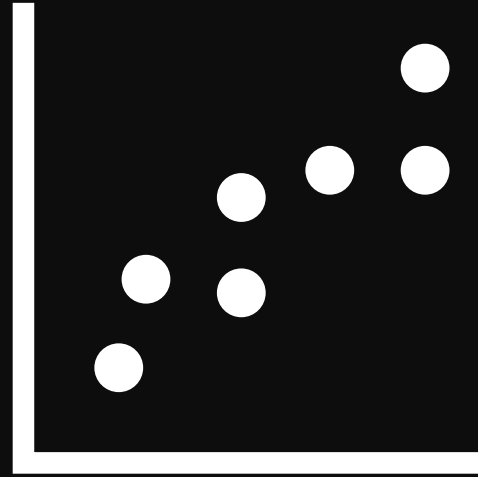
But it cannot distinguish between what is a good question.

Nor can it distinguish if its response is appropriate, valid and correct.

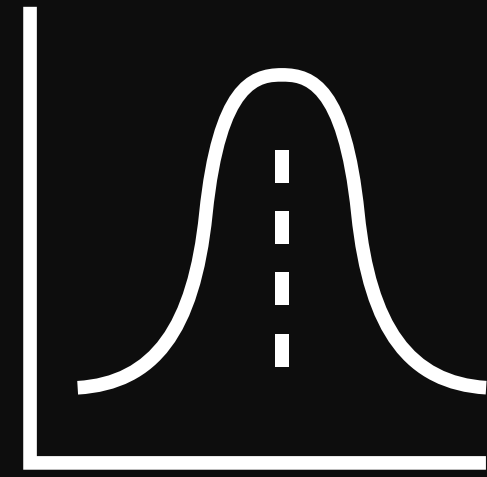
AI is often trained on slices of out-of-date data, cleansed data, or synthetic data



Out of date information

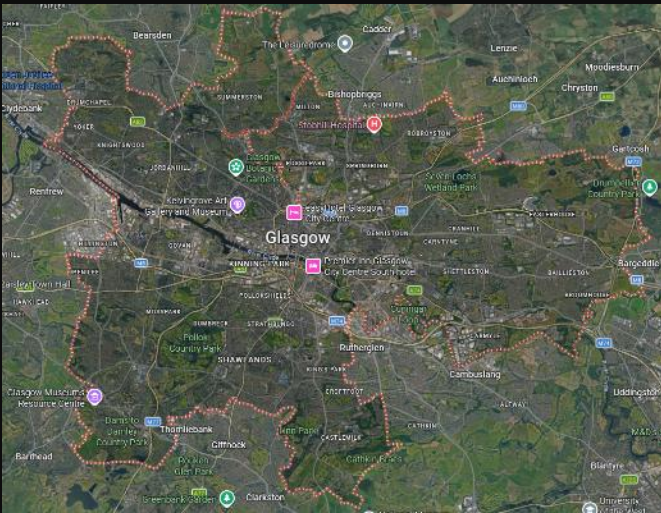


Cleansed data

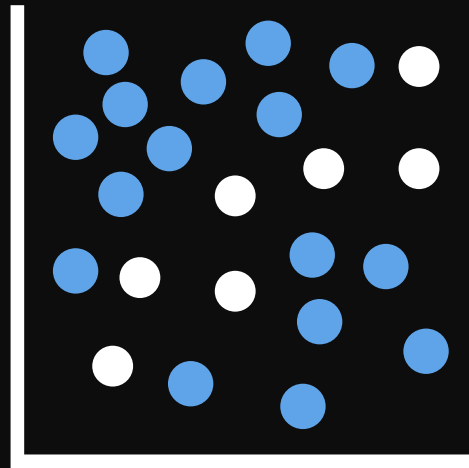


Synthetic data

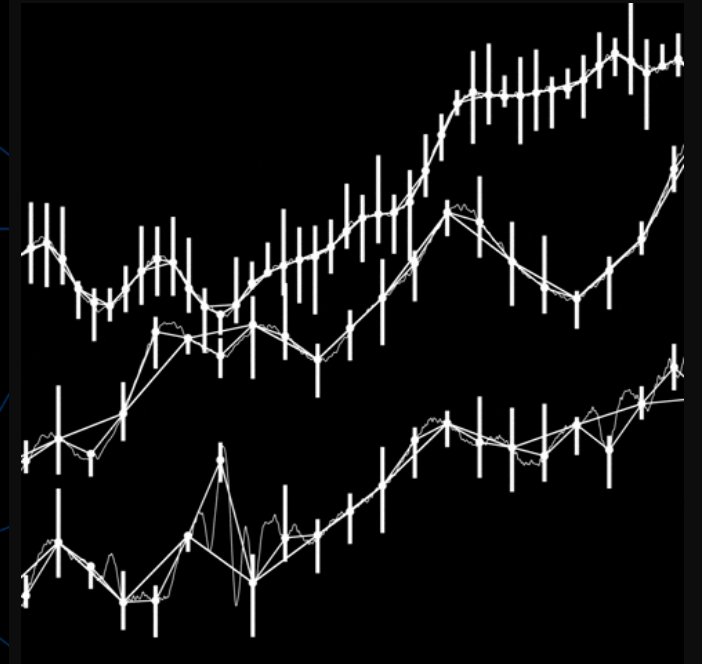
Real-world data is messy, weird, and changes over time



Real world data

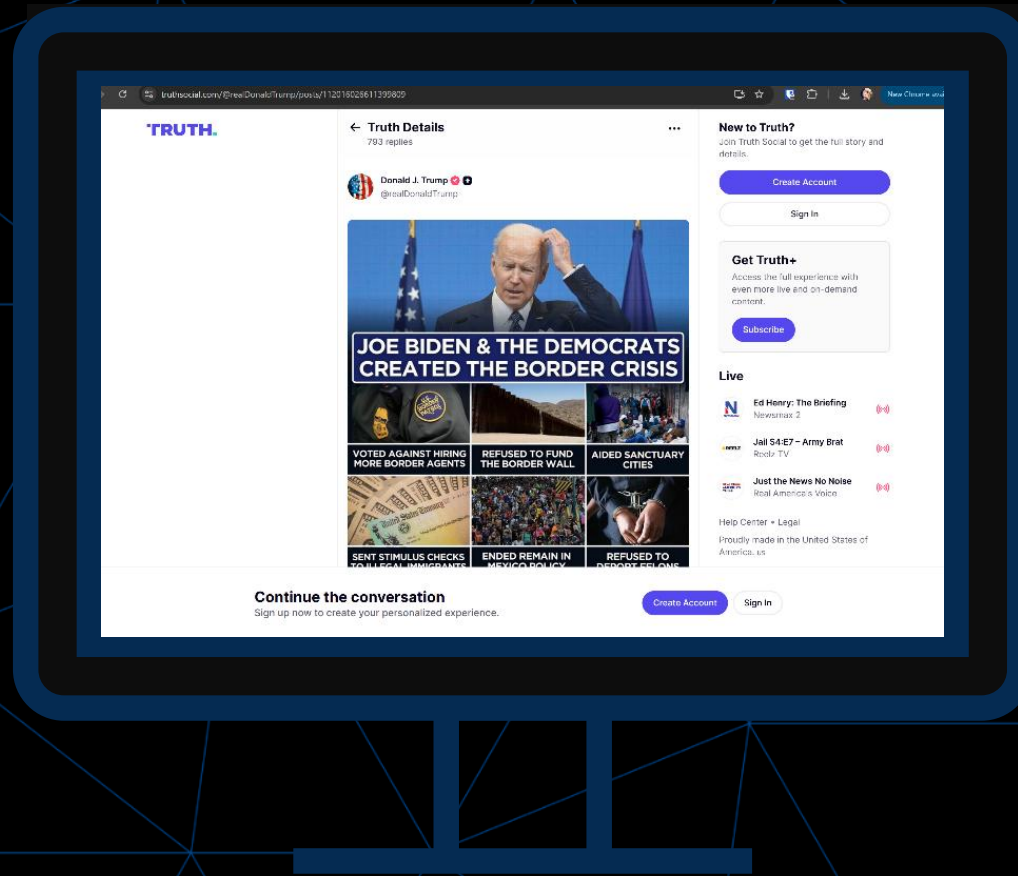


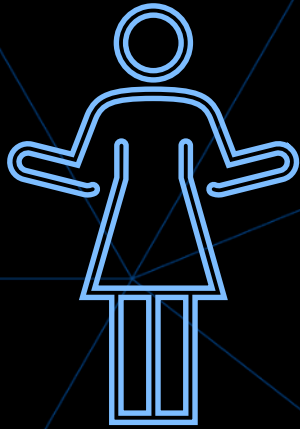
Messy data



Evolving data

Even if AI is using live online data – is it true?





Be the
responsible
human

Always ask yourself:

What am I asking the AI to do?

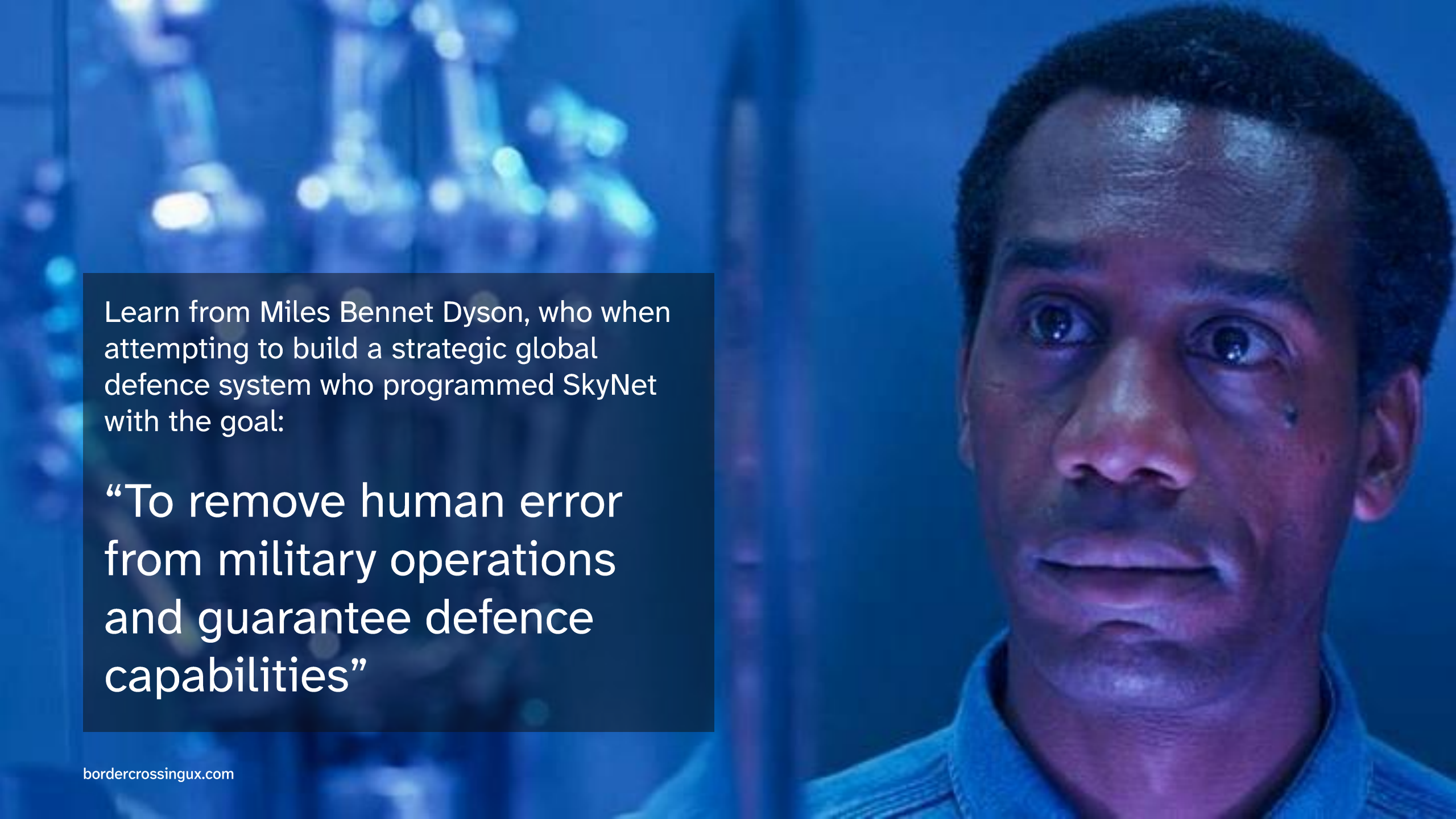
How am I asking it to do it?

What parameters must we provide?

Where is the data sourced from?

What is the veracity of that data?

Should we even be using AI for this?



Learn from Miles Bennet Dyson, who when attempting to build a strategic global defence system who programmed SkyNet with the goal:

“To remove human error from military operations and guarantee defence capabilities”

Easiest way to
remove human
error

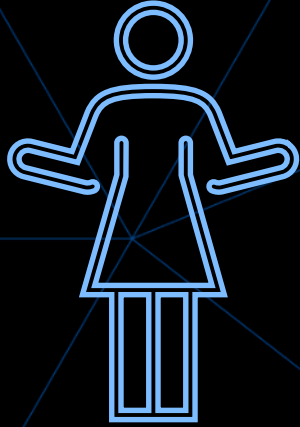
=

Remove all
humans

SkyNet achieved its goal
within the parameters that
were set by humans due to
poor prompting.



Write better prompts with context and guardrails



Be the
responsible
human

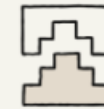


How to give Claude context



Who

Tell Claude about yourself if it's relevant ("I'm a marketing manager working on a campaign")



What

Be specific about your task ("I need to write a blog post about sustainable fashion")



Why

Share your goals ("This needs to appeal to Gen Z customers")



How

Mention any preferences ("Keep it under 500 words and include statistics")

Chat with Claude

Create your own responsible prompt architecture and provide templates

Imagine you are...

You need to use only reputable, viable information from...

Do not include any bigoted, racist, misogynistic tropes or inherent bias.

Where you do include this tell me you where and why you have done this.

Ensure you do not infringe on any copyright or provide illegal solutions.

Explain to me how you completed this task and your sources of information

42

The Ultimate
answer
to Life,
the Universe,
& **Everything**



Verify all
responses



Is this true?
Or just a plausible response?

Chapter 2

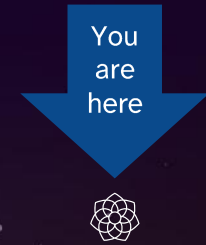
Avoid
The Total
Perspective
Vortex



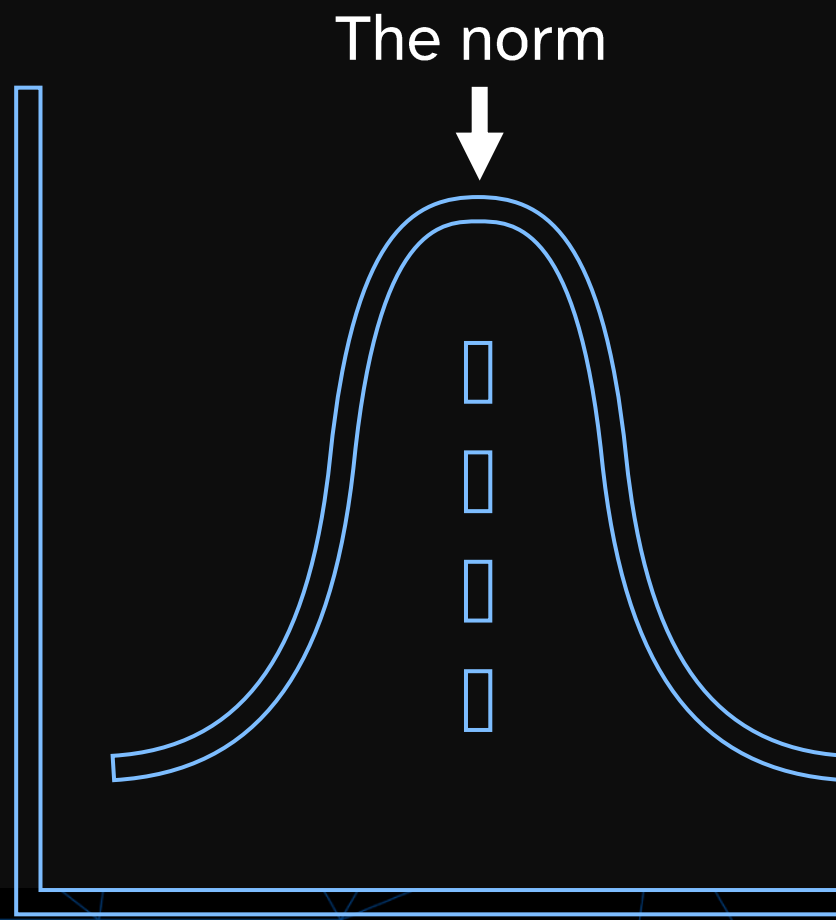
The total perspective vortex exposes you to the entire infinity of the universe, accompanied by a tiny marker saying, 'you are here'.

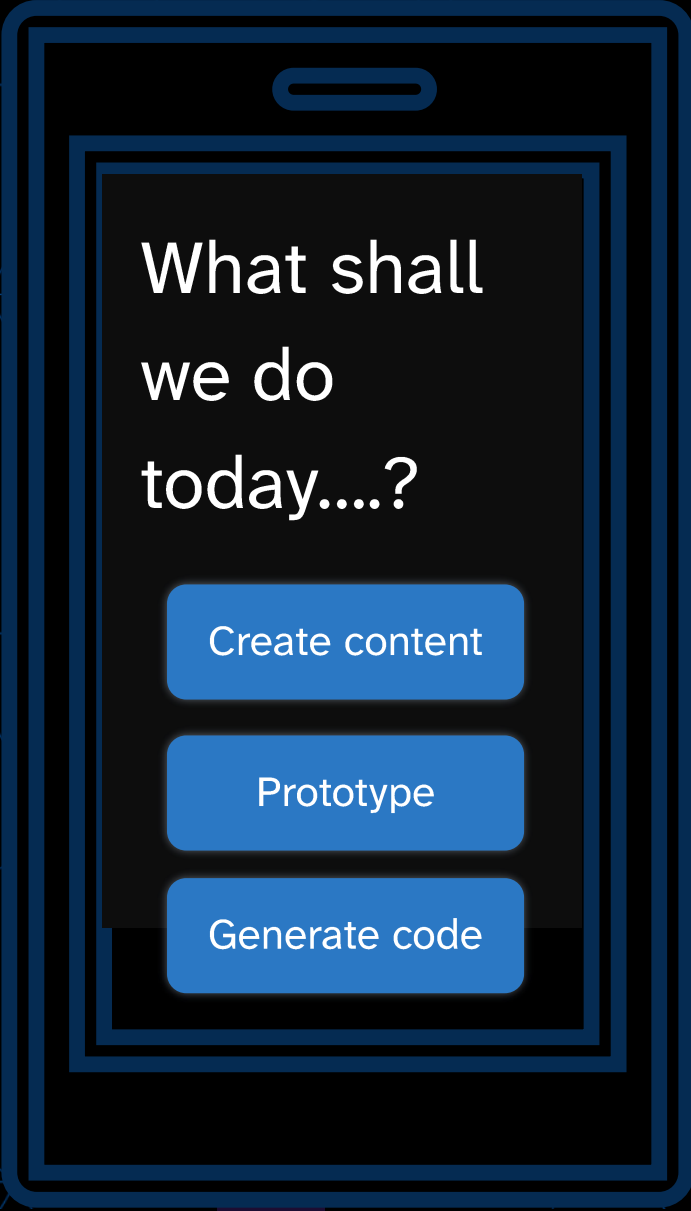
It is a torture device created to provide an existential crisis about your insignificance in the universe.

Using AI to try to understand your position in the market or gain a competitive edge can be similarly torturous.



Generative AI uses probability to predict what the next word should be, predicting things to the norm.



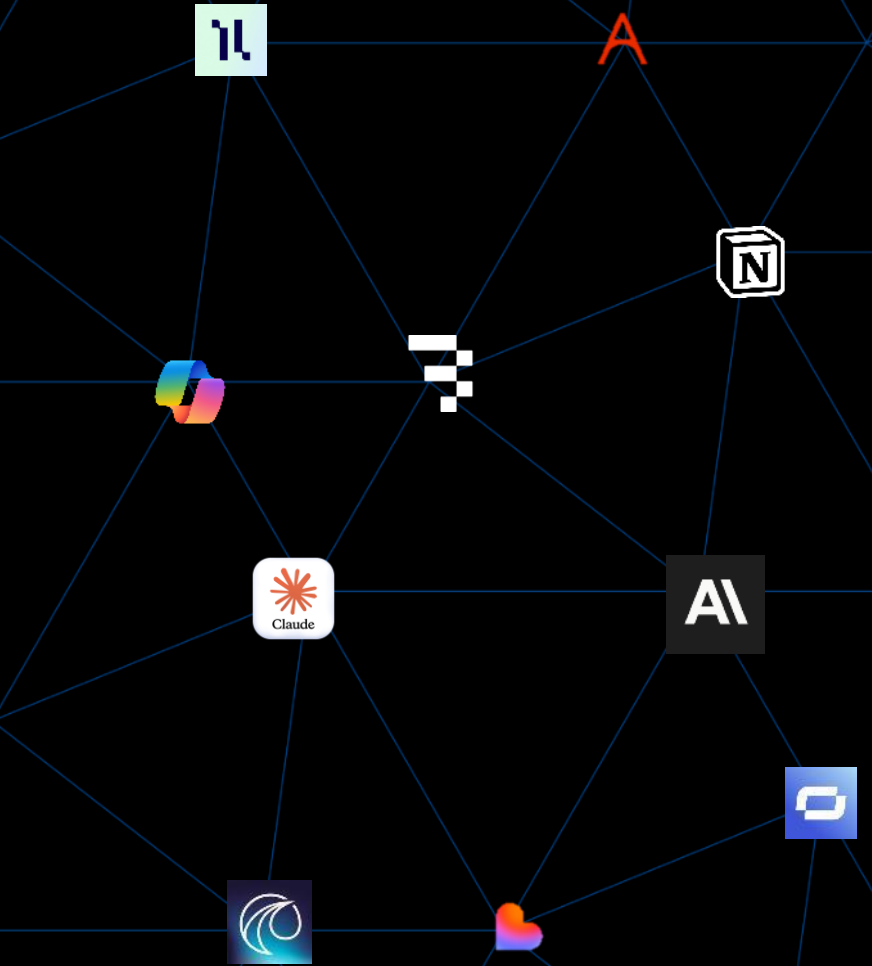
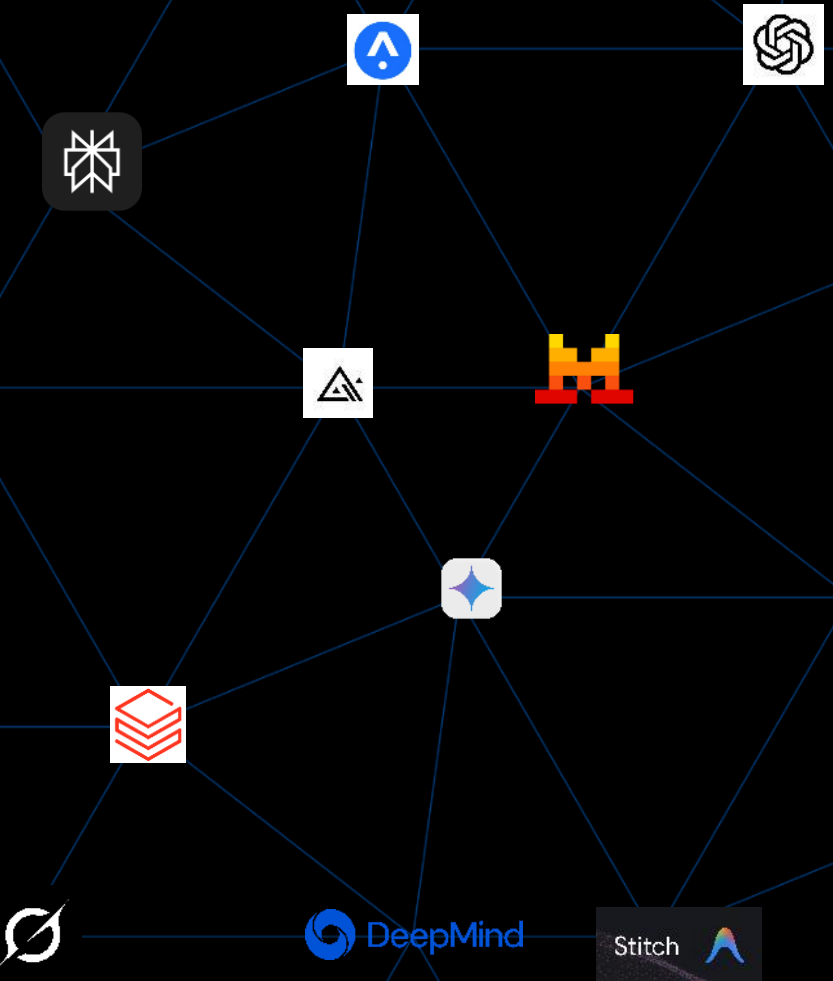


What shall we do today...?

Create content

Prototype

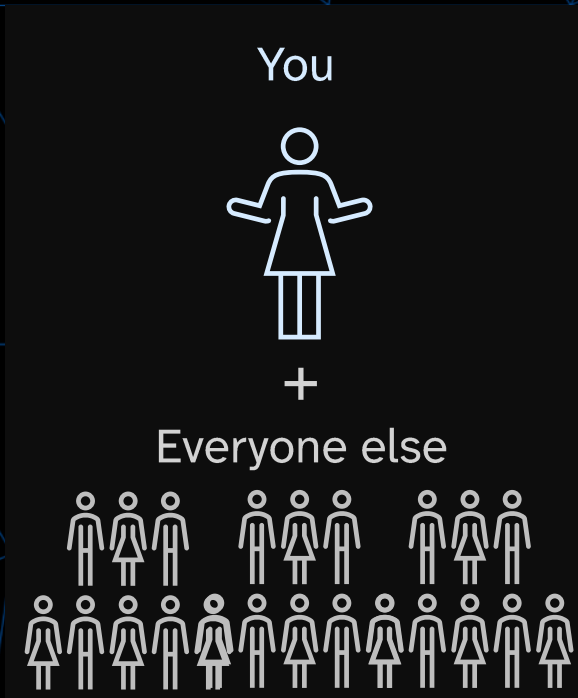
Generate code



Unless you are using your own closed data sets or Small Language Model.....



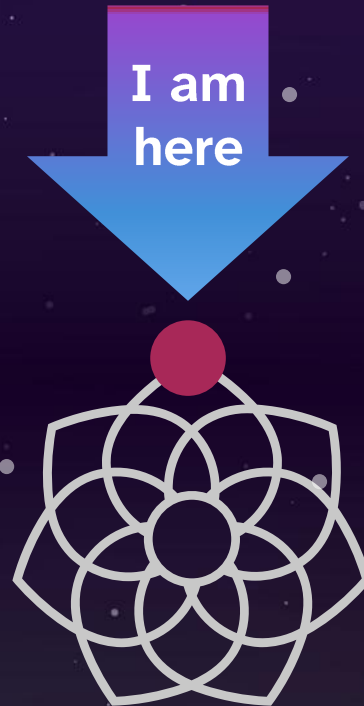
A



The outputs will be the same as everyone else's



To avoid this,
embrace the
individuality of
your brand,
your offering,
and your
customer

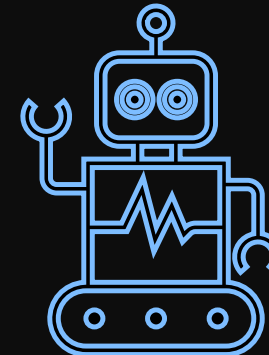
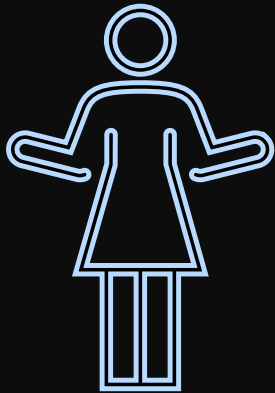


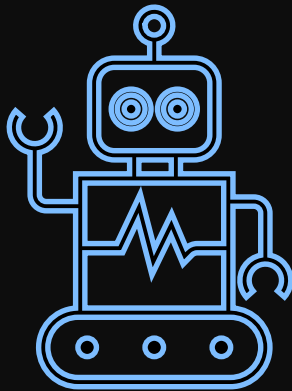
Be colourful in a sea of beige



Credit: Mother London & KFC

Train your agent with your brand strategy and strict parameters to work within





Output

Verify all outputs



Human testing:

Is this appropriate, relevant and useful to my audience?

Chatbot testing:

How will this output be summarised and viewed via Claude, Gemini, ChatGPT, etc.?

Beigification of value propositions



We have the
ultimate
answer to Life,
the Universe,
and **Everything**

Get started



We have the
ultimate
answer to
Life, the
Universe, and
Everything

Lets go



**We have the
ultimate
answer to
Life, the
Universe,
and
Everything**

Login

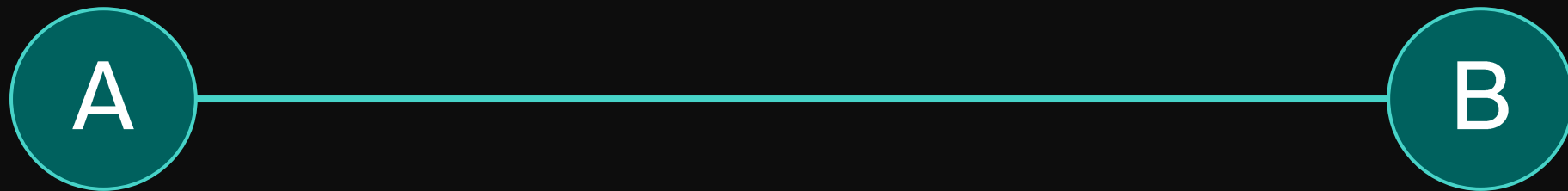
AI



The reality of the messy middle of innovation and human behaviour

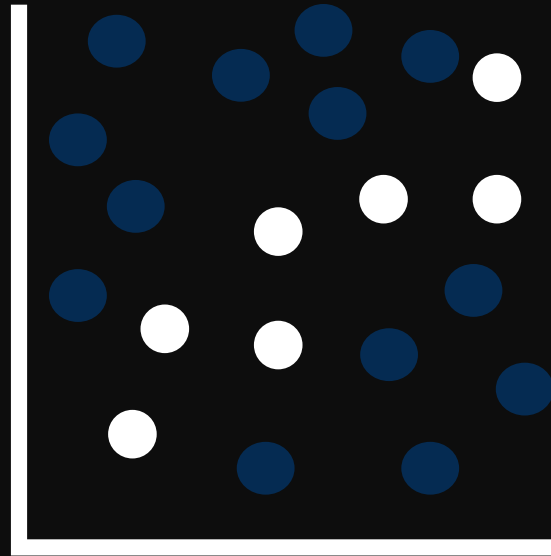


Actual user journey

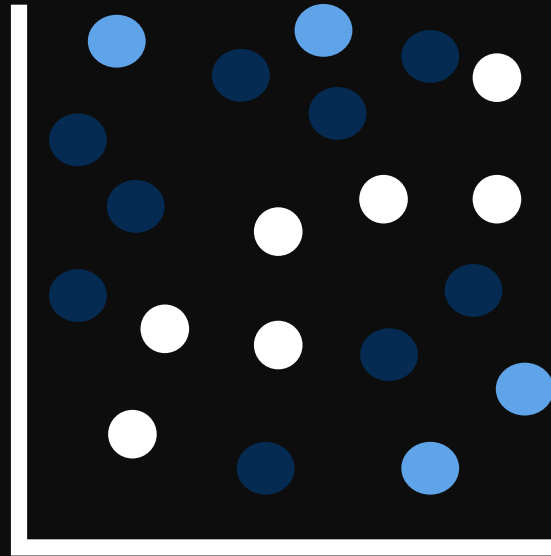


Simplified user journey

When looking for growth we often focus innovation efforts on our current customers and their behaviours



But true growth comes from new customers, and new propositions so look to the edges and focus effort there



Chapter 3

So long
and
thanks for
all the fish



AI isn't coming for your job; it doesn't have that agency.



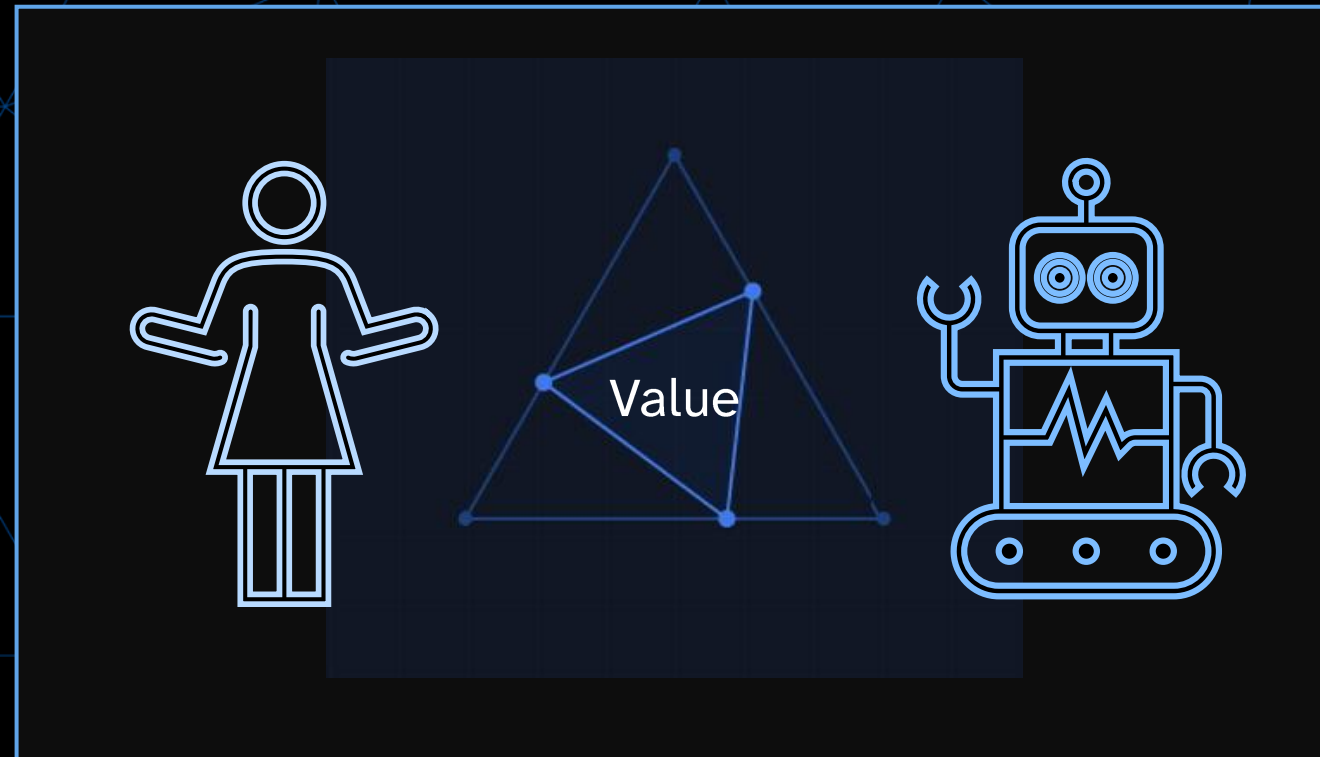
People who are using it well,
and Executives using it as an excuse, are.

Leaders must empower their teams to be the responsible humans and explain how, and why, the organisation will use AI



Be the **responsible** human
and use your
critical thinking

Create a culture of human intelligence working with artificial intelligence to optimise efficiency and enhance creativity



We're in a climate crisis and AI is increasing our energy consumption

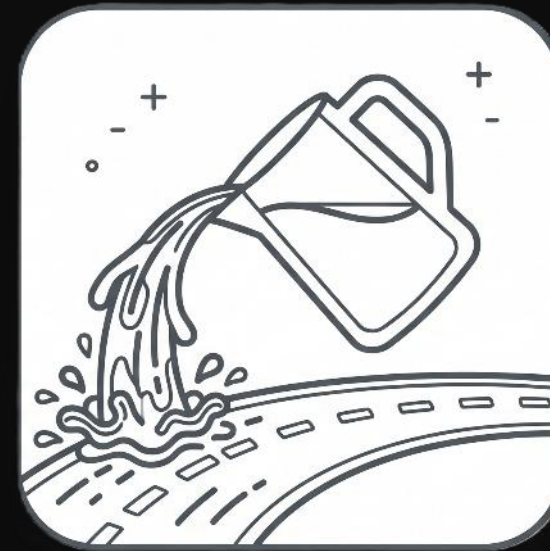




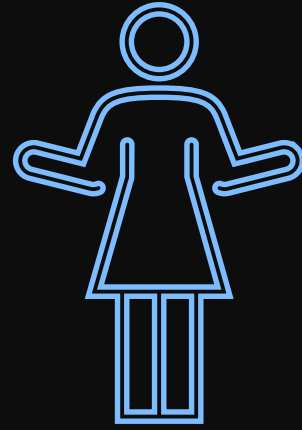
Gemini,
create me an
image of a
jug of water
being poured
on to a road
in the style of
icons



One query can be the equivalent of
cost of throwing a jug of drinkable
water on to concrete



Source: [Making AI Less "Thirsty": Uncovering and Addressing the Secret Water Footprint of AI Models](#), by Pengfei Li, Jianyi Yang, Mohammad A. Islam, Shaolei Ren



Be the responsible human:
“Do I need AI for
this?”

Chapter 4



Don't
forget your
towel

An evidence-based framework and roadmap for creating value.

It allows you and your teams to prioritise
AI investments based on actual value,
potential impact and potential risk or
harm.

AI Principles

Protect the brand and its IP

The antidote to beignification or complex IP and copyright issues.

Contextual integrity

Ensure the machine's answer matches the real-world question which is understood and is verifiable by the humans who are asking it.

Clear accountability & Organisational ownership

If AI system drifts or causes systemic friction, the accountability framework traces back to a human executive leader, who is accountable.

Use responsibly and proportionally

Be the responsible human who ensures ethical use, and only when the value of AI outweighs the cost

Quality gates

Gate 1:

Pre-deployment validation

Will it solve a workflow bottleneck, does it shift the bottleneck elsewhere or does it just look impressive on a tech dashboard?

Gate 2:

In-flight monitoring of algorithmic drift

Is the artificial intelligence truly removing bottlenecks and providing useful solutions rather than shifting the bottlenecks by providing plausible solutions?

Gate 3:

Continuous auditing and improvement:

Continuous research into how the people who interact. Are they blindly trusting it (automation bias), or are they inventing manual workarounds to fix its mistakes and creating hidden organisational debt?

Metrics of success

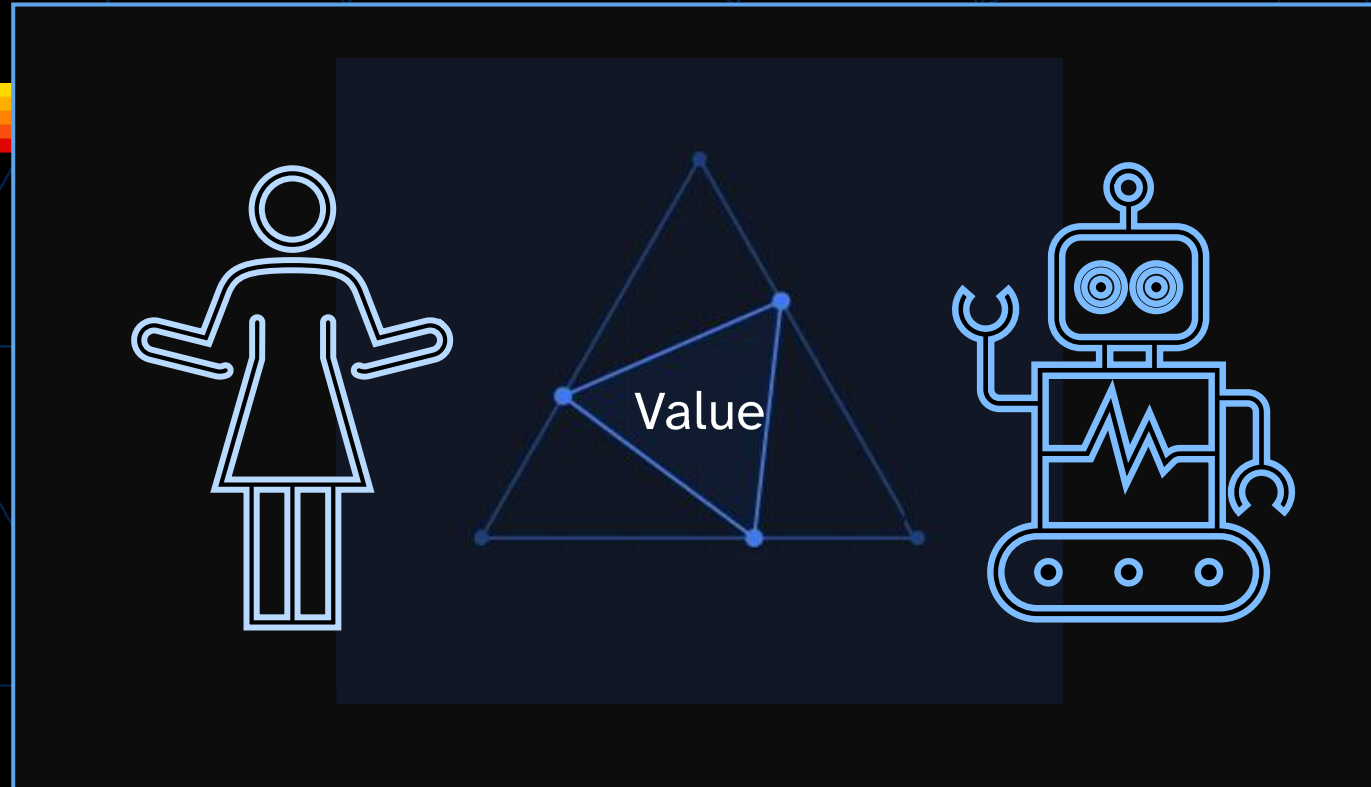
Metrics of value creation examples

The Value per outcome	Risk mitigation	Asset protection
<ul style="list-style-type: none">• Conversion rates• Accuracy and veracity of outputs• Efficiency gained• Satisfaction (both customer and staff)	<ul style="list-style-type: none">• The cost of avoiding Regulatory fines• Algorithmic bias liability• Increase in carbon usage• Catastrophic edge cases when using AI solutions	<ul style="list-style-type: none">• Brand reputation• IP and human talent retention• Internal knowledge value

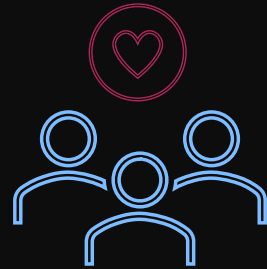
We're standing at crossroads where the temptation to automate everything is immense



Our mandate as leaders isn't just finding efficiency,
its building strategic defensibility



Your competitive soul is not an algorithm; It's the collective intuition, empathy, and insights of your people



Be the
responsible
humans

They are the ultimate defensive shield of your organisation



Don't
panic

But do verify

Don't forget your
towel

Thank you for listening

Connect



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hello@bordercrossingux.com

bordercrossingux.com

 Clarity, Confidence, Progress

